PRINCE WILLIAM COUNTY

The Landing at Prince William

Small Area Plan

Adopted: November 19, 2019

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INTRODUCTION AND BACKGROUND

The Landing at Prince William, formerly known as the Parkway Employment Center, Small Area Plan intends to reinvent and capitalize on one of Prince William County's last largely undeveloped areas ripe for increased economic growth. The small area plan has been prepared to further the economic development goals of the County to provide opportunities for high-quality employment integrated within a vertical mixed-use Town Center that will foster local and regional economic opportunities. The primary focus of The Landing at Prince William Small Area Plan is to create a sustainable transit-oriented community anchored around a vibrant Arts & Entertainment District while also preserving existing natural resources.

Geographically, this small area plan is located on the southern edge of the National Capital area and lies at a major gateway entrance to the County. The study area also has the benefit of being located in an established transit hub, being accessible from the I-95, Prince William Parkway, and Caton Hill, a highly utilized commuter park and ride lot, as well as nearby access to the Woodbridge VRE station and planned Fast Ferry Terminal. These assets are the springboard for the proposed development in the Plan.

The study area has a lot of potential for increased economic growth due to the area being largely undeveloped with larger parcel sizes and access to a variety of transit opportunities. The study area is surrounded by a diverse and educated workforce with a low unemployment rate. The plan is also surrounded by existing and planned economic hubs including: Potomac Mills Mall and Marine Corps Base Quantico to the south, Ft. Belvoir to the north, and the planned North Woodbridge Small Area Plan to the east.

In addition to its location within the region and opportunities for economic growth, The Landing at Prince William is a place displaying natural beauty that this Small Area Plan intends to preserve and emphasize. The 737-acre study area is largely wooded with unique natural features that can be integrated into new developments to enhance the marketing potential of the area. The existing powerlines easements also offer an opportunity to create an extensive system of trails to connecting the proposed development to the surrounding area.

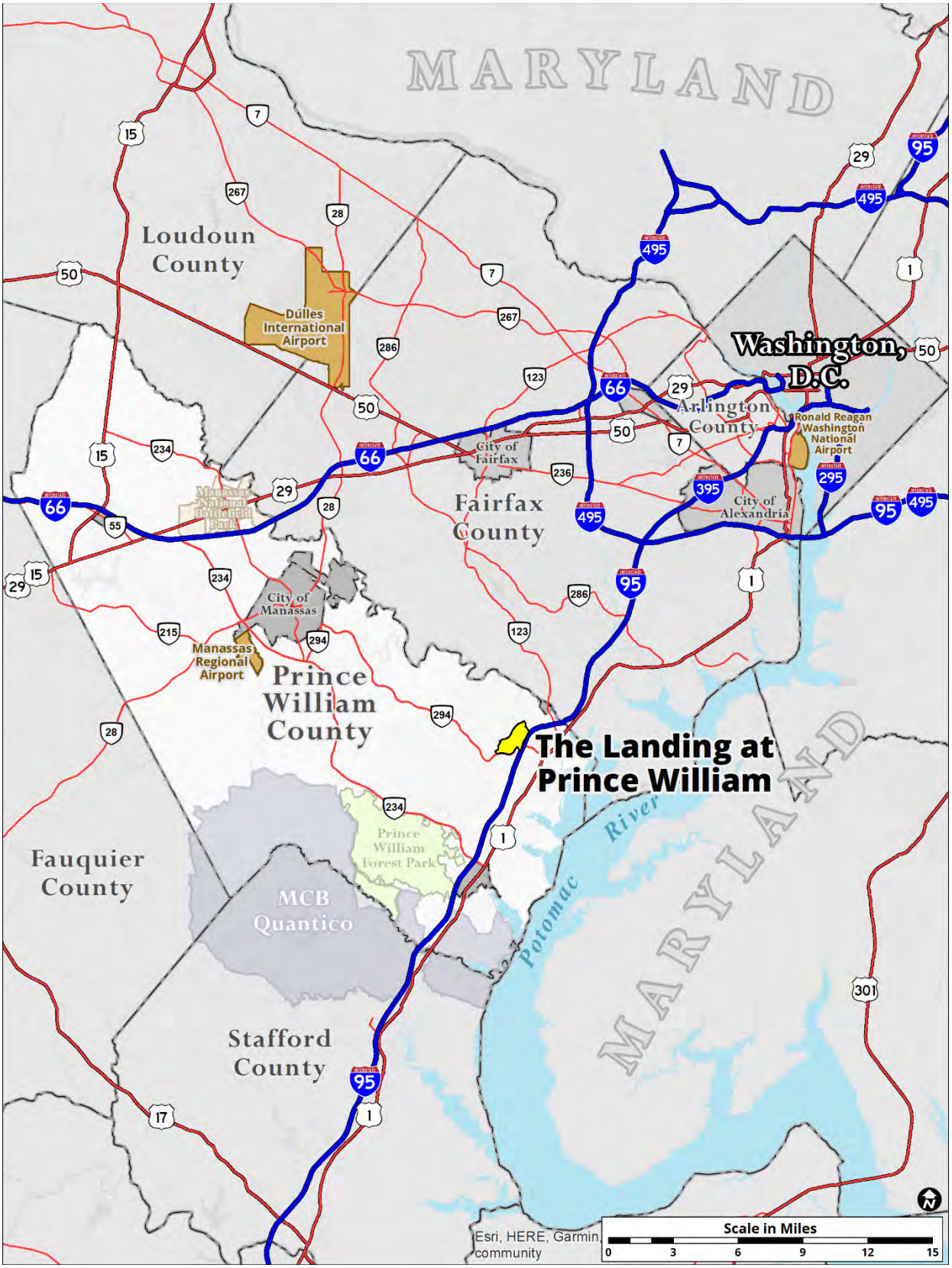

Figure 1: The Landing at Prince William in the Region

PURPOSE AND USE OF SMALL AREA PLAN

On August 3, 2016, the Board of County Supervisors initiated this new Small Area Plan for The Landing at Prince William. The Plan serves as a basis for the long-term vision for future growth in the study area. The Plan is intended to replace the existing Parkway Employment Center Sector Plan, a current chapter of the Comprehensive Plan. The need to reevaluate the Parkway Employment Center Sector Plan arose from several factors including regional changes in the marketability of Office development, new state laws affecting the proffer system, new Opportunity Zone investment incentives, and a desire to see a new vision for what The Landing at Prince William can become. The purpose of The Landing at Prince William Small Area Plan is to rebrand the area into a more sustainable and economically viable community that builds upon the strengths of the previous Parkway Employment Center Sector Plan. The vision and goals of the Plan are realized through the implementation of the action items established in this Plan. The Small Area Plan process includes research, stakeholder and public engagement, visioning, and the final plan.

Areas of Transformational Change

The Plan provides a mechanism to help realize the development potential of the area. The transformational changes within The Landing at Prince William Small Area Plan are focused on the town center and then transition down in intensity. The Plan establishes a Transit Center within the Town Center, as the focus for the highest densities coupled with a walkable pedestrian focused street grid, and an Arts & Entertainment area. The remainder of the Small Area Plan consists primarily of either lower density residential and institutional uses such as schools and parklands to the north, or light industrial uses to the south.

The County recognizes the need for multi-modal levels of service through the Strategic Plan's Mobility Goal to "have an accessible, comprehensive, multi-modal network of transportation infrastructure that supports local and regional mobility." One of the objectives to achieve this goal recognizes the need to build a robust economy and to provide more job opportunities within the County to help reduce commute times and congestion issues. In order to implement the goals of The Landing at Prince William Small Area Plan, the County needs new performance measures to measure accessibility, economic development, sustainability and livability. This requires less reliance on achieving a specific Level of Service and more reliance on creating a sense of place with measures related to economic, social and environmental outcomes, where people live, work and play in the same geographic area and accept that congestion is expected in the Town Center.

Figure 2: The Landing at Prince William Boundary

Organization of the Small Area Plan

The Small Area Plan consists of eight major components which are identified below and will follow an extensive existing conditions and data analysis that sets the foundation upon which the plan is built (See Figure 3).

1. **Vision and Thematic Principles** – Establishes the long-term vision and supporting goals for the creation and guidance of The Landing at Prince William Small Area Plan.
2. **Placetypes** – Consists of a land use plan with development standards including density, form, and layout. The transect identifies the relationship between density and mobility. An illustrative plan shows what the full-build out of the plan could look like.
3. **Design Guidelines** – Outlines design standards for pedestrian-scaled private and public development with graphic precedents to ensure high-quality design within the Small Area Plan.
3. **Mobility Plan** - Mobility has a close relationship with land use, this plan calls for multi-modal mobility with dense, mixed-use development.
4. **Green Infrastructure Plan** – Ensures that open space, active recreation, and passive recreation is supported in the plan. With additional density of people living, working, and playing in the small area plan, there will be a demand for outdoor spaces and a requirement for environmental protection.
5. **Cultural Resources Plan** – Plans for the identification and preservation of architectural and archaeological sites, historic districts, cemeteries, battlefields, cultural landscapes, museum objects, and archival materials in the study area.
6. **Economic Development Plan** – Encourages the attraction and retention of diverse high-quality businesses and services that strengthen the economic vitality of this area.
7. **Level of Service Plan** – As the Landing at Prince William changes and grows over the next 20 years, it is necessary to ensure that level-of-service infrastructure improvements are programmed in the plan.
8. **Implementation Plan** – This section activates the plan, so that action strategies are implemented in the short, mid, long term, and ongoing time frames to ensure the plan is actualized by 2040.

Figure 3: Organization of the Plan

EXISTING CONDITIONS AND DATA ANALYSIS

History

The study area's pre-contact (Native American) history generally follows eastern Prince William County. Eight archaeology sites were identified during archaeological survey. Six sites were undatable, the remaining two date to the Middle Archaic (8500 - 5001 B.C.) and Early Woodland (3200 B.C. - 299 A.D.) time periods. However, the study area exhibits high potential for finding pre-contact sites, as it exhibits characteristics such as good topography, well drained soils and proximity to water. Together, these data indicate a high potential for finding additional pre-contact archaeology sites, where no archaeological survey has been conducted.[1, 2, 3, 10]

The study area's history follows general growth and land-use patterns as many other parts of eastern Prince William County. Late-seventeenth and early-eighteenth century colonial settlement clustered primarily along the Potomac River and its major tributaries. However, maps from the Civil War show a robust network of previously existing roads, surrounding the study area, and Telegraph Road bisecting the study area. These surrounding roads and Telegraph Road provided important connections to Dumfries and Occoquan and to many points in the County's interior. This suggests an extensive road network in place for a long time prior to the start of the Civil War. The study area is generally bounded by the same roads as today, i.e. Minnieville Road (during the Civil War this was a portion of Davis Ford Road) to the west, Horner Road to the south. There was no road to form the eastern boundary of the study area until I-95 was built. Telegraph Road was a major road between Occoquan and Dumfries and connected to many east-west roads.[1, 2, 3, 4 , 5, 6]

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[1] Prince William County Planning Office GIS data layers.
[2] Phase I Cultural Resources Survey of Approximately 30 Acres in the Lake Ridge Vicinity of Prince William County, Virginia (Brady et al 2007, report on file in the Prince William County Planning Office).
[3] Phase I Cultural Resources Survey of Longpoint Tract Prince William County, Virginia (Muir-Frost and Tyer 2013, report on file in the Prince William County Planning Office).
[4] 1862 Map of Northeastern Virginia and Vicinity of Washington. Topographical Engineers Office, Arlington, Virginia. Irwin McDowell
[5] 1925 Quantico Quadrangle, 20-minute series, U.S. Army Corps of Engineers, Tactical Map.
[6] 1937 Soil Conservation Service Aerial Photography
[7] Phase I Cultural Resources Survey of Approximately 2.5 Acres on Telegraph Road Prince William County, Virginia (Laird and Devlin 2008, report on file in the Prince William County Planning Office).
[8] A Place in Time: Middlesex County, Virginia, 1650-1750. W. W. Norton & Company, New York. (Rutman, Darret B., and Anita H. Rutman, 1984)
[9] Tobacco and Slaves: The Development of Southern Cultures in the Chesapeake, 1680-1800. University of North Carolina Press, Chapel Hill by Allan Kulikoff 1986).
[10] 1956 United States Geological Survey Occoquan Quadrangle, 7.5-minute series, photo revised 1984.
[11] Map of Prince William County, Virginia. 1901. William H. Brown.
[12] Rural Delivery Routes, Prince William County, Post Office Department. 1923.
[13] Crossroads and Corners, A Tour of the Villages, Towns and Post Offices of Prince William County, Virginia Past and Present. Eugene M. Schell 1996
[14] The Chinn Family. Prince William County Historical Commission Historical Marker.
[15] Mount Olive Baptist Church Website (https://mobcwoodbridge.org/about-mount-olive/ last accessed April 30, 2019).

Throughout the colonial period, tobacco was the initial and primary cash crop but as the soils were depleted and colonists moved west, a diversified grain-based economy replaced tobacco. This diversified agricultural complex along with small scale livestock husbandry would persist through the nineteenth and twentieth centuries. Timber harvesting may have also been a primary agricultural product of this area. Two private cemeteries are evidence of smaller-scale farmstead occupations. [1, 2, 3, 4, 6, 8, 9, 10]

During the Civil War, no pitched battles occurred within the study area. Telegraph Road was used by troops traveling between Occoquan and Dumfries and other points east and west. Civil War maps also show agricultural fields and farmsteads associated with the Lynn and Simmons and other agricultural fields not associated with a name. Later twentieth century maps map show the family of Ledman in the study area and the community of Agnewville. [4, 11, 12, 13]

Agnewville was an early African American community that coalesced after the Civil War. The Chinn Family purchased land along Telegraph and Davis Ford Road (now Minnieville Road). They built homes in what would become Agnewville. “The Soul Shack, standing beside Miss Davis’ store, was their leading restaurant and dance and gaming hall. In 1902 William Chin donated the land for the Agnewville Mission Sunday School. On October 15, 1915, Mount Olive Baptist Church’s cornerstone was laid for the church on Telegraph Road and officially separated from the congregations of Neabsco Baptist Church and Ebenezer Baptist Church. Behind the Mount Olive Church on Telegraph Road is the church’s cemetery. [13, 14, 15]

During the early twentieth century, eastern Prince William County remained largely rural, agricultural, and sparsely populated. Early twentieth century topographic maps and aerial photography show widely dispersed homesteads or farmsteads within the study area, separated by extensive tracts of forest.

However, growth occurred in other portions of eastern Prince William County. After World War I, during the build up to World War II and after the World War II, the federal government pushed outward from Washington, D.C and eventually established the Marine Corps Base Quantico, U.S. Army Fort Belvoir, Prince William Forest Park (National Park Service), and the funding of the Interstate Highway System, specifically I-95. These growth patterns spurned the sub-urban development pattern in Prince William County. Notable developments in eastern Prince William County and adjacent the study area, over the second half of the twentieth century, included the planned community of Dale City in the 1960s and 1970s and the opening of the Potomac Mills shopping center in 1985. While many farmsteads in existence during the first half of the twentieth century faded away, the study area remained largely unaffected by the suburban development pattern. [1, 5, 6, 7, 10, 11, 12, 13]

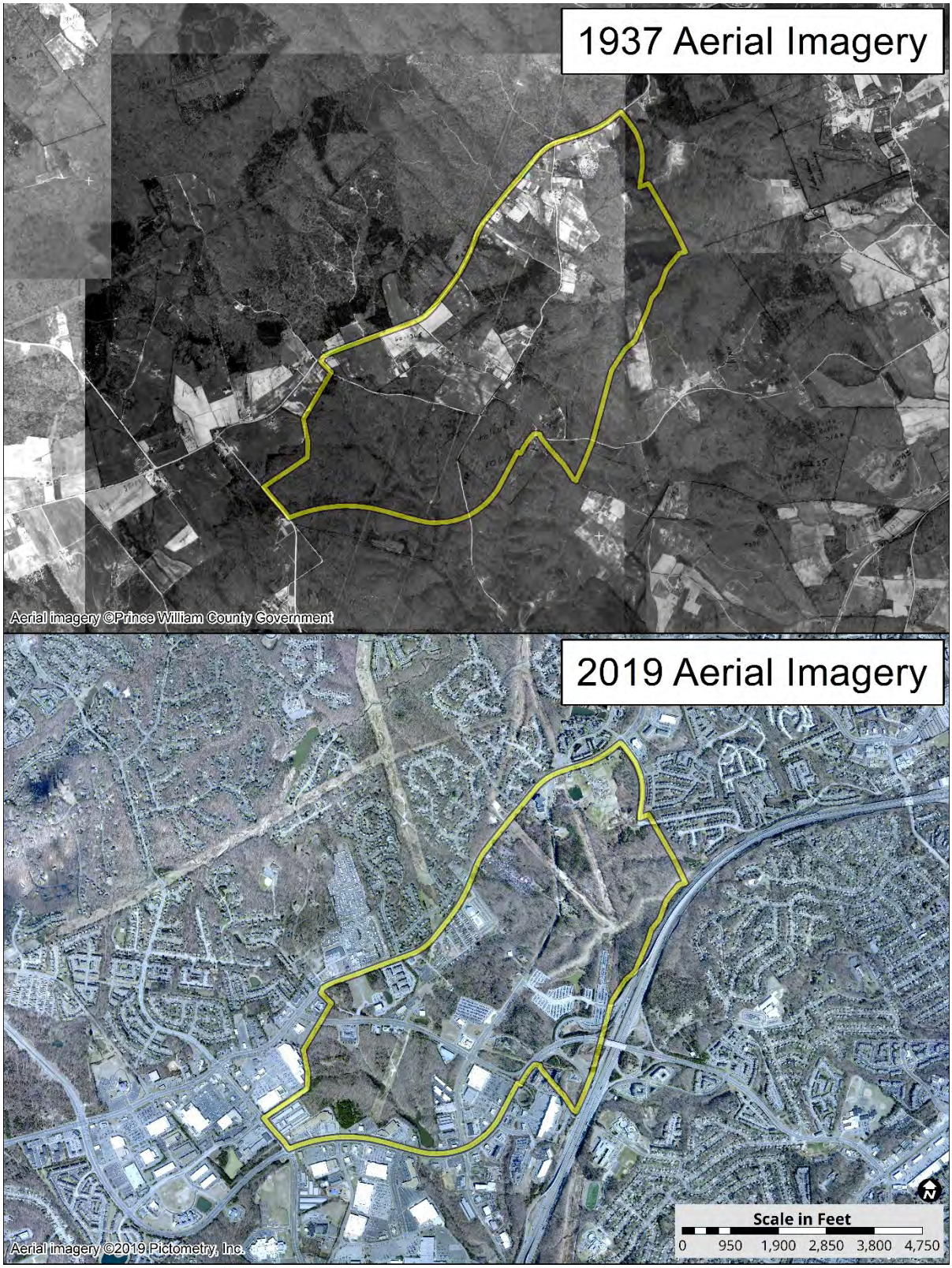


Figure 4: Landing at Prince William, 1937 - 2019

Overview of Study Area Today

The Landing at Prince William is part of the Washington D.C. Metropolitan area. The Landing at Prince William Community is located 20 miles southwest of the Nation's capital. The study area is bounded by the Interstate 95 (I-95) to the east and Prince William Parkway State Route 294 to the southeast, Minnieville State Route 640 to the west, Summit School Road to the northeast and Smoketown road to the southwest. The Landing at Prince William is predominantly bordered by residential developments to the north and west edge of its boundaries and commercial developments including Potomac Mills Mall to the south. The major internal roads for The Landing at Prince William include Caton Hill Road which transects the study area covering access in both directions east to west and Telegraph Road which bisects the study area providing access in both directions north to south.

The location benefits from proximity to major employment centers including nearby Fort Belvoir and Marine Corps Base Quantico. Commuter bus and access to the I-95 as well the proximity to commuter rail connections between the major employment centers of downtown Washington, the Pentagon, Crystal City, Tysons Corner, Alexandria and Mark Center serve The Landing at Prince William. In addition, Prince William-Metro Direct bus service provides peak hour connections to the region's Metrorail transit system. Due to its convenient location, the study area is a regionally significant commuter hub, consisting of series of commuter lots providing more than 3,000 spaces. The large commuter lots operated by the County and VDOT provide access to the I-95 HOT lanes and commuter slug lines.

The Landing at Prince William is a critical gateway into Prince William County from the I-95. [16]. As of 2015, the population within this study area was 865 and provided 3,441 jobs. Due to the ease of access and high visibility from I-95, The Landing at Prince William is active with great economic opportunity.

The Metropolitan Washington Council of Governments (MWCOG) has identified Potomac Mills area as an Emerging Employment Center. Emerging Employment Centers are a type of Activity Center with rapidly developing "campus-style" suburban employment areas less than six square miles (3,840 acres) in total area, with more than 15,000 jobs projected in 2040. This designation is used as a tool to help guide land use and transportation planning decisions such as increasing the amount of employment or housing in the Center[17].

Also, the State of Virginia designated The Landing at Prince William as an Opportunity Zone, part of a provision of the new revitalization tool established by the Federal Tax Cuts and Jobs Act of 2017. The Opportunity Zone designation allows potential investors

[16] Parkway Employment Center Sector Plan, 2008.

[17] Metropolitan Washington Council of Governments, Regional Activity Centers and Clusters, 2007.

to receive tax benefits by investing in designated census tracts (see the Economic Development section for more information on Opportunity Zones)[18].

[18] Prince William County, Federal Opportunity Zones, 2018.

Figure 5: The Landing at Prince William Study Area Today

Existing Land Use

The majority of the acreage in the study area is vacant land, agricultural or open space. Commercial is primarily located on the north side of Prince William Parkway and along both sides of Caton Hill west of its intersection with Telegraph Road. There is approximately 56 acres of institutional land consisting of primarily churches and County owned commuter parking lots. Residential housing is a mix of densities and comprises six percent of the land area. The high-density residential housing is located on Minnieville Road and is composed of apartments and a mobile home park. There is no nexus of uses.

Current Land Use	Land Area (± Acres)	Share of Use (± %)
Agricultural Lands	92.9	13%
Commercial	84.0	11%
Industrial	20.1	3%
Institutional	56.9	8%
Undeveloped	342.1	46%
Residential – High Density	21.8	3%
Residential – Medium Density	7.5	1%
Residential – Low Density	18.1	2%
School – Private	1.1	0%
Utility	10.6	1%
Public Right-of Way/Commuter Parking Lots	82.2	11%
Total	**737.3**	**100%**

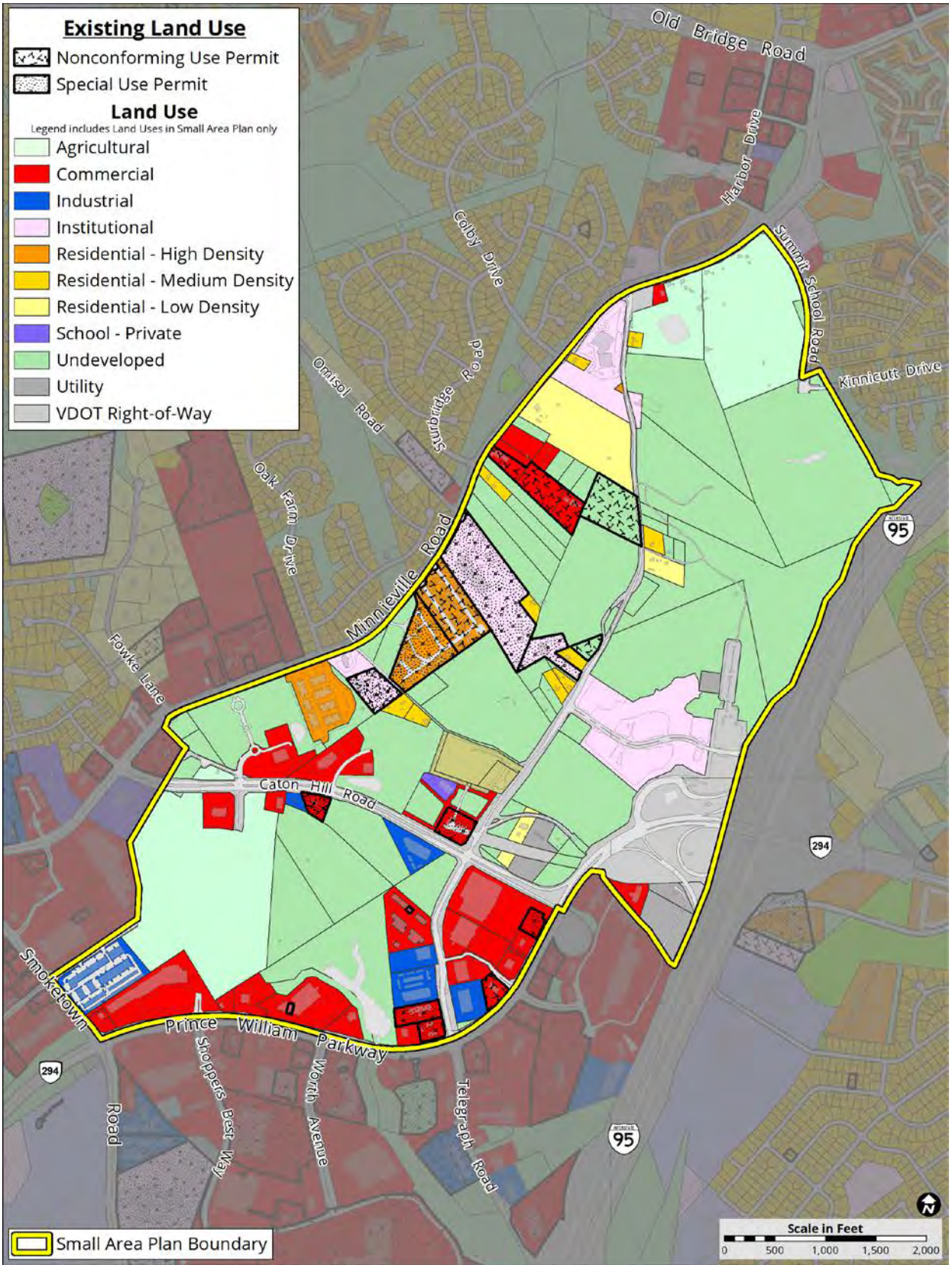


Figure 6: Existing Land Use

Existing Zoning

The Zoning Ordinance for Prince William County consists of text and a map that classifies all land into zoning districts. The Zoning Ordinance is subject to periodic revisions upon action by the Board of County Supervisors.

The study area is generally located south of Summit School Road, west of I-95 and both west and north of Prince William Parkway, north of Smoketown Road and east of Minnieville Road, is comprised of approximately 737 acres with seven different zoning designations ranging from agricultural to heavy manufacturing. There are also two existing zoning overlay districts that impact the development of this study area, the Highway Corridor Overlay and the Data Center Opportunity Zone Overlay District.

The focus of transformational change for this small area plan is the planned Town Center. There are numerous existing zoning districts in the area of the proposed town center, including A-1, B-1, M-1, M-2 and PMD. The numerous large tracts in this area are prime candidates for focusing redevelopment, in part, due to a prevalence of vacant or underutilized properties.

A key strategy to realize the vision of the small area plan is to provide redevelopment incentives to spur desired development. The current zoning does not serve to promote the central vision for the study area. The challenge for The Landing at Prince William is to use its zoning regulations to promote a sense of place in each of the proposed five transect areas. Well-defined districts help residents and visitors navigate their surroundings which support local businesses and strengthen the multi-modal transportation network.

The area proposed for the Town Center is a mixture of properties zoned A-1, Agricultural, B-1, General Business, M-1 and M-2, Heavy and Light Manufacturing respectively and PMD, Planned Mixed Use District.

The General Business District is intended to provide areas for community-scale retail, office and institutional uses in appropriate areas. The B-1 district provides for a wide range of commercial uses, many of which would not be compatible with a mixed-use, pedestrian-oriented place.

The Planned Mixed-Use District designation provides a single zoning district that promotes an integrated business community where businesses and residences are conveniently linked.[19] Current development guidelines for PMDs encourage multi-story buildings with an active ground floor. Additionally, internal streets are preferred to follow the grid system to the maximum extent possible to provide internal route choice.

The manufacturing districts do not align with the goals and visions for the town center area. These zoning districts are more aligned with the light industrial area proposed in the southern part of the study area.

[19] Prince William County, *Zoning Code*, 2018.

The residential zoning within the study area boundaries is located in three areas. A ± 27-acre R-4, (residential at 4 dwelling units per acre) parcel at the southeast corner of Minnieville Road and Summit School Road and two PMD, Planned Mixed Use District zoned areas (± 50 total acres) exist in the central portion of the study area. The PMD zoning district designation permits a planned mixed-use district project including residential uses.

The Data Center Opportunity Zone Overlay District, which covers the majority of the study area, was created for the purpose of promoting development of data centers within areas of the County where there is existing infrastructure that could adequately support the proposed use. This District continues the County's efforts to attract and advance high-tech industrial development while limiting negative impacts to communities. This District overlays the existing zoning district. The regulations and requirements of the underlying zoning district and the Data Center Opportunity Zone Overlay District both apply, provided however, that when the regulations applicable to the Data Center Opportunity Zone Overlay District conflict with the regulations of an underlying zoning district, the Data Center Opportunity Zone Overlay District regulations shall apply. Data centers shall be prohibited in agricultural, residential, PMR, B-2, B-3, and V districts. The Data Center use is not a preferred use in the town center where the desire is to create a mixed use, multi-modal, pedestrian friendly community.

Minnieville Road and Prince William Parkway are both included in the Highway Corridor Overlay District. This zoning overlay designation limits some uses, reduces the size and height of signage, requires landscape buffers and screening along the street, and limits direct access.

There exists in the study area 1,109,041 of non-residential, gross floor area in square feet. Under the current approved zoning, the table below shows 2,289,730 gross floor area in square feet of approved non-residential. None of this approved zoning has been built, leaving 2,289,730 of non-residential of gross floor area in square feet remaining to be built. There are 328 existing residential units in the study area. There is currently approved 216 residential units of which 216 residential units are remaining to be built.

