

POTOMAC COMMUNITIES REVITALIZATION PLAN

Recognition for this plan,
while prepared and presented
by the Prince William County Planning Office,
must be given to the individuals and organizations
who contributed their considerable time and effort
to influence, develop, critique, and adopt
the recommendations and strategies outlined herein:

Numerous Citizens of the Potomac Communities area

Prince William Board of County Supervisors

Prince William County Planning Commission

Prince William Regional Chamber of Commerce

Marine Corps Base – Quantico

Route 1 Task Force

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VISION FOR POTOMAC COMMUNITIES

Close your eyes and picture US Route 1 as it crosses Prince William County from Stafford County to Fairfax County. Most people see a tired commuter corridor, lined with utility poles, signs, and highway-oriented businesses – an area in need of a facelift; a place to get through; definitely not a destination. Now close your eyes again, but this time try to see beyond what is there today to what could be – livable neighborhoods; vibrant commercial areas providing services and employment opportunities; tree-lined streets that move traffic without giving up walkability; amenities such as museums, libraries, parks, schools, and historic resources linked by multi-use trails. Some may say that it is too late, that there is just too much working against us, and this kind of transformation is impossible. We disagree – a committed community can reinvent itself if its members work together to identify and achieve common goals.

In 2001, the Prince William Board of County Supervisors (Board) took a hard look at the 34-square mile corridor surrounding US Route 1 and decided that leaving well enough alone was not good enough. There were too many assets that were underutilized, too many opportunities not realized, and too much community value left on the table. The private market was beginning to recognize the potential of the area, evidenced by the rapid purchase of remaining vacant land up and down the corridor. Additionally, the Virginia Department of Transportation (VDOT) was moving ahead with their proposal to widen US Route 1 to improve traffic flow along the corridor, and that proposal would significantly impact the existing development pattern.

In 2002, the Potomac Communities Revitalization was conceived – a concentrated planning effort to identify strengths, weaknesses, and opportunities, build coalitions between individual residential and business communities, and set the stage for the future of that portion of Prince William County lying east of I-95, from Stafford County to Fairfax County. The Potomac Communities Revitalization Plan (PCRP) has, as its foundation, the following vision:

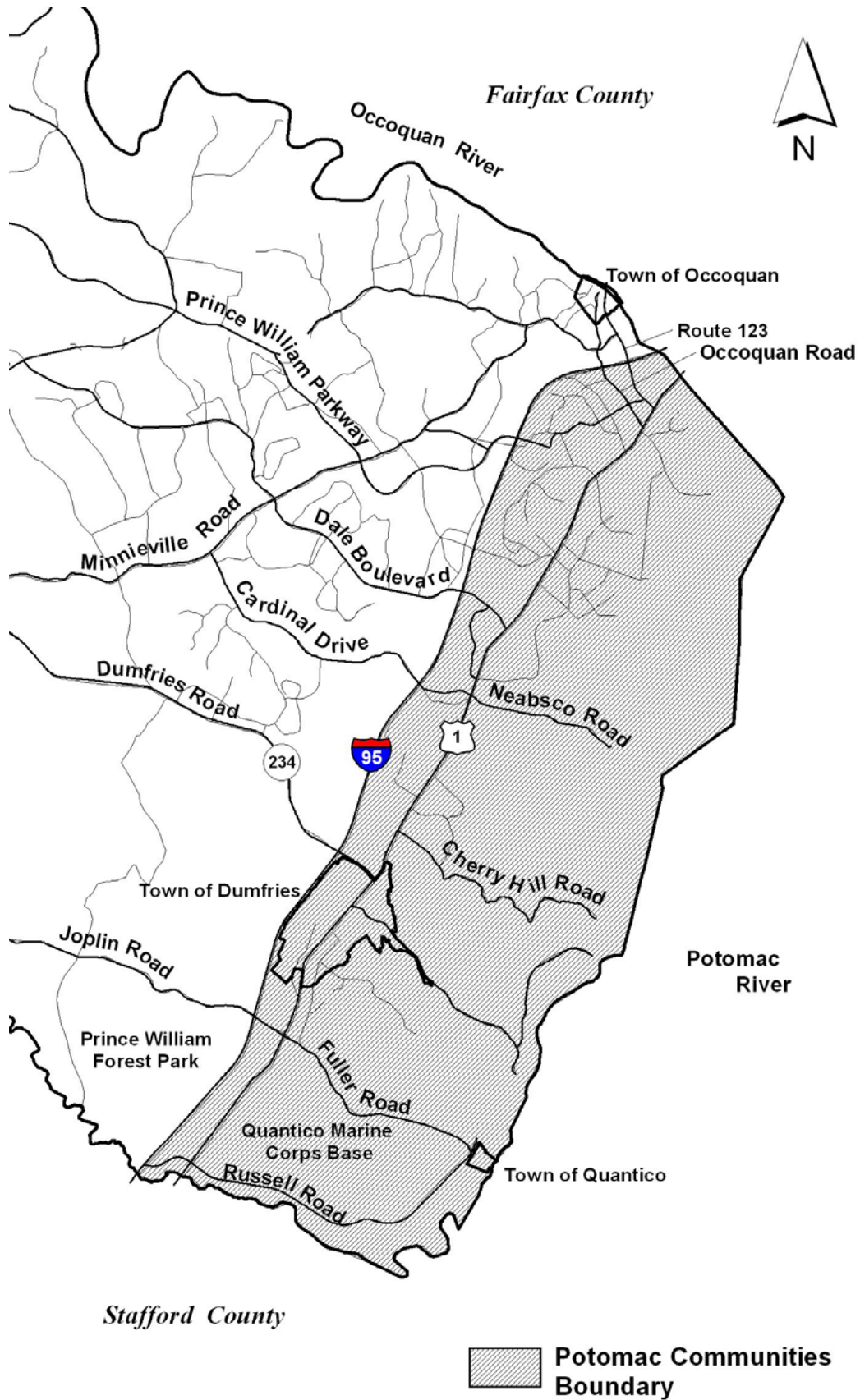
The Potomac Communities is

an alliance of individuals, neighborhoods, businesses, community organizations, and state and local government maximizing every opportunity afforded them – rich historical ambiance, increasing diversity, a strong military presence, unparalleled waterfront and natural assets, excellent transportation access, and varied, numerous civic assets – so that their community will evolve into

a premier residential, business, and visitor location on the Potomac River.

From the Piedmont to the Potomac

Figure 1 – Potomac Communities



BACKGROUND

History of US Route 1

The transportation corridor we know today as US Route 1 has existed since colonial times. Although the name and location of the roadway has changed, its purpose has not – moving people and goods up and down the eastern seaboard, from Florida to Maine. Early development along the corridor consisted primarily of travel-related businesses – restaurants, motels, gas stations – and scattered residential enclaves.

The 1960's brought the construction of I-95, funneling through-traffic off US Route 1. Although it still carried people and goods, US Route 1 became a secondary, rather than a primary, traffic route. For the most part, truck and travel traffic used I-95 unless it became too congested. The development pattern along US Route 1 shifted slightly, with more retail uses establishing themselves to serve a growing residential community in the eastern portion of the County. As growth occurred, the pattern became clearer. Commercial uses oriented themselves toward the road and away from the residential areas, creating a line of demarcation along the backs of the commercial properties and separating the roadway from the surrounding neighborhoods.

As the Northern Virginia metropolitan area continued to grow and expand, traffic returned to US Route 1 in the form of commuter travel. The inner cities and the District of Columbia continue to be the location of major employers, but the residential population has moved to the outlying counties, increasing the demand for additional road capacity. As I-95 becomes increasingly congested, residents of the southwestern counties of Stafford and Spotsylvania, as well as Prince William, see US Route 1 as a realistic alternative for their daily commute. Over time, VDOT improved traffic flow along the corridor through a series of widening projects. While these projects created greater capacity, they did little to protect any sense of community that may have been developing. As the road widened and became increasingly difficult to cross, it became a barrier, and residential development continued to turn its back to the road.

At the same time, the County's population west of I-95 continued to grow, creating a shift in the retail base. Where once eastern county residents relied on US Route 1 for their retail and service needs, those needs were being increasingly met by newer, larger developments in the Potomac Mills area. To some degree the corridor has come full circle, once again serving a traveling public, although now that traveler is a daily commuter. In response to projections of 60,000 cars per day by 2025, VDOT proposes to widen US Route 1 to a six-lane highway with a median, reinforcing that commuter focus. Although their plans include landscaping, sidewalks, and bike trails, the project presents a challenge to the community because it could further divide the area. Improvements for north-south traffic flow along US Route 1 must be teamed with an increased east-west focus in terms of land use and transportation so that US Route 1 can function as a seam, not a dividing line.

Demographic Profile of Potomac Communities

Based on information from the 1990 and 2000 Census of Population and Housing, some differences between Potomac Communities and Prince William County as a whole can be identified. Some of these differences can be attributed to the fact that Potomac Communities is within a major transportation corridor, leading to more dense development, and to the age of the area's development:

- Potomac Communities is more densely populated – while only 10% of the County's land area, it houses 22% of the County's population.
- The non-white population in Potomac Communities is growing at a faster rate – a 20% increase between 1990 and 2000, compared to a 14% increase in the County over that same time.
- While the age distribution is similar and the percentage of households with children is comparable, average incomes in Potomac Community are 30% lower than those in the County as a whole.
- Housing development is also more dense in Potomac Communities, with 1 unit per acre versus 0.4 units per acre throughout the County in 2000.
- In 2000, 29% of the homes in Potomac Communities were multi-family units, compared to 17% in the County.
- Home-ownership decreased in Potomac Communities between 1990 and 2000, so that barely half of the homes in were owner-occupied in 2000, compared to almost $\frac{3}{4}$ of the County homes.
- Average housing values in Potomac Communities did not change between 1990 and 2000, but rose 8% throughout the County.

Source: 1990 and 2000 Census of Population and Housing - census tracts for Potomac Communities in 1990 include 9001, 9002, 9004.96, 9005, 9006, 9007, 9008, 9009.01, 9009.02, 9009.03, as well as portions of 9004.98, 9010.01, 9020.98 and 9011; census tracts for Potomac Communities in 2000 include 9001, 9002, 9005, 9006, 9007, 9008, 9009.01, 9009.02, 9009.03, 9010.08, as well as portions of 9004.06, 9010.01, and 9011.

CURRENT CONDITIONS

It may not be necessary to know where you have been in order to chart a path to a new future, but knowing where you are now is critical to making strategic decisions to move forward. The following is a brief assessment of current conditions in the Potomac Communities measured against all the existing goals contained within the adopted Comprehensive Plan.

Community Design Plan

- *Provide quality development and a quality visual environment throughout Prince William County for residents, businesses and visitors.*
- *Create livable and attractive communities.*

The most prominent feature of development along the US Route 1 frontage and its feeder roads is signage – so much so that it creates visual noise and confusion. Pole signs, façade signs, monument signs, portable signs, banners, and flags on private properties are interspersed with directional signs in the public right-of-way, all fighting for the traveler's attention. There is no coordinated approach to business signage, neighborhood identification or wayfaring to assist that traveler. Throw in the overhead utility wires lining and crossing the road, and the impact is deafening.

The vast majority of development in the Potomac Communities occurred long before much thought was given to community design or to integrating and connecting different land uses. Consequently, non-residential uses are oriented to whatever roadway they front upon, turning their back on land uses to the rear. There appears to be two types of commercial development – small lots with scarcely any parking or green area, and antiquated strip centers with an overabundance of parking, but still very little green area. What little green area exists is often used for overflow parking or product display areas.

As is common with suburban development, the residential areas are oriented away from the major roadways, with buffer strips separating them from any adjacent non-residential uses. This separation can create a quieter residential setting, but it also can provide barriers to pedestrian connections, making residents more dependent upon their automobile. Some of the newer mixed use developments along the corridor are implementing pedestrian connections and attempting to integrate different uses in a way that duplicates villages and town centers of the past, but the majority of residential developments remain separated from any surrounding uses.

Cultural Resources Plan

- *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.*

From the Piedmont to the Potomac

To date, Prince William County has five cultural resource properties listed as CRHS, County Registered Historic Site, within Potomac Communities which are listed in or potentially eligible for listing in the National Register of Historic Places:

- Cockpit Point Battery on Cockpit Point in Dumfries – publicly owned;
- King’s Highway near Railroad Avenue in Woodbridge – privately owned;
- Sections of King’s Highway near Rippon Lodge – publicly owned;
- Rippon Lodge on Blackburn Road in Woodbridge – publicly owned; and
- Railroad Avenue houses.

Four other properties within Potomac Communities are eligible for or listed in the National Historic Register:

- Town of Quantico;
- Neabsco Iron Works
- Leesylvania State Park; and
- Tavern in Dumfries.

Other resources, such as Civil War earthworks and cemeteries have been identified. As development proposals are received, surveys are conducted to assist in the identification of additional resources.

Economic Development Plan

- *The County will maintain an economic development climate that will attract and foster the expansion of environmentally sound industries to create quality jobs, diversify the non-residential tax base and encourage people to live and work in Prince William County.*

With the exception of the industrial uses in the general vicinity of Annapolis Way, Dawson Beach Road, and Featherstone Road, Dominion Virginia Power, the Potomac Hospital, and a few small professional offices, the employment opportunities in Potomac Communities are limited to retail, commercial services, and the military. New and used automobile dealerships and vehicle service stations abound, intermingled with strip retail services. This development pattern is supported by the existing zoning. The lack of quality employment opportunities becomes more evident when you examine the mass transit in the area. Both the Virginia Railway Express (VRE) and Potomac & Rappahannock Transportation Commission’s (PRTC) Omni-Ride services are one-way during rush hour – into the Washington area in the morning, and returning to Prince William County in the evening. There are no employment centers within Potomac Communities that justify two-way service during rush hours.

