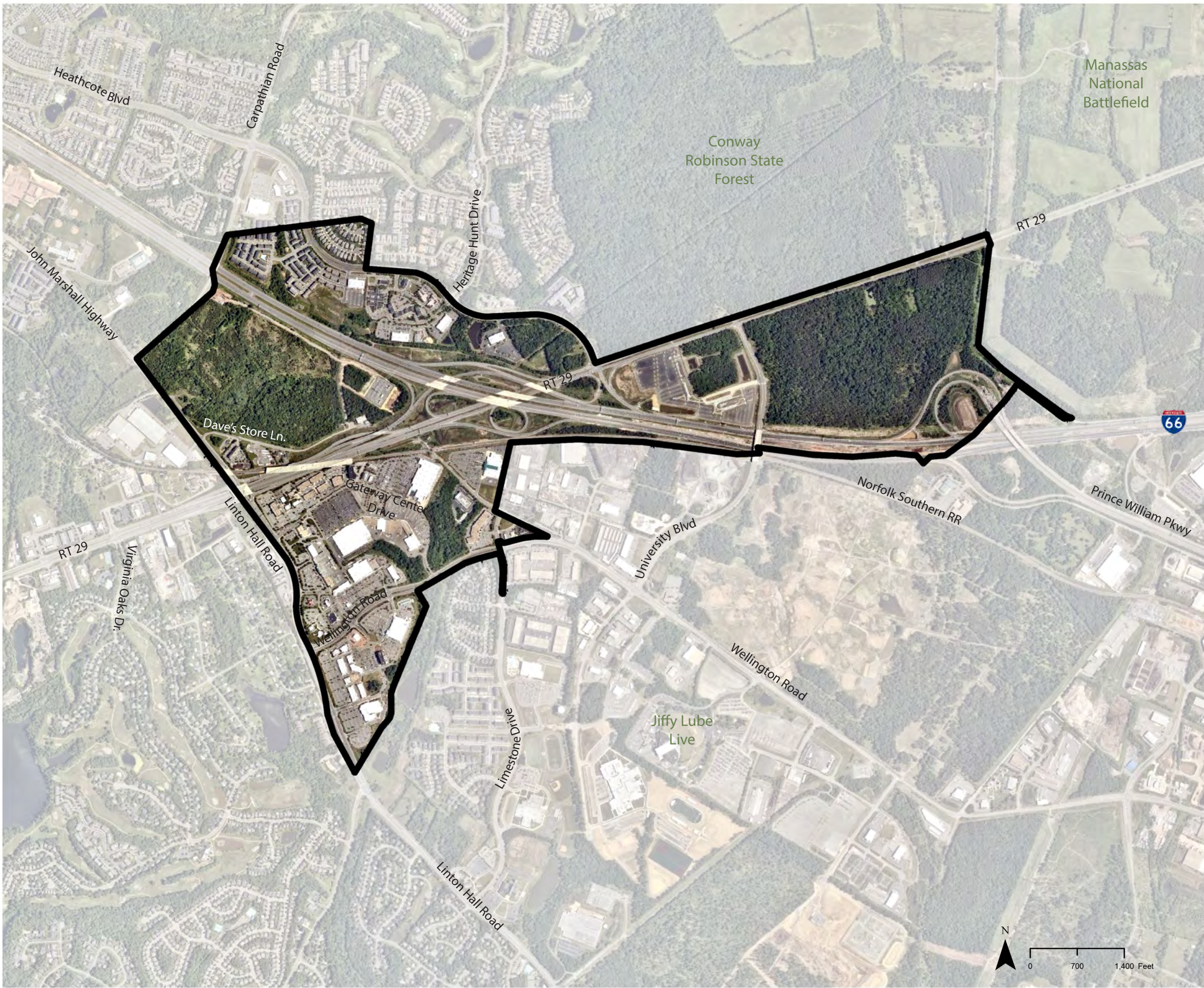




Prince William County Comprehensive Plan Update Land Use Elements | Activity Centers and Redevelopment Areas