Major Zoning Case/Project Name	Approved Building Area	Remaining to be built
Anderson	268,792 SF GFA	268,792 SF GFA
Apostolic Church International	30,000 SF GFA	30,000 SF GFA
Caton's Crossing	199,948 SF GFA	199,948 SF GFA
Clarke Electrical	10,898 SF GFA	10,898 SF GFA
Davis Ford Horner LLC	17,511 SF GFA	17,511 SF GFA
GLEATON (Currently a Mobile Home Park)	119,638 SF GFA	119,638 SF GFA
Gordon	236,776 SF GFA	236,776 SF GFA
Lake Point Office Park	100,685 SF GFA	100,685 SF GFA
LONGPOINTE (Non-Residential)	417,900 SF GFA	417,900 SF GFA
Park Center North	422,145 SF GFA	422,145 SF GFA
Radnor Development	252,589 SF GFA	252,589 SF GFA
Riverside	10,034 SF GFA	10,034 SF GFA
Staybridge Suites - Telegraph Road	17,105 SF GFA	17,105 SF GFA
Telegraph Road Associates (B-1)	63,641 SF GFA	63,641 SF GFA
Telegraph Road Associates (M-2)	100,686 SF GFA	100,686 SF GFA
Travers	3,986 SF GFA	3,986 SF GFA
West Lake Ridge Convenience Center	17,396 SF GFA	17,396 SF GFA
Total	**2,289,730 SF GFA**	**2,289,730 SF GFA**

Major Zoning Case/Project Name	Existing Units or Building Area	Remaining to be Built
Longpointe PMD (residential)	216	216

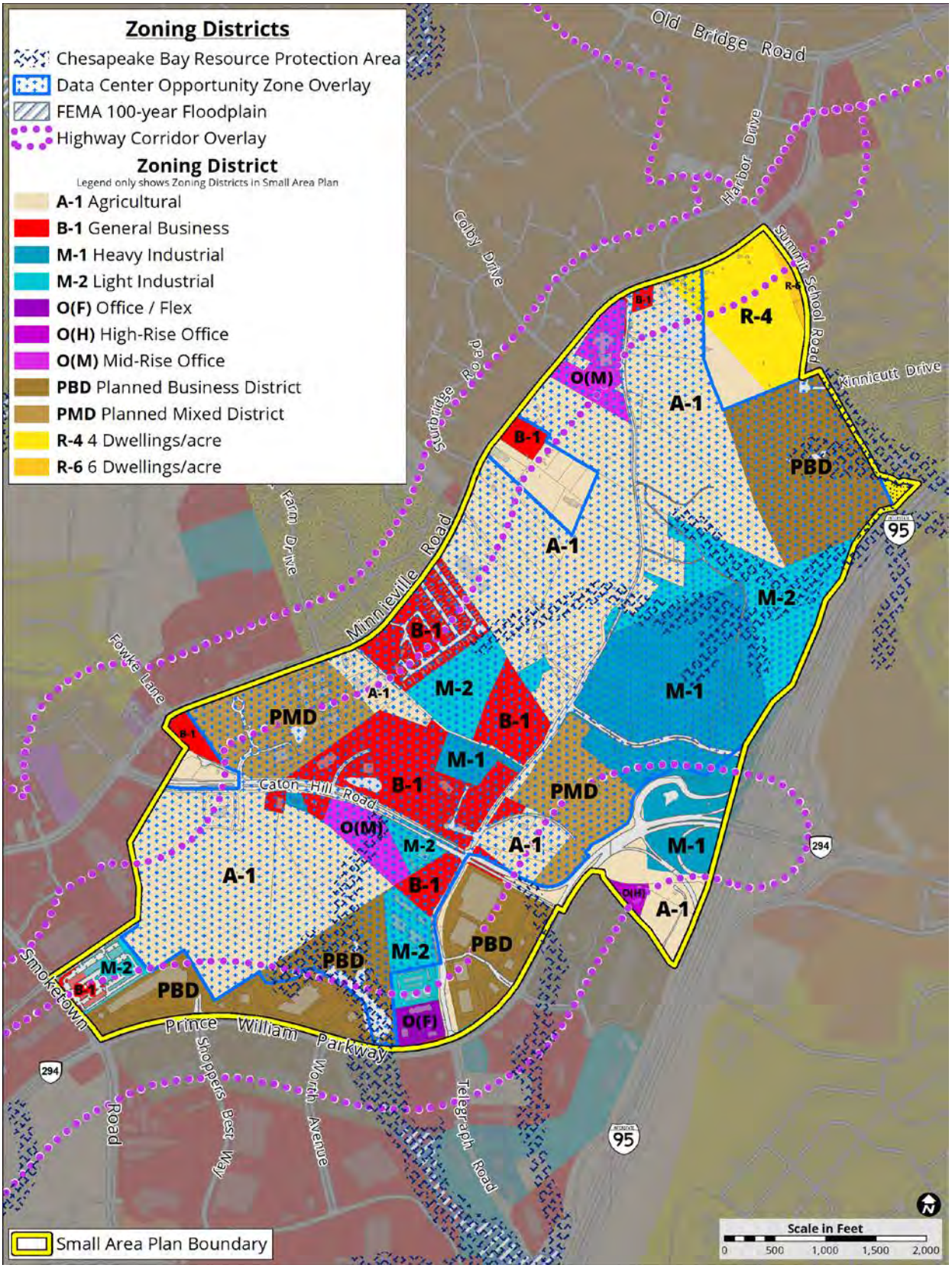


Figure 7: Existing Zoning

Existing Mobility

Road and Highway Network

The County's comprehensive plan provides a hierarchical street classification system that distinguishes streets based on their ability to move automobile traffic. It identifies five types of roadways based on access, number of lanes, right of way width, speed, and bike and pedestrian facilities. Roads are classified as freeway/interstate, parkways, principal arterials, minor arterials and major collectors. Local roads are not included in the roadway classification. The local street grid features many dead-end streets that hinder interconnectivity. Local streets primarily exist in residential areas. They are typically low speed roads with low traffic volume that support safe travel for pedestrians and bicyclists.

The County's Design and Construction Standards Manual's (DCSM) roadway classifications help dictate vehicular throughput and speed. The collector and minor arterial roadways have the most access points with relatively lower speeds than other classifications. The major collectors and minor arterials connect residential and commercial areas. Major collectors include Telegraph Road between Minnieville Road and the proposed Summit School Road. The minor arterials are Minnieville, Caton Hill, and Telegraph Road between proposed Summit School Road and Prince William Parkway. The principal arterials have fewer access points, but more vehicular throughput and higher speeds. Prince William Parkway is a principal arterial. I-95, a freeway/interstate, allows for the highest throughput and speeds with limited access points at interchanges and/or direct ramps to/from the High Occupancy Toll (HOT) lanes. The local, major collector and minor arterial roads have the greatest potential to promote the local identity and reflect a sense of place through context sensitive design.

The roadway network within the study area helps to disperse traffic and create a sense of place. However, as development continues, the network will benefit from improved connectivity through a reduction in dead-end streets and Urban Street typical sections.

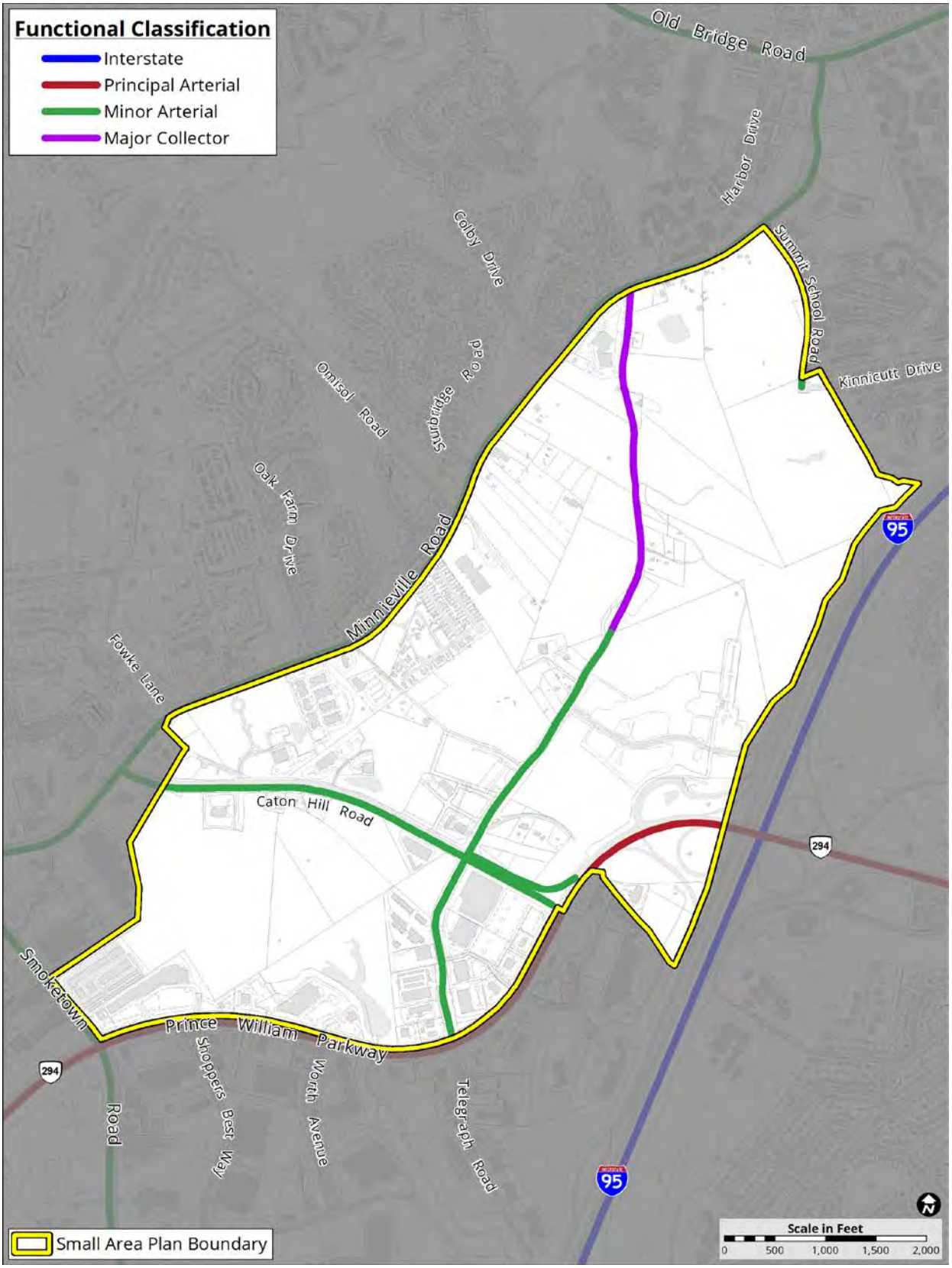


Figure 8: Existing Road and Highway Network

Transit Network

The study area is not directly served by rail or commuter rail (Virginia Rail Express-VRE). However, a VRE station is located in the North Woodbridge small area plan, just 3.5 miles to the east. During the morning commute, the VRE provides northbound service to employment areas in eastern Fairfax County, the City of Alexandria, Crystal City and Washington, D.C. In the afternoon commute, the VRE provides returning service southbound extending past Woodbridge to Fredericksburg.

The Potomac and Rappahannock Transportation Commission (PRTC) is a multi-jurisdictional agency representing Prince William County, Manassas City, Manassas Park City, Stafford and Spotsylvania Counties and Fredericksburg City. The first three members listed below financially support bus and rail services, while the remaining three support rail services only. PRTC provides commuter bus service along I-95 to points north through its OmniRide service. OmniRide's headquarters are in Dale City, Virginia. OmniRide's goal is to provide safe, reliable and flexible transportation options while helping to reduce congestion and pollution in one of the region's fastest growing areas. OmniRide's headquarters are located about 25 miles southwest of Washington, D.C.

OmniRide service from the commuter lots terminates at points in Washington, D.C., the Springfield – Franconia Metro Station, the Pentagon, Rosslyn and Ballston. PRTC offers local bus services in Prince William County and the cities of Manassas and Manassas Park through its OmniRide & Cross County Connector services. OmniRide stops are found in the commuter parking lot and along Caton Hill Road and Prince William Parkway.

Transit options provide more alternatives for commuters that could increase local economic productivity. As the study area continues to develop, it should seek to improve its transit connectivity and frequency.

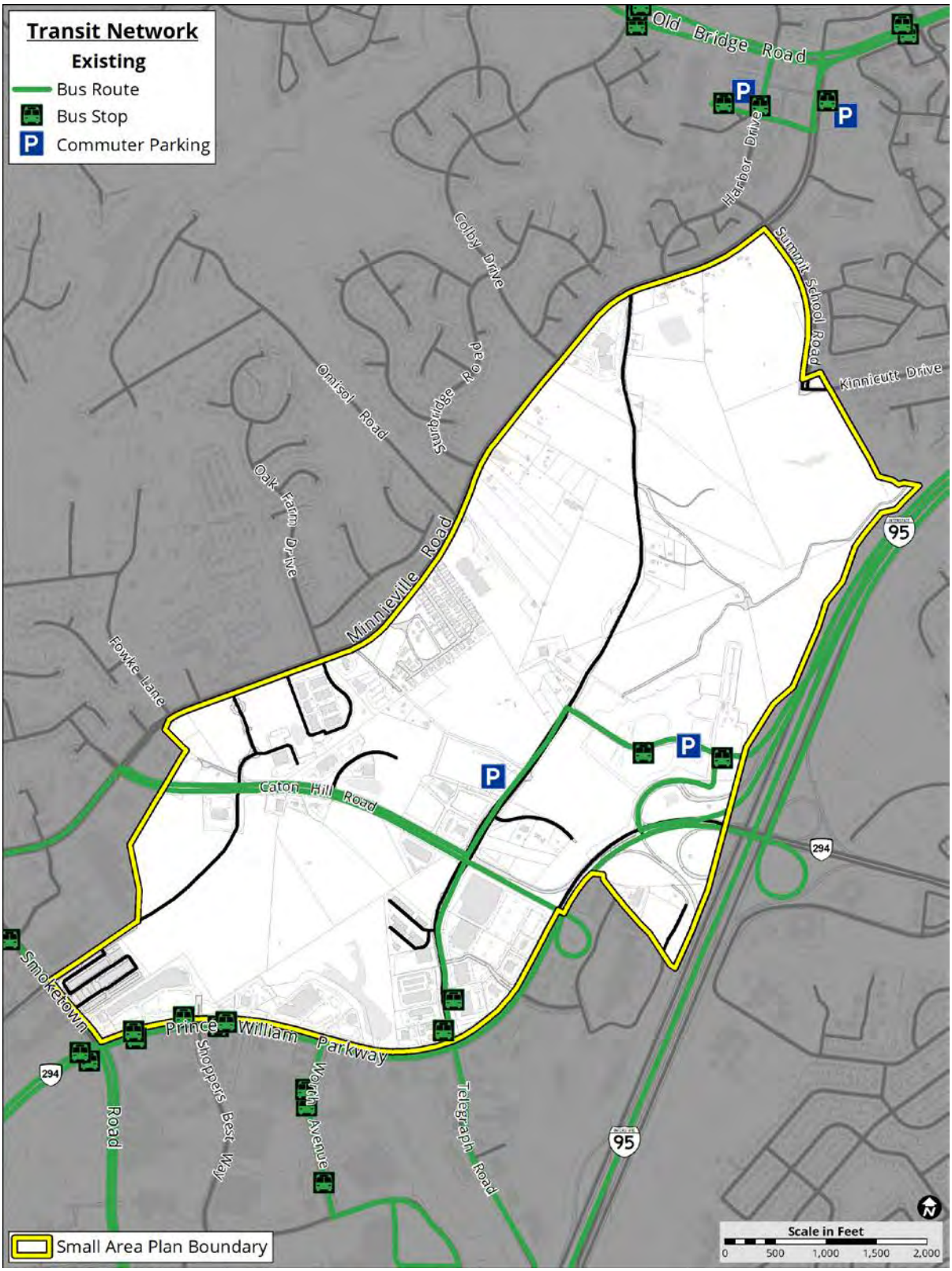


Figure 9: Existing Transit Network

Bicycle Network

The County's 2008 Comprehensive plan includes action strategies aimed at incorporating and promoting the use of Crime Prevention Through Environmental Design (CPTED) concepts in the design of all transportation projects including, but not limited to, linear parks, greenways, bike and pedestrian paths, and mass transit sites. In support of these action strategies several entities have worked together to establish a connected bicycle and pedestrian network.

The County's Gap Analysis map reflects the need for shared use and bicycle infrastructure along all roads that are classified as collectors and above. Shared use paths are typically planned as 10-foot wide asphalt paths providing access for both pedestrians and bicyclists separate from vehicular traffic. There are 2 miles of trails in the study area.

The Study area is also traversed by U.S. Bicycle Route 1, often called U.S. Bike Route 1 (USBR 1)[20]. This is not a separate, parallel bicycle facility. It is a north-south route that runs the length of the eastern seaboard between Florida and Maine including Virginia. In Prince William County, USBR 1 begins at the Town of Occoquan at the Fairfax County line. It traverses Tanyard Hill Road, Old Bridge Road, Minnieville Road, Prince William Parkway and Hoadly Road to Route 234 (Dumfries Road).

[20] VDOT, U.S Bicycle Routes

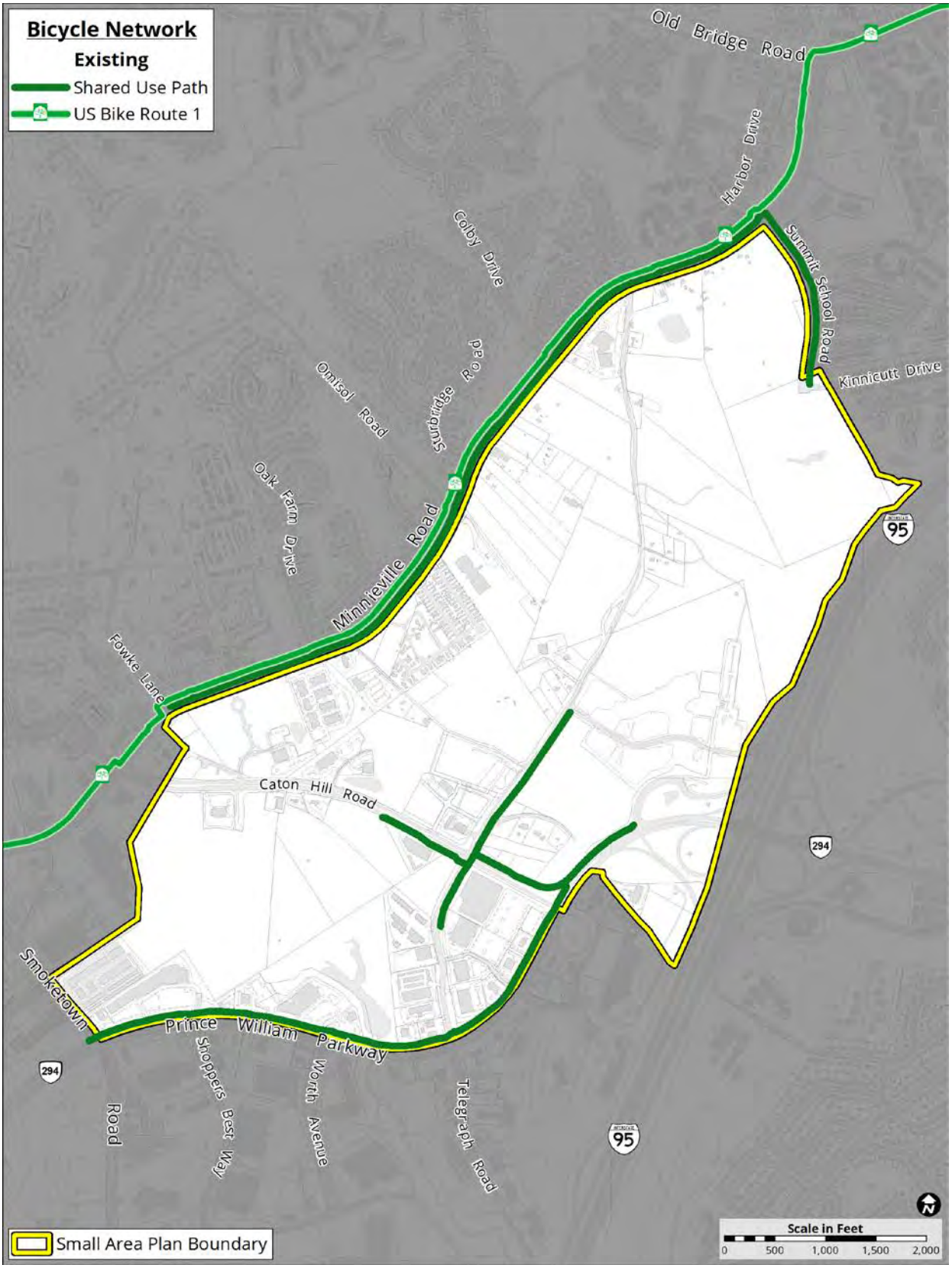


Figure 10: Existing Bicycle Network

Pedestrian Network

There are numerous gaps in the pedestrian network in the study area. Except for shared use paths, the existing sidewalks in the area are sporadic and generally narrow (approximately 4 feet in width). Additionally, pedestrian crossings of minor arterials and major collector roads are challenging for pedestrian crossings of Minnieville Road, Caton Hill, and Telegraph Road.

Multimodal connectivity is an important element in transportation equity. The provision of bicycle and pedestrian facilities along with robust and dependable transit can help improve access to jobs, educational institutions and other resources for low income communities. The challenge is providing further connections as the area develops and re-develops.

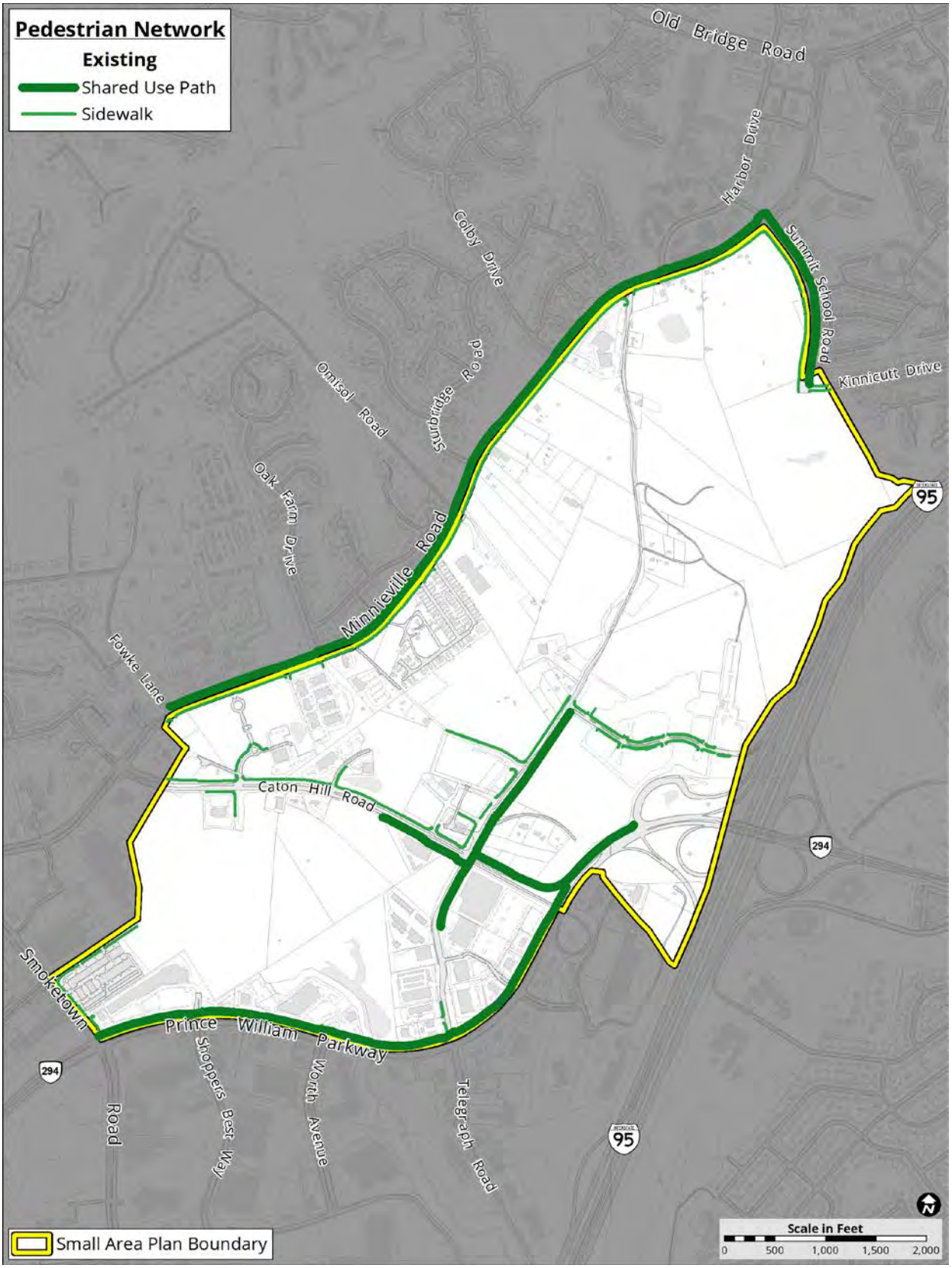


Figure 11: Existing Pedestrian Network

Commuter Parking

There are two large existing commuter lots in the study area. The Horner Road Commuter Lot #104 contains 2,328 parking spaces of which 51 are handicapped accessible spaces. The Telegraph Road Commuter Lot #425 contains 727 parking spaces of which 22 are handicapped accessible spaces. Together they contain 3,055 spaces. These lots frequently exceed their capacity causing overflow into non-designated spaces into the surrounding area. These commuter lots provide access to I-95, I-95 HOT lanes, slug lines, OmniRide bus service.

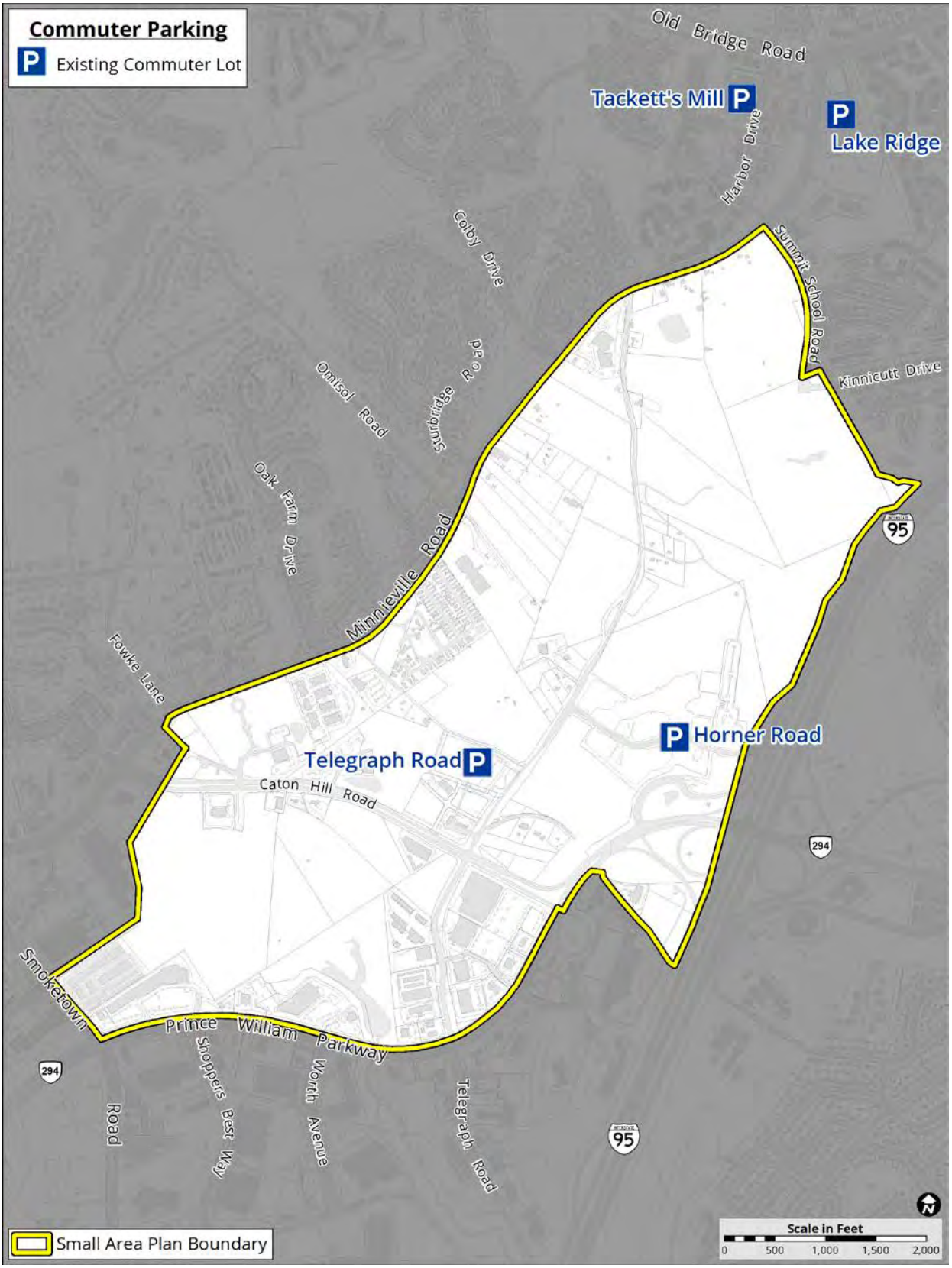


Figure 12: Existing Commuter Parking

Existing Utility Infrastructure

Public utility infrastructure provides electricity, drinking water and sewer services for residential and commercial uses, and communications networks. Within the study area, water distribution is provided through the Prince William County Service Authority facilities. Countywide, there are 22 water towers and 15 water booster stations. There are no water towers or water booster stations in the study area. The majority of the water and sewer infrastructure are concentrated in the southern half of the study area.

There are two high voltage electrical transmission line corridors above 130kV. There are electrical distribution lines through the study area providing service to residential and commercial customers. Dominion Virginia Power is the provider of electrical service for the study area.

Stormwater runoff control and compliance with Chesapeake Bay regulations is accomplished through a system of collection, conveyance and temporary impoundment pond infrastructure. Chesapeake Bay stormwater regulations are focused on reducing siltation and meeting Total Maximum Daily Load for the tributaries of the Occoquan and Potomac Rivers, as these rivers ultimately feed into the Chesapeake Bay. Stormwater impacts tributaries to the rivers, the rivers and the Bay's water quality. The majority of this study area is undeveloped and new construction needs to meet TMDL requirements.