Environment Plan

- *Preserve, protect, and enhance the significant environmental resources and features of the County, including air quality, topography, soils, ground and surface water, biotic communities (stream corridors, forests, and wetlands), sensitive plant and animal species, and natural viewsheds.*

The Potomac Communities area is served by several tributaries to the Potomac River – Quantico Creek, Powell’s Creek, Neabsco Creek, Farm Creek, and Marumsco Creek – providing natural drainage and the associated environmentally sensitive areas, particularly steep slopes. Several important environmental resources in Potomac Communities are under government ownership – Leesylvania State Park, the Occoquan Bay National Wildlife Refuge, the Featherstone National Wildlife Refuge, and the County-owned Metz Wetlands Bank. Additionally, the County’s Chesapeake Bay Preservation Area Overlay District imposes restrictions upon new development in environmentally sensitive areas to limit water quality degradation, erosion, and flooding. Unfortunately, much of the residential, commercial, and industrial development in Potomac Communities occurred before we fully realized the extent of potential damage to the natural environment and established these higher levels of protection. In an older development, stormwater management to control the quantity of runoff, and best management practices to control the quality of that runoff, may not be in place, and consequently the environmental impacts are more significant.

Air quality continues to be an issue in all of Northern Virginia. The Potomac Communities area includes two major transportation corridors – I-95 and US Route 1 – that contribute to air quality concerns as trips per day increase and congestion slows traffic.

Fire & Rescue Plan

- *To achieve and ensure adequate and timely response to emergencies, including fire, medical, hazardous materials, and natural disaster emergencies, in accordance with the established level of service standards.*

The Potomac Communities area is currently served by four fire and rescue facilities – Occoquan, Woodbridge & Lorton (OWL) – Botts Station on F Street in Woodbridge; OWL – Spicer Station on Montgomery Avenue in Woodbridge; Dumfries Triangle Fire Station on US Route 1 in Dumfries; and Dumfries Triangle Rescue Squad on Graham Park Road in Dumfries. These facilities are able to meet the established level of service (LOS) standards for the majority of the area, however service falls below the desired 4-1/2 minute response time on the western side of US Route 1 between Route 234 and Cardinal Drive, and between the Town of Quantico and Neabsco Creek on the eastern side of US Route 1. The land has been acquired for a fire station on River Ridge Boulevard to reduce this LOS gap.

Housing Plan

- *Identify sufficient locations and consistent criteria for the provision of diverse housing opportunities to provide housing opportunities for all segments of the County’s populations and to assist in promoting economic development.*

The Potomac Communities contains much of the County’s older, denser housing stock. As the demographic profile shows, the area has a higher percentage of multi-family and rental units than Prince William County as a whole, and provides much of the County’s affordable housing stock. Recently, the area has seen renewed interest in residential development, with the establishment of the Belmont Bay community in North Woodbridge, the approval of Eagles Point and Port



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Potomac south of Neabsco Road, and the change in ownership of the Cherry Hill Peninsula. Combining the existing housing stock with the newer, higher-end units provides a wide range of housing opportunities in price, style and tenure. This diverse housing stock along two major transportation corridors enhances economic development opportunities and provides opportunities for increased use of public transportation.

Library Plan

- *To achieve and ensure adequate provision of library facilities and information resources to all citizens of Prince William County.*

The Potomac Communities area is currently served by two libraries – Potomac Community Library on Opitz Boulevard (18,000 square feet with over 200,000 volumes), and the Dumfries Neighborhood Library in leased spaced in the Dumfries Shopping Center (over 20,000 volumes). Utilizing the adopted LOS standards and the 2000 Census, a total of 25,226 square feet of library space, with 153,815 books, should be available. Additional services are planned to be provided by a community library in the proposed Harbor Station town center.

Long Range Land Use Plan

- *To provide a pattern of land use countywide that encourages fiscally sound development and achieves a high quality living environment.*

To provide a balance of jobs and housing, the County's residential/nonresidential land use mix has shifted toward more nonresidential land use, but residential development continues to dominate. Within the Potomac Communities, that same shift over time has resulted in the predominance of nonresidential land use, as would be expected in a more densely developed transportation corridor. In the 1965 Comprehensive Plan, over half of the land area was allocated for some type of residential development; with the adoption of the 2003 Comprehensive Plan, less than one-third of the acreage was designated residential.

With the exception of Marine Corps Base-Quantico and Locust Shade Park, the Potomac Communities is within the Development Area. Infill, redevelopment and revitalization are key characteristics of land uses within the Development Area, allowing for more cost effective service provision and environmentally sound development. A comparison within Potomac Communities of the adopted land use plan with the existing zoning pattern shows some inconsistencies: (1) there is twice as much acreage zoned for residential development than is designated for residential development in the land use plan; (2) there is twice as much acreage zoned for industrial development than is designated for industrial development in the land use plan; and (3) while the amount of commercial acreage is comparable between the land use plan and zoning pattern, the commercial zoning is heavily skewed toward general commercial uses, while the plan calls for more regional commercial and office uses.

Parks, Open Space and Trails Plan

- *Provide a park system and programs of a quantity, variety and quality appropriate to meet the needs of the residents of Prince William County.*
- *Meet established level of service standards to ensure adequate sites and facilities needed to carry out an effective park and recreation program are provided.*

Parks and recreational services in Prince William County are provided by the Prince William County Park Authority. The Comprehensive Plan identifies an overall county park acreage standard of 15 acres per 1,000 population. Using the figures from the 2000 Census, this equates to a need for 923 acres of parkland within Potomac Communities. Currently the Park Authority provides 11 parks and recreational opportunities within the Potomac Communities, totaling 512 acres. An additional 508 acres is provided by the State at Leesylvania Park, and 952 acres by the National Fish & Wildlife Service at the Occoquan Bay/Featherstone National Wildlife Refuges, for a grand total of 1,972 acres. Two additional planned County parks – Fuller Heights and Jefferson – will add 49 more acres to the inventory.

The Park Authority adopted the conceptual alignment of the Potomac Heritage National Scenic Trail (PHNST), a multi-purpose trail connecting historical and recreational sites in the eastern portion of Prince William County. The County's portion of PHNST is part of a larger trail planned to run from the Northern Neck to West Virginia. Currently the portion of PHNST from Leesylvania Park north to Belmont Bay and the Occoquan Wildlife Refuge is being evaluated, determining the actual alignment and construction costs.

Potable Water Plan

- *Provide economically feasible and environmentally sensitive systems of high quality public drinking water supply, transmission, storage and distribution to serve existing and proposed development as reflected in the Long Range Land Use Plan Map.*

Water distribution is provided through the Prince William County Service Authority facilities. Currently there are six water towers and three booster facilities in Potomac Communities, with plans to upgrade two towers, add four more, and add another booster to accommodate new development and redevelopment opportunities.

Schools Plan

- *Ensure, through public and private expenditures, the timely provision of school sites and facilities that serve Prince William County school children countywide in accordance with established level of service standards for location, cost and program quality.*

The Potomac Communities area currently houses 12 elementary schools, five middle schools, and two high schools. All Potomac Communities elementary and middle school students can attend schools within the area. High schools students attend either Potomac (within Potomac Communities), Woodbridge, Freedom or Forest Park High Schools. Historically, residential development was concentrated in the North Woodbridge area, and the location of schools



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follows that pattern. Seven of the elementary schools and three of the middle schools are located north of Dale Boulevard. A new high school, also serving as a magnet school for environmental studies, is now open immediately south of Dale Boulevard and a new “traditional” elementary school is open at Rippon Boulevard and Blackburn Road. A middle school and an elementary school have been built on Four Year Trail to serve the growing population in the South Woodbridge and Dumfries areas. Two elementary schools are planned for the Cherry Hill Peninsula (Harbor Station development).

Sewer Plan

- *Provide economically feasible and environmentally sensitive systems of wastewater and sewage collection, conveyance and treatment to serve existing and proposed development, as reflected by the Long Range Land Use Plan Map and discussed in the Long Range Land Use Plan.*

The capacity of the H. L. Moody Treatment Plant on Rippon Boulevard has been expanded. The Prince William Service Authority anticipates the development of eight pump stations in Potomac Communities to accommodate new development and redevelopment opportunities.

Telecommunications Plan

- *To encourage the development of modern communications infrastructure in the county and the compatible integration of such technologies into new and existing commercial and residential communities to promote economic development and improve public safety.*
- *To comply with the spirit and intent of the Telecommunications Act of 1996 and the rules and regulations of the Federal Communications Commission so as to encourage competition between existing and new communications services and to promote a broad range of low cost communications capabilities for County residents and businesses.*

Nineteen telecommunications sites have been approved within the Potomac Communities, each currently accommodating between one and seven individual communication services.

Transportation Plan

- *To achieve and sustain a complete, safe, and efficient multi-modal circulation system and plan so that existing and future components of the transportation network will provide the capacity necessary to meet the demands placed upon the system.*

The Potomac Communities contains two major transportation corridors, I-95 and US Route 1, both of which have capacity problems, primarily during the morning and evening commutes. VDOT's proposal to widen US Route 1 to a six-lane divided highway is a major impetus behind the development of this revitalization plan. In addition to this proposed improvement, extensions and intersection improvements to roads "feeding" US Route 1 are also underway to improve traffic flow for both commuter and local traffic within Potomac Communities:

- a grade separated interchange between US Route 1 and Route 123 has been designed and funded, and right of way acquisition is underway;
- a grade-separated interchange between US Route 1 and Route will be provided by the Harbor Station developer;
- improvements to the Neabsco Bridge portion of US Route 1 have been designed and funded ; and
- a grade-separated traffic circle at US Route 1 and Joplin/Fuller Roads has received design funds.

In terms of mass transit, the Potomac Communities area is served by rail service operated by Virginia Railway Express (VRE), and bus service provided by the Potomac and Rappahannock Transportation Commission (PRTC). The VRE provides commuter rail service to Northern Virginia and Washington, DC. There are currently three VRE stations within Potomac Communities – Quantico, Rippon and Woodbridge. A fourth is planned for the Cherry Hill area.

PRTC provides commuter bus service (OmniRide) as well as local bus service (OmniLink). OmniRide offers peak hour commuter service to and from the Pentagon, Crystal City and Washington, DC:

- Route One and South Route One OmniRide – Connecting service between Triangle, Dumfries, Woodbridge, the Pentagon and Downtown Washington.
- Montclair OmniRide – Service to and from the Pentagon and Downtown Washington via the US Route 1/Route 234 commuter lot.
- Lake Ridge OmniRide – Service to and from the Pentagon, Crystal City and Downtown Washington via the Route 123/I-95 commuter lot.
- Prince William Metro Direct provides all day OmniRide services to and from the Franconia Springfield Metro station, via US Route 1 in Woodbridge.

Omni-Ride provides two local routes within Potomac Communities, and these routes provide transfer connections to other OmniLink and OmniRide routes at the PRTC Transfer Center:

- Dumfries/Quantico – Service from the PRTC Transfer Center to Quantico; and
- Woodbridge/Lake Ridge – Service along US Route 1 between Route 123 and Opitz Boulevard.

Cherry Hill Sector Plan

The Cherry Hill Sector Plan encompasses approximately 2,280 acres east of US Route 1, straddling Cherry Hill Road. A portion of this property was developed as the Southbridge subdivision. The entire planning area was proposed as a Planned Mixed District, incorporating a variety of residential types and densities, employment centers and recreational uses, as well as a town center that includes a hotel and conference center. The plan also includes community facilities in the form of a VRE station, schools, public safety facilities, parks, water tanks and pump stations.

Neabsco Creek Waterfront Area Plan

- *To achieve high quality new development and protect existing marina and marina related uses along the Neabsco Creek Waterfront.*

No redevelopment of the waterfront area has been implemented since the adoption of the plan in June 1995.

PURPOSE & INTENT OF POTOMAC COMMUNITIES REVITALIZATION EFFORTS

When discussing public revitalization or redevelopment efforts, most people identify two strategies – facelifts, which incorporate façade and signage programs with landscaping to improve the appearance of a tired, somewhat blighted area, and urban renewal, which was used to wipe out entire blocks of inner cities in the ‘60’s and ‘70’s to make way for new development. While each has its champions and its purposes, neither strategy fits the specific needs of Potomac Communities. We need a strategy that can assess the impact of the proposed widening of US Route 1 beyond the immediate right of-way, create a new land use pattern that takes full advantage of the area’s assets, and provide incentives for individual owners to upgrade their properties, while maintaining the County’s tax base.

Aside from the immediate impact to property owners fronting US Route 1, the road widening has the potential to further divide the community east from west. Our revitalization strategies must include the creation of connections across the road, not only in the form of streets and pedestrian crossings, but community connections – reasons for people on each side to interact with each other. Destinations and other community assets should be readily identifiable and accessible, creating the sense that Potomac Communities is a place where you want to be, not an area to merely drive through to points north or south.

Even without the proposed road widening, the utility of many of the uses along the US Route 1 corridor is waning. Many lots lack the depth to provide sufficient customer parking, and expansion of successful uses is almost impossible. Ever increasing commuter traffic hampers turning movements for local traffic, making the services and destinations along US Route 1 less desirable when compared to alternatives west of I- 95. A successful revitalization strategy will identify appropriate uses that give property owners economically feasible redevelopment options.