I-66/US 29 Activity Center Work Session
July 20, 2021
NN+RHI+RKG

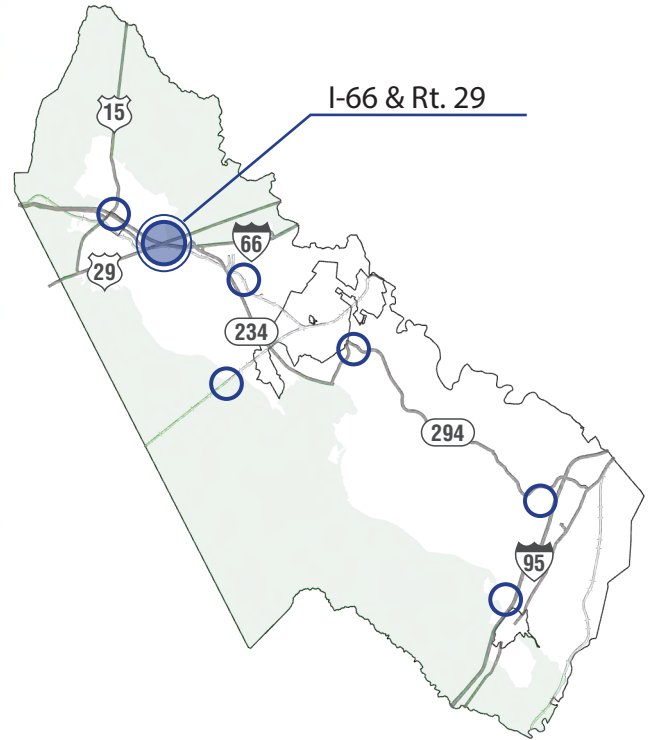
Draft



STUDY AREA

- 930 (+/-) acres
- Located at the I-95 / Route 29 interchange in northern Prince William County
- City of Manassas located southeast of the study area (10 miles; 15 min +/-)
- Conway Robinson State Forest (440+ acres) and Manassas National Battlefield (5,000+ acres) located to the northeast