> A Total Maximum Daily Load (TMDL) is a "pollution diet" that identifies the maximum amount of a pollutant a waterway can receive and still meet applicable water quality standards. A TMDL is the sum of wasteload allocations for point sources, load allocations for nonpoint sources, and a margin of safety to account for uncertainty. Point sources include sewage treatment plants, stormwater discharges, industrial discharges, etc. Nonpoint sources include pollutants carried by rainfall runoff from forests, agricultural lands, atmospheric deposition, abandoned land mines, etc. (Source EPA.gov).

There are three telecommunication facilities in the study area and 10 that are within 0.5 mile of the study area's boundary.

The existing infrastructure and utility systems accommodate the current demands within the study area. Additional infrastructure may be required as new developments are constructed.

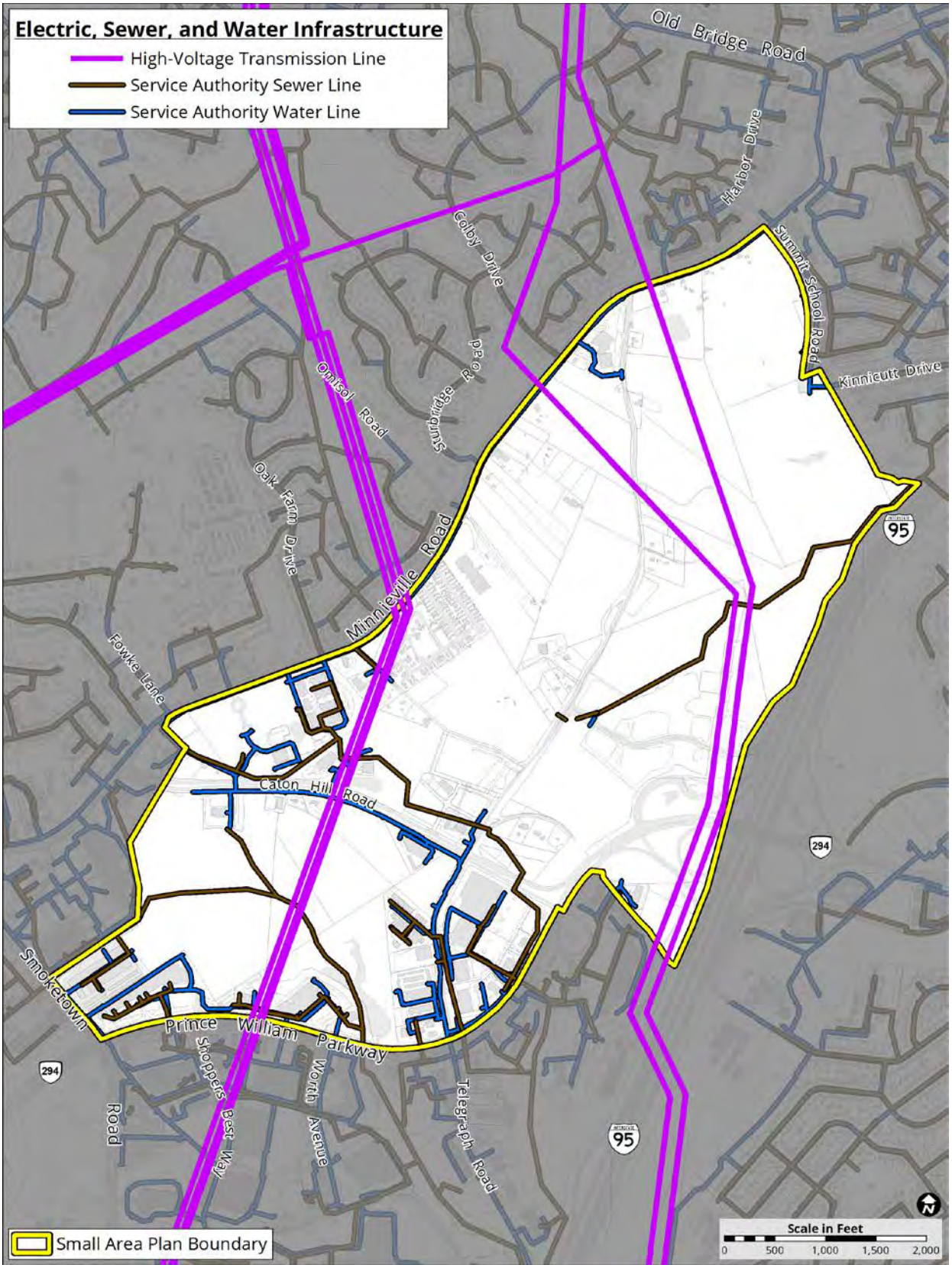


Figure 13: Existing Utility Infrastructure

Existing Environmental Conditions

The study area encompasses approximately 737 acres and is bounded by I-95 to the east, Prince William Parkway to the south, Minnieville Road to the west and the residential subdivisions of Park Center and Brook Farms to the north. All surface water drains into the headwaters of either Cow Branch or Marumsco Creek. Cow Branch empties into Neabsco Creek which then empties into the Potomac River and then into the Chesapeake Bay. Marumsco Creek empties into the Potomac River and then into the Chesapeake Bay.

Elevations range from 260 feet AMSL at its highest to 140 feet AMSL at its lowest. Generally, Caton Hill Road is the drainage divide between the two headwaters. The topography is steeply dissected by the creeks that form the headwaters of Cow Branch and Marumsco Creek. Areas south of Catons Hill Road consist of flat ridge tops with steep slopes on the sides down to the bottom of Cow Branch. This headwater of Cow Branch also serves as a regional stormwater management pond. North of Caton Hill Road, the topography there is a greater expanse of flatter land above the ridge tops and creek termini. There appears to be more steep slopes trending off the ridge tops to the bottom of Marumsco Creek.

There are no recorded FEMA 100-year floodplain but there are 71 acres of Chesapeake Bay Resource Protection Area (RPA). There are stands of forest in the undeveloped portions of the area, as well as non-forest cover (shrubs, grassy and bare areas) and impervious surfaces. The table below gives the acreage for each element listed.

Environmental Area	Acres
RPA	71
FEMA 100-year floodplain	0
Forested (tree canopy)	388
Non-Forest	349
Impervious Area	139
Total Area	**737**

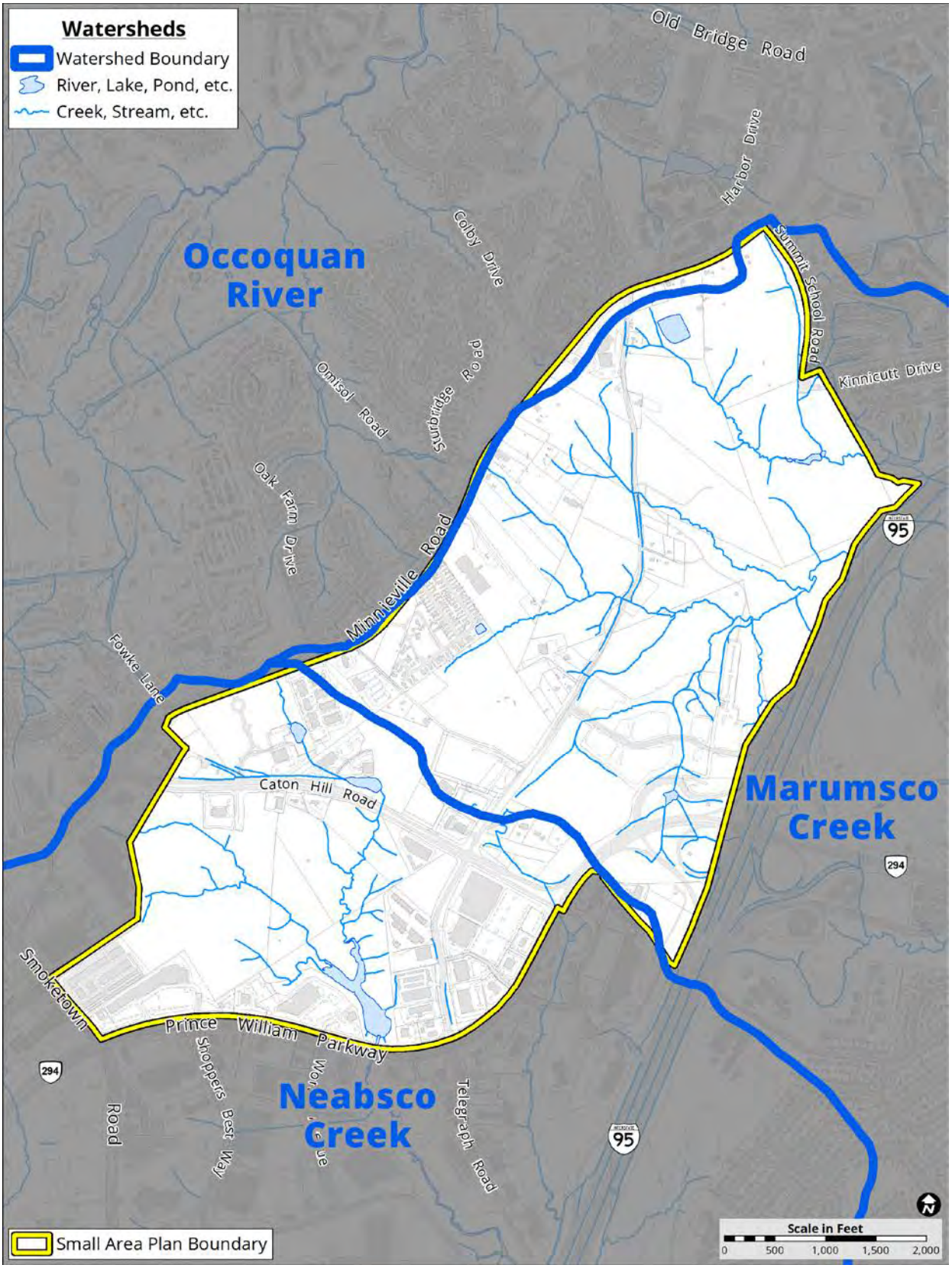


Figure 14: Subwatershed Map

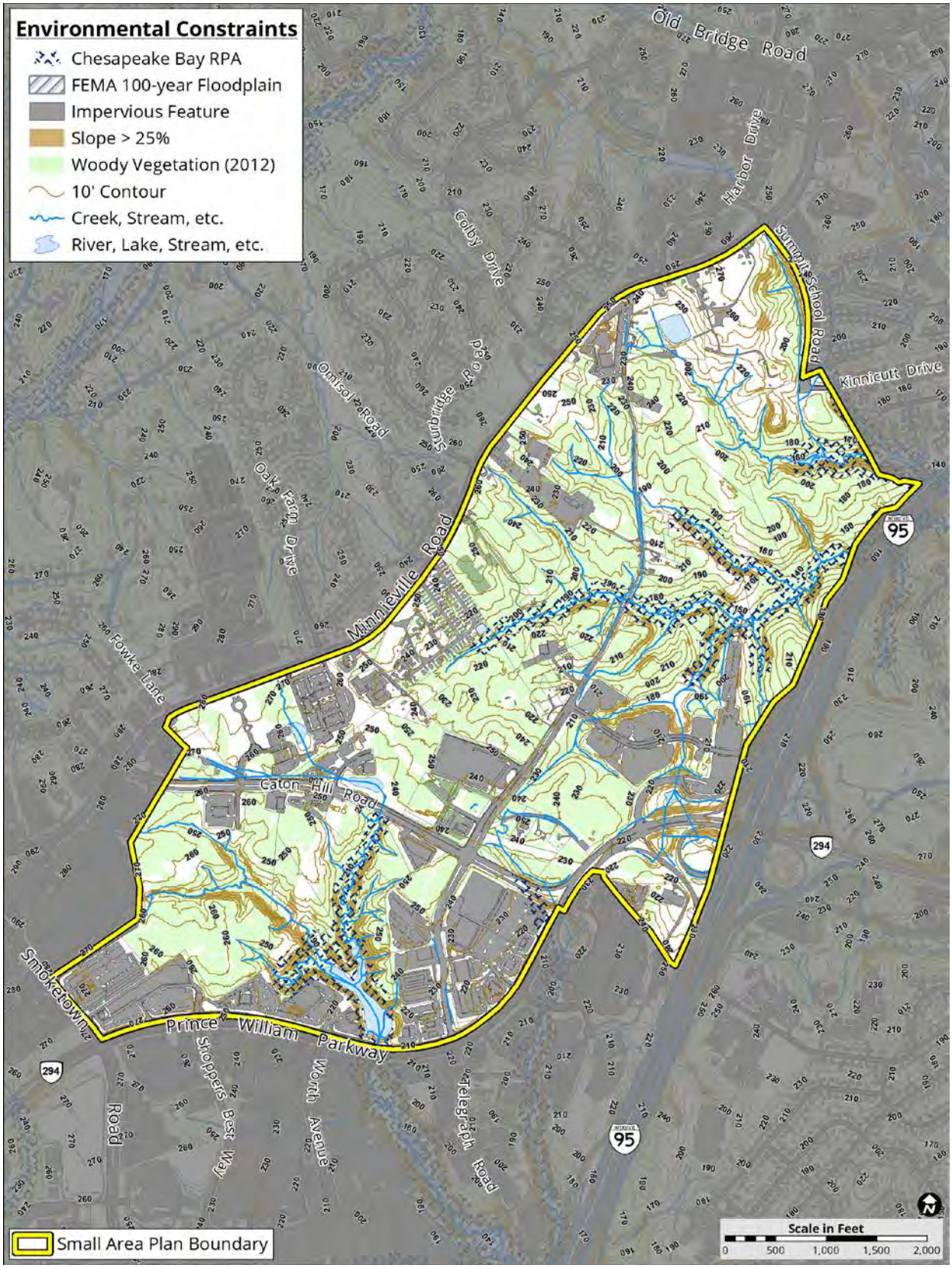


Figure 15: Environmental Constraints

Existing Cultural Resources

Cultural resources are those tangible elements of our shared history left behind by previous inhabitants. They are found in individual architectural and archaeological sites, historic districts, cemeteries, battlefields, cultural landscapes, museum objects, and archival materials.

Within the study area, there are no comprehensive plan classified cultural resources including prehistoric sensitivity areas, historic sensitivity areas or County Registered Historic Sites. There are no comprehensive plan heritage corridors.

Cultural resource surveys in the study area recorded eight pre-contact archaeology sites and two historic archaeology sites, in advance of development. Additionally, nine architectural sites were recorded. The County's survey for cemeteries registered three cemeteries (Gray, Moor, and Mount Olive Baptist Church). Of the architectural sites, Mount Olive Baptist Church exhibits potential for listing on the National Register of Historic Places, as well as a County Registered Historic Site.

Historic map and aerial photograph research identified where multiple buildings and structures (likely farmsteads) once stood. The African-American community of Agnewville was also observed in the archival record. These resources and communities were centered or accessed Telegraph Road and Minnieville Road. Telegraph Road served as primary travel route throughout the County's history between Dumfries and Occoquan. As development proposals are received, surveys are conducted to assist in the identification of additional resources.

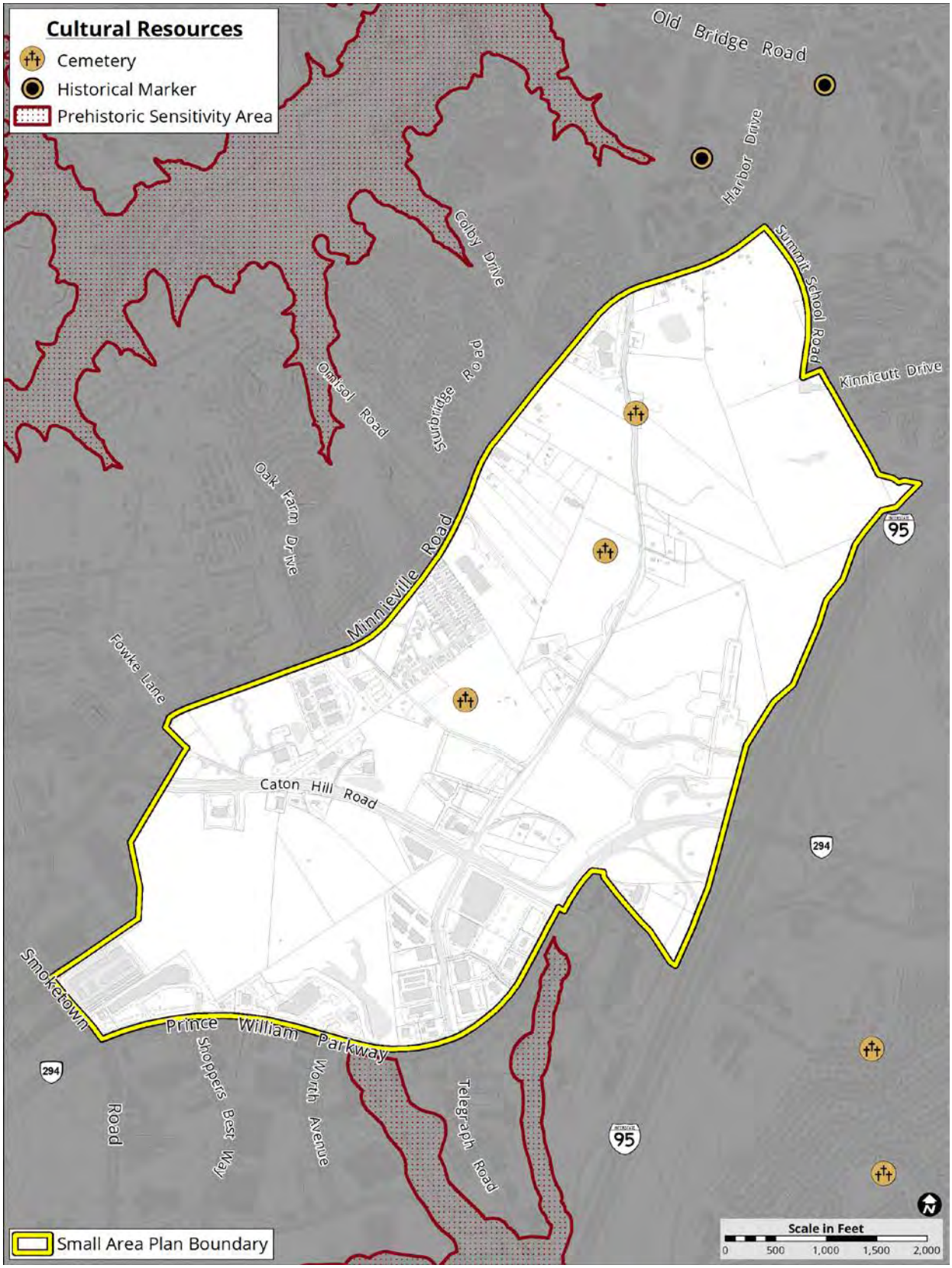


Figure 16: Existing Conditions – Cultural Resources

Existing Schools

There are six school boundaries serving the study area including three elementary schools, one middle school, and two high schools. The majority of the study area lies within the Rockledge Elementary and Vaughan Elementary school boundaries with a portion along Minnieville Road served by Old Bridge Elementary. The entire study area is currently served by Woodbridge Middle School. Finally, the study area is currently served by both Woodbridge High and Gar-Field High.

Existing School Inventory 2019-2020				
Elementary Schools				
School Name	**Program Capacity**	**Portable Classrooms**	**Students**	**% Utilized**
Rockledge ES	522	0	531	101.7 %
Old Bridge ES	532	0	513	96.4 %
Jenkins ES	749	0	546	72.9 %
Middle Schools				
Student Capacity	**Student Capacity**	**Portable Classrooms**	**Students**	**% Utilized**
Woodbridge MS	1,066	9	1,321	123.9 %
High Schools				
Student Capacity	**Student Capacity**	**Portable Classrooms**	**Students**	**% Utilized**
Woodbridge HS	2,734	0	2,715	99.3 %
Gar-Field HS	2,839	0	2,207	77.7 %

Commercial Community Indicators

Community indicators are numeric tools that help governments, citizens or businesses understand the health and vitality of their communities, alert them to problems and help them recognize what to do to fix those problems. This section reflects major economic indicators related to current employment in The Landing at Prince William. These data were calculated from census tract 9003, block group 3.

As of 2017, the study area had an estimated population of 870 residents and a median age of 34.4. The percent of ethnicities within the study area include White residents (17.6%), Hispanic residents, -of any race (31.6%), Black residents (27.5%), Asian and Pacific Islander residents (11.4%), and 113 residents identified as "Other" (2.2%).

Education and training play a large role in producing the local labor force. According to Census estimates, 81.5% of the residents earned at least a high school diploma; which is on par with both the state of Virginia (89%)[3], and the national average (87.3%).[4] Strong graduation rates can relate to a robust workforce. Also, more than half (75.8%) the local working age population is employed.

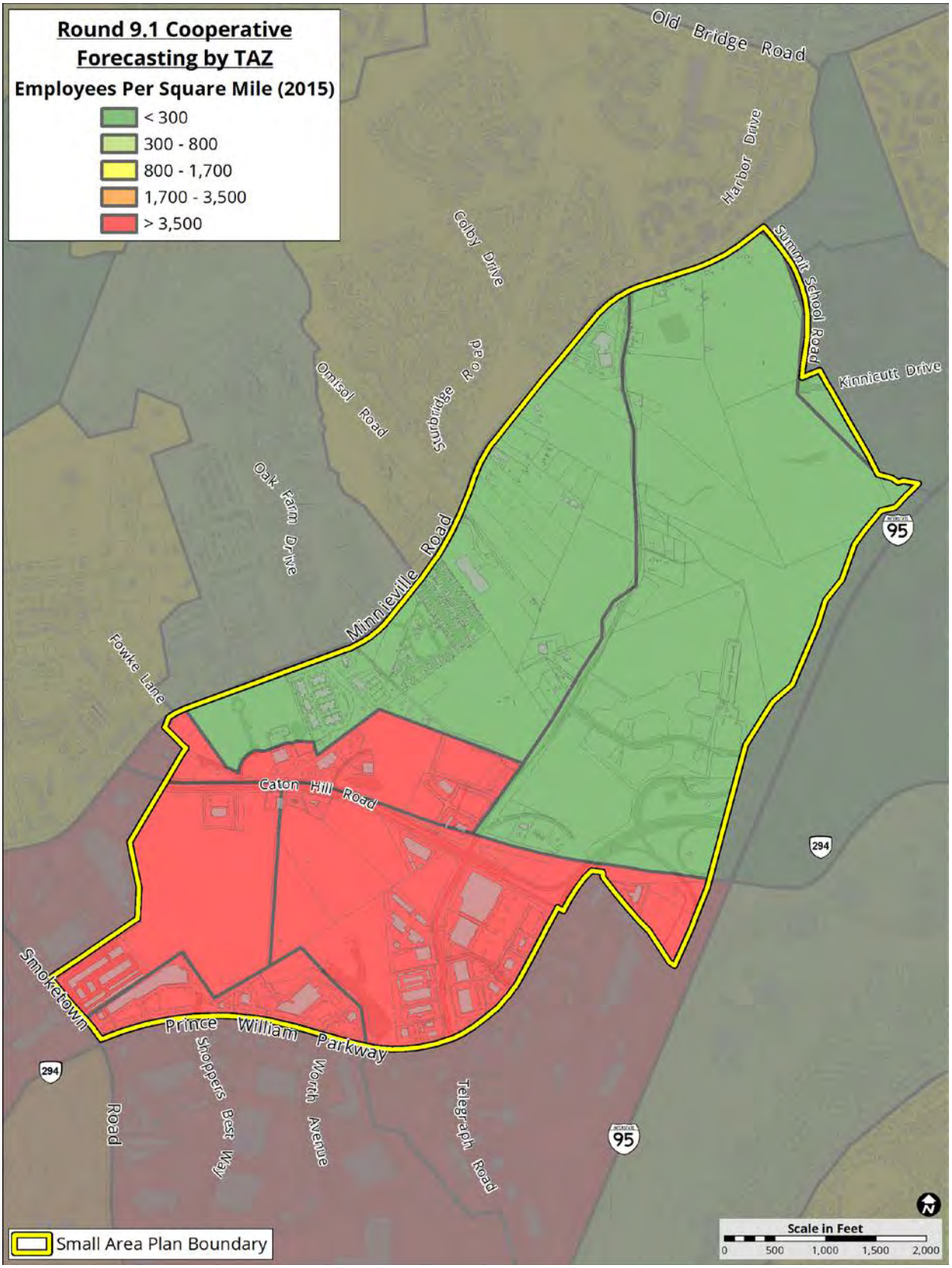


Figure 17: Employees per Square Mile

Residential Community Indicators

As of 2017, the median property value for the study area was $244,800, which is higher than the national average of $205,000. The homeownership rate is 41.1%, which is lower than the national average of 63.6%. Lower home ownership rates may point to a lack of affordable housing in the study area. Renters make up 58.9% of local households; median rents are $1,548 per month. These data were calculated from census tract 9003, block group 3.

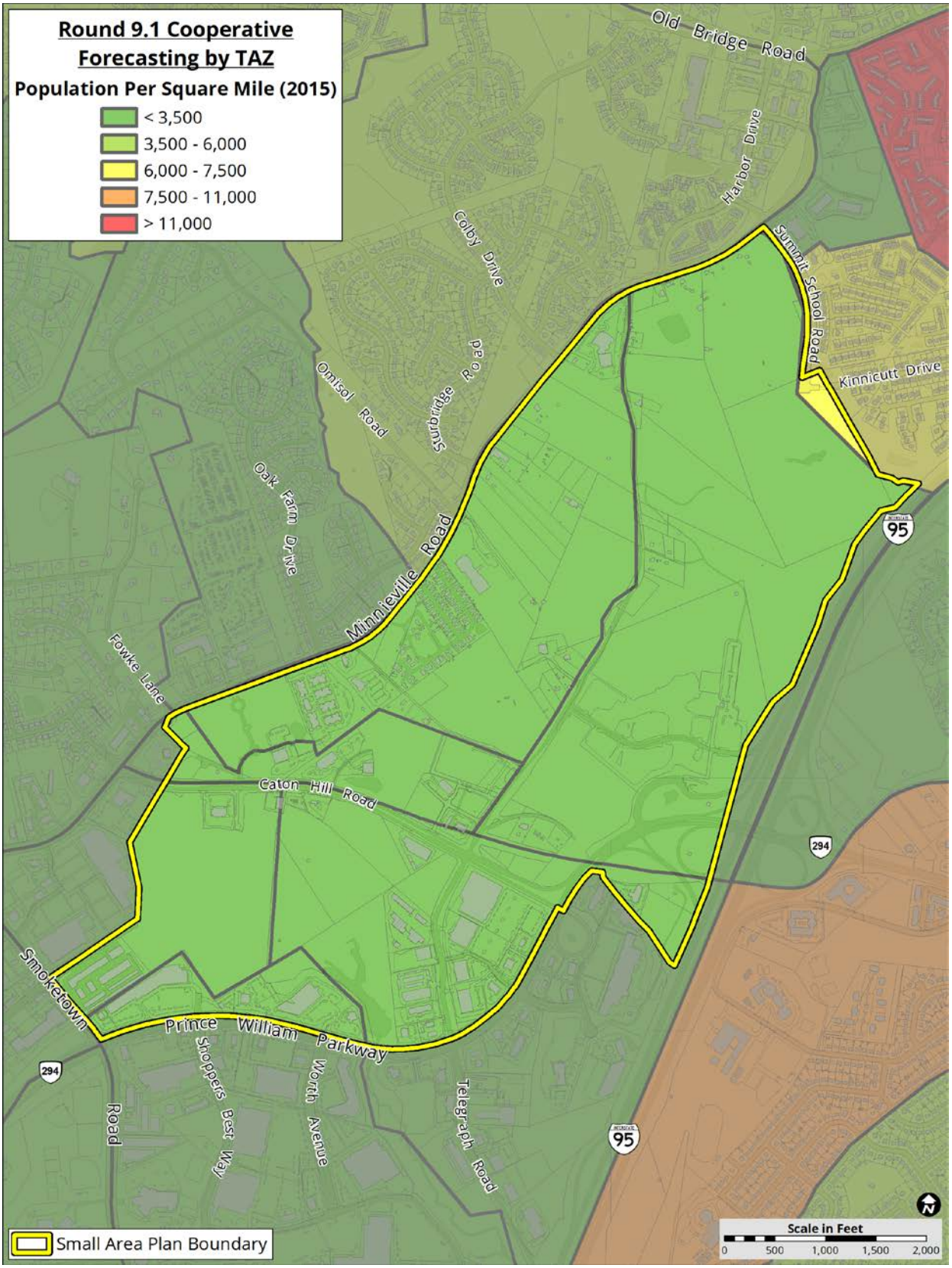


Figure 18: Population per Square Mile

Prior Planning Efforts

The Parkway Employment Sector plan was adopted by the Board of County Supervisors in 1998. It has remained in the Comprehensive Plan through the 2003 and 2008 updates. No additional studies were conducted in this general area.

Public Participation Process

The Landing at Prince William Plan benefitted from extensive public participation including:

- Stakeholder meetings in the community on June 7, 2017; June 14, 2017; and January 25, 2018. Participants discussed transportation connectivity and its effects on economic development, recreational and tourist attractions and neighborhood stabilization and affordable housing.
- A community charrette on March 14 and 15, 2018 with three breakout sessions to focus on design elements. Participants in each group considered strategies that would leverage the area's strengths and address weaknesses.
- Community Conversations Meetings (3) on October 30, 2018, November 13, 2018, and November 14, 2018.
- Planning Commission work session and open house on May 15, 2019.
- Planning Commission Public Hearing on June 19, 2019.

Figure 19: Charrette Activity, March 14, 2018

VISION AND THEMATIC PRINCIPLES

The vision for The Landing at Prince William Small Area Plan will be implemented through a series of goals and action strategies that are introduced in the following paragraphs and woven throughout the Small Area Plan recommendations.

Vision Statement

The Landing at Prince William is a sustainable, pedestrian friendly, transit-oriented, vertical mixed-use Town Center anchored by a vibrant arts and entertainment district that fosters both local and regional economic opportunities while also preserving the extensive natural resources.

Small Area Plan Goals and Action Strategies

Figure 19 identifies the goals for each functional area of the Small Area Plan, providing thematic principles for achieving the Small Area Plan vision and guiding the Small Area Plan recommendations.