The third focal point of our revitalization strategy is an incentive package that provides sufficient inducement for individual owners to rethink their current uses. The area has developed over several decades, under a variety of building and zoning codes, and “carrots” are needed to encourage upgrades. Some progress has been made through the Zoning Ordinance’s Redevelopment Overlay, but it is apparent that additional encouragement is needed. Without sufficient incentives, property owners may not reinvest in their properties, with the effect of discouraging new investment on surrounding properties, and ultimately undermining the community’s revitalization efforts.

The overarching intent of the Potomac Communities Revitalization Plan is to provide the framework for the entire community to work together to achieve the vision – a premier residential, business and visitor location on the Potomac River. This is not a plan that can be wholly or solely implemented by the Board, nor should it be. While the Board has taken the initiative required to set the stage, it will take the concentrated efforts of the entire community to bring it to life.



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The individual character of various neighborhoods and business centers need not be lost in this process. In fact, individuality is an asset that can be used to strengthen the community as a whole. Individuality allows the Potomac Communities to provide a wide variety of residential, business and recreational options, creating a richly diverse community. What needs to occur is the recognition of mutual dependence between these individual areas. A central concept of this revitalization effort is coordination and cooperation – no one neighborhood, business district, or magisterial district can be totally successful in reaching its full potential if others remain stagnant or continue to decline. Coalitions need to be formed, commonalities identified, and peer pressure brought to bear so that all areas reap the benefits of improved livability. This is by no means a simple undertaking, but it will result in a new and improved perception of the Potomac Communities and Prince William County.

The Potomac Communities Revitalization Plan serves as a separate chapter of the Comprehensive Plan and this plan's action strategies represent additions or modifications to any previously adopted action strategies. The Comprehensive Plan components and action strategies remain applicable, but where the Potomac Communities Revitalization Plan conflicts with the Comprehensive Plan, the Revitalization Plan applies.

RECOMMENDATIONS

COMMUNITY-WIDE STRATEGIES

COMMUNITY DESIGN PLAN

INTENT/GOALS/POLICIES: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Community Design Plan for the County. The Potomac Communities Revitalization Plan incorporates the Community Design Plan's intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the Potomac Communities Revitalization Plan area.

ACTION STRATEGIES:

- DES-1. Enhance property maintenance and code enforcement.** The most immediate effort the County can undertake to improve the appearance of the Potomac Communities area is to allocate more resources to enforce the applicable property maintenance and zoning regulations. The number of properties with legal nonconforming status inhibits the use of a single maintenance or zoning code, but every effort must be made to bring properties into conformance with the applicable codes. In addition to allocating more County enforcement resources, encourage partnerships with community groups to report potential violations and exert peer pressure to upgrade properties throughout the Potomac Communities area.
- DES-2. Develop property maintenance, façade and signage assistance programs to help property owners and tenants meet minimum code requirements and improve the appearance of their properties.** The recommended code enforcement program will notify property owners of zoning and/or property maintenance violations. Additionally, a decision by the Commonwealth Transportation Board regarding the actual alignment of the US Route 1 widening will give property owners more information as to the extent of any property purchase by VDOT – will their entire property be needed as right-of-way or will there be sufficient area left to maintain the existing, or some other, use? Will the act of right-of-way acquisition create more legal nonconforming uses? An assistance program should be established to help property owners through code compliance and possible site changes. The County could provide a range of services, such as design assistance or financial aid to qualifying owners to encourage the conversion of legal, nonconforming uses to conforming uses. An assistance program provides the opportunity to explore partnerships with the business community and community groups, such as the Chamber of Commerce, utilizing the expertise of their varied memberships.

DES-3. Develop a plan, in cooperation with the various utility companies, to minimize the total number of utility poles throughout the area, working toward the eventual relocation of all utilities underground. Investigate the opportunities to replace damaged poles, remove extraneous poles, relocate utilities to rear property lines, and co-locate lines on shared poles until such time as under-grounding throughout the Potomac Communities is financially feasible.

DES-4. Finalize a coordinated streetscape design that ties the various neighborhoods and business districts together, without minimizing their individuality. As part of that design, incorporate roadside buffers and utility relocations that can be implemented with new development and redevelopment upon adoption. The proposed US Route 1 right-of-way provides for a treed median, and landscaping between the roadway and the sidewalk on one side and between the roadway and bike path on the other. The final streetscape design should provide landscaped areas within the right-of-way that protect the pedestrian or cyclist from the travel lanes and soften the expanse of pavement without requiring significant maintenance. To that end, landscape materials should be native, drought tolerant species that also tolerate anticipated roadway pollution. Since this landscaping will take place within VDOT's right-of-way, coordination with VDOT staff prior to finalizing a plan is critical.

The design should also provide for roadside buffers outside the right-of-way to screen parking and transition between pedestrian areas and development. These buffers will vary in width, being narrower in commercial areas with direct access to the roadway and wider along residential developments and in commercial areas without direct access to US Route 1. In addition to landscaping, the final design should include street furnishings, such as benches, trash receptacles and bus stop shelters, as well as a single lighting fixture type to provide a cohesive streetscape along the entire 12 mile length of US Route 1 through Potomac Communities. This streetscape plan should be coordinated with the utility plan in DES-3 above.

The streetscape design should also address major east-west roads in Potomac Communities, tying those to US Route 1, but emphasizing the somewhat different character of those roadways. Roadways to be considered in the streetscape design include Occoquan Road, Prince William Parkway, Longview Drive, Featherstone Road, Dale Boulevard, Rippon Boulevard, Neabsco Mills Road, Blackburn Road, Cardinal Drive, Neabsco Road, Cherry Hill Road, Dumfries Road, Joplin Road, and Fuller Road.

DES-5. Develop a program of wayfaring signs to enlighten the traveler to Potomac Communities' numerous assets. In coordination with VDOT, establish a unified sign package providing directional information to points of interest such as Rippon Lodge, Neabsco Iron Works, the Potomac Heritage National Scenic Trail, Leesylvania State Park, the various county parks, the tavern in Dumfries, and the Potomac River.

- DES-6. Develop Potomac Community Design Guidelines to influence the quality of development throughout the area.** The County should work with property owners within Potomac Communities to raise the standard of development through a set of guidelines crafted specifically for the area. Guidelines should address lot layout, building materials, signage, landscaping and pedestrian access. In the interim, new development proposals should be encouraged to exceed minimum development standards whenever possible to reinforce the changing face of Potomac Communities.

ECONOMIC DEVELOPMENT PLAN

INTENT/GOALS/POLICIES: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Economic Development Plan for the County. The Potomac Communities Revitalization Plan incorporates the Economic Development Plan's intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the Potomac Communities Revitalization Plan area.

ACTION STRATEGIES:

- ECON-1. Provide expedited processing to those businesses relocating because of the proposed improvements to US Route 1 or other land use recommendations, provided they conform to the adopted Long Range Land Use Plan.** Expedited processing of rezonings, special use permits and site plans will minimize the "downtime" for relocating businesses, but should be reserved for those firms whose location of choice is consistent with the adopted Comprehensive Plan.
- ECON-2. Encourage the development of community-based organizations, representing both residential and business perspectives, to promote the Potomac Communities' vision.** Partnerships and cooperation are essential to achieving our vision for Potomac Communities. The County may set the stage, but the community must embrace and champion that vision.
- ECON-3. Explore traditional and innovative approaches to finance this redevelopment and revitalization effort, including, but not limited to, public authorities and public-private partnerships.** Examples of these approaches include, but are not limited to, business improvement district, service district, sanitary district, transportation improvement district, community development authority, public recreational facilities authority, industrial development authority, and redevelopment and housing authority.

ENVIRONMENT PLAN

INTENT/GOALS/POLICIES: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Environment Plan for the County. The Potomac Communities Revitalization Plan incorporates the Environment Plan's intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the Potomac Communities Revitalization Plan area.

ACTION STRATEGIES:

- EN-1. Identify potential sites for regional stormwater management facilities within Potomac Communities.** Much of the development within the Potomac Communities pre-dates County requirements for on-site water quality and quantity controls, and desired redevelopment of these properties could be hampered by their inability to provide such controls. The identification of potential regional sites and their subsequent development could provide the flexibility needed to encourage redevelopment. These regional facilities, once created, would also provide stormwater benefits to existing development, improving the County's overall water quality. Design standards should be incorporated so that these facilities are aesthetic, as well environmental, amenities in the community.
- EN-2. Encourage the use of innovative stormwater management and best management practices to allow the redevelopment of sites where traditional approaches are impractical.** Many of the commercial sites fronting US Route 1 are small and totally impervious. Requiring those sites to meet current standards with traditional practices may actually retard redevelopment. Alternative water quality and quantity controls should be explored and encouraged to allow for environmentally sound and economically feasible redevelopment.

LONG RANGE LAND USE PLAN

INTENT/GOALS/POLICIES: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Long Range Land Use Plan for the County. The Potomac Communities Revitalization Plan incorporates the Long Range Land Use Plan's intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the Potomac Communities Revitalization Plan area.

ACTION STRATEGIES:

- LU-1. Continue to assess the long range land use patterns in small study areas until the land use designations within the entire Potomac Communities area have been updated, as needed, to support the revitalization efforts.**

- LU-2. As the land use designations in the study areas are updated, assess the underlying zoning pattern for conformance.** Areas of conflict between the desired land use and by-right development options should be identified, and incentives developed to encourage private property owners to bring their property into conformance with the land use plan
- LU-3. Develop, as needed, new zoning tools to implement the Potomac Communities long range land use plan, including incentives for redevelopment.** Assess existing base zoning districts and overlays against the intent of the land use classifications, and modify as necessary.
- LU-4. Exempt proposed amendments to the Long Range Land Use Plan from the annual amendment limitation.** Redevelopment and revitalization efforts are often time-sensitive and undue delays may result in lost opportunities. To avoid this, Long Range Land Use Plan amendment requests that have companion rezoning and/or special use permit applications shall be reviewed by staff and presented to decision makers for initiation outside the annual amendment review process.

Amendments without companion rezoning and/or special use permit applications will not be eligible for this exemption. In developing a recommendation for initiation, staff will address the following questions, as well as site-specific issues:

- Does the proposed amendment move the County toward realization of the Potomac Communities' vision?
- Does the proposed amendment provide the opportunity for high quality employment?
- Is the proposed amendment complementary to the adopted land use designation on surrounding properties?
- Will the proposed amendment result in the removal of a blighting influence in Potomac Communities?
- Does the proposed amendment include a transit-oriented development component?
- Is there a redevelopment component to this amendment, or is the affected property undeveloped?
- Does the proposed amendment incorporate relevant action strategies recommended in the adopted PCRPP?

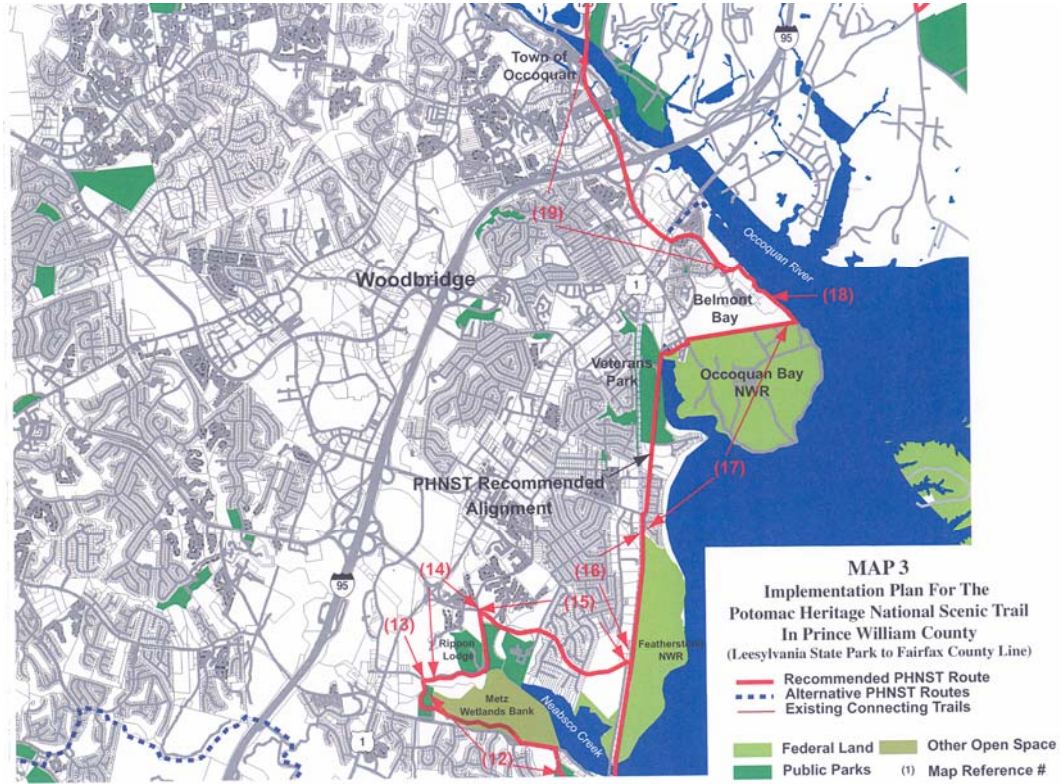
Once initiated, the proposed amendments and the companion rezoning and/or special use permit application shall be evaluated and presented to the Planning Commission for action.