KEY MAP

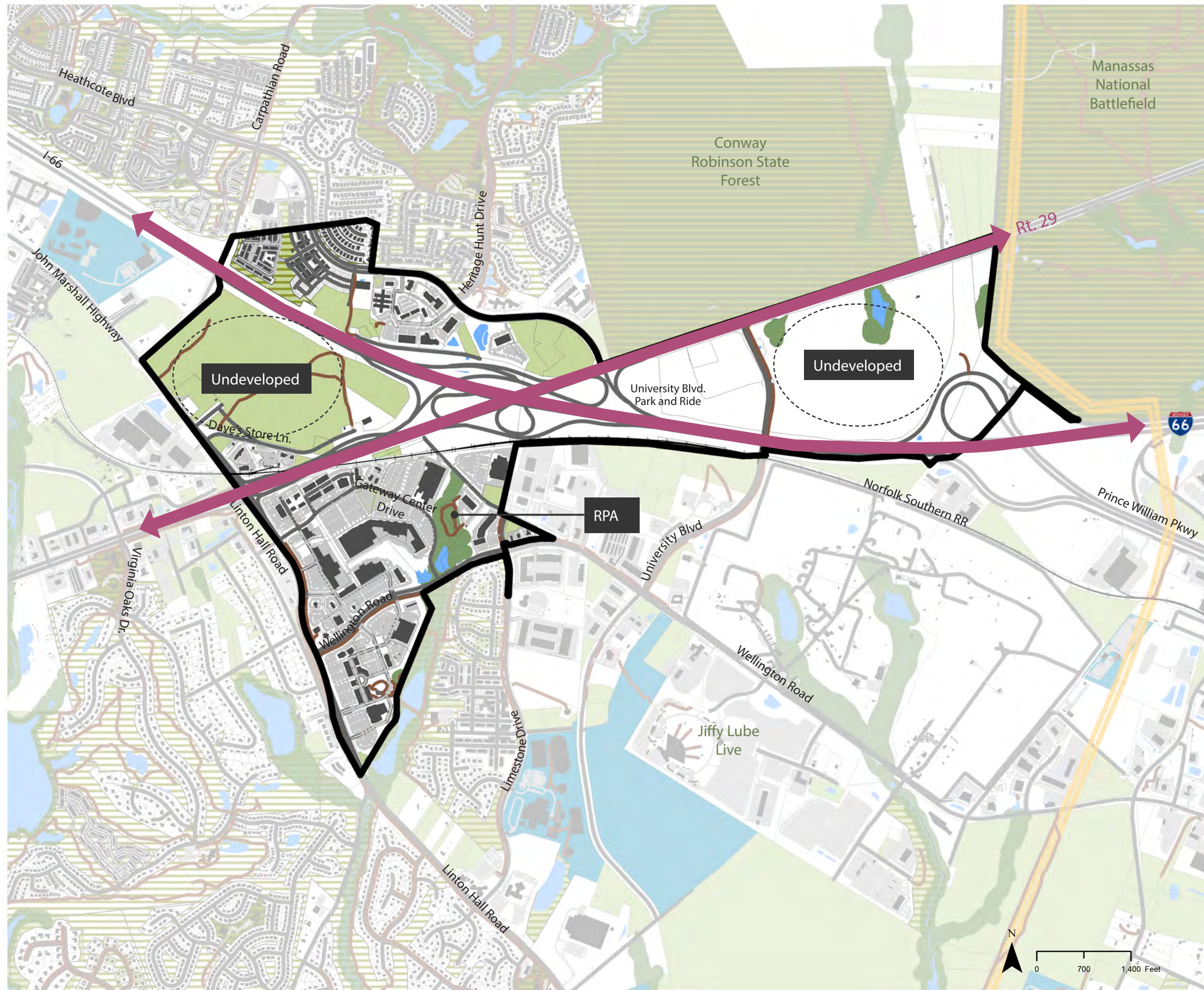


EXISTING CHARACTER

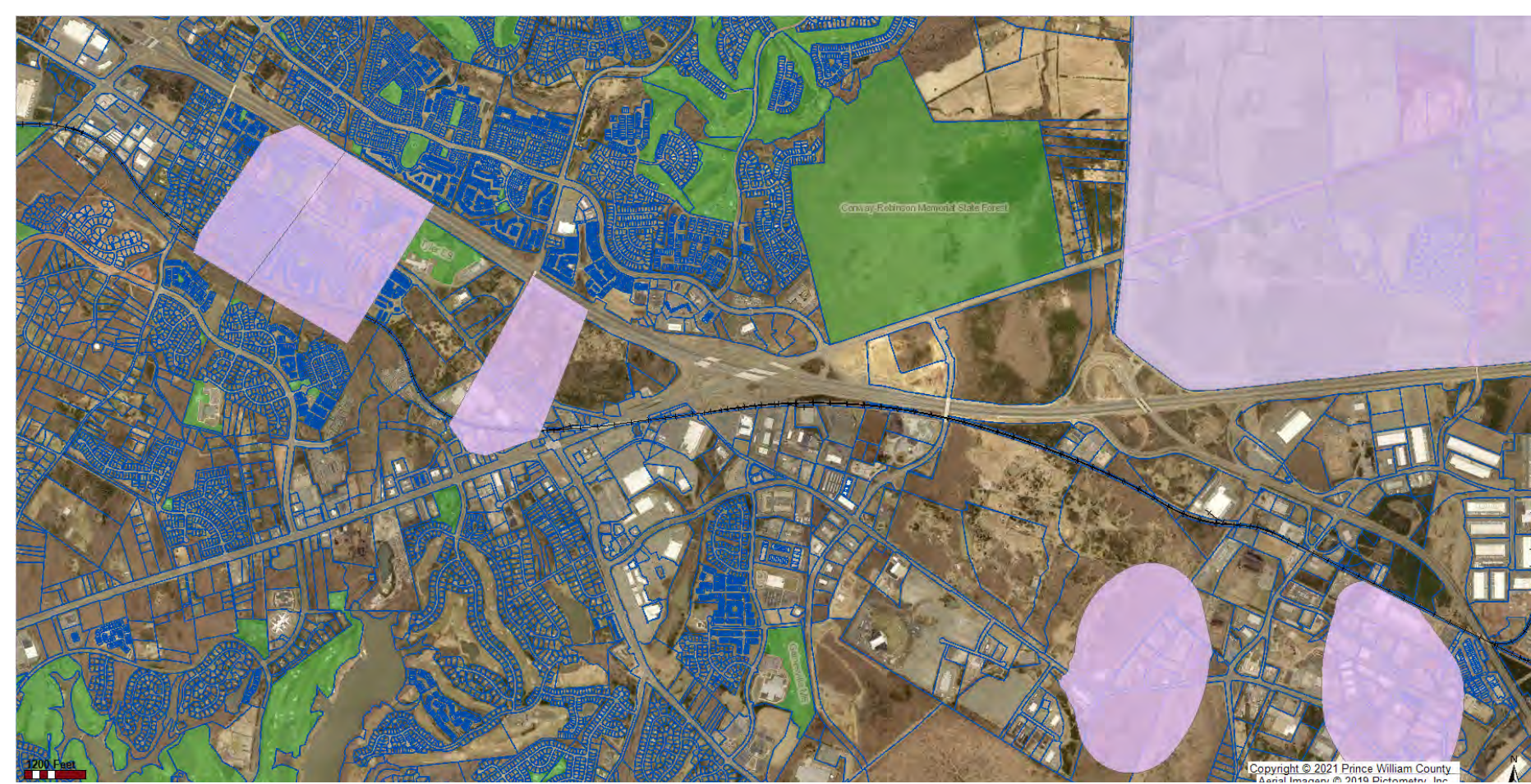


EXISTING CONDITIONS

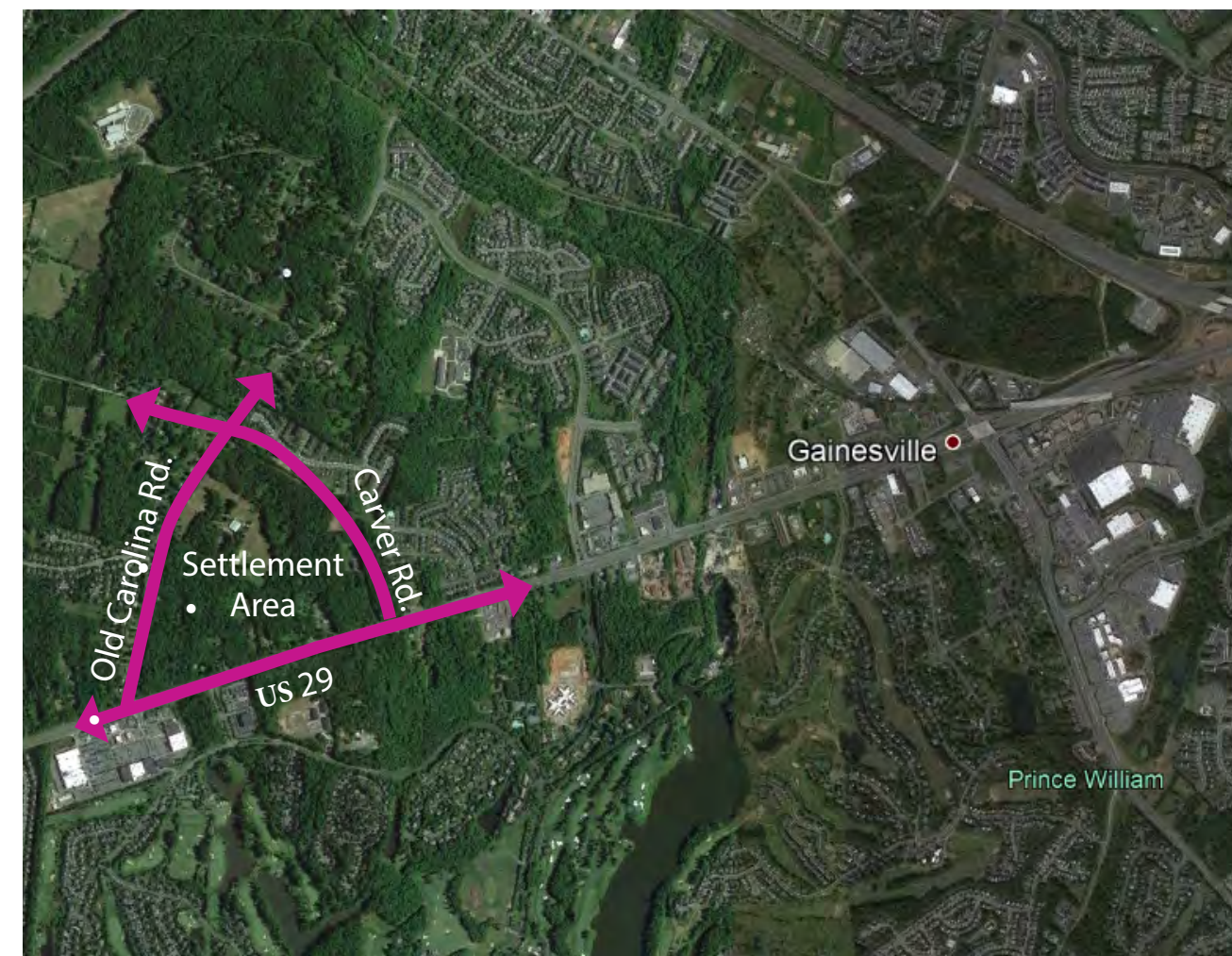
- I-66 and Rt. 29 are major corridors that split the study area into four quadrants "bow tie" formation.
- Undeveloped land at east and west quadrants of the 1-66 and Rt. 29 "bow tie". Developments are proposed at these locations.
- Environmentally sensitive Resource Protection Areas (RPAs) located on-site. Trails connect to adjacent residential neighborhoods.
- State Forest and National Battlefield are major recreational and cultural resources.
- Lower density, suburban land development patterns throughout the study area



CULTURAL RESOURCES



Historic Sensitivity Areas



African American Settlement Area (3 miles west of study area)



Cemeteries

EXISTING I-66/ROUTE 29 SECTOR PLAN

LONG-RANGE LAND USE PLAN

INTENT

The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Long-Range Land Use Plan for the County. The I-66/Route 29 Sector Plan incorporates the Long-Range Land Use Plan's intent, goals, policies, and action strategies and states additional action strategies that apply specifically to the I-66/Route 29 Sector Plan area.

Completion of the I-66/29 interchange and future expansion of improved telecommunication networks will substantially improve the desirability of the Gainesville area as a residential, employment, and retail center. Completion of the interchange will create a major grade-separated intersection at Linton Hall Road and Route 29, making it the focal point for higher density retail, office, lodging, and mixed land uses.

It is the intent of the Long-Range Land Use Plan to encourage and guide quality development. Higher density commercial development, including the possibility of a Town Center, will be located around the I-66 and Linton Hall Road intersections with Route 29. Lower density commercial and residential development will transition to the western portion of the sector plan area. The specific land use recommendations are shown on the accompanying Long-Range Land Use Plan Map for the I-66/Route 29 Sector Plan area.