Within the following pages, these Goals are further elaborated upon and supported by specific Action Strategies. The Action Strategies are summarized in matrix form in the Implementation chapter of the Small Area Plan.

VISION: The Landing at Prince William is a sustainable, pedestrian friendly, transit-oriented, vertical mixed use Town Center anchored by a vibrant Arts and Entertainment District that fosters both local and regional economic opportunities while also preserving the extensive natural resources.

PLACETYPES: Create a community that capitalizes on the existing green space while building a vibrant arts and entertainment area, and a unique transit oriented Town Center to create a place for both residents and visitors to live, work, and play.

DESIGN: Create and implement high-quality design standards for pedestrian-scaled private and public development and provide precedent exhibits to help visualize the intended character within the Plan.

MOBILITY: Create a multimodal network that connects to the community's mobility hubs and promotes the growth of a transit-oriented Town Center.

GREEN INFRASTRUCTURE: Ensure a robust and connected system of greenways, blueways, trails, open space and corridors that provide a benefit to the environment, community and local wildlife.

CULTURAL RESOURCES: Identify and protect Prince William County's significant historical, archaeological, architectural, and other cultural resources, including those significant to the County's minority communities, for the benefit of all the County's citizens and visitors.

ECONOMIC DEVELOPMENT: Encourage economic development to attract and retain high quality businesses and services.

LEVEL OF SERVICE: Ensure an adequacy of public facilities including high-quality schools, fire stations, police facilities, libraries, and other government buildings.

Figure 20: Thematic Principles

PLACETYPES

A major goal of The Landing at Prince William Small Area Plan is to "The Landing at Prince William is a sustainable, pedestrian friendly, transit-oriented, vertical mixed-use Town Center anchored by a vibrant arts and entertainment district that fosters both local and regional economic opportunities while also preserving the extensive natural resources." This section of the Plan is integral in the development, vision, and implementation of this goal.

This land use plan refers to the characteristics of density, diversity, and design present for a specific geography. A small area plan informs the linkages between several land use types and presents an overarching goal for the identity of these spaces. The framework for developing this Small Area Plan includes creating transportation network that supports mixed-use development and a high quality of life.

Transect and Activity Density Framework

The framework of this plan utilizes the core concepts of Transect and Activity Density. The Transect is a way to describe the range of natural and built environments from the countryside to the center of the city as a set of bands of uniform density called Transect Zones (See Figure 20). Each Transect Zone defines a consistent scale of density and intensity of development and the entire complement of streets, buildings, and open space that goes along with that level of intensity. Figure 21 is a standard table of Transect Zone densities defined for all of Virginia using Activity Densities. This table of Transect Zone densities and typical characteristics was developed through an analysis of real Virginia places, ranging from large urban downtowns to rural village centers. Figure 22 provides a 3-dimensional illustration of the form, layout, intensity, and type of transit technology that typically supports each of the Transect Zones.

Activity Density is simply a way to combine the density of existing or future population and jobs in an area to allow them to be classified more simply. Activity Density for an area is the sum of people and jobs in the area divided by the acreage, yielding a total density of jobs plus people per acre. The Transect is a relatively common way of describing density and intensity of development in the urban planning profession.

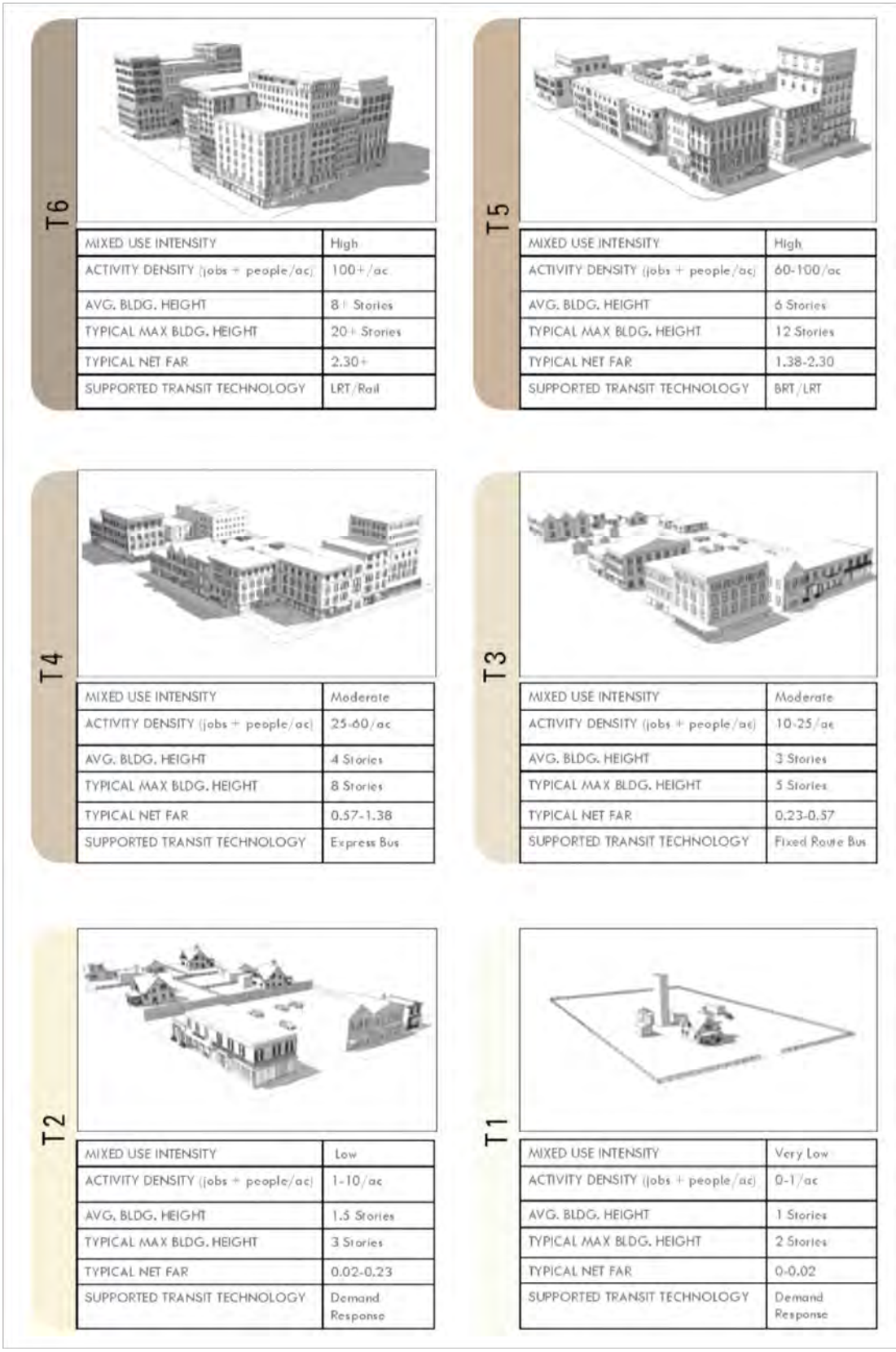
This Plan identifies specific Transect densities for The Landing at Prince William and has been used to define the types and surrounding contexts of both Multimodal Centers or Districts and Multimodal Corridors. The Activity Densities for each Transect Zone reflect both existing and future densities, although the future, planned land uses and densities are the primary consideration in the development of the Mobility and Level of Service sections of this Plan.

Figure 21: Transect Zones

TRANSECT ZONE INTENSITY			
Transect Zone	**Activity Density (Jobs + People/acre)**	**Gross Development FAR (residential + non-residential)**	**Net Development FAR (residential + non-residential)**
T-1	1 or less	0.01 or less	0.02 or less
T-2	1 to 10	0.01 to 0.15	0.02 to 0.23
T-3	10 to 25	0.15 to 0.37	0.23 to 0.57
T-4	25 to 60	0.37 to 0.9	0.57 to 1.38
T-5	60 to 100	0.9 to 1.49	1.38 to 2.3
T-6	100 or more	1.49 or more	1.38 to 2.3

Figure 22: Transect Zone Intensity Measures,

Source: Virginia Department of Rail and Public Transportation Multimodal System Design Guidelines



T6

MIXED USE INTENSITY	High
ACTIVITY DENSITY (jobs + people/ac)	100+/ac
AVG. BLDG. HEIGHT	8+ Stories
TYPICAL MAX BLDG. HEIGHT	20+ Stories
TYPICAL NET FAR	2.30+
SUPPORTED TRANSIT TECHNOLOGY	LRT/Rail

T5

MIXED USE INTENSITY	High
ACTIVITY DENSITY (jobs + people/ac)	60-100/ac
AVG. BLDG. HEIGHT	6 Stories
TYPICAL MAX BLDG. HEIGHT	12 Stories
TYPICAL NET FAR	1.38-2.30
SUPPORTED TRANSIT TECHNOLOGY	BRT/LRT

T4

MIXED USE INTENSITY	Moderate
ACTIVITY DENSITY (jobs + people/ac)	25-60/ac
AVG. BLDG. HEIGHT	4 Stories
TYPICAL MAX BLDG. HEIGHT	8 Stories
TYPICAL NET FAR	0.57-1.38
SUPPORTED TRANSIT TECHNOLOGY	Express Bus

T3

MIXED USE INTENSITY	Moderate
ACTIVITY DENSITY (jobs + people/ac)	10-25/ac
AVG. BLDG. HEIGHT	3 Stories
TYPICAL MAX BLDG. HEIGHT	5 Stories
TYPICAL NET FAR	0.23-0.57
SUPPORTED TRANSIT TECHNOLOGY	Fixed Route Bus

T2

MIXED USE INTENSITY	Low
ACTIVITY DENSITY (jobs + people/ac)	1-10/ac
AVG. BLDG. HEIGHT	1.5 Stories
TYPICAL MAX BLDG. HEIGHT	3 Stories
TYPICAL NET FAR	0.02-0.23
SUPPORTED TRANSIT TECHNOLOGY	Demand Response

T1

MIXED USE INTENSITY	Very Low
ACTIVITY DENSITY (jobs + people/ac)	0-1/ac
AVG. BLDG. HEIGHT	1 Stories
TYPICAL MAX BLDG. HEIGHT	2 Stories
TYPICAL NET FAR	0-0.02
SUPPORTED TRANSIT TECHNOLOGY	Demand Response

Figure 23: Transects for Future Planned Land Uses

Figure 24 identifies the transects for the future planned land uses and densities for The Landing at Prince William. A walkshed walking radius is utilized in the development of the transect to ensure the relationship between land use, density, and access to transit is considered.

The T-6 Transect in The Landing at Prince William is located adjacent to the proposed transit center within easy walking distance. This area is selected for the highest mixed-use intensity in the study area due to the adjacency to the proposed transit center and the opportunity to create a signature building to help identify the area, signify a significant gateway to the County and anchor the proposed transit-oriented Town Center.

The T-5 Transect is located around the T-6 Transect with all the acreage generally within ¼ mile of the transit center. This Transect has a high mixed-use intensity, but at a lower density and intensity then the T-6 Transect and forms the heart of the Town Center focused on the central greenspace.

The T-4 Transect is located adjacent to the T-6 and T-5 Transects and provides a transition in mixed-use intensity to a moderate level. The T-4 Transect along the perimeter acts as a transition from the urbanity of the Town Center to represent a neighborhood scale of intensity. The T-4 Transect I also located in the southwest portion of the Small Area Plan to provide for higher intensity development along Prince William Parkway.

T-3 Transect is also located in the northeast and southwest portion of the Small Area Plan to provide for lower intensity light industrial uses along Caton Hill Road.

The T-3 and T-2 Transects in the Town Center provide further transition from the T-4 to the surrounding land on the perimeter of the Town Center.

The T-1 Transect is in various locations of the Small Area Plan to provide areas for the lowest level of development such as parks and open space.

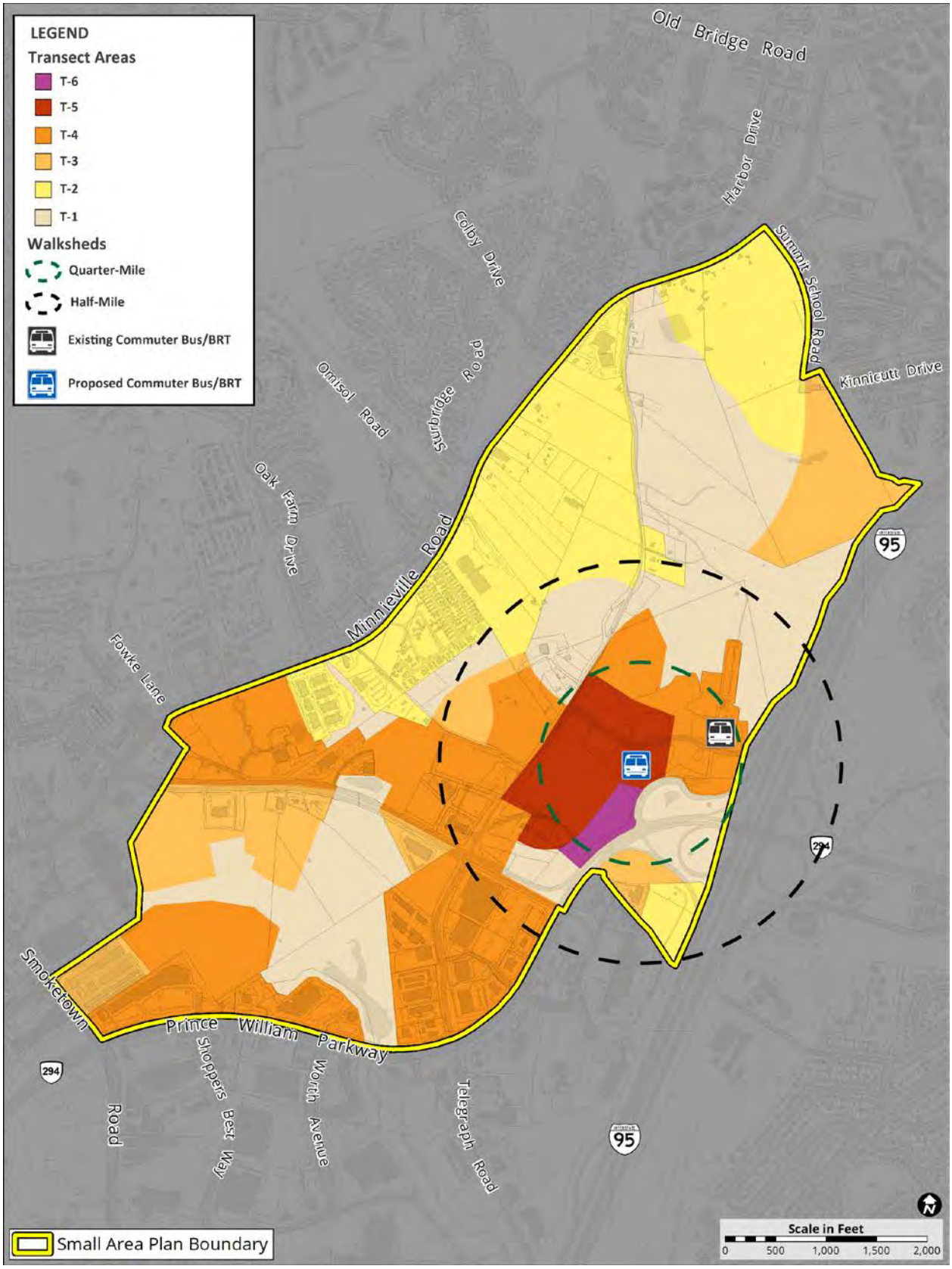


Figure 24: Overall Transect Diagram

Future Land Use

The Landing at Prince William Small Area Plan envisions preservation and enhancement of the existing open/green space character of the area, while concentrated development at the core creates a vibrant Town Center.

At the core of the study area, a vibrant, pedestrian-oriented Transit-Oriented Town Center is proposed. The Town Center is anchored by an Arts & Entertainment area as well as a Transit Center. New connections are proposed throughout the area which link existing communities with the new Town Center area. A proposed Summit School Road extension provides a new north-south connection, while two additional east-west connections link the existing neighborhoods west of Minnieville Road to the new Town Center.

The northern part of the site, at the intersection of Minnieville Road and Summit School Road, has been envisioned as a school (approximately 42 acres) and community recreational (approximately 40 acres) node. This node is close to existing residential areas. Low impact land uses are proposed that are compatible with the natural character of the area. These land uses include a school site, recreation fields and low-density residential. The new residential communities should be developed in conservation development manner, which preserves the natural resource areas within the site and clusters residential lots. A diverse range of housing is recommended to provide for small lot single-family, bungalow courts, duplex, and senior living.

To the south between Horner Road and Caton Hill Road, a vibrant town center is proposed. Additional Light Industrial uses are proposed south of the town center, with easy access to the I-95 corridor.

Figure 25 illustrates the proposed Long-Range Land Use classifications for The Landing at Prince William Small Area Plan. New long-range land use designations are proposed to implement the vision and goal of the plan to create a sense of place with a mixed-use town center and to capitalize on the extensive environmental resources. The proposed land use designations aligned with the designated Transects provide a complete picture for future development. The Zoning Ordinance will require a review and a likely update to ensure that these proposed land uses can be realized.

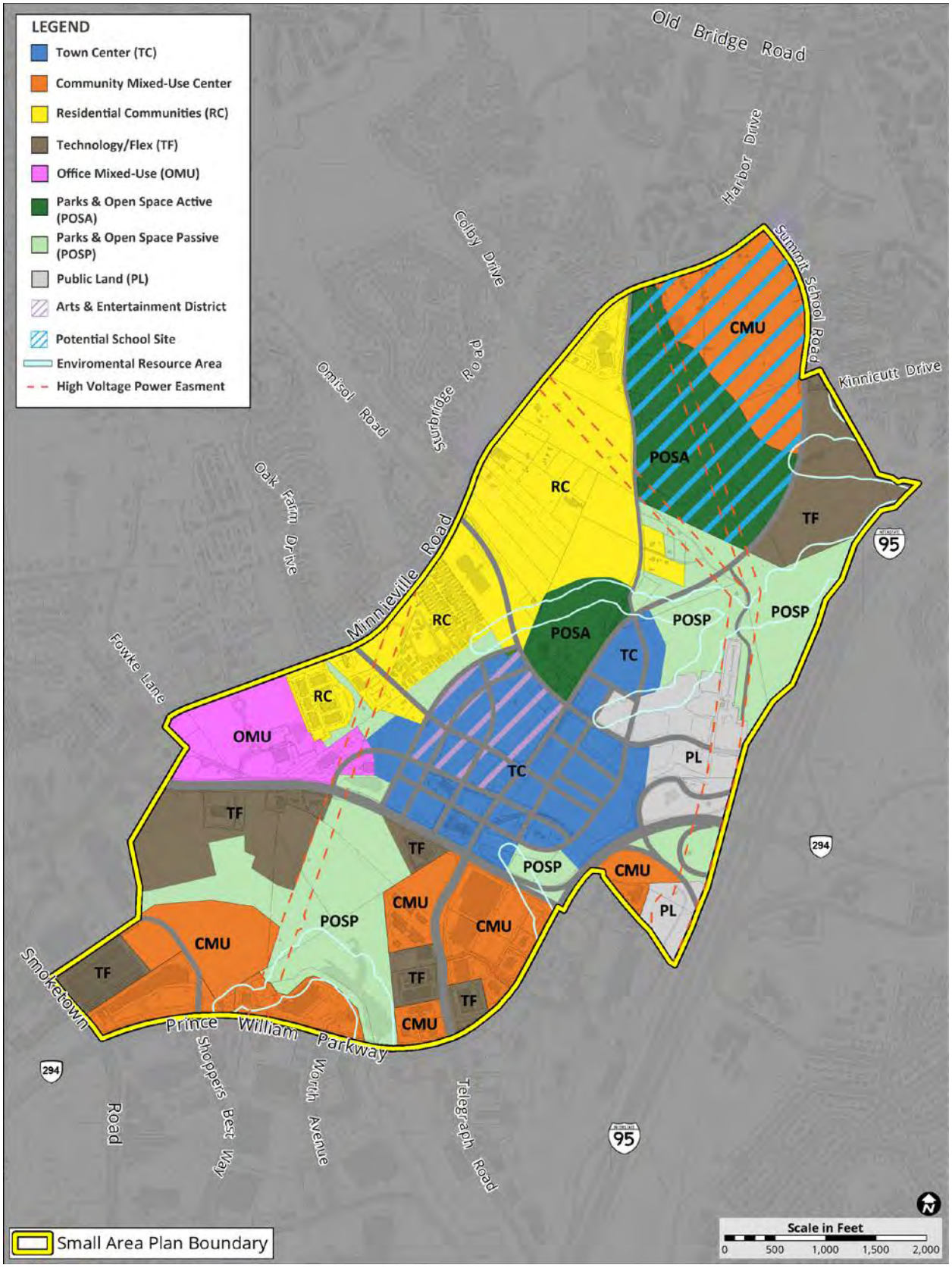


Figure 25: Proposed Long-Range Land Use Classification

	Town Center	Community Mixed Use	Office Mixed Use	Technology/Flex	Arts & Entertainment
DESCRIPTION	 	 	 	 	 
	Town Centers provide a mix of uses arranged in a pedestrian-friendly urban form. These centers are locations for regional commercial and entertainment destinations as well as access to amenities for adjacent residential and employment centers. Streets are interconnected and multi-modal with parking located behind buildings. Short blocks with shallow setbacks and on-street parking are appropriate.	Mixed-Use Centers include both residential and commercial uses arranged in a pedestrian-friendly form. These centers are locations for community commercial, entertainment destinations, and public facilities such as County offices and police/fire stations directly accessible to surrounding neighborhoods. Streets are interconnected and serve cars, cyclists, and pedestrians. Mixed-Use Centers should be connected by bus transit to nearby destinations and to nearest rail transit. Development is arranged in short blocks with shallow setbacks and both on-street parking or parking lots are appropriate.	The purpose of this classification is to provide for areas of low-to high-rise, offices or research and development activities. Projects developed in this classification shall be for office use, with retail and retail service uses are discouraged. Office development areas is encouraged to be in accordance with the Illustrative Guidelines for Office Development, provided as a supplement to the Community Design Plan chapter of the Comprehensive Plan and available from the Planning Office. A minimum office building height of 3-5 stories is preferred.	Technology/Flex Industrial areas provide opportunities for production, flex office/warehouse space, and warehousing uses that do not require large outdoor storage or produce nuisances such as noise, dust or vibration. They are less hazardous and have limited impacts on surrounding areas compared to heavy manufacturing. Buildings in this area have medium to deep setbacks and larger block sizes. Surface parking is acceptable.	The Arts & Entertainment District provides opportunities for a pedestrian friendly access to arts, cultural and entertainment venues supported by retail, dining, creating and exploring opportunities. Buildings in this area have medium to deep setbacks and block sizes to accommodate public art sculptures or displays, performances, and promenades.

	Town Center	Community Mixed Use	Office Mixed Use	Technology/Flex	Arts & Entertainment
Primary Uses	• Retail & Service Commercial • Office • Entertainment Commercial • Multi-Family Residential • Government Contracting • Hotel • Conference Center • Transit Center	• Retail & Service Commercial • Office • Entertainment Commercial • Multi-Family Residential • Civic, Cultural, Community Institutional • Assisted Living	• Offices • Business Schools, Colleges • Computer and Network Services • Hotel • Medical or Dental Office • Package or Courier Services • Research & Development • Mixed Use Residential	• Healthcare • Federal Government Contracting • Research & Development • Flex Space • Light Industrial • Information Communications Technology • Warehousing & Logistics • Advanced Manufacturing • Trade School	• Cultural Arts Center • Theaters • Music store and education venue • Academy for Performing Arts • Art Galleries • Dance Studio • Museum • Art studio (lessons, painting, pottery, etc.) • Yoga Studio
Secondary Uses	• Civic, Cultural, Community Institutional • Parking	• Hotel • Parking	• Adult Daycare • Recreational Facility • Restaurant • Parking	• Retail & Service Commercial • Office • Institutional	• Restaurant • Retail • Cafe
Use Pattern	Based on Street Typology	Based on Street Typology	Based on Street Typology	Based on Street Typology	Based on Street Typology
Target Residential Density	T-6 -50-100 du/acre T-5- 12-50 du/acre T-4- 8-24 du/acre T-3 -6-12 du/acre	T-5-12-50 du/acre T-4- 8-24 du/acre	T-4 -8-24 du/acre	n/a	n/a
Target Non-Residential FAR	T-6- 2.3-3.0 FAR T-5 -1-2.3.0 FAR T-4- 0.57-1.38 FAR T-3- Up to 0.57 FAR	T-5 -1-2.3 FAR	T-4- 0.57-1.38 FAR	T-3 -Up to 0.57 FAR	T-4- 0.57-1.38 FAR T-3- Up to 0.57 FAR
Target Land Use Mix	Residential: 40-80% Non-Residential: 10-65% Civic: 5%+	Residential: 30-60% Non-Residential: 30-60% Civic: 10%+	Non-Residential: 80 -90% Residential: 10-20% Civic: 5%+	Residential: 0% Non-Residential 100% Civic: 0%+	Residential: 0% Non-Residential 95% Civic: 5%+

	Town Center	Community Mixed Use	Office Mixed Use	Technology/Flex	Arts & Entertainment
Target Building Height	T-6 - 8-20+ stories T-5 - 6-12 stories	T-5 - 6-12 stories T-4 - 4-8 stories	T-4 - 4-8 stories	T-3 – Up to 5 Stories	T-4 Up to 8 Stories T-3 -Up to 5 Stories
Minimum Open Space	10% of site	20% of site	10% of site	20% of site	10% of site
Implementing Zoning Districts	PMD PMR PBD R-U	PMD PMR PBD R-U	PMD O(M) O(H)	PBD O(F) M-2	O(M)
General Block Dimensions	200' – 660 in length	200' – 660 in length	Flexible dimensions based on circulation patterns and access to buildings and parking areas.	Flexible dimensions, based on circulation patterns and access to buildings and parking areas.	200' – 660 in length

	Town Center	Community Mixed Use	Office Mixed Use	Technology/Flex	Arts & Entertainment
General Building Placement	A build-to line should be established from the edge of the curb or right-of-way. Three distinct zones should be developed along the streetscape areas – Landscape Planting Area/Amenity Zone (minimum 8'), Sidewalk Through Zone (6'-8') and the Building Zone (ranges from zero to 6', depending on activity spaces along the street). Building placement guidelines should be based on overall Transect), and recommendations as mentioned within Guidelines "Active Ground Floors and Street Wall Conditions."	A build-to line should be established from the edge of the curb or right-of-way. Three distinct zones should be developed along the streetscape areas – Landscape Planting Area/Amenity Zone (minimum 8'), Sidewalk Through Zone (6'-8') and the Building Zone (ranges from zero to 6', depending on activity spaces along the street). Building placement guidelines should be based on overall Transect), and recommendations as mentioned within Guidelines: "Active Ground Floors and Street Wall Conditions."	At major street intersections and in areas with higher levels of activity, it is recommended that at least 50% of each building's frontage should occupy the street frontage along designated build-to lines. The main entrances of buildings should be located along primary streets or facing key intersections. As these uses are primarily located in suburban areas, appropriate green buffers are recommended along roadways. Limited "teaser" parking (not to exceed 1-2 rows of parking) can be accommodated away from the street. The placement of a building in relationship to streets should be consistent with that of adjacent existing buildings, in order to establish a cohesive street wall and visual character along the street. When existing buildings are set back further from the street, new buildings may establish a precedent for a new build-to line closer to the street, specifically at major intersections or in areas with higher levels of activity.	At major street intersections and in areas with higher levels of activity, it is recommended that at least 50% of each building's frontage should occupy the street frontage along designated build-to lines. The main entrances of buildings should be located along primary streets or facing key intersections. As these uses are primarily located in suburban areas, appropriate green buffers are recommended along roadways. Limited "teaser" parking (not to exceed 1-2 rows of parking) can be accommodated away from the street. The placement of a building in relationship to streets should be consistent with that of adjacent existing buildings, in order to establish a cohesive street wall and visual character along the street. When existing buildings are set back further from the street, new buildings may establish a precedent for a new build-to line closer to the street, specifically at major intersections or in areas with higher levels of activity.	A build-to line should be established from the edge of the curb or right-of-way. Three distinct zones should be developed along the streetscape areas – Landscape Planting Area/Amenity Zone (minimum 8'), Sidewalk Through Zone (6'-8') and the Building Zone (ranges from zero to 6', depending on activity spaces along the street). Building placement guidelines should be based on overall Transect), and recommendations as mentioned within "Active Ground Floors and Street Wall Conditions."
Street Type	Urban Street sections	Urban Street sections	Urban Street sections	Urban Street sections	Urban Street sections

	Town Center	Community Mixed Use	Office Mixed Use	Technology/Flex	Arts & Entertainment
Pedestrian and Bicycle Circulation	8′ minimum sidewalk width on all non-local street types. 5′ minimum sidewalk width on local streets. Sharrow or protected bike lane. 10′ shared use paths/trails connecting to natural areas.	8′ minimum sidewalk width on all non-local street types. 5′ minimum sidewalk width on local streets. Sharrow or protected bike lane. 10′ shared use paths/trails connecting to natural areas.	5′ minimum sidewalk width. 10′ shared use paths and/or trails connecting to natural areas.	5′ minimum sidewalk width. 10′ shared use paths and/or trails connecting to natural areas.	8′ minimum sidewalk width on all non-local street types. 5′ minimum sidewalk width on local streets. Sharrow or protected bike lane. 10′ shared use paths/trails connecting to natural areas.
Parking	Prioritize on-street parking; off-street parking (garage, lots) should be located within block interiors or in rear yards. Require appropriate screening for off-street parking areas fronting primary streets. Access to off-street parking areas is recommended from secondary streets only to limit interruptions along primary street building frontages.	Prioritize on-street parking; off-street parking (garage, lots) should be located within block interiors or in rear yards. Require appropriate screening for off-street parking areas fronting primary streets. Access to off-street parking areas is recommended from secondary streets only to limit interruptions along primary street building frontages.	Off-street parking is allowed in the side and rear yards. Landscapes screening required for off-street parking areas that has frontage on primary or secondary roads. Refer to “General Building Placement” above for “teaser parking” placement.	Prioritize on-street parking; off-street parking (garage, lots) should be located within block interiors or in rear yards. Require appropriate screening for off-street parking areas fronting primary streets. Access to off-street parking areas is recommended from secondary streets only to limit interruptions along primary street building frontages.	Prioritize on-street parking; off-street parking (garage, lots) should be located within block interiors or in rear yards. Require appropriate screening for off-street parking areas fronting primary streets. Access to off-street parking areas is recommended from secondary streets only to limit interruptions along primary street building frontages.
Access to Parking	Limited vehicular access from primary streets. Consolidated vehicular access points are recommended to simplify traffic patterns, limit streetscape interruptions and minimize conflicts among pedestrians, bicyclists, and motorists. Residential driveways should be located behind the primary façade of the unit; rear alley access is preferred.	Limited vehicular access from primary streets. Consolidated vehicular access points are recommended to simplify traffic patterns, limit streetscape interruptions and minimize conflicts among pedestrians, bicyclists, and motorists.	Parking and service access from secondary streets is preferred; access from primary streets should be limited. Pedestrian connections to the sidewalk and/or trail network are recommended.	Parking and service access from secondary streets is preferred; access from primary streets should be limited. Pedestrian connections to the sidewalk and/or trail network are recommended.	Limited vehicular access from primary streets. Consolidated vehicular access points are recommended to simplify traffic patterns, limit streetscape interruptions and minimize conflicts among pedestrians, bicyclists, and motorists.