PARKS, OPEN SPACE AND TRAILS PLAN

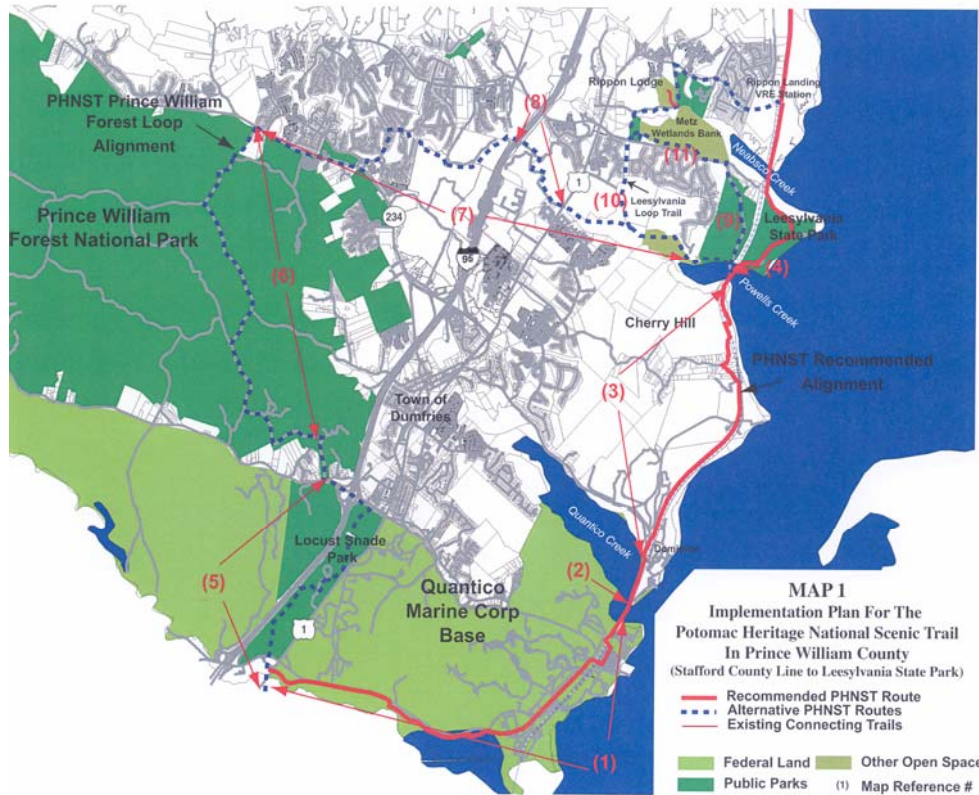
INTENT/GOALS/POLICIES: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Parks, Open Space and Trails Plan for the County. The Potomac Communities Revitalization Plan incorporates the Parks, Open Space and Trails Plan's intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the Potomac Communities Revitalization Plan area.

ACTION STRATEGIES:

REC-1. Coordinate the necessary easements, property dedications and/or acquisitions to implement the Potomac Heritage National Scenic Trail, as adopted by the Park Authority and endorsed by the Board of County Supervisors. The Implementation Plan for the Potomac Heritage National Scenic Trail in Prince William County outlines the desired alignment and cross-section of this multi-purpose trail connecting recreational and cultural resources through Prince William Forest Park and the Potomac Communities to Fairfax County, and on to West Virginia. This alignment is based on the locations to be connected, but needs more detailed analysis to specifically locate the trail on the ground. Analysis of the first section – Belmont Bay to Leesylvania State Park – is underway. Once the alignment is finalized, easements, dedications and/or acquisitions may be necessary for construction. New development proposals impacted by the alignment should be encouraged to dedicate the necessary right-of-way and construct that portion of the trail. Also, as properties are redeveloped in accordance with the Potomac Communities Revitalization Plan, look for opportunities to create offshoots or realign the adopted route through more scenic areas, i.e. along the Occoquan River as opposed to Route 123.



Northern Alignment of PHNST, as approved by the PWC Park Authority



Southern Alignment of PHNST, as approved by the PWC Park Authority

TRANSPORTATION PLAN

INTENT/GOALS/POLICIES: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Transportation Plan for the County. The Potomac Communities Revitalization Plan incorporates the Transportation Plan's intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the Potomac Communities Revitalization Plan area.

ACTION STRATEGIES:

- TR-1.** Through reservations or dedications, implement the 140' right-of way, expanding to 160' at major intersections, for US Route 1 in the review of all development plans along the roadway
- TR-2.** Encourage implementation of PRTC's Strategic Plan, as endorsed by the Board of County Supervisors, expanding existing mass transit services in Potomac Communities. Evaluation of new development and redevelopment proposals should include the identification of opportunities for bus pull-offs and shelters, as well as new or extended bus routes. Mass transit connections should be considered in all Urban Residential areas as well as proposed employment centers.
- TR-3.** Encourage the extension of other mass transit opportunities, such as Bus Rapid Transit, into the Potomac Communities area. The County, along with regional transportation agencies, should continue to explore innovative transit systems that can alleviate highway congestion, improve air quality, and provide transportation options to Prince William County's citizens.

STUDY AREA STRATEGIES

As a first phase of this revitalization effort, three study areas were identified for specific recommendations with regard to land use, community design, housing and transportation. Additional study areas will be included in future phases of this revitalization effort until the entire Potomac Communities area has been analyzed and updated as needed.

Potomac Communities Land Use Classifications

The Revitalization Plan builds on the strengths of the existing land use designations in the Comprehensive Plan, but also recognizes that redevelopment often requires different regulations and incentives. To that end, new land use designations have been crafted for the Potomac Communities Study Areas to encourage redevelopment and reinvestment through higher densities and greater flexibility. These new land use designations include Urban Residential Low, Urban Residential Medium, Urban Residential High, Urban Mixed Use, and Village Mixed Use.

Additionally, the Revitalization Plan distinguishes between active and passive open space because of the inherent differences in their impacts on surrounding properties and the purposes they serve. The Plan also identifies the CSX rail line through the Potomac Communities as a separate land use, Railroad.

No specific environmental assessments were conducted as part of this planning effort; the Environmental Resource (ER) classification, as mapped in the Comprehensive Plan, is carried over to the various study area land use maps as an overlay. Whenever density ranges are indicated, those are to be calculated on the acreage outside the ER overlay.

The following is a description of the various land use designations within Potomac Communities, along with opportunities for incentives and flexibility within those designations.

Residential

- **Suburban Residential Low (SRL)** provides for detached residential development at a density of one to four units per acre, and attendant community facilities such as schools, churches and public safety stations.
- **Urban Residential Low (URL)** provides for attached or detached residential development at a density up to eight units per acre, and attendant community facilities such as schools, churches and public safety stations. This density is an effort to spur reinvestment and redevelopment of underutilized residential areas.
- **Urban Residential Medium (URM)** provides for attached residential development at a density of eight to 20 units per acre, and attendant community facilities such as schools, churches and public safety stations. This density is an effort to provide economically viable alternatives to strip retail development.
- **Urban Residential High (URH)** provides for attached residential development at a density of 20 to 30 units per acre, and attendant community facilities such as schools, churches and public safety stations.
- **Residential Planned Community (RPC)** provides for previously approved mixed residential communities with specific master plans. No additional RPC areas are recommended.

Commercial

- **Neighborhood Commercial (NC)** provides for small-scale retail and service uses, limited to a maximum of 12,000 square feet of building area per use, designed to serve primarily local, as opposed to regional, customers, and to provide tourism-related commercial uses. Typical uses could include restaurants, convenience stores, gas stations, small drug and grocery stores, personal services, medical offices, attorney's offices, or copy services. Outdoor activities should be limited, and should not include

storage or repair services. If developed as a neighborhood commercial center, as opposed to individual uses, site design should give the impression of individual buildings through layout and/or façade treatments. Pedestrian connections to surrounding neighborhoods and other business development should be encouraged.

- **General Commercial (GC)** provides for larger scale retail and service uses, often exceeding 10,000 square feet of building area per use, designed to serve a regional customer base. Typical uses could include entertainment, vehicle sales and repair, “big box” retailers, and lodging services, along with uses also found in neighborhood commercial areas. Large scale office development is discouraged in GC. Pedestrian connections to surrounding neighborhoods and other business development should be encouraged.
- **Office (O)** provides for low-mid- and high-rise office buildings lodging services and hospitals. Retail and personal services should be allowed but limited such that they are supportive not primary uses.
- **Urban Mixed Use (UMU)** provides for a coordinated project, or integrated group of projects, consisting of at least three components – residential, office or regional employment, and recreation – combined to take full advantage of properties with excellent transportation access. Additional uses, such as neighborhood or general commercial, may be included in a UMU area, but not to the exclusion of any of the required land use components. The actual “mix” and intensity of uses in UMU areas may vary based upon the surrounding land uses and transportation access, and each individual property within the UMU need not contain more than one use. However, no mixed use development should occur until such time as a county-initiated master zoning plan has been developed with the affected property owners and approved by the Board of Supervisors for all properties within any UMU boundary. Such master zoning plan shall incorporate, within that UMU boundary, the three required land use components. Mass-transit shall be included in any UMU development, with pedestrian connections to the various uses. Pedestrian connections to neighboring development should also be encouraged.
- **Village Mixed Use (VMU)** provides for mixed use development where residential and neighborhood commercial uses are intermingled on small lots laid out in a traditional street grid. Implementation of VMU will require the development and adoption of a Village Zoning District that provides density, design standards, setbacks, and use limitations to ensure compatibility between the residential and commercial uses.

Public

- **Public Land (PL)** consists of government facilities (i.e. schools, libraries, offices, public safety stations, military bases, museums, post offices) that provide services to the general public and function as focal points in our communities.

- **Parks & Open Space – Active (POSA)** consists of parks with planned programming and facilities such as pools, ball fields, and playgrounds.
- **Parks & Open Space – Passive (POSP)** consists of open areas, the use of which is limited due to sensitive environmental features, topography, or dimensional constraints.
- **Railroad (RR)** consists of lands used for rail transportation.

Incentives and Flexibility

- In those instances where developed property is proposed for redevelopment within the Urban Residential Medium or High classifications, the maximum density may be increased by 25%.
- In those instances where developed property is proposed for redevelopment within the Neighborhood Commercial classification, the maximum building area per use may be increased from 8,000 to 10,000 square feet.
- In those instances where developed property is proposed for redevelopment within the Office classification, supportive retail and services may utilize as much as 33% of the building in which they are located, provided the building is multistory.
- In those instances where an Urban Mixed Use area exceeds 100 acres, individual master zoning plans may be considered for areas of at least 50 acres. Such individual master zoning plans must incorporate all three component land uses and must provide sufficient pedestrian and vehicular connection to the remaining acreage within the UMU area to ensure that the entire UMU area functions as a coordinated development.

NORTH WOODBRIDGE STUDY AREA

LONG RANGE LAND USE PLAN

INTENT/GOALS/POLICIES: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Long Range Land Use Plan for the County. The Potomac Communities Revitalization Plan incorporates the Long Range Land Use Plan's intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the North Woodbridge Study Area of the Potomac Communities Revitalization Plan.

The intent of the North Woodbridge land use plan is to capitalize on the improved transportation access that will accompany the new US Route 1/Route 123 interchange, the Woodbridge VRE Station, the Route 123 commuter lot, and the Belmont Bay town center development, including the planned Belmont Bay Potomac Science Center. Sandwiched between the neo-traditional Belmont Bay development and the historic town of Occoquan, the North Woodbridge Study Area presents an opportunity to create a third waterfront community in the area between US Route 1 and Occoquan Road. This community would be different from either Belmont Bay or Occoquan in that it is planned to contain a mix of higher intensity uses, including high-density residential, office and employment uses in mid- and high-rise development, as well as recreational uses, utilizing properties that have been in transition for a number of years, and integrating several disaggregated uses into a cohesive development. When the Mass Transit Node (MTN) designation is fully developed, it should be encouraged within this area.