GOALS

No additional goals to the Long-Range Land Use Plan.

POLICIES

No additional objectives to the Long-Range Land Use Plan.

ACTION STRATEGIES:

1. Develop the intersection of I-66 and Route 29 with high-density regional employment, regional retail, mixed-use, and industrial employment uses.

- a. At the I-66 and Route 29 interchange, RCC-designated properties may contain lodging uses *but shall not contain any residential uses*.
- b. Multi-family development on REC-designated properties shall not exceed 15% of the total project area.
- c. Within the EI-designated area, office development shall be permitted, at no greater than 30% of the total EI project area. These office uses shall be adequately buffered from industrial uses. Maximum density for office use shall be 0.50 FAR. Shared structured parking is encouraged.

2. Encourage, for properties designated CEC and abutting and generally bounded by Route 29, the railroad tracks, and Route 55, pedestrian-friendly, mixed-use development, at a village scale, with open space, and integrated by unifying streetscapes and quality architectural concepts.

- a. Intended land uses include office, research and development, lodging, retail and retail services to serve the local community and employment center, entertainment, and multi-family residential. Shopping centers, as defined in the Zoning Ordinance, shall not be permitted.
- b. Residential density shall be 6-12 units/acre. Recognizing the town center concept, single-family attached dwellings are permissible.
- c. Retail, retail service, and residential uses shall not exceed 50% of the entire town center project area. Residential uses alone shall not exceed 25% of the project area.

d. A project "phasing plan" may emphasize retail and retail service as a primary use and be developed prior to office or other employment uses so long as no more than 25% of the allowable retail and retail services are developed prior to office or other employment uses.

e. The permitted nonresidential density is 0.20 to 0.50 FAR.

f. The PMD zoning district shall be used to implement mixed-use development projects within any proposed town center.

g. Encourage the developer(s) of a town center to provide storefront office space and reserved parking for police vehicles.

h. Within all other portions of CEC-designated properties along and abutting and generally bounded by Route 55, Route 29, and the railroad tracks for which a town center special use permit is not sought, development shall occur within the guidelines of the CEC land use designation. Housing should be integrated within mixed-use projects so as to provide easy pedestrian access to retail and employment areas.

i. Future non-school/community use of the Tyler Elementary School and the Gainesville Fire District facilities shall be consistent with the CEC land uses described herein.

3. Require that any residential developments be screened from Route 29 with natural vegetative buffers so as to reduce visual and noise impacts of the highway.

4. Within the area generally bounded by Route 15, the North Fork, and Route 29, clustered development is encouraged. In order to minimize the number of new dwelling units, the PMR zoning district is not appropriate.

5. Discourage the development of strip commercial development within the sector plan area.

6. Promote commuter ridesharing, by designating land for a recommended commuter parking area. Additional ridesharing areas should be sought in conjunction with rezonings, special use permits, and public facility reviews.

7. Seek the acquisition and/or development of a multi-purpose community center that will accommodate a broad range of community recreation, education, cultural, and physical fitness activities easily accessible to the citizens of the Gainesville District, including the elderly.

8. Work with commercial health service providers to assess the need for emergency medical facilities in western Prince William County and encourage the provision of such facilities if standards warrant.

PARKS, OPEN SPACE AND TRAILS PLAN

INTENT

A system of well-maintained parks, park and recreation facilities, and public open space that meet a variety of active and passive recreational needs is important to the quality of life for citizens within the Gainesville and Haymarket area.

The Comprehensive Plan states the intent, goals, policies, and action strategies supporting the Parks and Open Space Plan for the County. The I-66/Route 29 Sector Plan incorporates the Parks and Open Space Plan's intent, goals, policies, and action strategies and states additional action strategies which apply specifically to the I-66/Route 29 Sector Plan area. It is the intent of the sector plan to identify and recommend appropriate actions for parks and open space that will adequately serve current residents as well as new populations generated by residential and commercial development and in locations that provide the best service.