Figure 26: Description & Uses of Proposed Long-Range Land Use Classifications

	Schools	Residential Communities	Parks & Open Space Active	Parks & Open Space Passive	Public Land
DESCRIPTION	 	 	 	 	 
	The School classification is to provide sites and facilities used for public education. The educational sites serve current residents as well as growing populations generated by new residential development, and in locations that best serve County school children. The minimum preferred site size is dependent on-site conditions, constraints and type of school.	The Residential Community classification is to provide for housing opportunities at a low suburban density. The housing type in this classification is single-family detached, but up to 25 percent of the total land area must be single-family attached. The density range in RC projects is 1-8 units per gross acre, less the ER designated portion of a property. Cluster housing and the use of the planned unit development concept may occur.	The purpose of this classification is to designate existing and projected parks and recreational areas of the County. Active uses involving development of parkland to provide facilities including the construction of buildings, fields, courses and other related infrastructure to support active recreational activities.	The purpose of this classification is to designate existing and projected parks and recreational areas of the County. Passive uses generally require or result in little or no alteration of the landscape and produce little or no light, noise or visual intrusion on their surroundings.	The purpose of identifying public lands in the Comprehensive Plan is to provide an indication of existing and planned public facilities, institutions, or other government installations such as but not limited to government centers, judicial centers, and related facilities.
Primary Uses	• Schools • Auxiliary and Support Facilities for Schools	• Single Family attached • Single Family detached • Cluster housing • Missing-middle housing	• Active Recreation • Sport fields • Courses • Swimming Pools	• Passive recreation • Trails, hiking, bicycles • Fishing • Canoeing, kayaking	• Public facilities • Institutions • Government Center • Transit Centers & Commuter lots

	Schools	Residential Communities	Parks & Open Space Active	Parks & Open Space Passive	Public Land
Secondary Use	N/A		• Institutional uses N/A • Churches • Community centers,	N/A	N/A
Use Pattern	Based on Street Typology	Based on Street Typology	Based on Street Typology	Based on Street Typology	Based on Street Typology
Implementing Zoning Districts	N/A	SR-1, R-2, R-4, R-6, RMH, and PMR	N/A	N/A	N/A
Target Residential Density	N/A	1-8 du/acre	N/A	N/A	N/A
Target Non-Residential FAR	T-3- Up to 0.57 FAR	T-2 Up to 0.23 FAR	T-1 Up to 0.02 FAR	T-1 Up to 0.02 FAR	T-3- Up to 0.57 FAR
Target Land Use Mix	Civic: 100%	Residential: 80-100% Non-Residential: 0-20%	Civic: 100%	Civic: 100%	Civic: 100%
Target Building Height	1-5 stories	1-4 Stories	1-3 Stories	1 Story	1-5 stories
Minimum Open Space	Varies	30-50%	50%	50%-80%	20%
General Block Dimensions	Flexible dimensions based on circulation patterns and access to buildings and parking areas.	Flexible dimensions based on circulation patterns and access to buildings and parking areas. Continuous pedestrian and vehicular connections between existing and new developments on both side of streets.	Flexible dimensions based on circulation patterns and access to buildings and parking areas.	Flexible dimensions based on circulation patterns and access to buildings and parking areas.	Flexible dimensions based on circulation patterns and access to buildings and parking areas.
General Building Placement	Appropriate green buffers are recommended along roadways. Buildings should be placed behind the landscaped buffer areas. Main entrances of buildings should be located along primary streets or facing key intersections.	Appropriate green buffers are recommended along roadways. Buildings should be placed behind the landscaped buffer areas.	Appropriate green buffers are recommended along roadways. Buildings should be placed behind the landscaped buffer areas. Additional setbacks are recommended for recreation uses located adjacent to existing and new residential communities.	Appropriate green buffers are recommended along roadways. Buildings should be placed behind the landscaped buffer areas. Additional setbacks are recommended for recreation uses located adjacent to existing and new residential communities.	Appropriate green buffers are recommended along roadways. Buildings should be placed behind the landscaped buffer areas. Main entrances of buildings should be located along primary streets or facing key intersections.

	Schools	Residential Communities	Parks & Open Space Active	Parks & Open Space Passive	Public Land
Street Type	Standard street sections	Standard residential street sections	Standard street sections	Standard street sections	Standard street sections
Pedestrian and Bicycle Circulation	5' minimum sidewalk width. 10' shared use paths and/or trails connecting to natural areas.	5' minimum sidewalk width. 10' shared use paths and/or trails connecting to natural areas.	5' minimum sidewalk width. 10' shared use paths and/or trails connecting to natural areas.	5' minimum sidewalk width. 10' shared use paths and/or trails connecting to natural areas.	5' minimum sidewalk width. 10' shared use paths and/or trails connecting to natural areas.
Parking	Off-street parking is allowed in front, side and rear yards on all street types. Landscaped buffers are recommended for front yard parking along primary streets. Drop-off zones are permitted at the rear, side or front of buildings.	Off-street parking permitted in side or rear yards. Off-street parking restricted in front yard.	Prioritize on-street parking; off-street parking (garage, lots) should be located within block interiors or in rear yards.	Prioritize on-street parking; off-street parking (garage, lots) should be located within block interiors or in rear yards.	Off-street parking is allowed in front, side and rear yards on all street types. Landscaped buffers are recommended for front yard parking along primary streets. Drop-off zones are permitted at the rear, side or front of buildings.
Access to Parking	Consolidated vehicular access along primary streets. Pedestrian connections to the sidewalk and/or trail network is recommended.	Garages should be located in rear yard or along alley	Consolidated vehicular access points are recommended to simplify traffic patterns, limit streetscape interruptions and minimize conflicts among pedestrians, bicyclists, and motorists.	Consolidated vehicular access points are recommended to simplify traffic patterns, limit streetscape interruptions and minimize conflicts among pedestrians, bicyclists, and motorists.	Consolidated vehicular access along primary streets. Pedestrian connections to the sidewalk and/or trail network is recommended.

Figure 27: Description & Uses of Proposed Long-Range Land Use Classifications

Prince William County is implementing multimodal planning using the methodology developed by the Department of Rail and Public Transportation (DRPT). The *Multimodal System Design Guidelines (2013)* established a process to facilitate the coordination of integrated multimodal transportation systems throughout Virginia. This process includes analysis of existing and future population and employment density, designation of multimodal districts and corridors, determination of modal emphasis, and ultimately, the planning for specific street cross sections within activity centers. Although this plan is not intended to be reviewed under the DRPT system, by using the guidelines future incorporation of the plan into a Multimodal System should be seamless. The DRPT Multimodal Design Guidelines define **Activity Density** as (population + jobs)/acre. Prince William County will determine the activity density for each small area plan district by calculating the potential number of jobs and population expected with planned residential and non-residential development of the planning area. The table below provides detail on the activity density for The Landing at Prince William Small Area Plan (a multimodal district) consistent with the Transect Zones, Future Land Use map, and Design Guideline Zones/Clusters. The planned activity density for The Landing at Prince William is between 11 and 23 activity units per acre, which corresponds on the high end to a P4 Large Town or Suburban Center type according to the DRPT Multimodal System Design Guidelines.

District (Small Area Plan)	The Landing at Prince William Estimates		
	Low	Medium	High
Non-residential (Potential GFA)	2,405,054	3,672,490	4,939,927
Total Jobs	5,675	8,620	11,563
Dwelling Units	1,146	1,728	2,308
People	2,665	4,130	5,589
Total People + Jobs	8,340	12,750	17,152
Total Land Area	746 acres		
Activity Density	11	17	23
Density Classification	P-3	P-4	P-4

MULTIMODAL CENTER INTENSITY			
Center Type	**Activity Density (Jobs + People/acre)**	**Gross Development FAR (residential + non-residential)**	**Net Development FAR (residential + non-residential)**
P-1 Rural or Village Center	2.13 or less	0.03 or less	0.05 or less
P-2 Small Town or Suburban Center	2.13 to 6.63	0.03 to 0.10	0.05 to 0.15
P-3 Medium Town or Suburban Center	6.63 to 13.75	0.10 to 0.21	0.15 to 0.3
P-4 Large Town or Suburban Center	13.75 to 33.75	0.21 to 0.5	0.3 to 0.8
P-5 Urban Center	33.75 to 70.0	0.5 to 1.0	0.8 to 1.6
P-6 Urban Core	70.0 or more	1.0 or more	1.6 or more
SP Special Purpose Center	Varies	Varies	Varies

Figure 28: Multimodal Center Intensity

Illustrative Plan

The Transit-Oriented Town Center is located at the core of The Landing at Prince William concept plan. The street grid is based on urban and walkable blocks of 200'-660'. Additionally, the proposed Longpointe Development roadway network has been utilized to create connectivity between the planned development and proposed development. The Town Center is bounded by Caton Hill Road to the south and the new Omisol / Horner Road connection to the north. Telegraph Road splits the Town Center forming the major north-south connection. A new connection from Minnieville Road creates the major-east west boulevard that terminates at a central greenspace that has been planned for the Longpointe development. This new connection creates the Town Center's "main street" and is envisioned to have high levels of pedestrian activity. An opportunity for a signature building is located at the focal point of the vista along the new "main street." The proposed transit center building is located at the east corner of the Town Center centrally located between the Town Center and existing commuter lots. It will have easy access to VDOT commuter lots and the I-95 HOT lanes. Surrounding the central greenspace is the dense mixed-use core of the Town Center. The Arts & Entertainment area (approximately 25-30 acres) is anchored by a 200,000 SF Arts & Entertainment Hub. Uses within the Town Center could include commercial, retail, hotel and high density residential.

Figure 29: Town Center Illustrative Plan

DESIGN GUIDELINES

The Landing at Prince William concept plan will be implemented through various underlying County regulations and the following design guidelines.

Active Ground Floors & Street Wall Conditions

Transit-Oriented Town Center

To create a vibrant town center streetscape environment, a diverse range of build-to lines is proposed. The following two areas are envisioned as 100% corners at the core of the Town Center area:

- Proposed roundabout of Telegraph Road and the extension of the proposed Longpointe Road.
- Intersection of Telegraph and Caton Hill Road

The above-mentioned areas are recommended to have 100% of building edges along the build-to line, as shown in the Figure 23 (Overall Transect).

Focal point street corners/intersections should be defined by buildings at build-to lines, along with design elements such as entrances that open directly onto the street; windows, storefronts, and related openings that provide façade transparency; and, special paving to highlight building entrances. Street corners may be expanded with curb extensions, thereby connecting continuous sidewalk areas to street corners and crosswalks.

Related activity zones in the Town Center area are recommended to have a minimum build-to-line of 75%--meaning that that building construction must occupy at least 75% of the street frontage along the designated build-to line. This will help provide a consistent, bounded street wall. Build-to-lines should be understood in conjunction with building heights, as additional controls will indicate step-backs in height required from the build-to-line for buildings over a certain number of stories (refer below).

Other areas, including lower-density areas and existing residential uses adjoining the Town Center area, are recommended to have at least 50% of building frontage along the build-to lines.

Stepbacks, Materials, and Ground Floor Features

For taller buildings greater than 3 floors in height, it is recommended that the upper floors of buildings include at least one stepback of the building façade to provide better articulation of the ground floor building envelope. The bottom, middle and top sections of buildings should be emphasized by treating the façades with a combination of materials and massing. For lower-height buildings (3 floors or less), such articulation can be achieved through application of different materials between ground floors and

upper floors. Additionally, façade modulation in the form of variation of wall planes, projections, etc. should be utilized to generate visual interest.

Ground floor areas should include canopies and projections to define the pedestrian-scale environment. Transparent storefronts (minimum of 60% transparency should be incorporated into building design, particularly in the Town Center core. Openings such as doors and windows should be spaced appropriately to create a rhythm along the street. Within residential areas, entrances should be highlighted with canopies and grade changes.

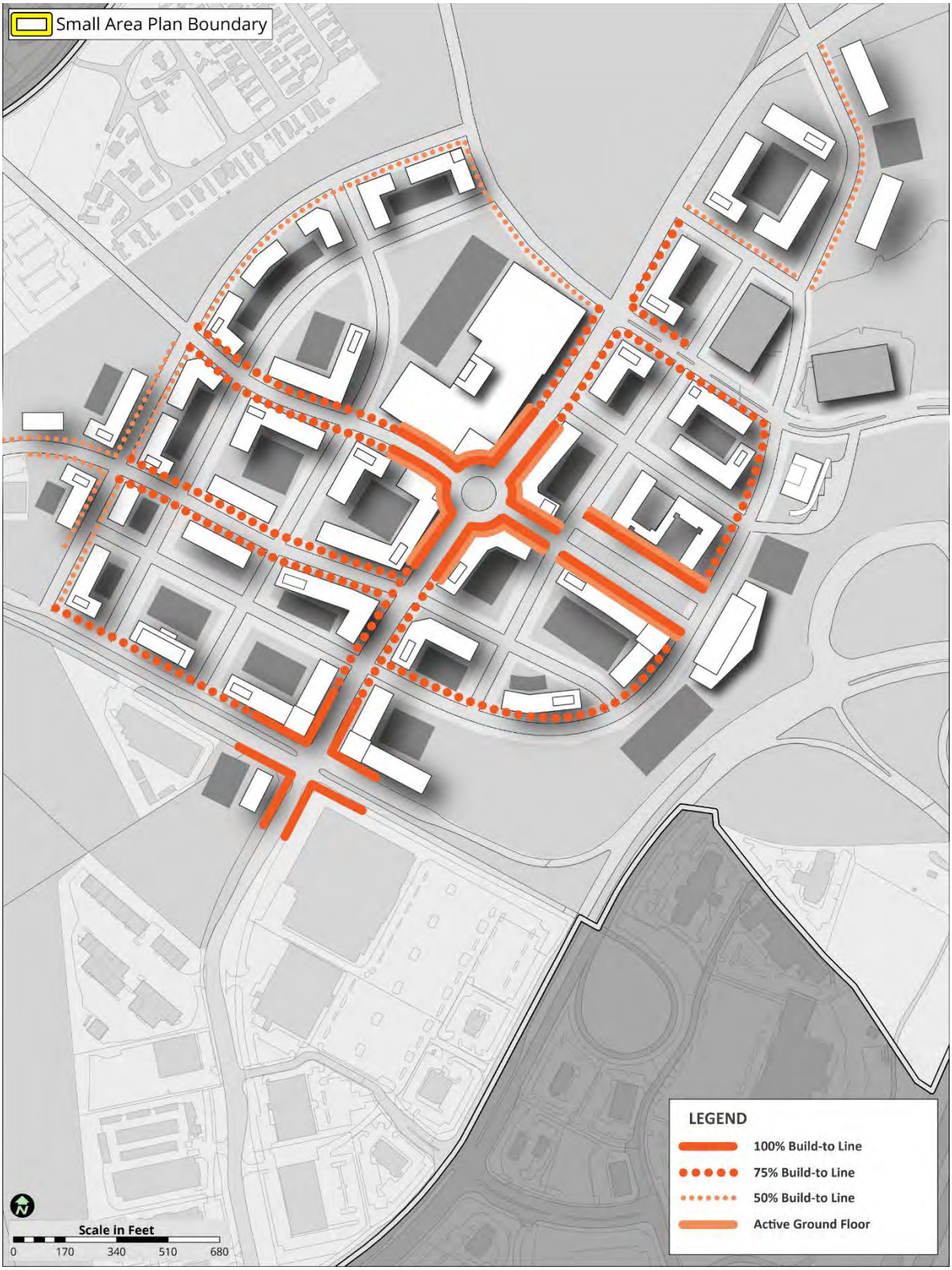


Figure 30: Active Ground Floors & Street Wall

Other Development Areas / Precedents

Active ground floors requirements primarily apply to the Town Center area; such requirements do not apply to other development clusters, such as school and recreation areas, new residential communities, and business park and light industrial areas.

Figure 31: Town Center Character

Figure 32: Streetscape at Town Center

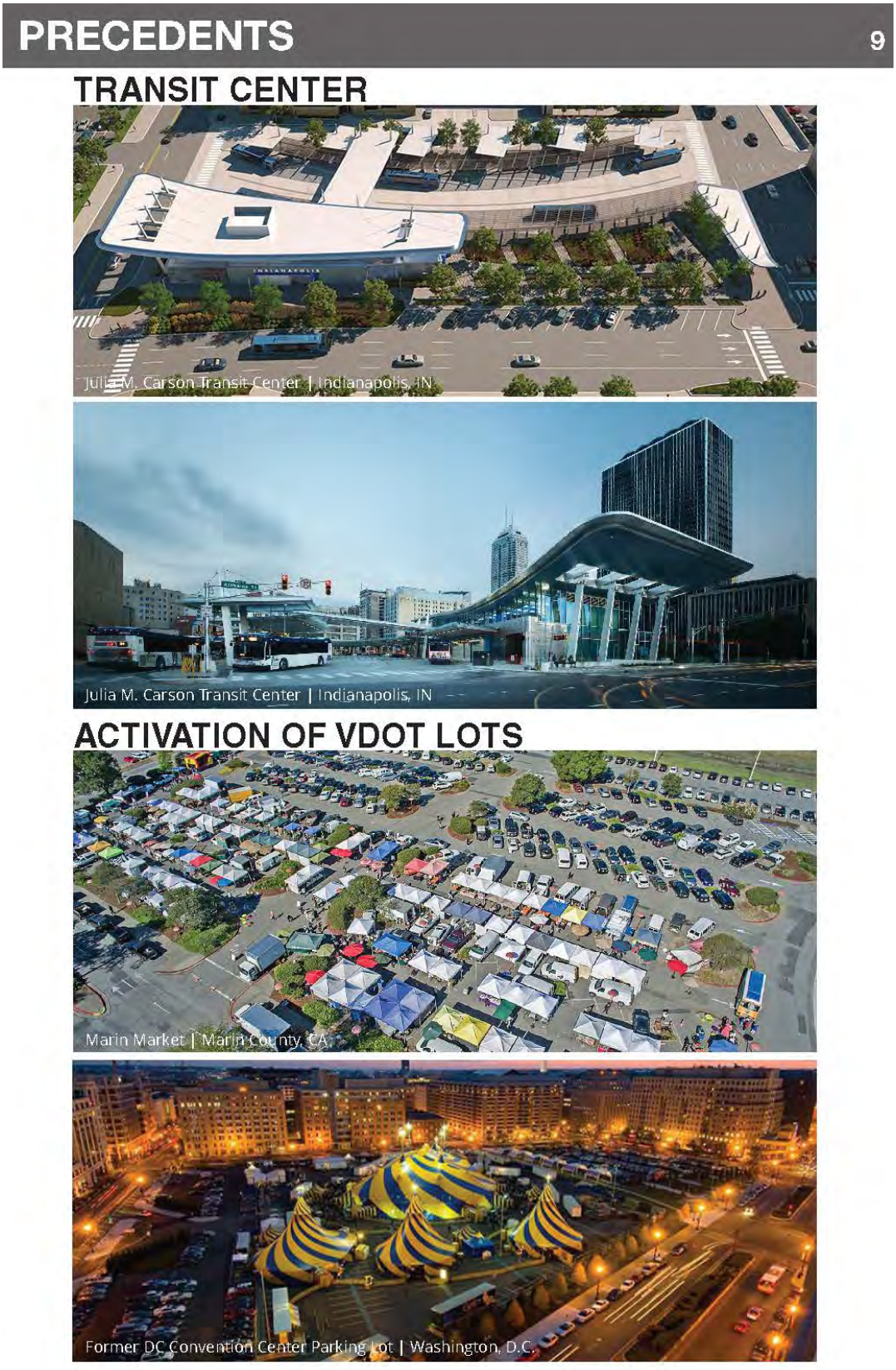


Figure 33: Transit Center and VDOT Lots

Figure 34: Residential Communities

MOBILITY

Goal: Create a multimodal network that connects to the community's mobility hubs and promotes the growth of a transit-oriented Town Center.

Prince William County is implementing multimodal planning in The Landing at Prince William Small Area Plan area using a combination of the non-urban designated street classification and the Urban Street sections in the Design and Construction Standards Manual (DCSM), Section 600. Urban Street sections may be allowed within Small Area Plan areas. The street section may be amended depending on traffic impact analyses or site constraints, but streets identified for modal emphases in the Small Area Plan should prioritize adequate infrastructure for emphasized modes.

This document provides information on The Landing at Prince William Small Area Plan, which has a distinct core bounded by Caton Hill Road, the new Omisol Road/Horner Road Extended, Minnieville Road, and Prince William Parkway. The densest development will occur within this transit-oriented core, with a transition to lower density transect zones with distance away from the center of the core.

The overarching theme of the mobility plan is to support multimodal access to and within the Town Center, with access to the existing Virginia Department of Transportation (VDOT) commuter lots and the proposed Transit Center. Key elements of the transportation plan include:

- Creating a grid network to improve mobility throughout The Landing at Prince William, specifically the Town Center.
- Establishing a Transit Center multimodal hub to provide facilities and amenities (such as restrooms, café, commuter information kiosk) to the users of the existing VDOT commuter lots.
- Enhancing transit service and last mile connections to transit.
- Creating safe bicycle and pedestrian connections.

Road and Highway Network

The Landing at Prince William Small Area Plan boundary contains a Town Center where a denser future road network is anticipated in addition to proposed roadway extensions that link the study area to its surrounding area.

- The Town Center area is planned for a road network that creates block lengths of 200' – 660' measured from centerline to centerline. This range of block length creates the urban transportation environment that facilitates a balance in mode share along roadways.
- The I-95 interchange and HOT-lane connector is an important element that provides transit access to the VDOT commuter lots. The current design imposes some limitations on pedestrian and local street connectivity but provides critical and direct express bus access to regional routes.
- The Town Center will include a grid network and the extension of Omisol Road from Minnieville Road to connect to the Horner Road Commuter Lot access road.
- The Town Center street grid along with the proposed transit center would enable the potential for the consolidation of commuter parking facilities.
- To create a sense of place in the Landing at Prince William, roadways will be evaluated based on traffic generation using mixed use and transit-oriented development estimations. The internal trip-capture estimation will be calculated by a method approved by VDOT and the County Department of Transportation.
- Caton Hill Road and the Prince William Parkway are multimodal through corridors that are instrumental in carrying traffic by all modes to, from, within and through the plan area. The extension of Summit School Road would provide an additional northern connection between Telegraph Road and Minnieville Road.

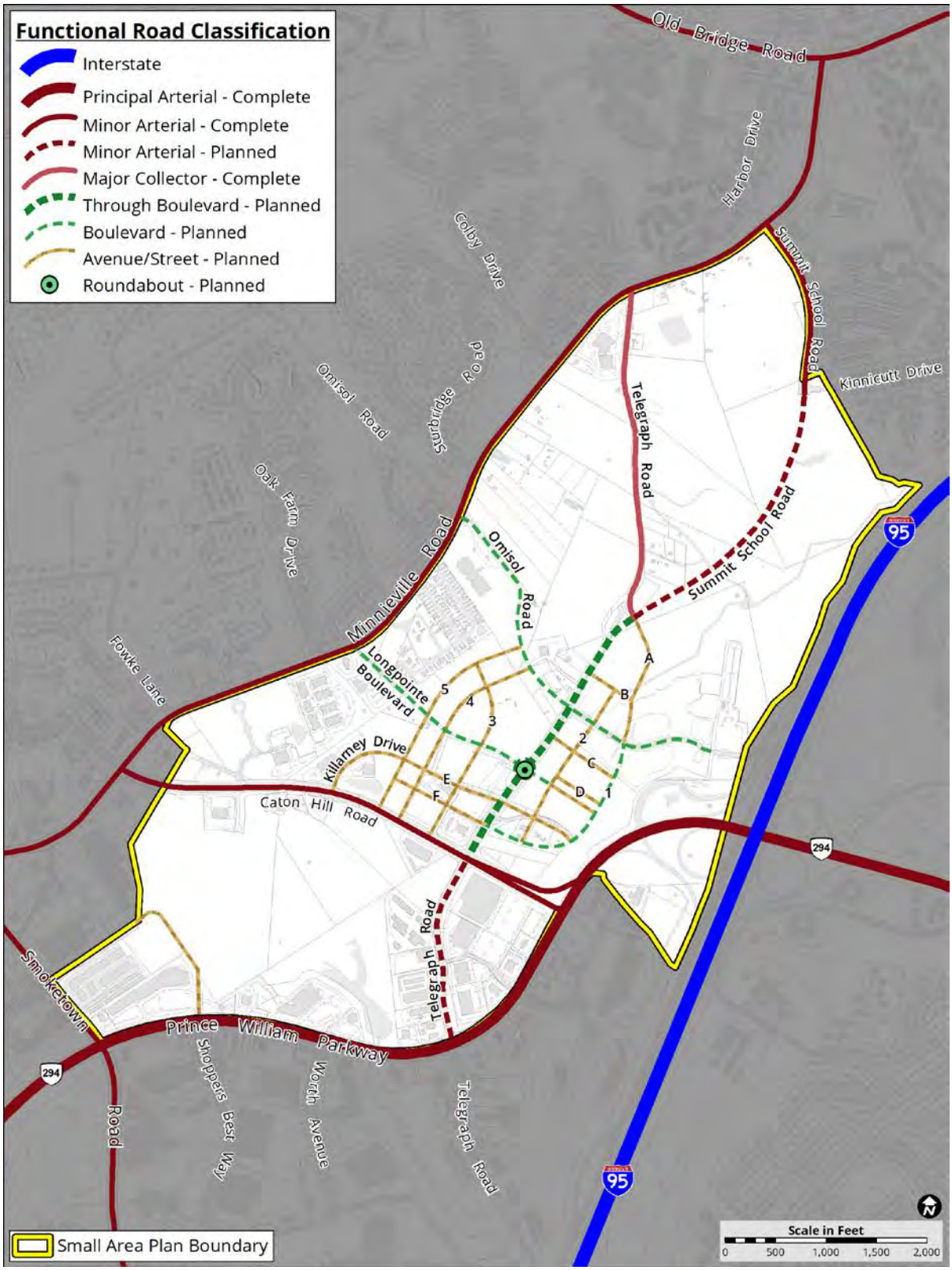


Figure 35: Proposed Road and Highway Network

Proposed Transit Network

- A Transit Center is proposed at the periphery of The Landing at Prince William (PEC) Town Center.
- PRTC/OmniRide routes and stops remain in place.
- New bus service is proposed along the proposed Omisol Road extension and along the proposed Summit School Road extension, forming a loop with potential service along Minnieville Road.
- The capacity of retained commuter parking areas may be augmented through the construction of parking decks directly across from the northeastern corner of the town center. The number of commuter parking spaces provided will remain the same as existing.
- The proposed Transit Center within the Town Center would enable the growth of customer facilities and amenities while waiting for bus or slug/carpool pick-up. Amenities could include waiting areas, restrooms, shower facilities, ticketing and transit offices. Additionally, last-mile amenities such as bike lockers, and bike racks are examples of amenities that could be feasible at the Transit Center.

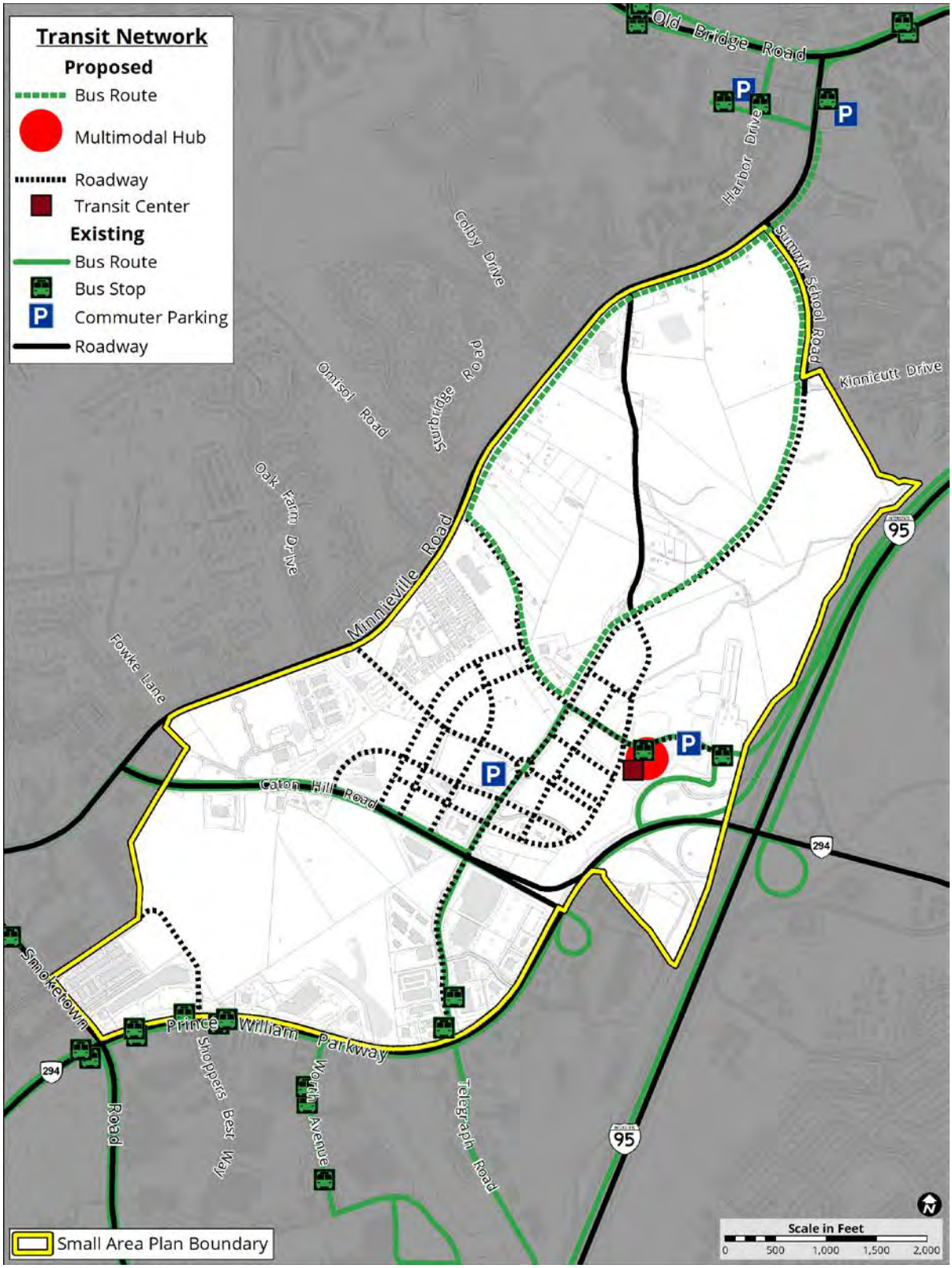


Figure 36: Proposed Transit Network

Proposed Trail Connections

The proposed trail network in the Landing at Prince William focuses on providing additional connectivity to surrounding areas and ensuring adequate access to regional trail networks such as the U.S. Bicycle Route 1 which runs along Minnieville Road. The Summit School/Telegraph Road serves as the primary north-south multimodal spine with additional east west connections to Minnieville Road. The proposed trail network proposes several trails within natural resource areas to connect to the primary spine offering both connectivity and recreational opportunities.