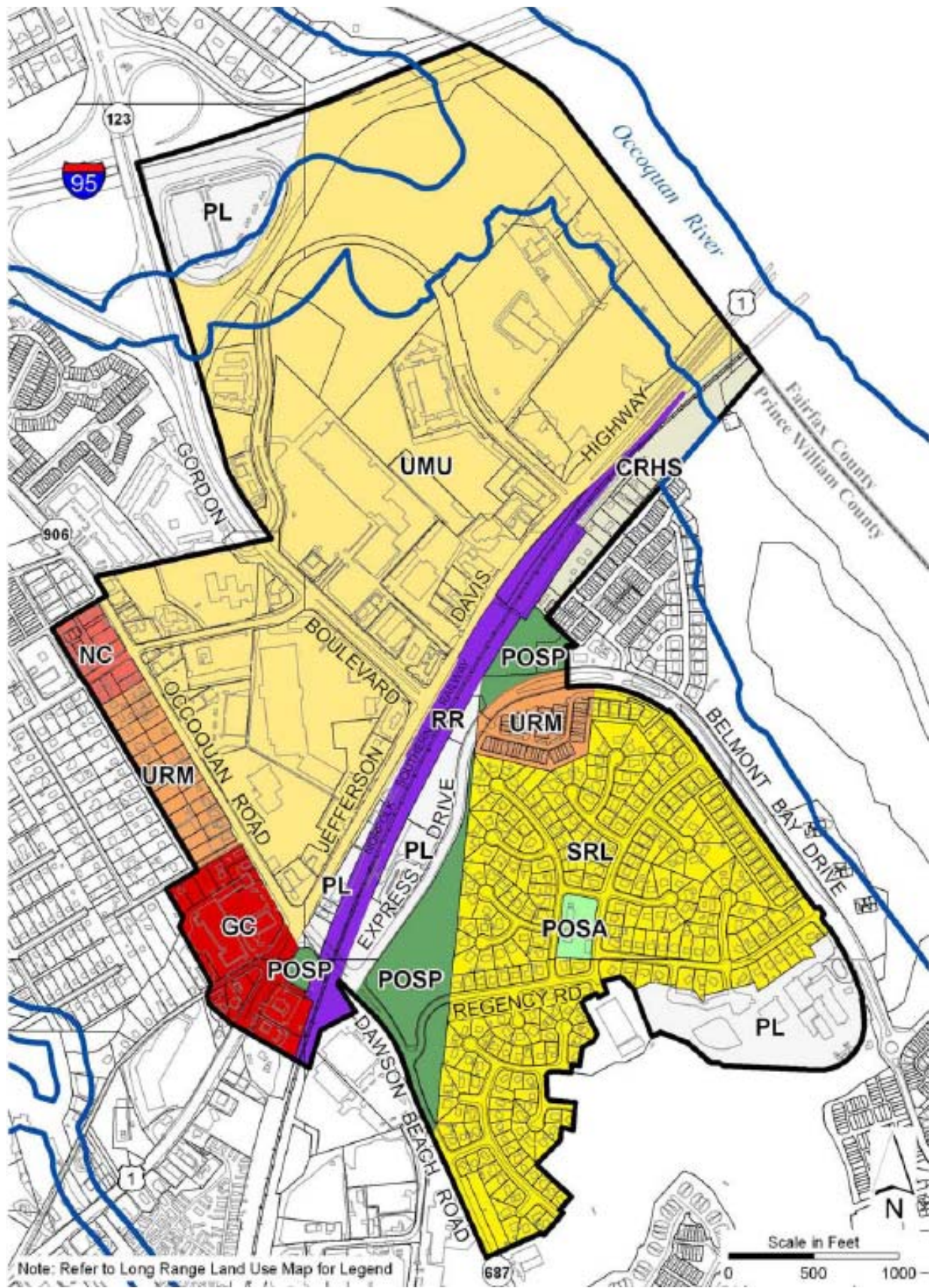
The Urban Mixed Use (UMU) area between Occoquan Road and the Occoquan River has been the subject of several participatory planning processes with the affected property owners, concerned citizens, development professionals, and County staff, resulting in a master plan to implement the land use classification. The specifics of this master plan can be found at the end of this section.

The land use plan recommends the retention of the Old Belmont neighborhoods, north of Dawson Beach Road, as Suburban Residential Low (SRL). However, given the age of the development, neighborhood stabilization may be warranted. An assessment of public infrastructure and public facilities should be undertaken to identify existing or foreseeable problem areas and, if necessary, improvements incorporated into the Capital Improvements Plan.

The land use plan recommends Urban Residential Medium (URM) along the southern side of Occoquan Road instead of the existing commercial uses in converted residential structures. This higher density residential use, possibly townhomes, provides a redevelopment opportunity for these commercial properties and is a better transition to the single family development to the south.

General Commercial (GC) should remain on the northwestern corner of US Route 1 and Occoquan Road, with Neighborhood Commercial (NC) at the intersection of Occoquan and Horner Roads.

Figure 2 - North Woodbridge Study Area



ACTION STRATEGIES:

- LU-1.** Implement the North Woodbridge Study Area Long Range Land Use Plan and the North Woodbridge Urban Mixed Use Master Plan through the rezoning and special use permit process.

COMMUNITY DESIGN PLAN

INTENT/GOALS/POLICIES: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Community Design Plan for the County. The Potomac Communities Revitalization Plan incorporates the Community Design Plan's intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the North Woodbridge Study Area of the Potomac Communities Revitalization Plan.

ACTION STRATEGIES:

- DES-1.** Build the Route 123 bridge over US Route 1 as the gateway element for North Woodbridge.
- DES-2.** Upon adoption of the coordinated streetscape plan, incorporate recommended setbacks, roadside buffers and utility relocations in new development and redevelopment projects.
- DES-3.** Evaluate the feasibility of a façade improvement.

HOUSING PLAN

INTENT/GOALS/POLICIES: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Housing Plan for the County. The Potomac Communities Revitalization Plan incorporates the Housing Plan's intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the North Woodbridge Study Area of the Potomac Communities Revitalization Plan.

ACTION STRATEGIES:

- H-1.** Assess the need for neighborhood stabilization in the Old Belmont neighborhoods north of Dawson Beach Road. An assessment of public infrastructure and public facilities should be undertaken to identify existing or foreseeable problem areas and, if necessary, improvements incorporated into the Capital Improvements Plan.

PARKS, OPEN SPACE AND TRAILS PLAN

INTENT/GOALS/POLICIES: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Parks, Open Space and Trails Plan for the County. The Potomac Communities Revitalization Plan incorporates the Parks, Open Space and Trails Plan's intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the North Woodbridge Study Area of the Potomac Communities Revitalization Plan.

ACTION STRATEGIES:

- REC-1.** Explore the realignment of the Potomac Heritage National Scenic Trail from a sidewalk along Route 123 to a more scenic location through the Urban Mixed Use area as that area is master planned. If a total realignment is not feasible, a spur line to the Occoquan River should be explored.
- REC-2.** Realign, or create a spur line off, the Potomac Heritage National Scenic Trail through the properties along Railroad Avenue once the County has acquired them and expanded the County Registered Historic Sites area.
- REC-3.** Create a spur line off the Potomac Heritage National Scenic Trail from Belmont Bay Drive to the Woodbridge VRE Station.
- REC-4.** Create a greenway system linking parks, environmental resources, cultural resources, and civic spaces throughout the Potomac Communities area.
- REC-5.** Expand, through easements and dedications, public access to the Occoquan and Potomac Rivers.

TRANSPORTATION PLAN

INTENT/GOALS/POLICIES: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Transportation Plan for the County. The Potomac Communities Revitalization Plan incorporates the Transportation Plan's intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the North Woodbridge Study Area of the Potomac Communities Revitalization Plan.

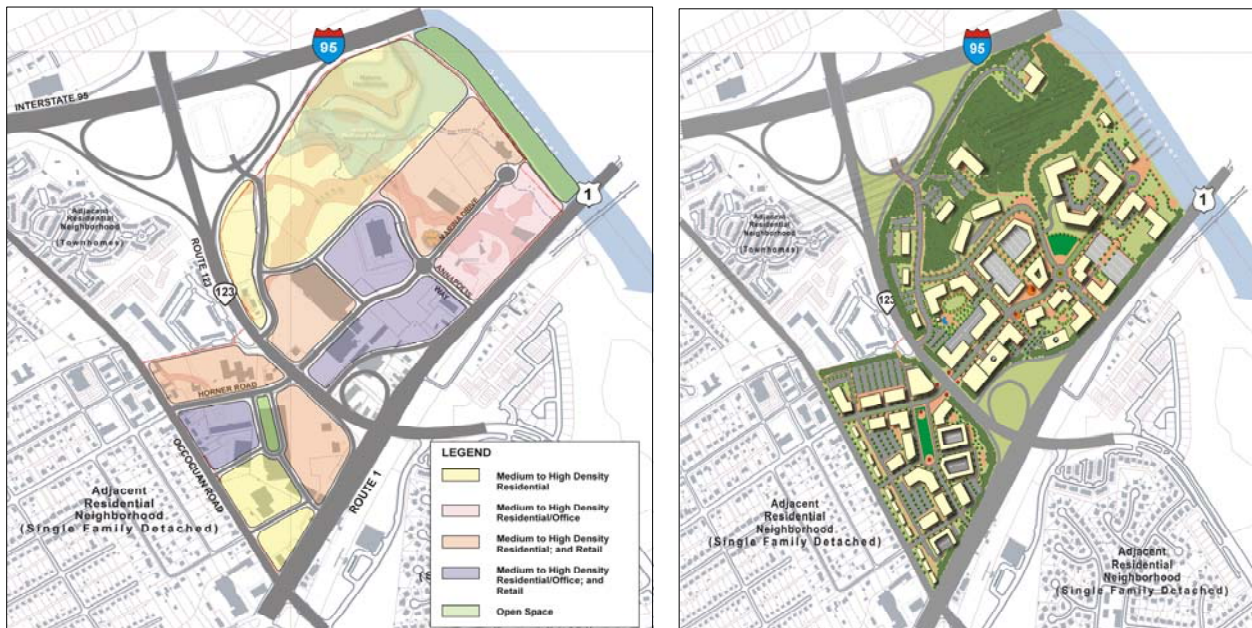
ACTION STRATEGIES:

- TR-1.** Develop, as part of the UMU master zoning plan, a transportation network that encourages pedestrian access to the Woodbridge VRE station, the Route 123 commuter lot and the PRTC bus stops.

- TR-2.** Construct the Route 1/Route 123 interchange with pedestrian improvements to allow access between the UMU area and the Woodbridge VRE station to encourage transit-oriented development within the UMU area.
- TR-3.** Explore the possibility of extending the overhead walkway currently serving the VRE Kiss & Ride lot across US Route 1 to the UMU area, to provide protected pedestrian access to the VRE Station and the Belmont Bay development.
- TR-4.** Road segments within, and immediately adjacent to, the UMU area should function at LOS E or better. Improvements required to attain or maintain this standard shall not compromise pedestrian movements in this area.

NORTH WOODBRIDGE URBAN MIXED USE MASTER PLAN

Since the adoption of the Potomac Communities Revitalization Plan in 2003, the UMU area, bounded generally by Route 1, Occoquan Road, I-95, and the Occoquan River, has been the subject of several studies. The first was conducted in 2005 with County staff, affected property owners, and development professionals, and recommended a mix of high-density residential, office/employment, retail, and recreational uses (“North Woodbridge Summary – Proposed Urban Mixed Use Master Zoning Plan”). The following illustrates the conceptual plan, outlining uses by land bay and building layout:



While the conceptual plan was well received by the majority of property owners, implementation tools became a point of contention, particularly phasing and the delineation of uses in each land bay, and the plan stalled.

In 2008, a three day community charrette was held to ascertain community support for redevelopment of the UMU area and to determine how best to achieve mixed use redevelopment. Community interest was high and focused on the need to recreate an identity for, and change the overall perception of, the area. No specific conceptual plan was endorsed, but given the overall desire for a more urban scale, there were concerns about how to blend this area into the stable neighborhoods in the surrounding community. Again, the property owners restated their need for flexibility during implementation, with general guidelines as opposed to specific requirements and standards.

A third study was conducted under a grant from the Metropolitan Washington Council of Government's Transportation-Land Use Connections program ("Sustainability of Mixed Use Development around Woodbridge VRE Station"). The study, conducted by an outside consultant, examined transit-oriented development opportunities around commuter rail stations and focused on the area around the Woodbridge VRE station. After assessing existing conditions – land use and zoning, access and circulation, the current real estate market, and public policies supporting transit-oriented development – the strengths and weaknesses of the area were identified and three development scenarios ranging from suburban to urban were developed, utilizing different land use mixes and densities. The three separate studies/public processes identified similar strengths and weaknesses of the study area, and it is the intent of this master plan to build upon those strengths to overcome perceived weaknesses.

The vision for the North Woodbridge UMU area is one of regional prominence, taking full advantage of the area's location on the Occoquan River, I-95, and US Route 1. The development pattern in the UMU area will successfully merge traditional urban form – narrow streets, wide sidewalks, transit opportunities, interesting architecture, and inviting public areas – with the services and conveniences that cater to the modern market. The UMU area will blend into the surrounding lower density residential and neighborhood commercial areas, creating an inviting transition into the residential, commercial, and recreational opportunities located within. Inside the UMU area, street level activities create an environment where pedestrian movement takes precedence over vehicular movement, and parking is convenient but inconspicuous.

The following pictures illustrate the difference between urban and suburban form, and provide insight into the development pattern envisioned for the UMU area:

Urban - Encouraged



Suburban - Discouraged



From the Piedmont to the Potomac

Urban - Encouraged



Suburban - Discouraged



Given the current situation of +/- 54 separate parcels with +/- 35 separate owners, no single development proposal to evaluate, a desire by the affected owners to allow flexibility to respond to market conditions, and a desire by the community to “know what is allowed”, a definitive development program for the UMU area is impractical. Instead, the following ranges are recommended as targets for redevelopment of this area, providing flexibility for the development community and a framework for evaluating development proposals:

- Office: 500,000 to 750,000 GSF
- Residential: 2,500 to 3,500 multi-family units (to include the 720 units approved with Rezoning 2005-00565, at 56 units to the acre)
- Retail: 250,000 to 500,000 GSF
- Hotel: 260 rooms
- Recreation: Occoquan Marina (with allowable expansion); Potomac Heritage National Scenic Trail (relocated as close to the Occoquan River as feasible); usable public open spaces located throughout the UMU area.

Additionally, building upon the work of the three studies/public processes, we can establish general guidelines and provide parameters for development proposals that would be subject to public review and action within the UMU area:

Transportation

- Development proposals should include well-designed pedestrian, as well as vehicular, travelways into and through the area. Sidewalks should be wide enough to accommodate and encourage a range of street level activities – e.g., daily walking, outdoor restaurant seating, and sidewalk sales. New public streets should be designed with short blocks and the minimum width necessary to accommodate local traffic without creating impediments to pedestrian and non-motorized travel.
- Development proposals should accommodate an extension of Horner Road to Annapolis Way, and this roadway should function as “Main Street” through the UMU area.
- Development proposals should accommodate a realignment of Annapolis Way, west of Marina Way, that ensures optimum development potential along that roadway.
- Development proposals should incorporate alternatives to traditional surface parking, utilizing on-street parking, parking structures, and shared parking arrangements to minimize large open areas that serve only automobiles. Surface parking lots should not be located between the public right-of-way and the buildings they serve.
- Development proposals should not preclude the use of the Occoquan River as a travelway, at such time as ferry service is deemed feasible.
- Development proposals shall include transportation improvements that maintain a LOS E or better on all road segments within and immediately adjacent to the UMU area, but such improvements must accommodate, and not be at the expense of, pedestrian and non-motorized connectivity.