U.S. Bicycle Route 1

U.S. Bicycle Route 1 is a regional bicycle route which is planned to run approximately 1,525 miles along the east coast from Florida to Maine. The current alignment in Virginia runs 274 miles and traverses 21 Virginia localities.[21] Within the Landing at Prince William the Trail runs along north-south along Minnieville road.

[21] VDOT, U.S. Bicycle Routes

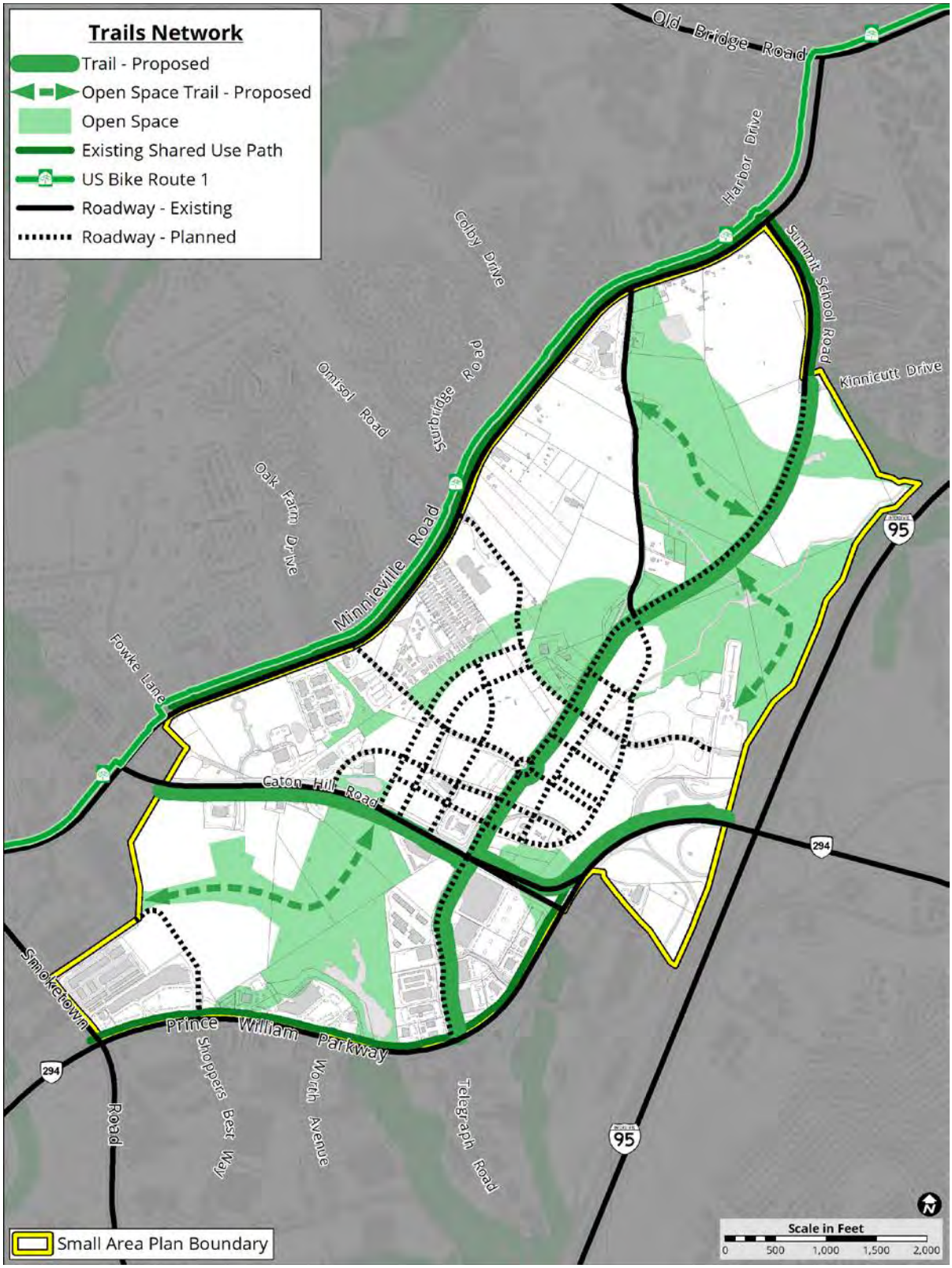


Figure 37: Proposed Trails Map

Proposed Bicycle Network

The proposed bicycle network within The Landing at Prince William Small Area Plan boundary attempts to maximize through-connectivity across the study area. The proposed network strives for comfortable separation on higher-volume roadways. Bicycle lanes are employed as intermediate connections designed to connect the shared-use path spines. It is understood that all local streets will be bicycle friendly due to street design elements that limit vehicle speed and volume.

Although the focus of this document is to guide how roadways are designed and built, the proposed bicycle network would also take advantage of the rights-of-way defined by high-tension electrical distribution lines to provide both recreation and transportation connectivity.

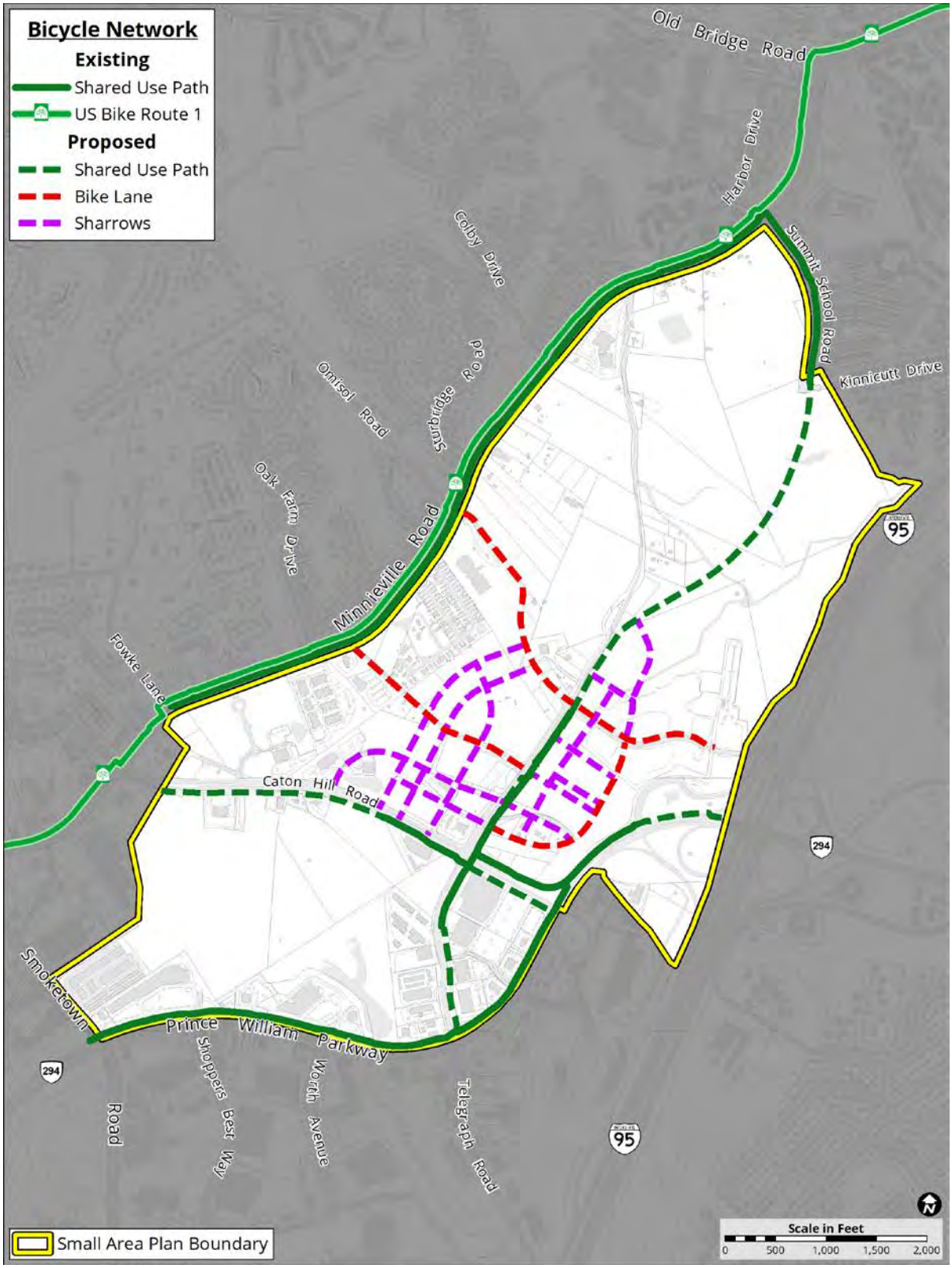


Figure 38: Proposed Bicycle Network

Example Bicycle Facility Images

Shared Use Path - Shared Use Paths are 8'-10' wide trails designed for walking, jogging, and bicycling. They are often constructed with asphalt, but may also be concrete, boardwalk, or crushed stone. Shared use paths may be located adjacent to a roadway or separated, near a stream, wetland, or other natural area. Shared use paths are considered one of the most comfortable bicycle facilities, suitable for riders of all skill levels.

Figure 39: Images of Shared Use Paths

Bike Lanes - Bike lanes are exclusive on-road bicycle facilities, most suitable for roads with less than 3,000 vehicles per day and speed limits 30mph or less. Bicycle lanes increase bicyclist comfort and confidence on busy streets, and the separated lane provides defined road space for bicyclists. Lanes increase the predictability of bicyclist and motorist positioning and interaction and visually reminds motorists of bicyclists' legal right to the street. Buffered bike lanes are exclusive on-road bicycle facilities, with a striped designated buffer space between the motor vehicle lane and the bike lane. This type of bike lane provides increased comfort for cyclists.

Figure 40: Images of Bike Lanes

Sharrows - Also called Shared Lane Markings, sharrows indicate a shared lane environment for bicycles and motor vehicles. Sharrows reinforce the legitimacy of bicycle traffic on the street and recommend proper bicyclist positioning within the travel lane.

Figure 41: Images of Sharrows

For more example bicycle facility images, visit:
https://nacto.org/publication/urban-bikeway-design-guide/

Proposed Pedestrian Network

- The proposed pedestrian network includes constructing sidewalk on both sides of all streets, except where shared use paths are existing or proposed, and including high-visibility crosswalks at appropriate intersections within and at the periphery of the town center.
- Shared use paths are the preferred facility for longer pedestrian links across the small area plan boundary. For instance, a shared-use path would parallel the entirety of the proposed Omisol/Horner Road extension to the north. The proposed Summit School Road extension would feature a sidewalk on the west side with a shared-use path on the east.

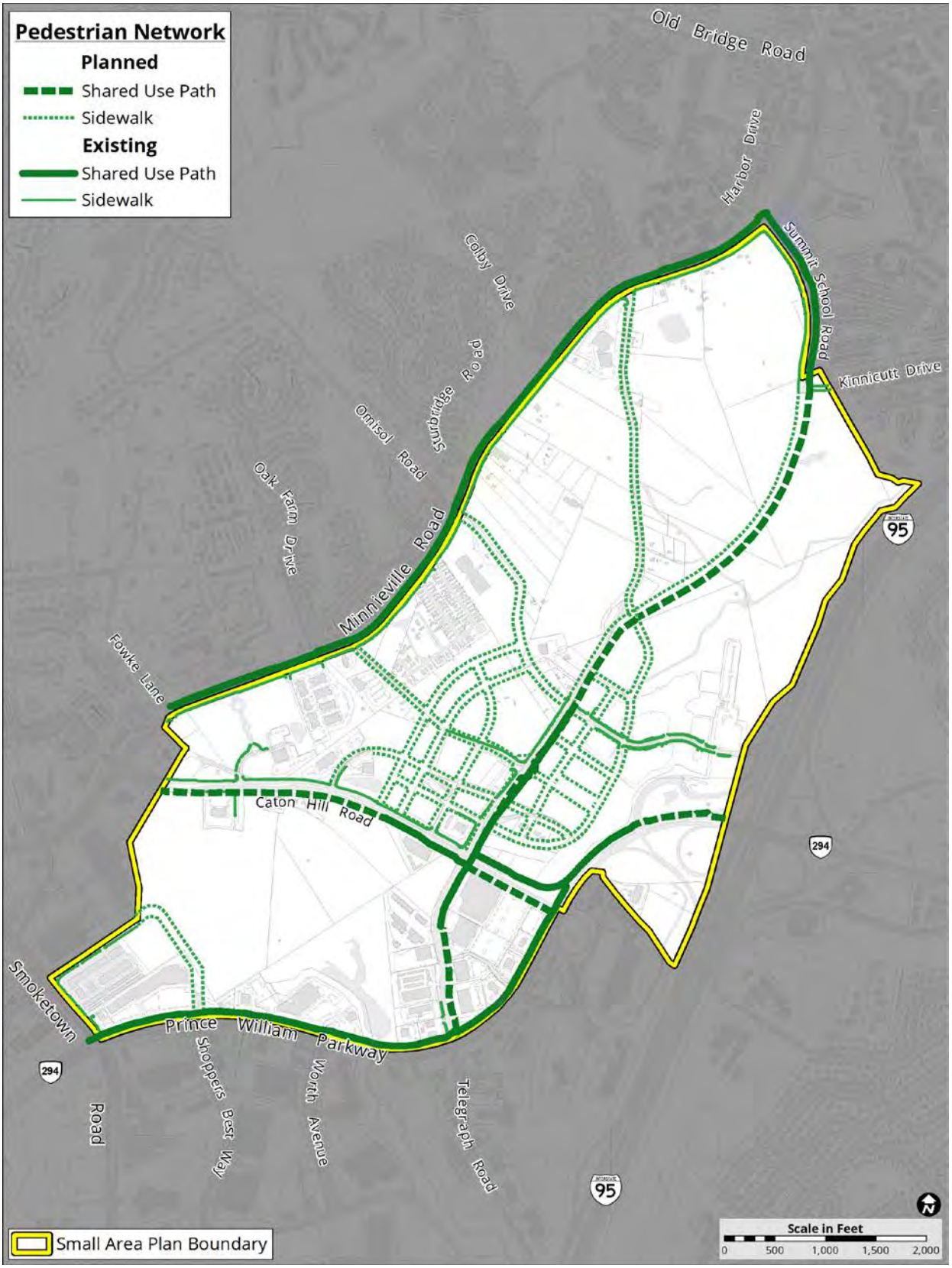


Figure 42: Proposed Pedestrian Network

Mobility Plan Summary

The Prince William County Thoroughfare Plan highlights the major roadways (interstates, parkways, arterials, and collectors) and provides information concerning their typical sections, right-of-way requirements, lane requirements, termini points, and functional classifications. The following table provides specific information about each roadway included in the Landing at Prince William Small Area Plan. The following graphics depict urban street sections. No changes are planned for existing roads that are not classified as Urban Streets

Proposed Mobility Plan							
Facility	**Route #**	**Termini/Location**	**Functional Class**	**Typical Section**	**Number of Lanes**	**Bike Facility**	**Pedestrian Facility**
Road Network							
Telegraph Road	Route 1781	Prince William Pkwy. to Caton Hill Road	Minor Arterial	MA-1	4	Shared use path / east	Shared use path / east Sidewalk west
Telegraph Road	Route 1781	Caton Hill Road to Horner Road Commuter Lot	Through Boulevard	UTB-1	4	Shared use path / east	Shared use path / west Sidewalk east
Telegraph Road	Route 1781	Horner Road Commuter Lot to Summit School Road	Minor Arterial	MA	4	Proposed Shared use path	Proposed Shared use path
Telegraph Road	Route 1781	Summit School Road to Minnieville Road	Major Collector	MC	2		
Caton Hill	Route 849	Minnieville Road to Prince William Pkwy.	Minor Arterial	MA	4	Existing & Proposed Shared use path	Existing & Proposed Shared use path
Summit School Road	Route 2190	Minnieville Rd. to Kinnicutt Dr. (Existing Terminus)	Minor Arterial	MA	4	Shared use path	Shared use path/Sidewalks
Proposed Summit School Road	Route 2190	Kinnicutt Dr. (Existing Terminus) to Telegraph Road	Minor Arterial	MA	4	Proposed Shared use path	Proposed Shared use path/Sidewalks
Proposed Omisol Extension		Minnieville Road to Telegraph Road	Boulevard	UB-1	4	Proposed Bike lanes	Proposed Sidewalks

Proposed Mobility Plan							
Facility	**Route #**	**Termini/Location**	**Functional Class**	**Typical Section**	**Number of Lanes**	**Bike Facility**	**Pedestrian Facility**
Road Network							
Proposed Longpointe Blvd.		Minnieville Road to Telegraph Road	Boulevard	UB-1	4	Proposed Bike lanes	Proposed Sidewalks
Boulevard (1)		Telegraph Road to Omisol Ext.	Boulevard	UB-1	4	Proposed Bike lanes	Proposed Sidewalks
Street (2)		Omisol Ext. to Boulevard (1)	Avenue/Street	UAS-1	2	Sharrows	Proposed Sidewalks
Street (3)		Street (5) to Caton Hill Road	Avenue/Street	UAS-1	2	Sharrows	Proposed Sidewalks
Street (4)		Omisol Ext. to Caton Hill Road	Avenue/Street	UAS-1	2	Sharrows	Proposed Sidewalks
Street (5)		Omisol Ext. to Caton Hill Road	Avenue/Street	UAS-1	2	Sharrows	Proposed Sidewalks
Street A		Telegraph Road to Omisol Ext.	Avenue/Street	UAS-1	2	Sharrows	Proposed Sidewalks
Street B		Telegraph Road to Street A	Avenue/Street	UAS-1	2	Sharrows	Proposed Sidewalks
Street C		Telegraph Road to Boulevard (1)	Avenue/Street	UAS-1	2	Sharrows	Proposed Sidewalks
Street D		Telegraph Road to Boulevard (1)	Avenue/Street	UAS-1	2	Sharrows	Proposed Sidewalks
Street E		Telegraph Road to Caton Hill Road	Avenue/Street	UAS-1	2	Sharrows	Proposed Sidewalks
Street F		Telegraph Road to Street (5)	Avenue/Street	UAS-1	2	Sharrows	Proposed Sidewalks

Transit Network	Termini/Location
Commuter Bus Transit Center	OmniRide Station Located near Omisol Extension and Boulevard 1

Infrastructure Improvements	
Construct Road/Pedestrian Network	New roads within Town Center Extending Summit School Road to Telegraph Road.
Construct Bicycle Network	Along Horner Road Extended and Omisol Road Extended
Roundabout	Intersection with Telegraph Road and Longpointe Blvd.

Through Boulevard (UTB-1): A Through Boulevard is the street type of highest multimodal capacity. It has higher speeds, medians, and street trees. It is intended to move traffic at a high level of service in urban centers.

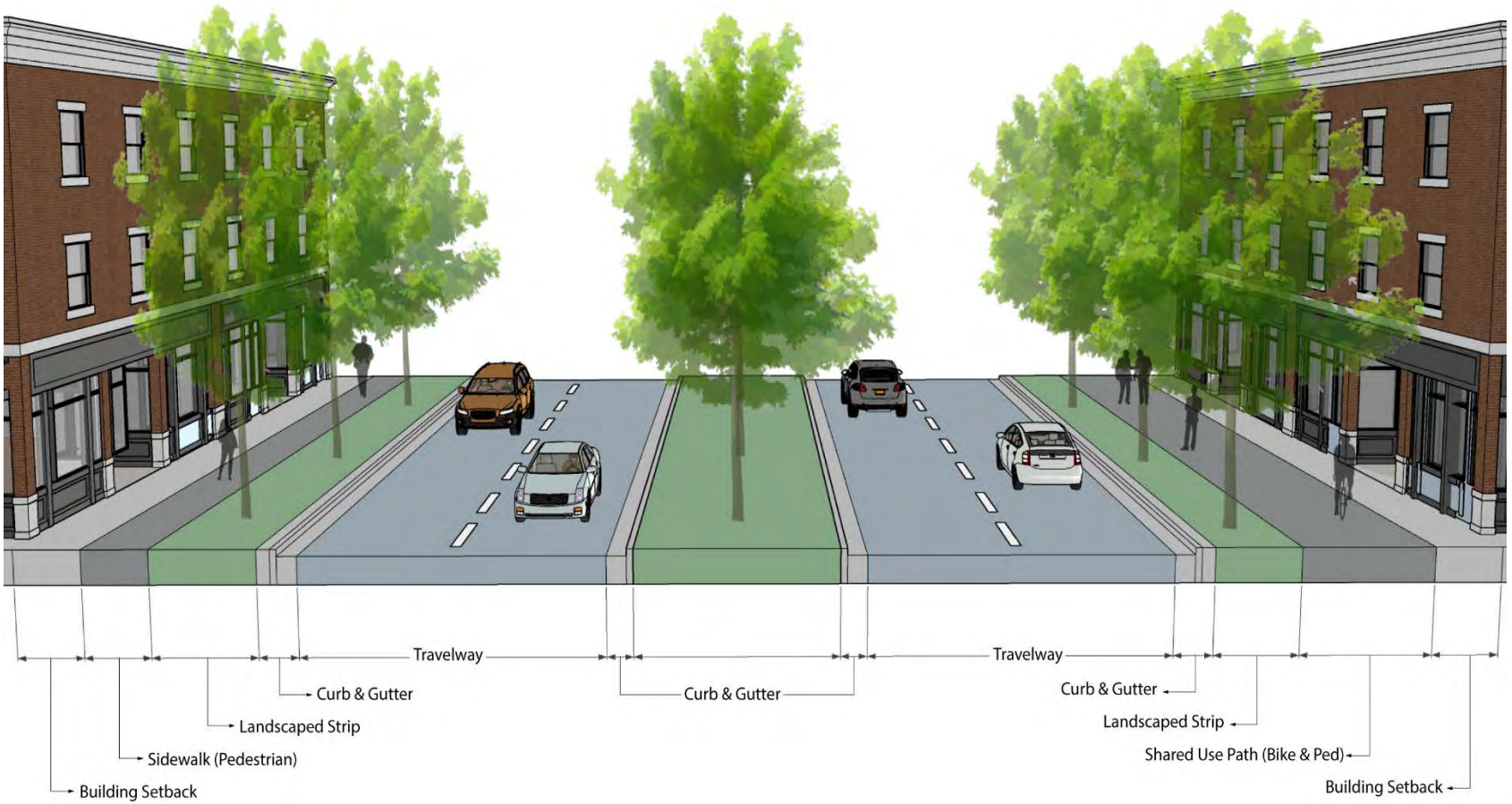


Figure 43: Through Boulevard (UTB-1)

Boulevard (UB-1): A Boulevard has the highest density of destinations, activity, and mix of modes. Because of the close proximity of destinations, pedestrians and street activity are common. It is intended to have on-road bicyclists and pedestrian crossings; therefore, traffic should move at a lower speed than on a Through Boulevard. (median optional, 16'-36')

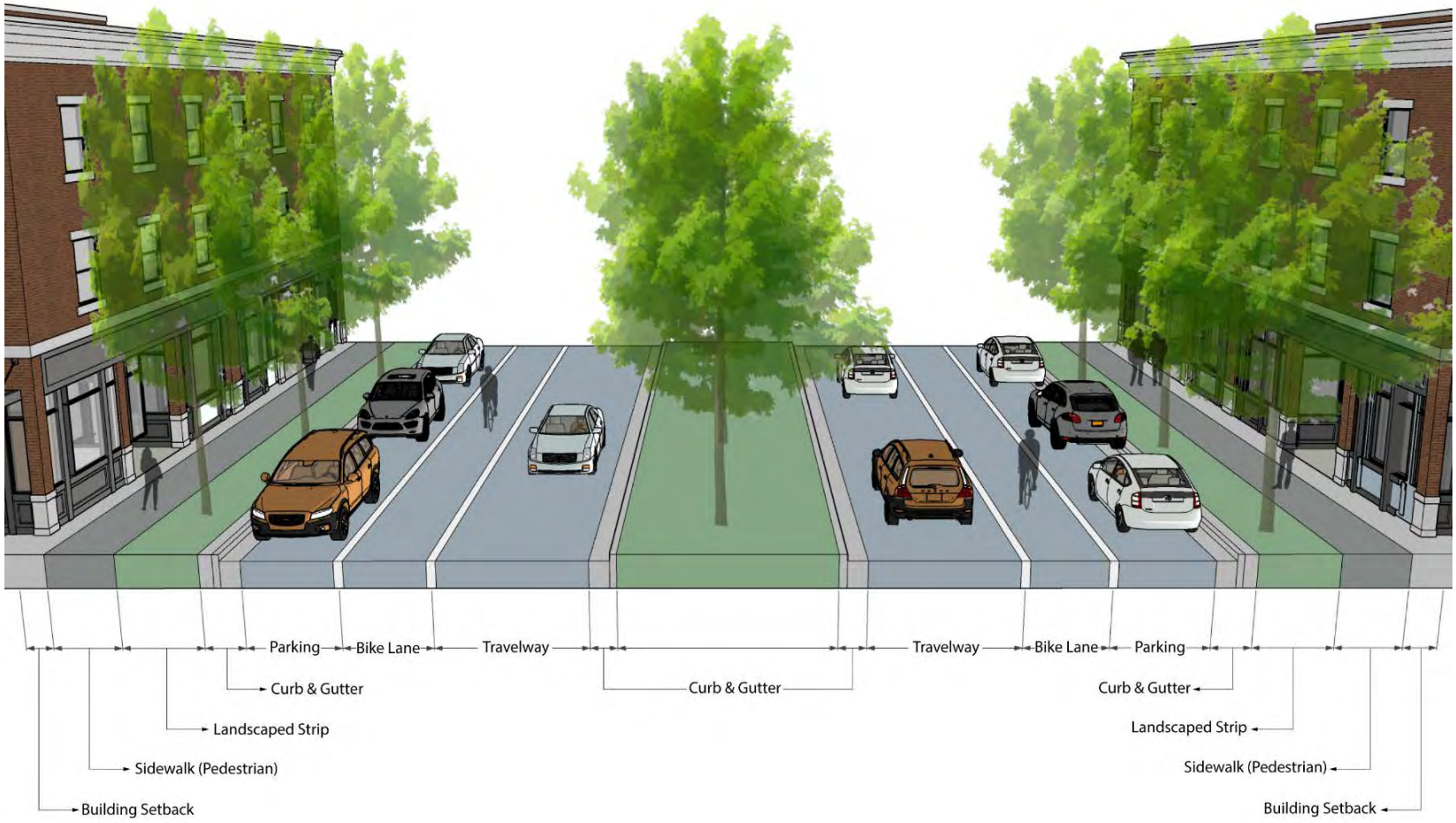


Figure 44: Boulevard (UB-1)

Avenue/Street (UAS-1): An Avenue/Street serves to connect Boulevards and Streets to Through Boulevards. It provides access to businesses and residential areas as a primary function. (median optional, 16'-36')

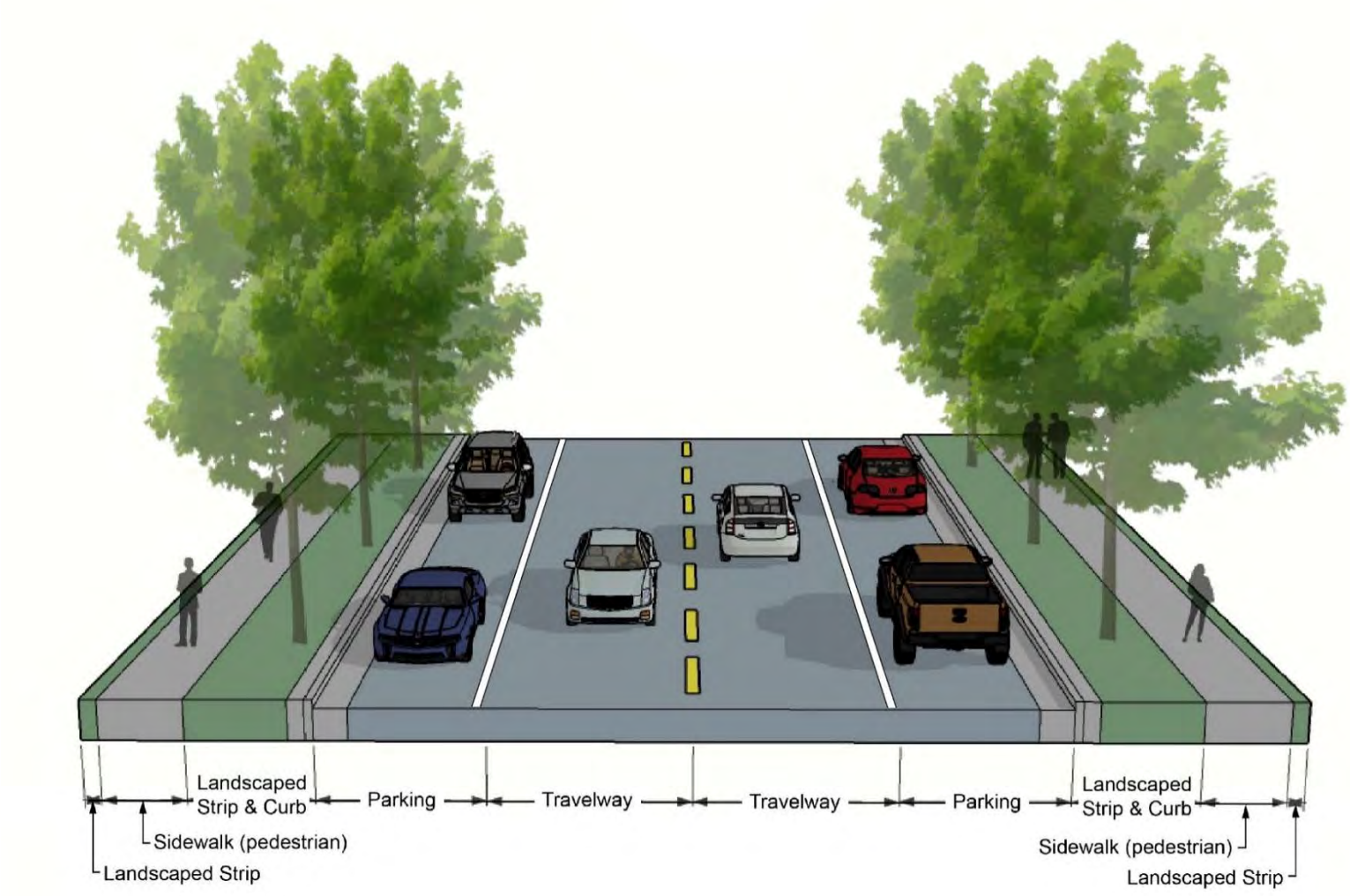


Figure 45: Avenue/Street (UAS-1)

Private Side Street (UPS-1): A Private Side Street is intended for urban residential areas with on street parking and choker islands for landscaping. These streets will not be maintained by VDOT.