Land Use

- Development proposals should be of a density that promotes the use of transit (both existing and expanded services), with a minimum of 15 to 20 units to the acre and an average of 30 units to the acre.
- Individual development proposals need not include the full mix of desired uses – office/employment, residential, recreation, and retail – but each should be designed in a manner that provides connectivity between proposals so that they function as part of a larger, cohesive development.
- Retail uses should be encouraged at the street level along the extension of Horner Road to develop a “Main Street” feel.

Community Design

- Development proposals should establish, and then build upon, the study area's function as a gateway into Prince William County on the Occoquan River.
- Development proposals should be designed in a manner that recognizes the lower density developments surrounding the study area and provides appropriate transitions from that lower density to a more urban form of development.
- Development proposals should emphasize street-level activities and should promote community use of public spaces.
- Development proposals should focus on a circulation pattern that promotes pedestrian activity.
- Development proposals should include cohesive and complementary streetscape elements – landscaping, lighting, signage, street furniture, shelters, and kiosks.
- Vertical integration of land uses is encouraged, with the most active uses located at the street level.

Environment

- Development proposals should identify, preserve, and enhance environmentally sensitive areas.
- Development proposals should, to the extent safe and feasible, incorporate environmentally sensitive areas into public amenities, thereby increasing appropriate public access to these resources.
- Development proposals should incorporate LEED elements as feasible to mitigate impacts of higher density development.

Recreation

- Development proposals should create functional public spaces (pocket parks, courtyards, plazas) that are linked by tree-lined sidewalks and trails, creating a larger greenway system of trails, parks, environmental resources, cultural resources, and civic spaces throughout the Potomac Communities area.
- Development proposals along the waterfront should incorporate easements for the Potomac Heritage National Scenic Trail to allow for increased public access to the Occoquan River and the other environmental resources in this area.

Phasing

To accomplish the vision for North Woodbridge, each land use application will be reviewed by the community and the Board of County Supervisors with an eye toward three major goals: achieving quality employment opportunities, mixed use development, and infrastructure to support that development. In addition, land use applications should take into account how the development fits into and impacts the entire development area and the goals for all of North Woodbridge. Land use applications should demonstrate the following:

- A phasing plan that furthers the desired mix of uses for North Woodbridge. Construction of residential units must be balanced by construction of appropriate levels of new non-residential construction.
- A phasing plan that takes into account progress to the infrastructure goals of the community, including the construction of the Route 1/123 interchange (both the widening of Route 1 and the 123 overpass), the extension of Horner Road and Annapolis Way, and other infrastructure identified as necessary to support that specific land use application.

Proffers

- Development proposals should include proffered design guidelines and development plans that achieve the transportation, land use, community design, environment, and recreation goals.
- Credit against LOS monetary proffers may be granted for development proposals incorporating significant civic infrastructure (facilities, public open space, etc.) into the overall project design.

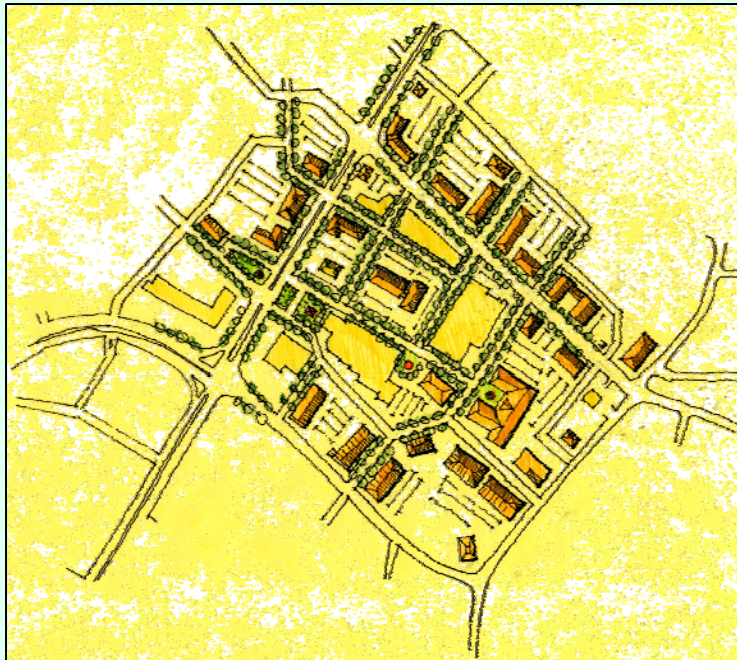
NEABSCO MILLS STUDY AREA

LONG RANGE LAND USE PLAN

INTENT/GOALS/POLICIES: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Long Range Land Use Plan for the County. The Potomac Communities Revitalization Plan incorporates the Long Range Land Use Plan’s intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the Neabsco Mills Study Area of the Potomac Communities Revitalization Plan.

The Neabsco Mills area can be described as two aging commercial nodes – Featherstone Road and Neabsco Road – anchoring newer development influenced by the area’s immediate accessibility to the Potomac Mills regional retail area. While Neabsco Mills seems to have vast areas of vacant land, much of that land is already planned for residential development, and much is banked as wetlands. The intent of this land use proposal is to strengthen the commercial nodes and capitalize on the numerous civic facilities to integrate the commercial and residential areas.

The land use plan proposes an Urban Mixed Use node north of Opitz Boulevard and Reddy Road, expanding upon the existing street grid. The anticipated uses are office, high density residential, recreation and retail, but at a lower overall intensity than that planned for the North Woodbridge area. This mixed use area should be master planned through a participatory process with the affected property owners, resulting in a master zoning plan to implement the land use classification. An illustration of how this mixed use development might occur on the east side of US Route 1 is provided below.



This illustration shows how a mixed use development might occur in the Neabsco Mills area. Using the existing buildings at Featherstone Plaza (shown as solid yellow) and filling in portions of the parking lot with smaller, free-standing buildings (shown in brown and orange) creates a pedestrian friendly atmosphere in what is now a large expanse of asphalt, with no clear pedestrian paths.

The Marketplace at Opitz Shopping Center and the Build America complex would continue to anchor a general commercial node south of Opitz Boulevard. The Build America complex is an example of an appropriate land use that could be enhanced through the use of a façade improvement program, providing more street appeal.

The property at the northeastern corner of I-95 and Dale Boulevard has excellent visibility and access from I-95, as well as Dale and Opitz Boulevards, suited to regional commercial uses. Office development is appropriate across Dale Boulevard, next to the Northern Virginia Community College (NVCC), Woodbridge Campus.

The plan recommends that NVCC expand their holdings to the Neabsco Mills Road frontage, controlling their “front door”. Additional office development is recommended along the remaining Neabsco Mills Road frontage to US Route 1. It is hoped that the uses within this quadrant – NVCC, private businesses, and the new high school – could form partnerships benefiting the students, businesses, and the community at-large.

The southern end of the area should be anchored by the Ferlazzo Government Center and a neighborhood commercial node between Neabsco Road and Blackburn Road. These two areas provide needed services to the adjacent residential communities at a major intersection.

The plan calls for the mid-section to be developed residentially, with a combination of Urban Residential Medium and Urban Residential High density projects that take advantage of the access to both I-95 and the Rippon VRE station.

Finally, the land use plan calls for the expansion of the protected wetlands area to the remaining environmentally sensitive lands fronting Neabsco Road, and a new elementary school at Rippon Boulevard and Blackburn Road.

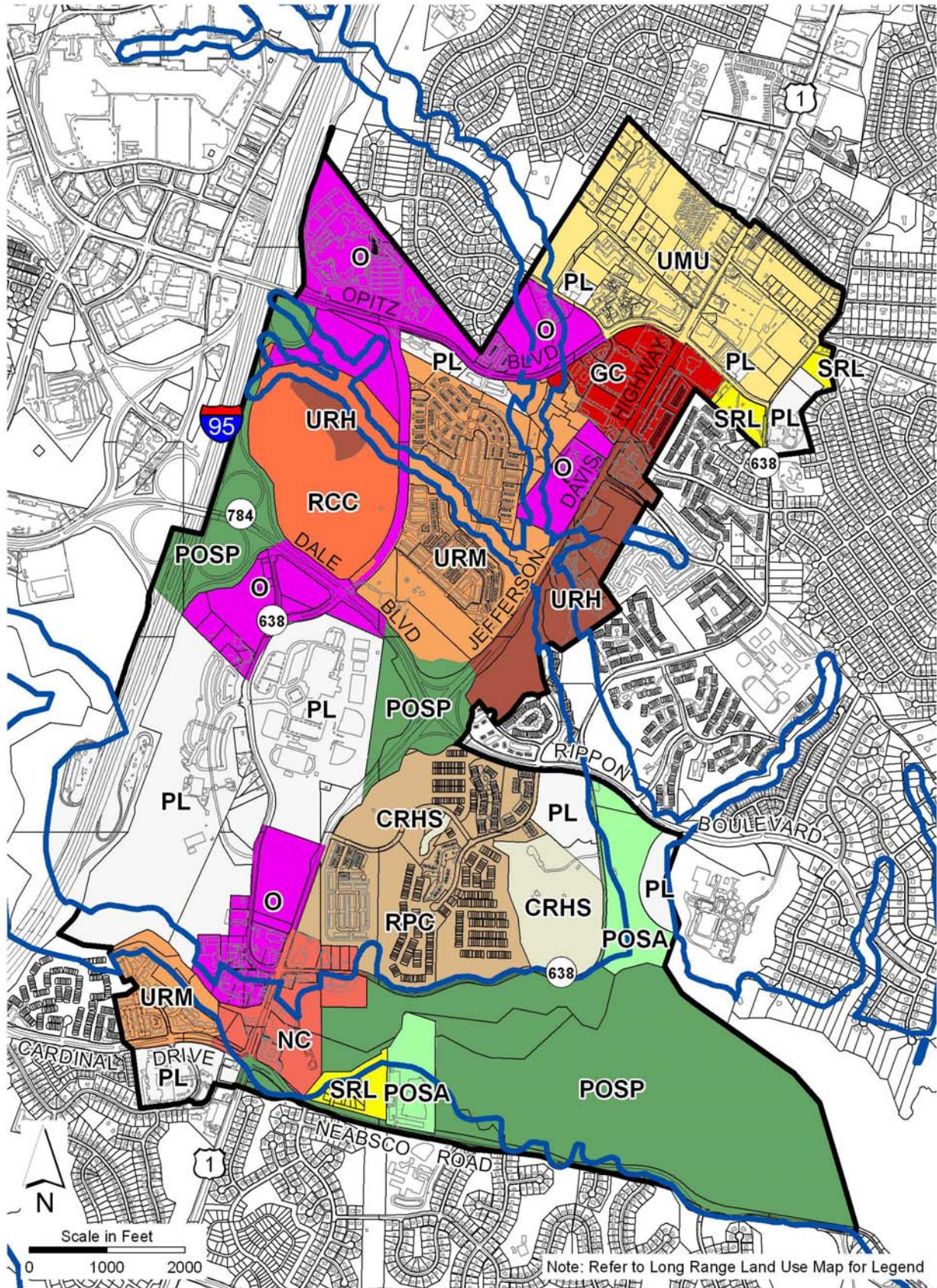
ACTION STRATEGIES:

- LU-1. Implement the Neabsco Mills Study Area long range land use plan through the rezoning and special use permit process.**

- LU-2. Master plan, through a participatory process with affected property owners, a pedestrian-friendly Urban Mixed Use area as shown on the LRLU Map.**

From the Piedmont to the Potomac

Figure 3 - Neabsco Mills Study Area



COMMUNITY DESIGN PLAN

INTENT/GOALS/POLICIES: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Community Design Plan for the County. The Potomac Communities Revitalization Plan incorporates the Community Design Plan's intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the Neabsco Mills Study Area of the Potomac Communities Revitalization Plan.

ACTION STRATEGIES:

DES-1. Implement the adopted façade improvement program, as needed. The Build America complex is an example of an appropriate land use that could be enhanced through the use of a façade improvement program, providing more street appeal.

DES-2. County facilities should be assessed and improved as needed to meet community design standards. While the Ferlazzo Center and the Gar-Field Police Station provide a positive image for the visiting public, improvements to the County's fleet maintenance/fueling facility fronting on US Route 1 are necessary. This aging facility should either be redesigned or relocated.

DES-3. Create a gateway element based on the Neabsco Iron Works blast furnaces.



The Neabsco Iron Works, one of the few industrial plantations in the south, provides the theme for the Neabsco Mills gateway feature – a replica of a stone furnace used in the mill. This feature can be recreated in various sizes, depending upon the desired location, to announce the traveler's arrival in Potomac Communities. Specifically, the gateway feature should be incorporated into the Dale Boulevard/ US Route 1 interchange, the Urban Mixed Use node at Featherstone, and the Ferlazzo Government Center.

DES-4. Utility lines along US Route 1 in the areas designated as Urban Mixed Use on the LRLU Map should be placed underground.

DES-5. Upon adoption of the coordinated streetscape plan, incorporate recommended setbacks, roadside buffers and utility relocations in new development and redevelopment projects.