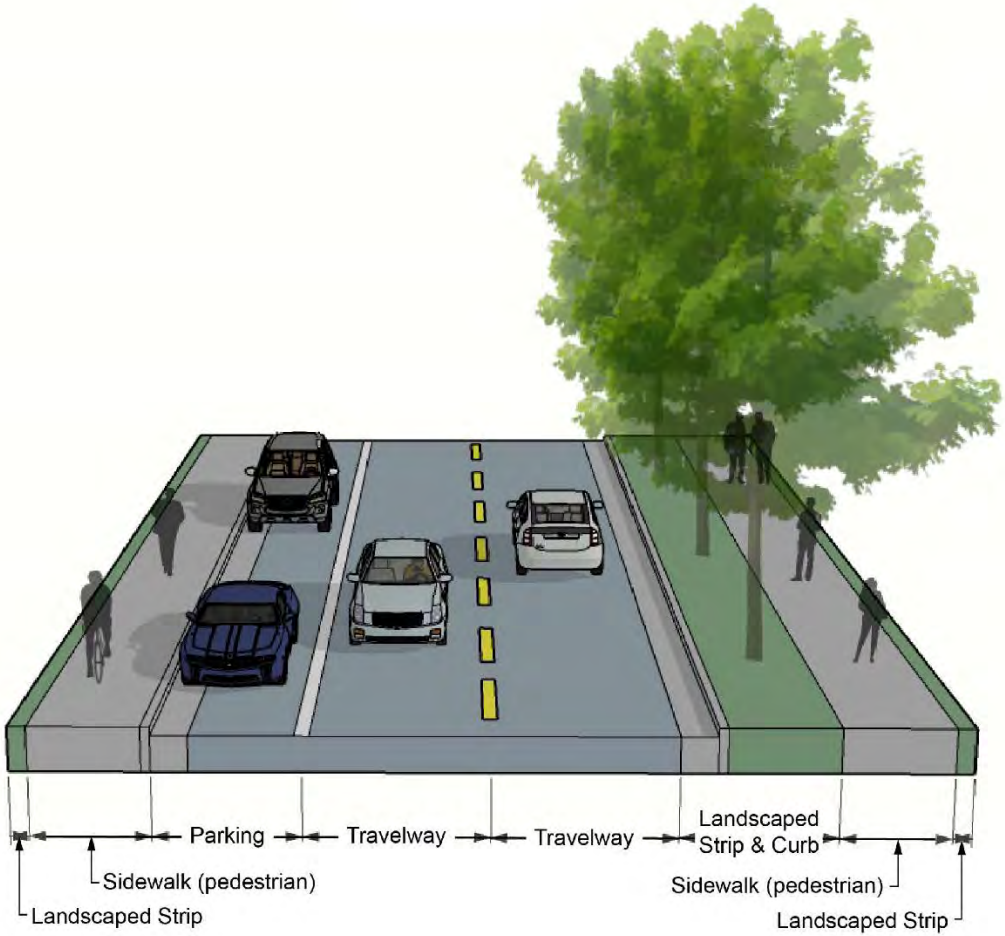


Figure 46: Local Street – Optimal Street Section

Private Alley (UA-1): A Private Alley is intended to serve the rear of properties providing access to parking and service areas as well as to provide an easement for utilities. Private Alleys will not be maintained by VDOT.

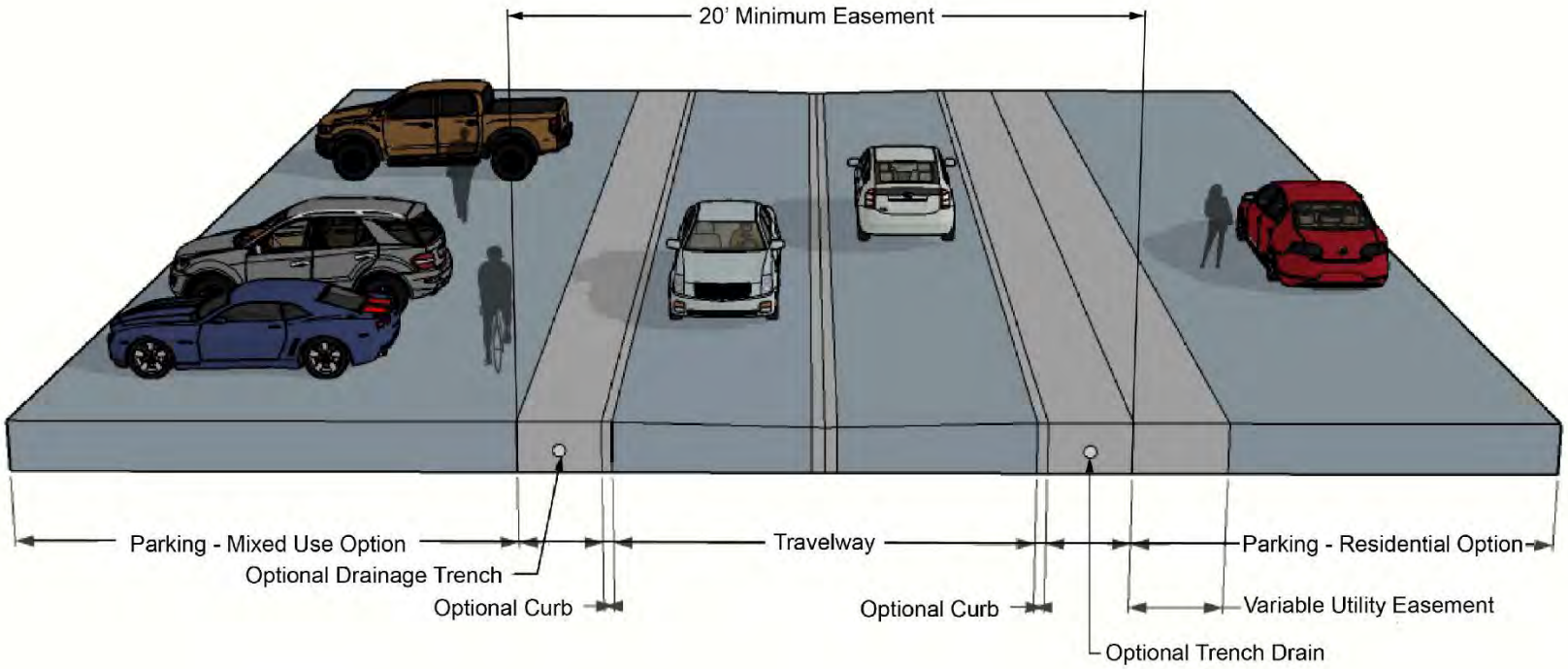


Figure 47: Private Alley (UA-1)

GREEN INFRASTRUCTURE

Green Infrastructure Goal: Ensure a robust and connected system of greenways, blueways, trails, open space and corridors that provide a benefit to the environment, community and local wildlife.

The purpose of this section is to identify the environmental features of this area and develop policies to address how these environmental areas will be protected, enhanced, and integrated into the study area once it is fully implemented. The establishment of a green infrastructure network of interconnected areas, parks, and green streets recognizes the value of nature for a healthy, resilient, and prosperous community.

The Landing at Prince William concept plan envisions four types of green/open space and public spaces. Green/open spaces and public plazas can be natural, landscaped or hardscaped and will contribute to enhancement of sense of place and quality of life. There should be harmony between natural and built environments by adding transitions between higher and lower density areas.

The plan has been broken down to provide direction for four functional areas to help ensure a robust and connected system of green infrastructure with a commitment to planning healthy, sustainable, and inclusive communities for all. The four functional areas are the Natural Resource Areas, Parks, Plazas and Open Space Areas, Streetscape Areas and Recreation Field Areas.

Natural Resource Areas

These areas included the stream corridors, riparian buffer areas (RPAs), floodplains, wooded/forested areas, and areas with steep slopes. While the majority of these natural resource areas are within privately owned land, it is recommended that these areas be preserved in their natural conditions, without any new development. This will allow for smarter growth in the study area, where development is clustered around the natural resource areas with provisions for connections to these preserved areas via trails and multi-use paths for passive outdoor recreation opportunities. These natural areas also provide relief and transition from the large commercial areas and suburban residential areas adjoining the study area along Prince William County Parkway and Minnieville Road. High voltage above-ground power lines in these areas also create a constraint for development.

Future treatments of the existing natural resource areas should adhere to the following:

- Maintain, preserve and/or increase appropriate riparian buffers/easements along stream corridors, wetlands, and floodplains, integrating trails and passive recreation opportunities in an environmentally-sound manner where appropriate and in accordance with County standards.

- Green space should be incorporated wherever practical, and disturbance of existing natural features, such as mature trees, should be minimized.
- No development should be allowed in the natural resource areas. If possible, work with property owners to transfer development rights to targeted growth areas, as shown in the conceptual illustrative plan.
- Promote alternative connections to enhance access to natural areas via trails and multi-use paths for access to outdoor recreation opportunities.
- Outdoor recreation opportunities should be carefully explored and should not result in disturbance of natural conditions. Examples of outdoor recreation might include bird watching, nature trails, potential boardwalks in low-lying and wetland areas, etc.
- Pedestrian bridges at strategic locations are recommended to enable safe crossings of existing stream corridors and to provide continuous connections between residential neighborhoods and destinations through the natural resource areas.
- Encourage conservation easements and other programs that protect sensitive environmental areas, such as wetlands, floodplains, stream buffers, and steep slopes, to maintain and enhance the beneficial ecosystem services that these areas provide.

Parks, Plazas, and Open Spaces

Currently, there are no public parks in the study area for the Landing at Prince William. The spaces proposed are primarily envisioned in the Transit-Oriented Town Center area. They may be privately- or publicly-owned; however, it is important to provide multimodal access from surrounding areas and to ensure that these areas remain open to general public. Examples of these areas are the linear park on the east side of Telegraph Road along the proposed "Main Street," the public plaza in front of the large arts and entertainment complex, and plazas at the 100% corners in the Town Center area.

- Plazas, parks and related open spaces should be designed to provide buffers from automobile travel lanes for safety. Parking lanes, landscape planting areas with trees, shrubs, public art, etc. are examples of elements to visually and physically buffer pedestrians.
- Variety and flexibility of amenities and programming should be accommodated to provide a range of experiences to the users of these public spaces. These may include passive amenities, such as open lawns, and high-activity amenities, such as outdoor performance stages.
- Provide appropriate levels of seating, lighting, shade, etc. to make the spaces desirable and extend the amount of time spent in these spaces.
- Design of these spaces should be context-compatible with adjoining uses with considerations such as provision of outdoor dining along restaurants and coffee shops. In some cases, there is an opportunity to provide a seamless connection between indoor and outdoor spaces, such as entrance plaza and lobby at the arts and entertainment building.
- Plazas and open spaces should be accessible to users of all ages and abilities. As such, they should be highly visible and should incorporate clear wayfinding signage as well as interpretive elements for educational purposes.
- Incorporation of public art is encouraged. Such public art should reflect the context of the area, including historical and cultural references.
- Focal point spaces, such as the linear park along "Main Street," are recommended to incorporate water features, play areas, and related family-oriented activities.
- Adequate parking and appropriate access to open spaces and plaza areas should be provided. The parking areas should be located behind buildings along primary streets.

Streetscape

A robust streetscape and public realm have been envisioned that provide connections to, and integration with, existing connections to existing residential communities, commercial spaces, industrial lands, and natural resource areas. The Town Center area will incorporate urban features while the rest of the study area streetscape is recommended to provide comfortable streetscape features.

Urban streetscapes will include the following:

- Landscape planting area and amenity zone: Located along the edge of the curb, these areas should be a minimum of 8’ wide and should include trees, understory planting with flowering plants, pedestrian amenities such as benches, trash cans, bike racks, kiosks, lighting (both higher street lights to illuminate roads and lower pedestrian-scale lighting). Low Impact Development (LID) and stormwater features such as raingardens should be incorporated along this zone. Durable and low-maintenance materials are recommended. It is recommended that trees are located at 30’ on-center. Appropriate lighting should be placed centrally between each tree spacing.
- Sidewalk zone: This sidewalk through-zone should provide uninterrupted connectivity along all development blocks and is recommended to have a minimum width of 5’. Non-slip materials should be utilized.
- Additionally, building zones (the area between the edge of the sidewalk and build-to lines) should be utilized for outdoor dining, sandwich boards, planters, public art, etc. to create a functional and vibrant pedestrian environment.

Suburban streetscapes will include the following:

- Landscape planting area and amenity zone: Located along the edge of the curb, these areas should be a minimum of 10’ wide and should include trees and understory landscaping to create a parkway feel. Incorporation of stormwater management features is recommended.
- Sidewalk zone: This sidewalk through-zone should have a minimum width of 6’ and should connect residential communities with destinations.

Recreation Fields

The concept shows a collection of recreation fields and courts in the northern corner of the site along Minnieville Road. Because of the location, the fields will serve existing residential communities as well as promote shared recreational uses with the proposed school adjoining or incorporating the recreational fields at the intersection of Minnieville Road and Summit School Road.

This area will accommodate multi-purpose fields, ballfields, smaller-sized courts, trails, storage and restroom blocks. Non-motorized connections, including sidewalks, trails and multi-use paths are recommended to link this area with surrounding residential

communities, the Town Center area, and other destinations. Parking should be shared between the school and the recreation fields.

Recommended Implementation Strategies

The following six graphics provide six recommendations/ alternatives to address and support the goals of the green infrastructure section. These tools are designed to create an environmentally sensitive community.

Green Infrastructure			
Tools	**Description**	**Image**	**Applicable Area** (Refer to Figure 48)
Open Space Preservation	Open space preservation retains areas of existing open and green space by prioritizing infill and redevelopment over greenfield development. Wooded areas, riparian zones and areas otherwise less suitable for development should be preserved, wherever feasible.	 	Area 1

Green Infrastructure			
Tools	**Description**	**Image**	**Applicable Area** (Refer to Figure 48)
Green Roofs	Green roofs reduce stormwater runoff from commercial, industrial, and residential buildings. They act as a stormwater management system by absorbing and storing initial precipitation, thereby reducing overall peak flow discharge to a storm sewer system. They can reduce discharge of pollutants such as nitrogen and phosphorous due to soil microbial processes and plant uptake. Green roofs also increase thermal insulation for the underlying structure, enhance energy efficiency, and reduce the urban heat island effect.		Areas 2 & 3, specifically on buildings with large contiguous roof areas, such as the Arts & Entertainment Building, School, large multi-family and mixed-use buildings

Green Infrastructure			
Tools	**Description**	**Image**	**Applicable Area** (Refer to Figure 48)
Porous Pavement	Porous pavement is a permeable pavement surface that is built with underlying stone aggregate that temporarily stores surface runoff before allowing it to infiltrate fully into the subsoil. Porous pavement replaces traditional pavement, allowing stormwater runoff from surface parking areas to directly infiltrate and undergo water quality treatment. Porous pavement should be used in low- to medium-traffic areas, such as residential roads, overflow and special event parking, driveways, and alleyways. Types of porous pavement include porous surfaces, including porous asphalt, pervious concrete, and grass or permeable pavers.	 	Area 2 and sparingly in Area 3 (within the school site)

Green Infrastructure			
Tools	**Description**	**Image**	**Applicable Area** (Refer to Figure 48)
Bioretention Facilities	Bioretention facilities are landscaping features adapted to provide temporary storage and on-site treatment of stormwater runoff. They are commonly located in parking lot islands or within small pockets of residential land uses, but can also be adapted for urban areas.	 	Area 2 (raingardens within landscape and amenity zones)

Green Infrastructure			
Tools	**Description**	**Image**	**Applicable Area** (Refer to Figure 48)
Vegetated Swales	Vegetated Swales are wide, shallow channels that are filled with a variety of plants, shrubs, and/or grasses. These features typically line large impervious surface areas, such as parking lots, and convey large amounts of stormwater naturally—in some instances replacing pipes.		
Naturalized Infiltration Basins	Naturalized Infiltration Basins are structures created either by impounding a natural depression or by excavation. In addition to creating a buffer between existing vegetation and facilities, such as roads, these features provide temporary storage and infiltration of stormwater runoff in areas of transition between higher and lower activity. Native plantings such as wildflowers and seasonal grasses can be added to existing basins to provide wildlife habitats and aid infiltration.		Area 3

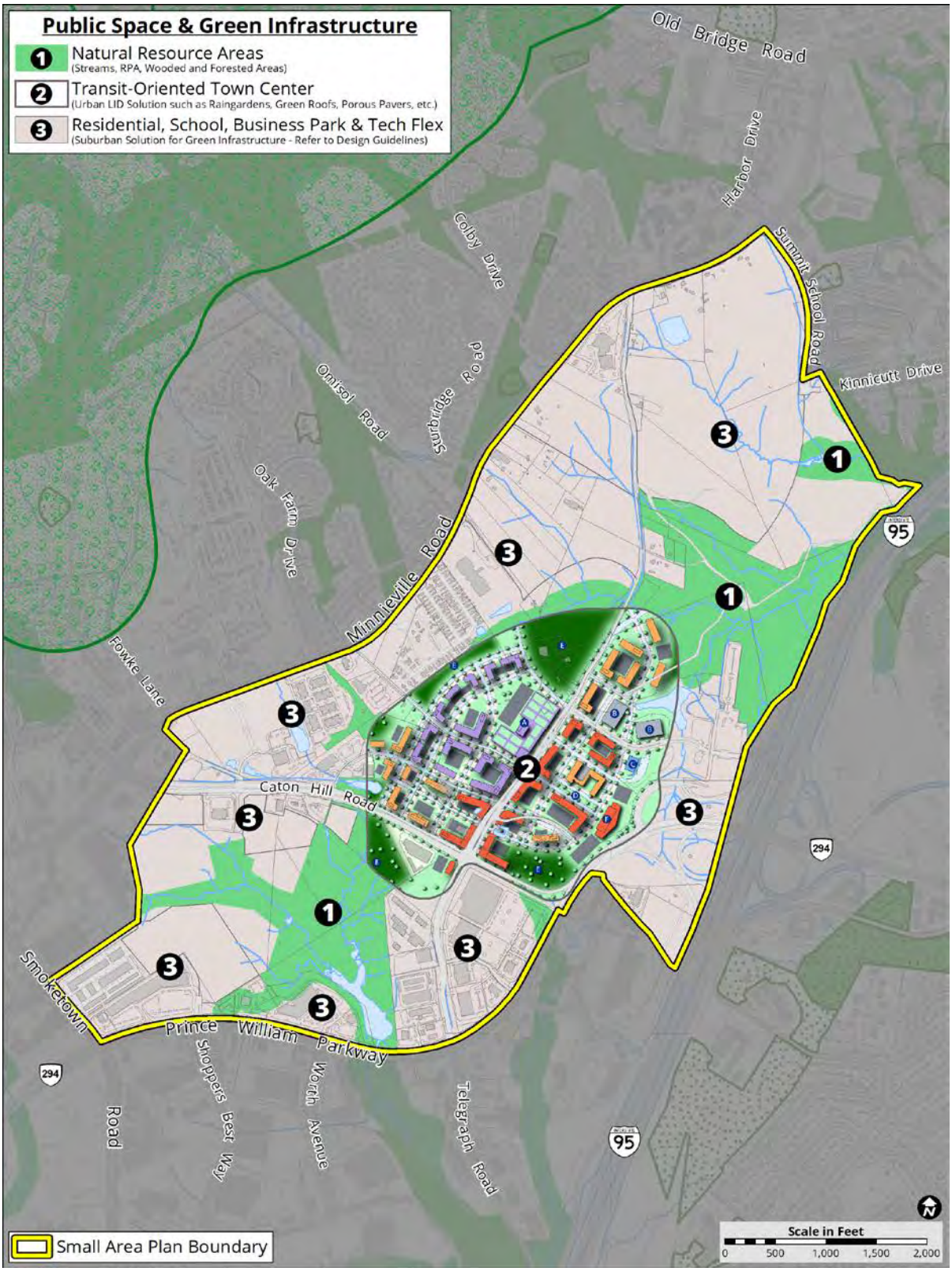


Figure 48: Public Space & Green Infrastructure

CULTURAL RESOURCES

Introduction and Background

Cultural resources are those tangible elements of our shared history left behind by previous inhabitants. They are found in individual architectural and archaeological sites, historic districts, cemeteries, battlefields, cultural landscapes, museum objects, and archival materials. The intent of this section is to facilitate the identification, research, preservation or documentation, and interpretation of the history of this small area plan.

The Landing at Prince William area has a long history of pre-contact land use and historical land use. Thirteen Phase I cultural resource surveys in the project area identified eleven previously unknown archaeological sites. Of the eleven, eight were pre-contact sites, two were historic sites and one was a multi-component site (both pre-contact and historic). Archaeologists were able to provide more definitive dates for two Native American settlement sites; one dated to the Middle Archaic (6500 -3001 B.C.) and the other to Early Woodland (1200 B.C. – 299 A.D.) period. The remainder of the sites are lithic scatters that represent stone tool re-sharpening or maintenance and stone tool manufacturing locations. These pre-contact sites date to the general epoch of Prehistoric Native American settlement with a range from the Archaic (8000 B.C.) through the Late Woodland (A.D. 1600) period. Unfortunately, the integrity of these sites was severely damaged by historic agricultural processes (i.e. plowing and possibly timbering). The two historic period archaeology sites range in dates from the late nineteenth century through the late-twentieth century and represent trash midden deposits.

Phase I cultural resource surveys also recorded nine architectural sites. Eight of these sites are residential structures dating from the mid-to-late twentieth century. The ninth was the Mount Olive Baptist Church. Only the church may be eligible for listing on the National Register of Historic Places. The remaining residential resources lacked significance or exhibited poor integrity. Historic map and aerial photograph research show at least 12 areas likely containing unrecorded historic farmsteads. The African-American community of Agnewville is located in the area.

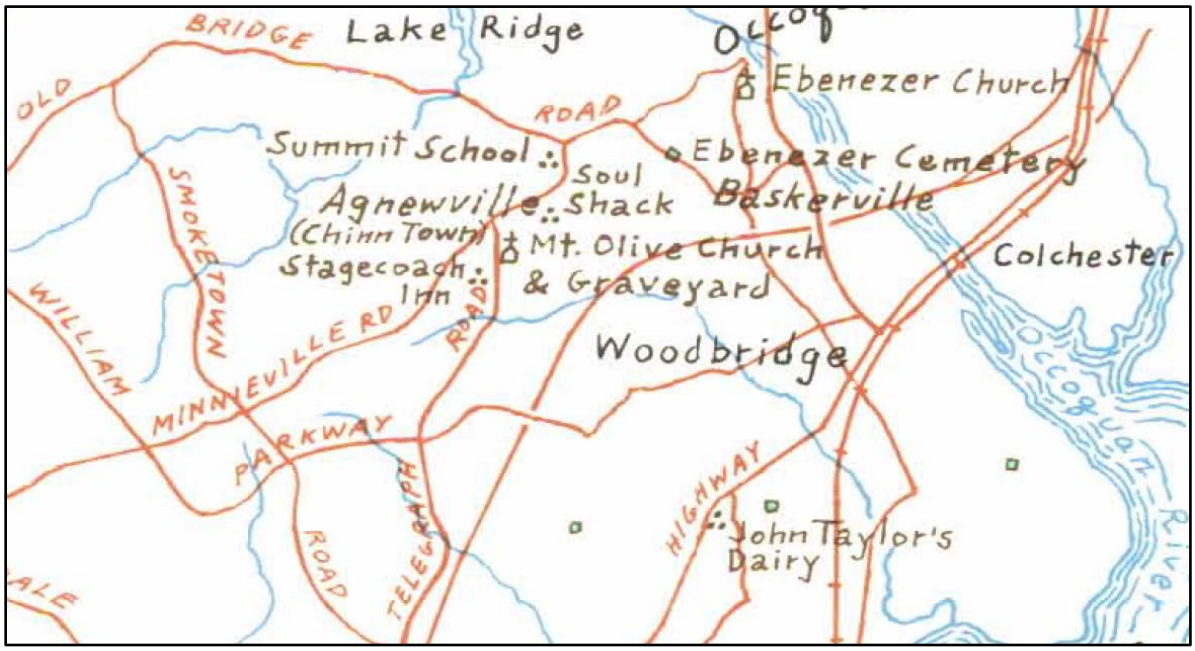


Figure 49: Location of Agnewville

Source: African American Heritage Map, Eugene M. Scheel, October 2000

Three cemeteries are located within the small area plan: The Mount Olive Baptist Church cemetery, the Gray cemetery and the Moor cemetery. Other sites such as Civil War picket posts and encampments maybe found within the area, although no picket post and encampments have been reported.

Cultural resources survey and subsequent research is still necessary on undeveloped portions of the small area plan. Efforts to link and interpret cultural resources within the small plan area have not started.

Goal: Identify and protect Prince William County's significant historical, archaeological, architectural, and other cultural resources, including those significant to the County's minority communities, for the benefit of all of the County's citizens and visitors.

Policies and Action Strategies

Policy - Identify, document or preserve, and interpret pre-contact, contact period Native American archaeology sites, and historic archaeology sites and research minority communities.

- Require, on undeveloped land in the small area plan Phase I cultural resource surveys to search for evidence of pre-contact, contact and historic period sites. Phase II evaluation should strongly be considered on all sites found. Sites recommended as significant should be subject to Phase III Data Recovery.
- Preserve human burials in-situ in accord with Section 32-250.110 Preservation of Existing Cemeteries, or, if proposed for exhumation and reburial, secure a burial permit from the Virginia Department of Historic Resources.

- Identify funding sources such as grants (matching or fully funded) to fund archaeological surveys. Cultivate private and public partnerships to conduct archaeological research.

Policy - Consider graduate internships to complete cultural resource action strategies in this plan.

- Cultivate partnerships with graduate colleges and universities.
- Partner with the Department of Parks, Recreation and Tourism on internship programs and projects.

Policy - Interpret the small area plan's history to the citizens and visitors.

- Study and research African American history in the small plan area and prepare a history of Agnewville.
- Continue to conduct research and install historical markers and interpretive kiosks. Where possible co-locate interpretive elements with planned open spaces and parks.
- Where appropriate, developers should install historical markers and interpretive kiosks in consultation with the Historical Commission, the Planning Office and the Historic Preservation Division.
- Include interpretation of the small area plan's history in planned open spaces.
- Prepare and distribute, through various interpretive media, the small area plan's history.
- Where technology reduces cost and increases efficiency, employ technology to bring historical interpretation to the public.
- Require developers to use the Plan Area's history in placemaking.
- Where appropriate, plan and install interpretive trails and connect trails to the mixed-use center and residential areas outside the small plan area.
- Cultivate partnerships for trail easements across private land.