DES-6. Acquire the Neabsco Ironworks site for development of a heritage park.

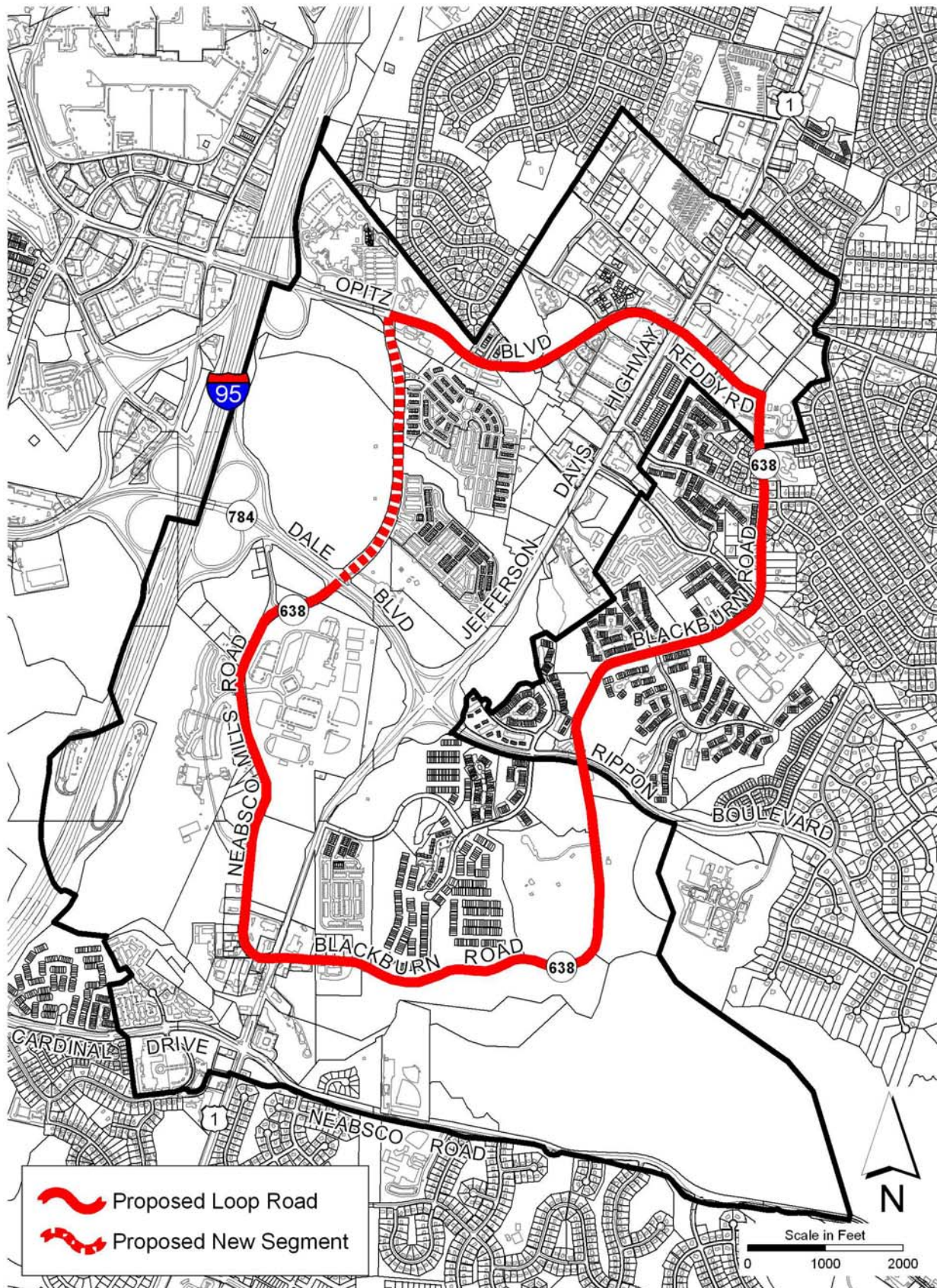
TRANSPORTATION PLAN

INTENT/GOALS/POLICIES: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Transportation Plan for the County. The Potomac Communities Revitalization Plan incorporates the Transportation Plan's intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the Neabsco Mills Study Area of the Potomac Communities Revitalization Plan.

ACTION STRATEGIES:

- TR-1. Provide an at-grade, super-intersection at US Route 1 and Dale Boulevard, with specific attention paid to bike lanes through the interchange.** Options should be investigated, in cooperation with VDOT, to ensure safe bicycle movements and minimal conflicts with auto traffic.
- TR-2. Complete the segment of Neabsco Mills Road from Dale Boulevard to Opitz Boulevard.** Four of five segments of a loop road through the Study Area already exist, connecting many of the area's civic facilities. As shown below, the loop is created by Opitz Boulevard to Reddy Road, Reddy Road to Blackburn Road, Blackburn Road to Neabsco Mills Road, Neabsco Mills Road to Dale Boulevard, with the final segment from Dale Boulevard to Opitz Boulevard along the southern boundary of the Potomac Center property. Completion of this final segment will provide an alternative to US Route 1 for local traffic by connecting neighborhoods to churches, schools, the library, the hospital, and employment centers. Dedication of the right-of-way to complete this loop should be required as part of the development approvals for any abutting properties.

Figure 4 - Neabsco Mills Loop Road



TRIANGLE STUDY AREA

LONG RANGE LAND USE PLAN

INTENT/GOALS/POLICIES: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Long Range Land Use Plan for the County. The Potomac Communities Revitalization Plan incorporates the Long Range Land Use Plan's intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the Triangle Study Area of the Potomac Communities Revitalization Plan.

Triangle's early development followed a grid pattern, with commercial fronting along US Route 1 and residential development to the east. A small commercial village existed along Post Street, but many of these properties have transitioned from neighborhood uses to heavy commercial uses. The only remaining neighborhood commercial uses are a florist, a dry cleaner, and a post office. Marine Corps Base-Quantico (MCB-Q), located immediately south of the study area, has played a major role in the area's development, with many of Triangle's commercial uses catering to the base population.

The shallow depth of the commercial properties along US Route 1 makes redevelopment difficult; add the fact that the road widening will require, in some sections, an additional 90' of right-of-way, and reuse becomes almost impossible. Given the proposed 140' right-of-way width, this plan proposes the remaining frontage property be devoted to a roadside buffer, providing transition between the six-lane roadway and the residential development to the east and west. The proposed grade separated traffic circle at the intersection of US Route 1, Joplin Road and Fuller Road (see Transportation below) will require ramps, limiting direct access from the road to any frontage properties. Again, a roadside buffer is proposed as a transition along Fuller and Joplin Roads.

Office development especially that geared toward accommodating defense-oriented contractors being moved off MCB-Q is proposed in two areas. The first area is immediately south of the Town of Dumfries along both sides of what will become the north- and southbound lanes of US Route 1. A second smaller office node is also recommended on the west side of US Route 1 south of Anderson Road.

Four Urban Residential Medium areas are recommended – (1) along I-95, south of Dumfries, (2) west of US Route 1, south of C Street, (3) the area north and south of Brady's Hill Road, and (4) along the south side of Fuller Heights Road east of Old Triangle Road. These areas, coupled with the Urban Residential Low area west of US Route 1, between Inn Street and Creek Road, create a residential base that can use, build upon, or duplicate the existing gridded street pattern, maintaining Triangle's historic charm.

South of C Street we recommend the development of a Village Mixed Use area. Two uses are anticipated – residential and neighborhood commercial – intermingled in a manner that would allow a florist next to a detached single family unit, or an apartment over a retail shop. The Village zoning district to allow this mixed use pattern has been adopted, but the property within the Village Mixed Use area needs to be rezoned before the land use can be implemented.

Additional neighborhood commercial development is recommended along Inn Street and the proposed extension of Anderson Road. While a variety of small-scale commercial uses are possible, the focus should be on tourist-related uses that benefit from the proximity of the Marine Corps Heritage Museum across Joplin Road.

Fuller Heights Park, on County-owned property off Old Triangle Road and Fuller Heights Road, should be master planned and developed as a community amenity, providing usable open space that also serves as a transition to the lower density residential neighborhoods to the north and east.

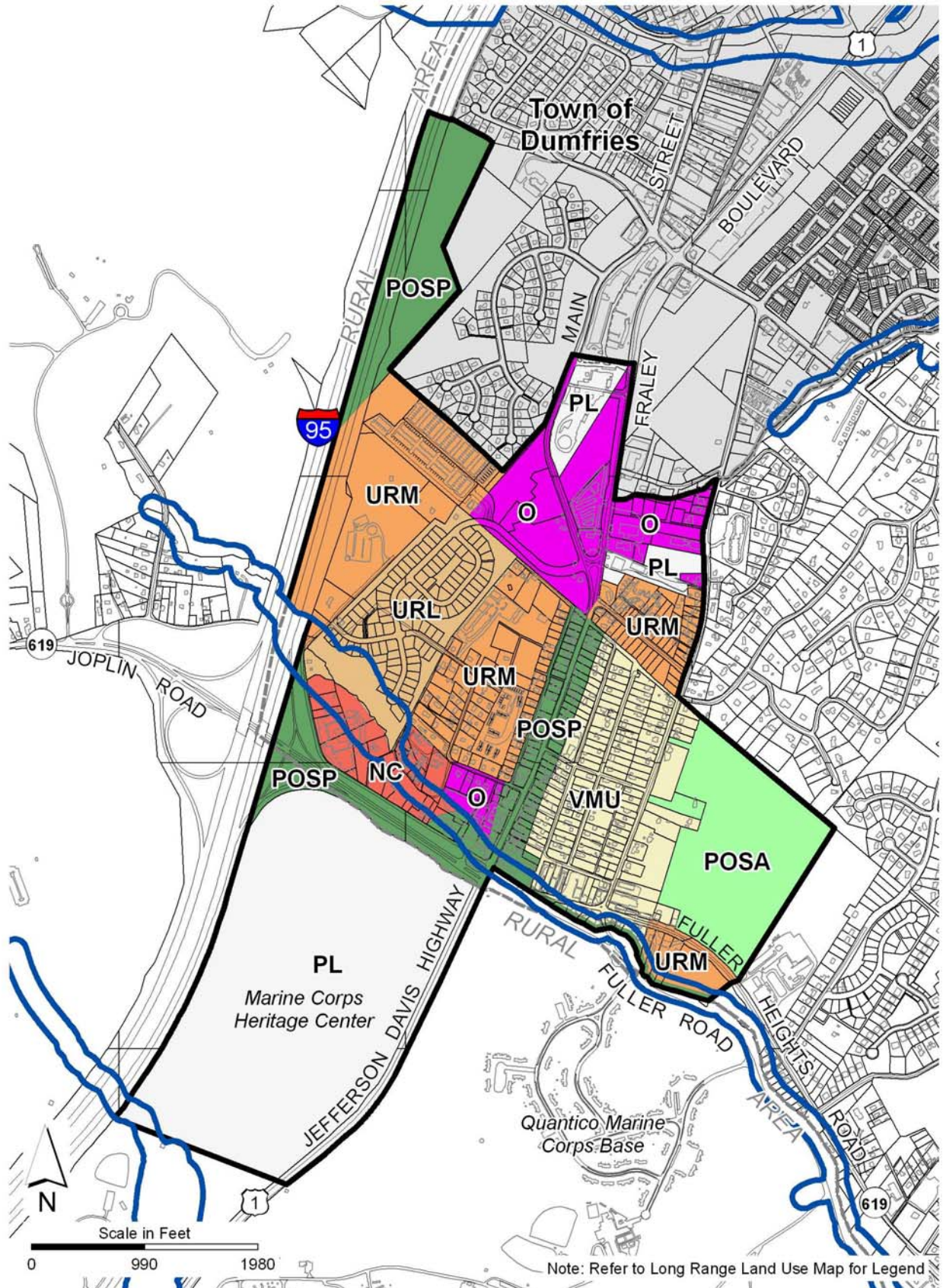
The property on the southwest corner of this intersection is the site of the Marine Corps Heritage Museum, opened in 2005. Over 500,000 annual visitors are anticipated, with the project expanding to include a hotel/conference center.

ACTION STRATEGIES:

- LU-1. Implement the Triangle Study Area long range land use plan through the rezoning and special use permit process.**
- LU-2. Develop a Village Mixed Use zoning district and rezone properties in accordance with the LRLU Map.**

From the Piedmont to the Potomac

Figure 5 - Triangle Study Area



COMMUNITY DESIGN PLAN

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ACTION STRATEGIES:

DES-1. Incorporate the Iwo Jima Memorial into the traffic circle as Triangle's gateway element.

The VDOT widening project requires the relocation of the Iwo Jima Memorial on MCB-Q. The plan's gateway design places this memorial in the traffic circle, increasing its visibility and creating a visual connection from MCB-Q to the Marine Corps Heritage Museum. Safe and convenient pedestrian access to the Iwo Jima Memorial will be maintained.



DES-2. Upon adoption of the coordinated streetscape plan, incorporate recommended setbacks, roadside buffers and utility relocations in new development and redevelopment projects.

TRANSPORTATION PLAN

Intent/Goals/Policies: The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Transportation Plan for the County. The Potomac Communities Revitalization Plan incorporates the Transportation Plan's intent, goals, policies, and action strategies, and states additional action strategies which apply specifically to the Triangle Study Area of the Potomac Communities Revitalization Plan.