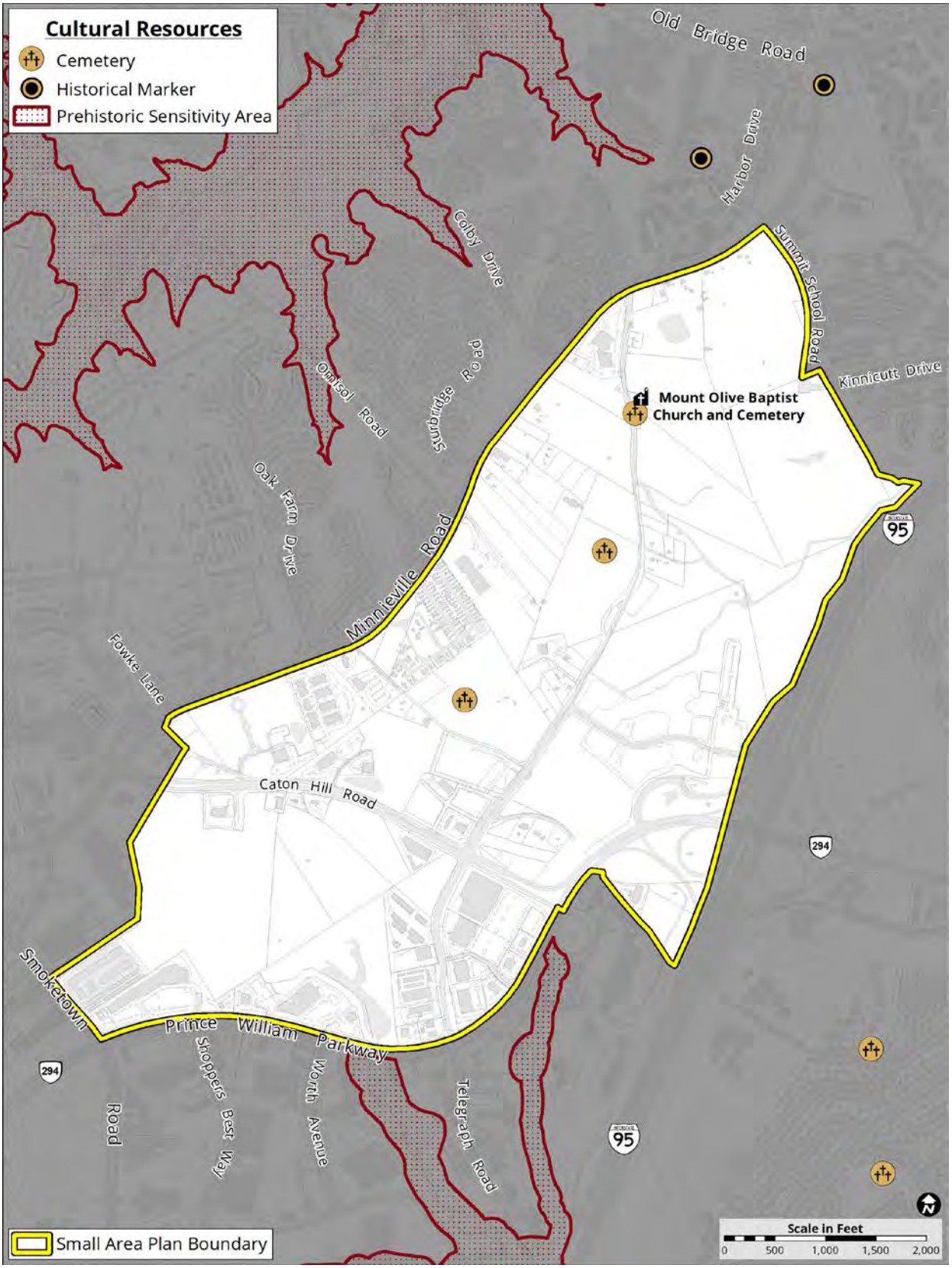


Figure 50: Cultural Resources

ECONOMIC DEVELOPMENT

Goal: The Landing at Prince William Small Area Plan area will encourage economic development to attract and retain high quality businesses and services.

The Landing at Prince William Small Area captures the elements necessary for transforming the area into a vibrant, transit-oriented town center that celebrates and protects cultural resources and natural features, while leveraging assets for economic growth and a high quality of life. A primary focus of The Landing at Prince William Small Area Plan is to capitalize on its access to Interstate 95, Prince William Parkway and the largest commuter parking lot in the region.

The Landing at Prince William area is one of six designated regional activity centers in the county and is an area targeted to accommodate desired economic development. This area is designated as a Suburban Employment Center and is 3.3 square miles (2,143 acres). The larger regional activity cluster area is referrd to as Potomac Mills/Woodbridge Area. As indicated in the table below, the Round 9.1 forecasts for economic development, maintained by the Metropolitan Washington Council of Governments (MWCOG), indicate that the region will experience substantial growth during the next two decades with population growing by about one-fourth and employment growing by about one-third. Over the next two decades the Countywide population growth is expected to increase about one-third and the employment to increase about two-thirds.

	Regional (Round 9.1, Year 2040)	**Countywide (Round 9.1, Year 2040)**	**The Landing at Prince William and Vicinity (Round 9.1, Year 2040)**
2015 Population	5,387,300	441,600	865
2040 Population	6,712,600	569,500	6,267
Growth 2015-2040	1,325,300	127.900	5,402
Percent Increase	24.6%	29.0%	825%
2015 Employment	3,160,900	143,100	11,728
2040 Employment	4,116,000	240,900	15,625
Growth 2015-2040	955,100	97,800	3,897
Percent Increase	30.2%	68.3%	233%

The Small Area Plan builds on existing economic development assests, including:

- Transit Hub: With proximity to I-95, the largest commuter parking lot, near VRE and potential future ferry service The Landing at Prince William is positioned in the County to access employment centers throughout the Metro area, and to accommodate “reverse commutes”.
- A well-trained and educated workforce
- Opportunity Zone designations to spur investment in redevelopment
- Proximity to existing town centers and entertainment
- Larger vacant parcels with development potential
- Significant open space/green space character
- PWC’s highest rankings in the Targeted Industry Study relate to a favorable tax climate, growing population and diverse demographics, low crime and high quality of life, and mild climate and limited natural hazards.

Opportunities for targeted industries within the study area include – targeted industry profile:

Advanced Manufacturing: With industrial zoning, water/sewer infrastructure, broadband access, and transportation access, The Landing at Prince William is a good location for the Advanced Manufacturing cluster. The small area plan includes areas for light industrial development to provide opportunities for this targeted industry.

- Federal Government Contracting: The proximity to military infrastructure, commercial zoning, and international airport access, The Landing at Prince William may be moderately attractive to Federal Government Contracting related companies. A transit-oriented town center will provide opportunities for office space in an environment preferred by office users.
- Healthcare: With nearby institutions and commercial zoning, The Landing at Prince William is a good location for companies involved with the Healthcare cluster, especially with the addition of the new Kaiser-Permanente healthcare facility.
- Information Communications Technology (ICT): The Landing at Prince William has the zoning, power, and infrastructure that is attractive to companies in ICT, including the including the Northern Virginia Community College campus with IT and cybersecurity programs.
- Life Sciences: Lacking existing Life Sciences businesses, nearby institutions, or available lab space most likely makes The Landing at Prince William unattractive to those in the Life Science business in the near term.
- Logistics: Although the arterial roads in and around The Landing at Prince William area could use some improvements, the availability of large affordable parcels,

zoning, and access to transportation infrastructure make it a good location for Logistics cluster businesses.

The targeted Industry study identified both Advanced Manufacturing and Logistics as the two strongest economic development potentials.

Opportunities to expand surrounding industries in technology and research and development are optimal if parcels are properly zoned for mixed, commercial, tech/flex and light industrial uses. Utilizing separate or vertical mixed-use patterns can promote consistency across a variety of uses and create a sense of place and community. Allowing flexible land-use mixes can further aid in creating vibrant technology and employment centers within The Landing at Prince William Small Area Plan. The mixed-use transit oriented town center in the Small Area Plan would attract developers of Class A office space, which in turn could attract high-wage jobs.

The Landing at Prince William area has an opportunity to leverage the environmental resources and green infrastructure in establishing an arts and entertainment hub to provide related civic and economic benefits.

Economic Development as a Guiding Principle

Action Strategies:

- Each legislative application (such as a rezoning, proffer amendment or special use permit), should consider and address the extent to which the application contributes to furthering the economic development goal of The Landing at Prince William Small Area Plan.
- Applications should include a diversity of housing types and include affordable housing components to attract a wide range of potential employees to meet the needs of new employers.
- Develop a mixed use zoning district in order to develop a transit oriented town center that would be attractive to Federal Government Contracting, Information Communications Technology, and Healthcare cluster companies.
- Support needs for Federal Government Contracting, Information Communications Technology, and Healthcare cluster companies – increase Class A office space within the plan area.
- Within the light industrial area of the small area plan – support efforts to consolidate properties to better attract to companies in the Logistics Cluster and the Advanced Manufacturing Cluster in order to capitalize on the proximity and good access to transportation infrastructure. Evaluate current industrial/manufacturing zoning districts and amend districts as needed to accommodate targeted industries.

- Identify opportunities for public private partnerships and entertain a wide range of proposals from the development community for public private partnership ideas.

Economic Development Tools & Incentives

Prince William County already offers competitive incentives to attract target industries and businesses to the county. They include competitive tax rates, the Prince William County Economic Development Opportunity Fund and Low Business Tangible Personal Property Tax Rates. The Landing at Prince William is part of the county's Opportunity Zone and can leverage other powerful tools and incentives to encourage and shape redevelopment in the Small Area Plan. The focus will be on public intervention and capital improvements to encourage more intensive mixed-use and walkable development, support existing uses, attract complementary uses, and strengthen accessibility. Assistance in sharing the costs of new and upgraded public infrastructure such as open space and structured parking are examples of improvements that can facilitate increment financing, business improvement districts, partnerships, and other programming. If necessary, proposals for development within the small area plan should include a plan for use of economic development tools, including, but not limited to, the tools and incentives discussed below. Use of these tools may require additional staff, perhaps in Economic Development, to guide the implementation of the small area plan, including locating a satellite Economic Development office in Eastern Prince William.

Opportunity Zones

An Opportunity Zone is an economically-distressed community where new investments, under certain conditions, may be eligible for preferential tax treatment. Localities qualify as Opportunity Zones if they have been nominated for that designation by the state and that nomination has been certified by the Secretary of the U.S. Treasury via his delegation of authority to the Internal Revenue Service. Opportunity Zones are designed to spur economic development by providing tax benefits to investors. First, investors can defer tax on any prior gains invested in a Qualified Opportunity Fund (QOF) until the earlier of the date on which the investment in a QOF is sold or exchanged, or December 31, 2026. If the QOF investment is held for longer than 5 years, there is a 10% exclusion of the deferred gain. If held for more than 7 years, the 10% becomes 15%. Second, if the investor holds the investment in the Opportunity Fund for at least ten years, the investor is eligible for an increase in basis of the QOF investment equal to its fair market value on the date that the QOF investment is sold or exchanged. See the map below for locations of designated Opportunity Zones impacting The Landing at Prince William Small Area Plan.

Tax Increment Financing

Tax increment financing (TIF) is a way to set aside, for a limited period, all or part of the presumed increment of new taxes generated by new development, to invest in public

improvements. New and improved roads, expanded sewer and water systems, undergrounding of utilities, streetscapes, as well as public parking structures and park space, are some of the potential uses of TIF revenue. Projects can be accomplished on a pay-as-you-go basis or through the issuance of general obligation bonds. Another approach is to create a 'virtual TIF' where the County would participate on a case-by-case basis through diversion or abatement of incremental taxes via a development agreement with private sector partners.

Business Improvement Districts

The County can establish by ordinance a Business Improvement District (BID) in a defined area within which property owners pay an additional tax on real estate in order to fund improvements or services within the district's boundaries. Taxes generated by BIDs can be used for district maintenance, security, capital improvements, marketing and promotion, facilities operation and staffing, and more. The services provided by a BID would be supplemental to those already provided by the County. Establishing a BID would be crucial to maintaining streetscape, street furniture and the appearance of civic spaces that should be incorporated into the design of the town center. Establishment and guidance of BIDs would require dedicated staff resource, perhaps in Economic Development.

Industrial Revenue Bonds

The County can issue tax-exempt or taxable Industrial Revenue Bonds (IRBs) on behalf of qualified companies to finance the construction of buildings and related infrastructure (including parking). Examples of qualifying projects are construction of corporate headquarters and facilities for nonprofit corporations, such as trade associations.

Strategic Rezoning

Zoning tools play a critical role in accommodating and encouraging development, and in facilitating desired land use mix and densities. The new mixed-use zoning district being developed is intended to encourage mixed-use development with a set of rules that are predictable, fair and cost-effective. Evaluate current manufacturing districts to assess how they align with the needs of the targeted industries.

Public/Private Partnerships

The Prince William County Economic Development Department already maintains a host of state and local partnerships to promote cooperative economic development in the County[22].

***GoVirginia* Support and Grant Programs**

Prince William County is part of the *GoVirginia* Region 7. *GoVirginia* supports programs to create more high-paying jobs through incentivized collaboration between business,

[22] More information can be found here: http://www.pwcecondev.org/state-local-partners

education, and government to diversify and strengthen the economy in every region of the Commonwealth. The organization maintains a database of grants programs and administers grants regionally.

State-Level Grant Programs and Incentives

The Commonwealth of Virginia through the Virginia Economic Development Partnership (VEDP) offers a catalogue of incentives to promote economic development throughout the Commonwealth. These incentives include grants for localities, direct financial assistance to businesses, tax incentives for businesses, infrastructure support and training programs. The most applicable programs are listed below[23].

Discretionary Incentives

The Commonwealth of Virginia offers an array of discretionary incentives for competitive projects evaluating a Virginia location, providing financial inducements that make good fiscal sense for all parties. Performance-based incentives target the needs of companies as well as the development plans of localities and the Commonwealth.

Commonwealth's Development Opportunity Fund (COF)

A discretionary financial incentive established to support projects that create new jobs and investment in accordance with certain criteria established by state legislation. Grants are made to the community and may be used for such things as site acquisition and development; transportation access; public or private utility extension or capacity development; construction or build-out of publicly or privately-owned buildings or training.

Infrastructure Assistance

The Virginia Department of Transportation (VDOT) and the Virginia Department of Rail and Public Transportation (DRPT) offer several programs to assist localities in providing adequate infrastructure access for industrial and commercial projects. These programs are designed to assist Virginia localities in attracting companies that will create jobs and generate tax revenues within the locality.

Economic Development Access Program (EDA)

A state-funded incentive to assist localities in providing adequate road access to new and expanding manufacturing and processing companies, research and development facilities, distribution centers, regional service centers, corporate headquarters, government installations, and other basic employers with at least 51% of the company's revenue generated from outside the Commonwealth. EDA is administered by the Virginia Department of Transportation (VDOT).

Transportation Partnership Opportunity Fund (TPOF)

[23] A full list of incentives is located here: https://www.vedp.org/incentives.

Awarded at the discretion of the Governor in the form of grants, revolving loans, or other financial assistance to an agency or local government of the Commonwealth for activities associated with eligible transportation projects. The Virginia Department of Transportation (VDOT) administers TPOF. Projects developed with monies from TPOF do not become private property but become or remain public property following completion. The transportation improvements must be accomplished according to VDOT standards and specifications and must be maintained by the appropriate public entity pursuant to relevant agreements.

Capital Improvement Plan

The Prince William County financial and program planning ordinance requires that the County Executive prepare a capital plan annually. The development of the Capital Improvement Program (CIP) is guided by the Board of County Supervisors' (BOCS) adopted Strategic Plan, Comprehensive Plan, and Principles of Sound Financial Management. The following projects are programmed in The Landing at Prince William Small Area Plan:

- **Summit School Road Ext. & Telegraph Road Widening** – This project consists of extending Summit School Road from where it currently dead-ends to connect with Telegraph Road as a four-lane divided roadway. Telegraph Road will also be widened from two-lanes to four-lanes between the new Summit School Road connection and the Horner Road Commuter Lot, and from Caton Hill Road to Prince William Parkway. Widening this roadway will alleviate congestion and improve safety.

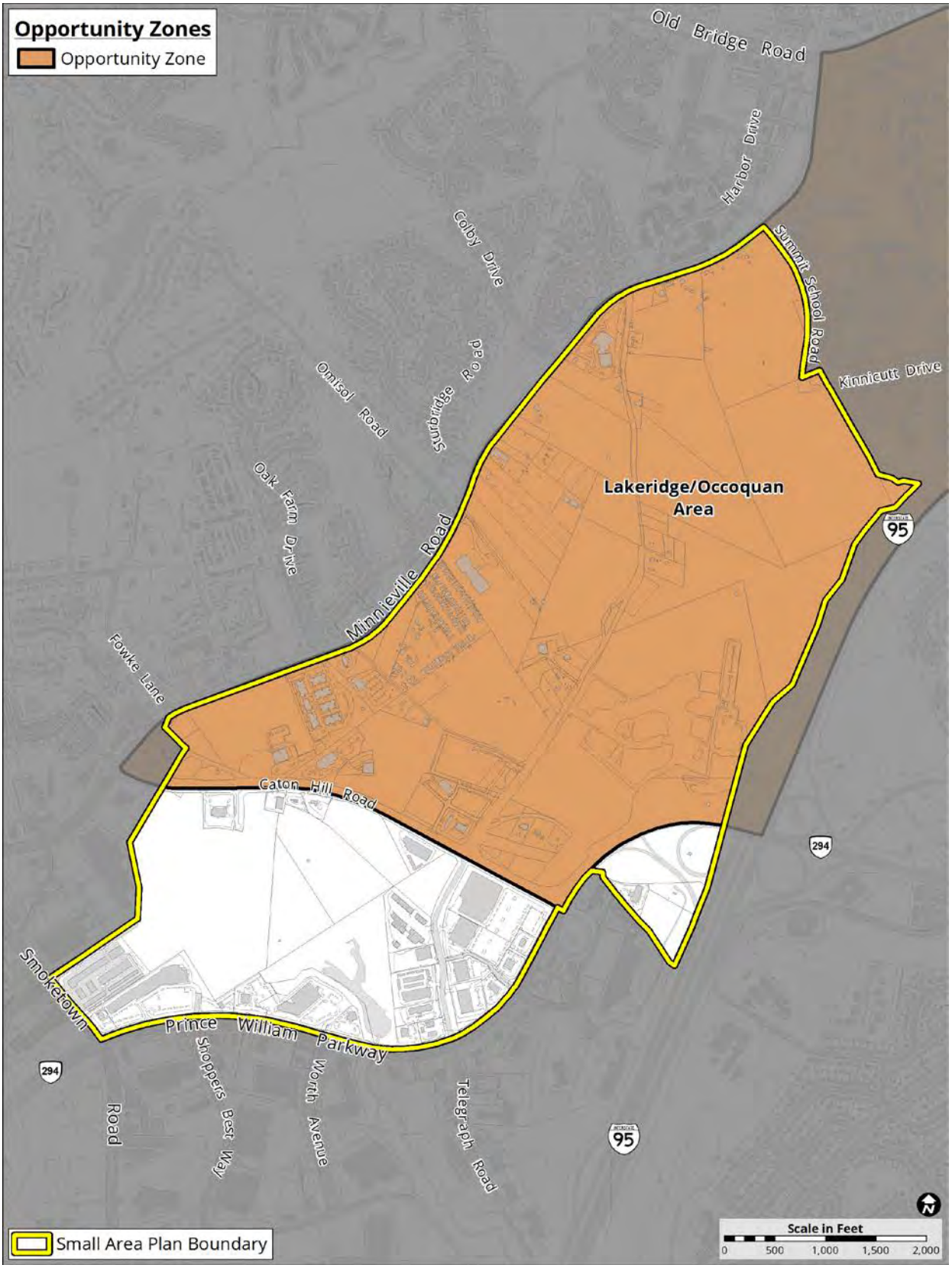


Figure 51: Opportunity Zone

LEVEL OF SERVICE PLAN

Goal: Ensure an adequacy of public facilities including high-quality schools, fire stations, police facilities, libraries, and other government buildings.

This section of the Small Area Plan provides an assessment of public facility needs to address the anticipated buildout proposed in the Plan. Each of these level of service needs is addressed from a high-level approach, considering the changes in development anticipated through the year 2040, based on the projected densities in the Land Use Plan. The level of service standards for the County are currently undergoing review and may be updated after adoption of the Plan. The standards used to project facility needs in this section will be updated as the level of service standards are adopted.

The Landing at Prince William Small Area Plan seeks to ensure adequate public facilities to meet the projected growth proposed in the Plan and ensure they are integrated into the needs of the surrounding area. Appropriate public services such as schools and parks should be incorporated within the Small Area Plan to provide the greatest proximity to residential density. Incorporating public facilities into the mixed-use areas also helps create “third places” for community activities and passive congregation (i.e. not work or home but places such as churches, cafes, clubs, public libraries, or parks). The plan objective would be to integrate public facility uses into projects as redevelopment occurs.

Safe and Secure Community

Fire and Rescue

The level of service standards for fire and rescue services are measured as travel times and workload capacity. This Small Area Plan is primarily serviced by Fire Station 20 which provides substantial conformance to both the four-minute travel time for fire suppression and basic life support (BLS) and the eight-minute travel time for advanced life support (ALS) standards. Travel times may be adversely impacted when tactical units serve more than 2000 incidents per year. Fire Station 29 is currently planned to relieve the projected capacity in the area. The growth in the Small area plan may accelerate the need for Station 29.

Projected Fire and Rescue Facility by Existing and Projected Population		
Fire and Rescue Stations	Existing (2019)	Additional Need by 2040
Total	1	1
Incidents (per year)	170	478

Police

The primary need for police force expansion and the facilities to house them relates to population growth. The Small Area Plan is currently served by Central District Police Station. The proposed population growth would translate to a need for about eight new police officers. Additionally, current policy encourages public safety satellite field offices in Commercial/Mixed-Use areas, as a ground floor use in a vertically mixed-use building, to increase public safety and sheriff visibility. It is recommended that a public safety satellite field office (for Police and/or Sheriff) be located in the town center. Animal Control and Training facilities needs projected within the Small Area Plan will be incorporated into expansion of existing countywide facilities.

Projected Police Facility Needs by Existing and Projected Population		
Facility Type	Existing (2019)	Additional Need by 2040
Police Station	1	0.03
Satellite Field Offices	0	1
Administrative Support Facilities	0	1,052 sq. ft.
Animal Control	0	257 sq. ft.
Public Safety Training Center	0	1,244 sq. ft.

Criminal Justice

The level of service standards for criminal justice primarily address the need for adequate space for the PWC Sheriff's Office. The proposed population growth would translate to a need less than one new sheriff deputy. The facility demand generated by the proposed plan should be incorporated into future expansion of Sheriff's Office facilities. Additionally, current policy encourages public safety satellite field offices in Commercial/Mixed-Use areas, as a ground floor use in a vertically mixed-use building, to increase public safety and sheriff visibility. It is recommended that a public safety satellite field office (for Police and/or Sheriff) be located in the town center.

Projected Criminal Justice Facility Needs by Existing and Projected Population		
Facility Type	Existing (2019)	Additional Need by 2040
Sheriff's Office	0	166 sq. ft.
Satellite Field Offices	0	1
Administrative Support Facilities	0	38 sq. ft.

Education

Schools

The primary need for new or improved schools relates to the number of students generated by new residential development. The number of projected students varies between different housing unit types, for example single-family houses typically generate more students than multi-family units. Each housing type has a Student Generation Factor that can be applied to predict the number of students that will be generated. This Small Area Plan lies within six current school districts: three elementary schools, one middle school, and two high schools. Based on current school design standards the growth in residential population through 2040 indicates an increase in student generation that would equate to about one third of an elementary school, less than one percent of a new middle school, and less than one percent of a new high school. A new school site has been identified immediately south of the intersection of Minnieville Road and Summit School Road to meet existing and projected student enrollment needs of the area.

Projected School Facility Needs by Existing and Projected Population		
Type of School	Existing (2019)	Additional Need by 2040
Elementary	3	33%
Middle	1	> 1%
High	2	>1%

Libraries

The need for library space is based on several operating criteria related to materials circulation, as well as a planning criterion related to facility size per capita. The Landing at Prince William is currently centrally located between two existing Library facilities, Lake Ridge Neighborhood Library to the north and the Dale City Neighborhood Library to the South. The forecast Small Area Plan growth would suggest additonal need for additional Library facilities and/or expansion of current facilities by 2040.

Projected Library Facility Needs by Existing and Projected Population		
Library Needs	Existing (2019)	Additional Need by 2040
Sq. Ft. per Capita	0	4609 sq. ft.
Books per Capita	0	9,601

Parks and Recreation

The primary focus of the Parkway Employment Sector plan was to attract high-quality employment and commercial uses. The limited existing residential development currently within the plan boundary has contributed to a lack of existing park inventory. The Landing at Prince William Small Area Plan proposes an increase in residential density that will generate the need for parks and recreation facilities incorporating needs for active uses, such as playing fields, and passive uses that benefit both recreation and habitat protection. The projected population suggests the need for a total of ±56 acres of parkland. The environmental resource areas and existing high voltage power easements offer the opportunity to preserve natural resources and provide a robust trail system connecting plan to the surrounding area. The Town Center will create the need for walkable urban parks and open space resources, such as pocket parks and linear promenades. These will be incorporated into and refined through rezoning and site plan applications.

Projected Park Facility Needs by Existing and Projected Population		
Park Type	Existing (2019)	Additional Need by 2040
Neighborhood	0 acres	4.7 acres
Community	0 acres	18.9 acres
Regional	0 acres	28.4 acres
Linear/Resource	0 acres	18.9 acres
Total	0 acres	70.9 acres

Broadband Needs and Wireless Communications Gaps

Large portions of the Small Area Plan are currently undeveloped providing opportunities to incorporate improved broadband and wireless communications infrastructure as development occurs. Throughout the study area, new development provides an opportunity to ensure that wireless communication infrastructure implementation follows Section 15.2 of the Code of Virginia as amended by Chapter 835 of the 2018 Virginia Acts of Assembly.

Transportation

Implementation of the Small Area Plan transportation recommendations will require a combination of public and private sector participation. The public sector participation will occur through the County Capital Improvement Program, a variety of state funding sources, and the opportunity for federal and institutional grants. The private sector participation will occur through development approvals identifying and accommodating multimodal transportation demands of each new development. Together, the public and private sectors implement the planned transportation system incrementally and in a phased process linked to changing customer needs. The Implementation Matrix identifies the need for the most significant transportation projects associated with an assessment of near-term or longer-term needs and practical implementation schedules.

IMPLEMENTATION MATRIX				
Timeframe	**Goal**	**Action Item**	**Coordinating Agencies**	**Implementation Strategies**
Short Term	Cultural	Study and research African American history in the small plan area and prepare a history of Agnewville.	PWC and private partners	
Short Term	Cultural	Identify funding sources such as grants (matching or fully funded) to fund archaeological surveys. Cultivate private and public partnerships to conduct archaeological research.	PWC and private partners	
Short Term	Mobility	The PWC BOCS must consider policy or text changes to the DCSM to accept a Level of Service less than "D" on roadways and intersections in the Town Center	PWC	Examine opportunities for consolidated rezoning applications, including potential actions by the County on behalf of property owners, to leverage mixed-use travel demand efficiencies associated with internal capture and mode share.
Ongoing	Cultural	Continue to conduct research and install historical markers and interpretive kiosks. Where possible co-locate interpretive elements with planned open spaces and parks.	PWC and private partners	
Ongoing	Cultural	Cultivate partnerships with graduate colleges and universities.	PWC, Colleges and Universities	
Ongoing	Cultural	Partner with the Department of Parks, Recreation and Tourism on internship programs and projects.	PWC	

IMPLEMENTATION MATRIX				
Timeframe	**Goal**	**Action Item**	**Coordinating Agencies**	**Implementation Strategies**
Ongoing	Cultural	Require, on undeveloped land in the small area plan Phase I cultural resource surveys to search for evidence of pre-contact, contact and historic period sites. Phase II evaluation should strongly be considered on all sites found. Sites recommended as significant should be subject to Phase III Data Recovery.	PWC	
Ongoing	Cultural	Preserve human burials in-situ in accord with Section 32-250.110 Preservation of Existing Cemeteries, or, if proposed for exhumation and reburial, secure a burial permit from the Virginia Department of Historic Resources.	PWC	
Ongoing	Cultural	Require developers to use the Plan Area's history in placemaking.	PWC and private partners	
Ongoing	Cultural	Where appropriate, developers should install historical markers and interpretive kiosks in consultation with the Historical Commission, the Planning Office and the Historic Preservation Division.	PWC and private partners	
Ongoing	Cultural	Where appropriate, plan and install interpretive trails and connect trails to the mixed-use center and residential areas outside the small plan area.	PWC and private partners	
Ongoing	Cultural	Cultivate partnerships for trail easements across private land.	PWC and private partners	
Ongoing	Mobility	Construct new off-street shared use trails connecting Prince William Parkway to Commuter Lots to Telegraph Road and Minnieville Road.	PWC	Consider acquisition or dedication of land/right of way through development

IMPLEMENTATION MATRIX				
Timeframe	**Goal**	**Action Item**	**Coordinating Agencies**	**Implementation Strategies**
Ongoing	Mobility	Construct pedestrian sidewalks on both sides of all streets with high visibility crosswalks at appropriate intersections	PWC	Consider acquisition or dedication of land/right of way through development
Medium Term	Mobility	New transit service along Omisol Road extended, Summit School Road and Minnieville Road	PRTC, PWC	Requires critical mass of Town Center Development
Medium Term	Mobility	Construct roadway network within Town Center	PWC and Private Sector	Consider acquisition or dedication of land/right of way through development
Medium Term	Mobility	Connect Omisol Road from Minnieville Road to Horner Road Commuter Lots	PWC and Private Sector	Consider acquisition or dedication of land/right of way through development
Medium Term	Mobility	Extend Summit School Road from Summit School Road to Telegraph Road	PWC and Private Sector	Consider acquisition or dedication of land/right of way through development
Medium Term	Mobility	Construct new transit center within the Town Center	PWC and PRTC	
Medium Term	Mobility	Provide transit customer facilities within Transit Center	PWC and PRTC	
Medium Term	Mobility	Maximize ability to redevelop existing properties by considering structured parking in key locations	PWC and PRTC	
Medium Term	Mobility	Construct a bicycle network along Horner Road extended and Omisol Road extended connecting Commuter Lots with Minnieville Road	PWC	Consider acquisition or dedication of land/right of way through development

IMPLEMENTATION MATRIX				
Timeframe	**Goal**	**Action Item**	**Coordinating Agencies**	**Implementation Strategies**
Medium Term	Cultural	Where technology reduces cost and increases efficiency, employ technology to bring historical interpretation to the public.	PWC	
Medium Term	Cultural	Include interpretation of the small area plan's history in planned open spaces.	PWC	
Medium Term	Cultural	Prepare and distribute, through various interpretive media, the small area plan's history.	PWC	
Medium Term	Level of Service	Planned Fire and Rescue Station 29	Public Safety	
Medium Term	Level of Service	Proposed Public Safety Satellite Field Office, as a ground floor use in a vertically mixed-use building, in the Town Center	Public Safety	
Long Term	Mobility	Plan for improved transit services past the 2040 horizon year through right-of-way preservation and interagency coordination	PWC	
Long Term	Level of Service	School immediately south of the intersection of Minnieville Road and Summit School Road.	Schools	
Long Term	Level of Service	Plan for a new Neighborhood Library and/or expand existing facilities in the area.	PWPLS	