Several transportation improvements are recommended, in addition to VDOT's US Route 1 widening project. First, the intersection of US Route 1, Joplin Road, and Fuller Road will see increased traffic because of the museum and increased activity at MCB-Q. To make sure that this intersection functions smoothly, we propose a grade separated traffic circle, with US Route 1 remaining at its current location and Joplin/Fuller Roads ramping up over US Route 1. These ramps will eliminate the current access from Fuller Heights Road to Fuller Road, and the access to Inn Street from Joplin Road and US Route 1. At the request of MCB-Q, the connection between Old Triangle Road and Fuller Road will be closed, eliminating turning movements in front of the Base gate. To provide access from the traffic circle to the developments east and west of US Route 1, a ramp will be constructed to the intersection of Triangle Street and Post Street, and a second ramp will be constructed to Inn Street.

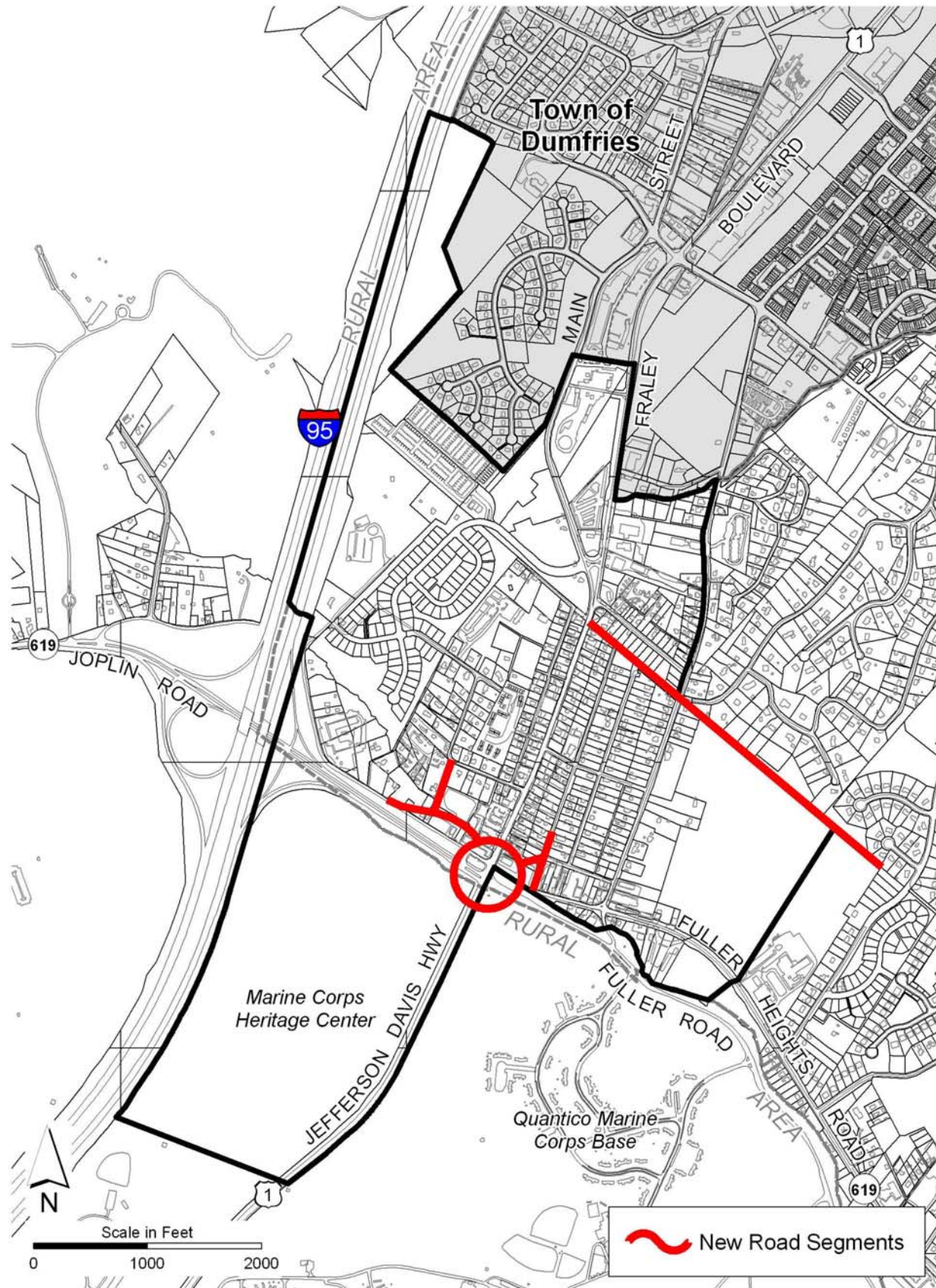
To facilitate circulation on the east side of US Route 1, Triangle Street will be extended to Fuller Heights Road, and improvements will be made to Old Triangle Road and Squire Lane. To facilitate circulation on the west side of US Route 1, a connection between Anderson Lane and Inn Street is required.

New residential development east of the study area is placing increasing traffic volumes on the two collector streets currently feeding into US Route 1 – Fuller Heights Road and Graham Park Road (north of the study area). The plan recommends the construction of a third collector street as a relief value, redistributing traffic flow. A possible location for this road would be to follow the northern edge of the proposed park, tying into either Brady's Hill Road or C Street.

ACTION STRATEGIES:

- TR-1. Provide a grade-separated traffic circle at the intersection of US Route 1 and Joplin and Fuller Roads, with ramps to Fuller Road, Post Street, Joplin Road, and Inn Street. Extend Triangle Street to Fuller Heights Road and connect Anderson Road to Inn Street as part of the traffic circle project.**
- TR-2. Improve Old Triangle Road and Squire Lane to accommodate additional traffic caused by the closing of the Fuller Heights/Fuller Road connection.**
- TR-3. Work with the community to establish the alignment of and ultimately construct a third collector street on the east side of US Route 1 between Graham Park Road and Fuller Heights Road.**
- TR-4. Close the substandard connection between Old Triangle Road and Fuller Road.**
- TR-5. Continue good relations and cooperation with MCB Quantico in regard to traffic flow throughout the Base. Work to ensure maximum ease of access for residents, military, and civilian employees, and visitors to the Town of Quantico and the Base via Fuller Road.**

Figure 6 - Triangle Roads



IMMEDIATE IMPLEMENTATION ACTIONS

Recognizing that all the recommendations in this revitalization plan cannot be implemented immediately, this section identifies strategic activities that should occur within one year of adoption.

General

- **Identify the next round of study areas** and begin the second phase of the planning effort.
- **Build consensus among the community groups in Potomac Communities** to create partnerships for successful implementation.
- **Consider legal and financial programs and incentives** to facilitate a change in the image of Potomac Communities, including, but not limited to, redevelopment and housing authorities, special taxing districts, business improvement districts, community development, and block grant funding, etc.

Land Use

- **Assess the existing zoning districts** with respect to the recommended land use designations. Do the zoning regulations support the desired land use? Are new base districts required, or is an overlay district more appropriate? Do the existing Redevelopment Overlay and Highway Corridor Overlay support the land use designations and the overall revitalization efforts?
- **Evaluate and chronicle the extent of legal nonconforming uses** and consider incentives necessary to accomplish change to the image of Potomac Communities.
- **Develop master zoning plans for the designated Urban Mixed Use areas** in conjunction with affected property owners.

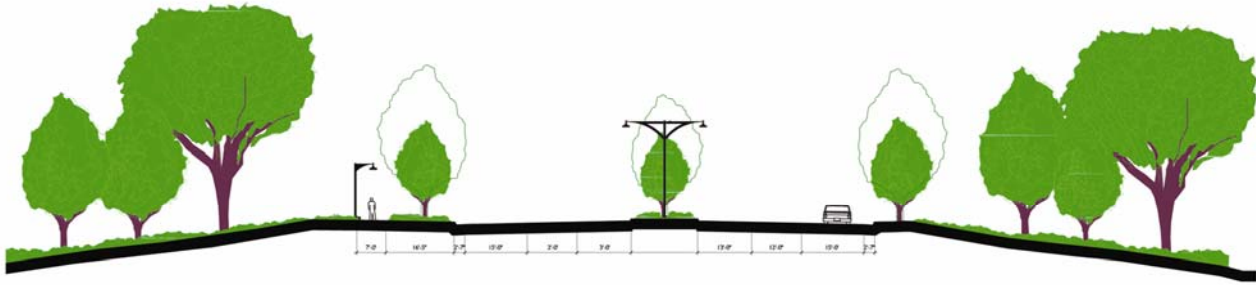
Community Design

- **Incorporate the North Woodbridge gateway elements** into the US Route 1/Route 123 interchange design.
- **Enhance property maintenance and zoning code enforcement** to begin the process of changing the image of Potomac Communities.
- **Complete the preliminary design of the Triangle traffic circle**, incorporating the relocation of the Iwo Jima Memorial.

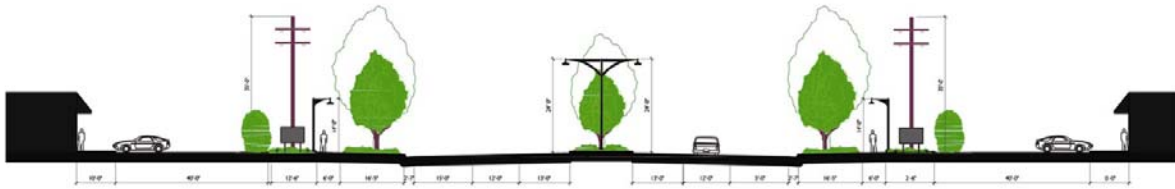
- **Finalize the streetscape design** so that it can be incorporated into new development and redevelopment projects.

APPENDIX OF POTENTIAL STREETScape ELEMENTS

SUGGESTED RIGHT-OF-WAY CROSS-SECTIONS



North Woodbridge, north of Occoquan/Dawson Beach Road



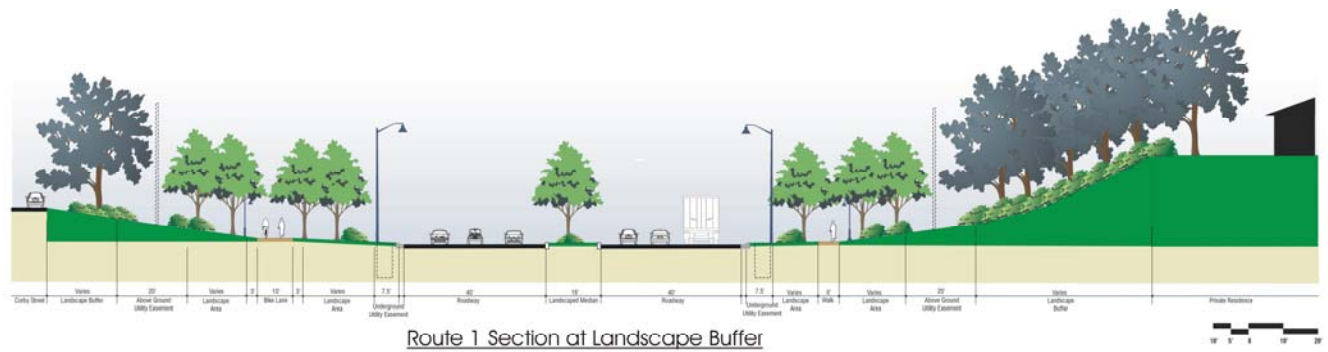
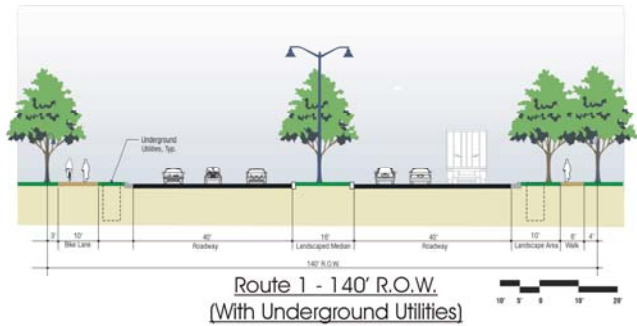
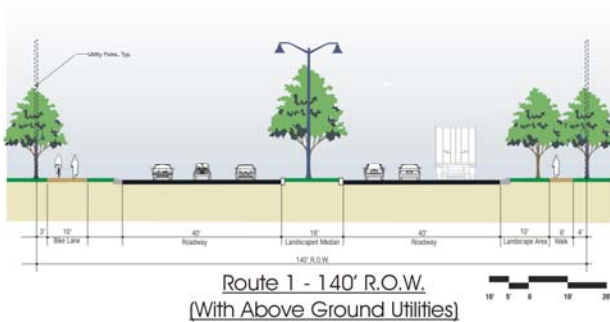
North Woodbridge, south of Occoquan/Dawson Beach Roads



Neabsco Mills, Urban Mixed Use area, parking lot screening



Neabsco Mills, Residential Areas



Triangle

SUGGESTED TREES

Allegheny Serviceberry
 American Hornbeam
 American Yellowwood
 Autumn Purple White Ash
 Bottlebrush Buckeye
 Eastern Red Cedar
 Eastern Redbud
 European Hawthorne
 Fringe Tree
 Hedge Maple

Pin Oak
 Red Maple
 Red Oak
 Red Twig Dogwood
 River Birch
 Saucer Magnolia
 Shadblow Serviceberry
 Southern Magnolia
 Star Magnolia
 Sugar Maple

Summit Green Ash
 Sweet Bay Magnolia
 Virginia Pine
 White Ash
 White Oak
 White Pine
 Willow Oak
 Witch-hazel

SUGGESTED STREET FURNISHINGS