GOALS

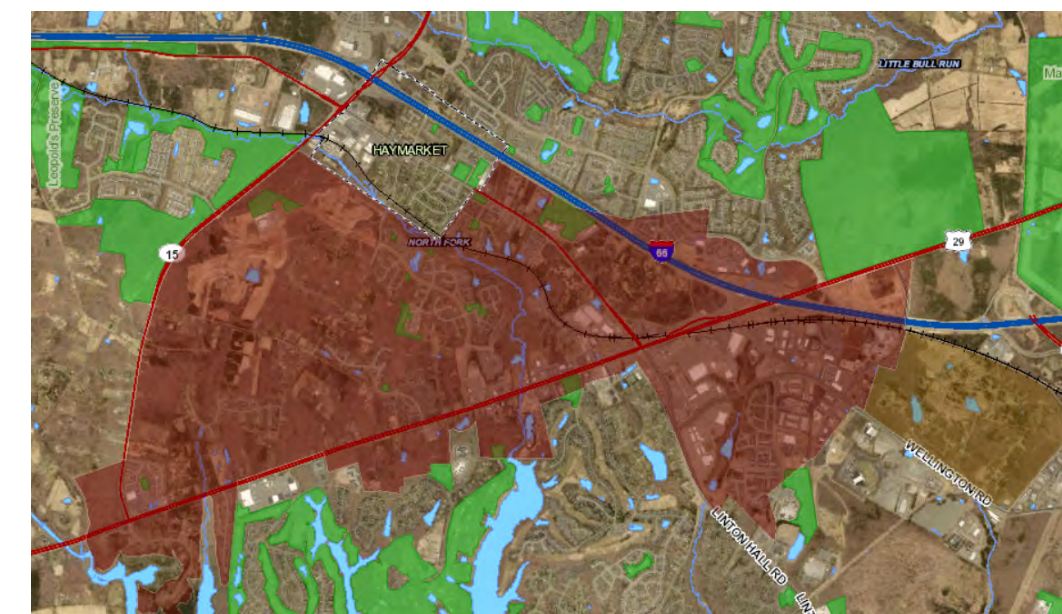
No addition goals to the Parks, Opens Space and Trails Plan.

POLICIES

No additional policies to the Parks, Open Space and Trails Plan.

ACTION STRATEGIES:

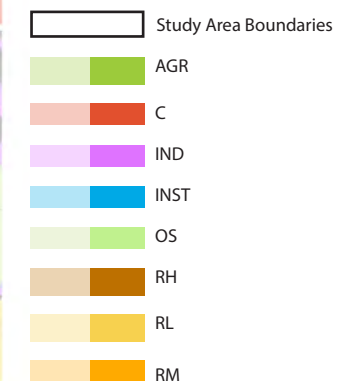
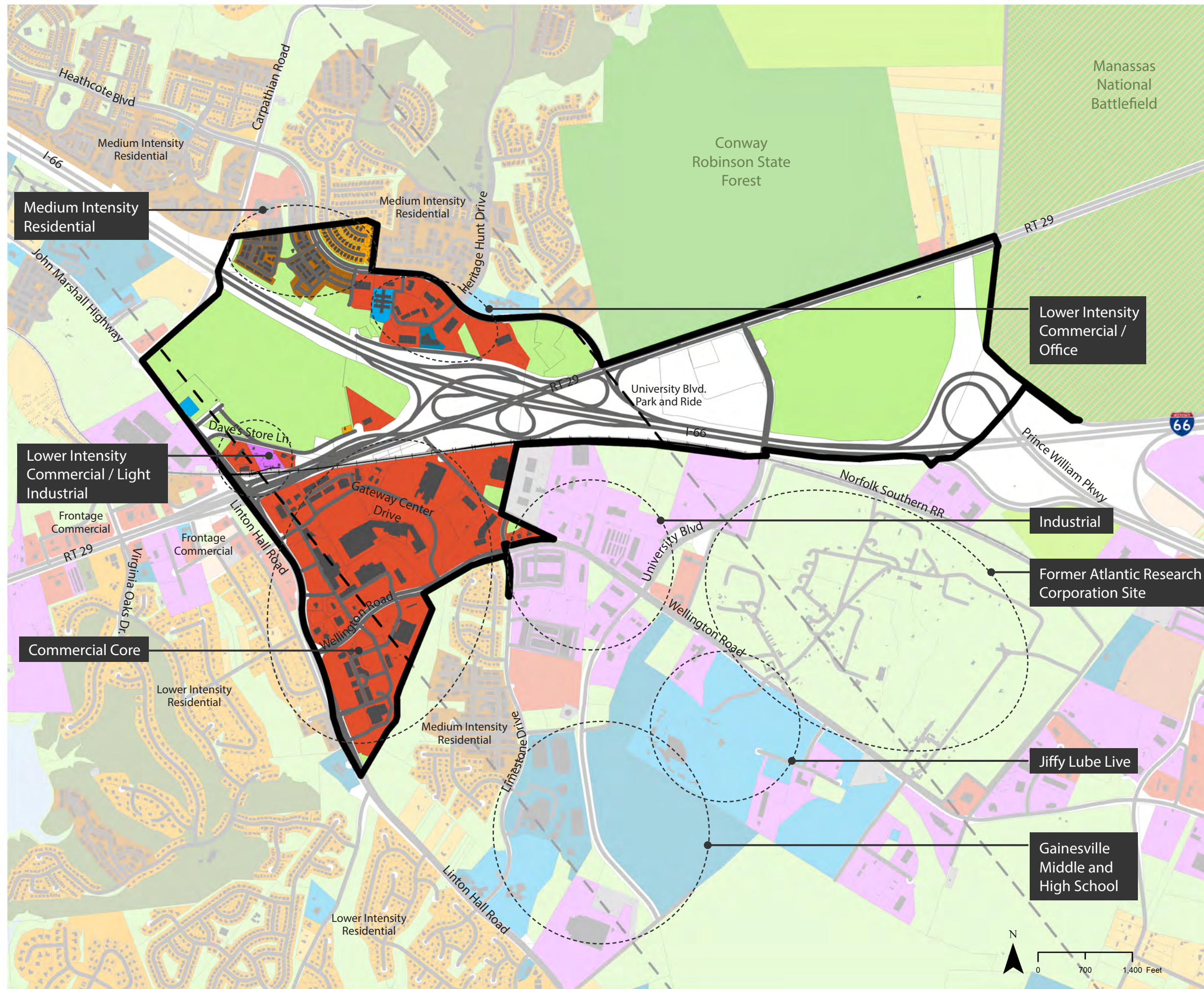
1. Seek opportunities to acquire two neighborhood parks within the sector plan area. Each park should be readily accessible by foot and bicycle to the residents within the surrounding developed residential areas. At least one park should be within the area of the sector plan bounded by Route 15, Route 29, and the railroad.
2. Pursue opportunities for locating a park at Tyler Elementary School on school land, subject to an agreement between the Park Authority and the School Board.
3. Seek opportunities to acquire one community park of 30 to 50 acres within the sector plan area. The park should include both active and passive recreation opportunities and be readily accessible from major collector or arterial roadways to minimize traffic impacts on residential neighborhoods.
4. Seek, through rezonings and special use permits, developer provision of linear trails and greenway corridors within the Environmental Resource (ER) zones. Residential areas in the vicinity of Lake Manassas and along the North Fork tributary should be the primary location of these trails and corridors.
5. Encourage developers to provide trail connections to the greenway corridors for recreational access to residents. Whenever a proposed development abuts a planned greenway and trail, proffers and the dedication of trail and greenway lands should be sought.



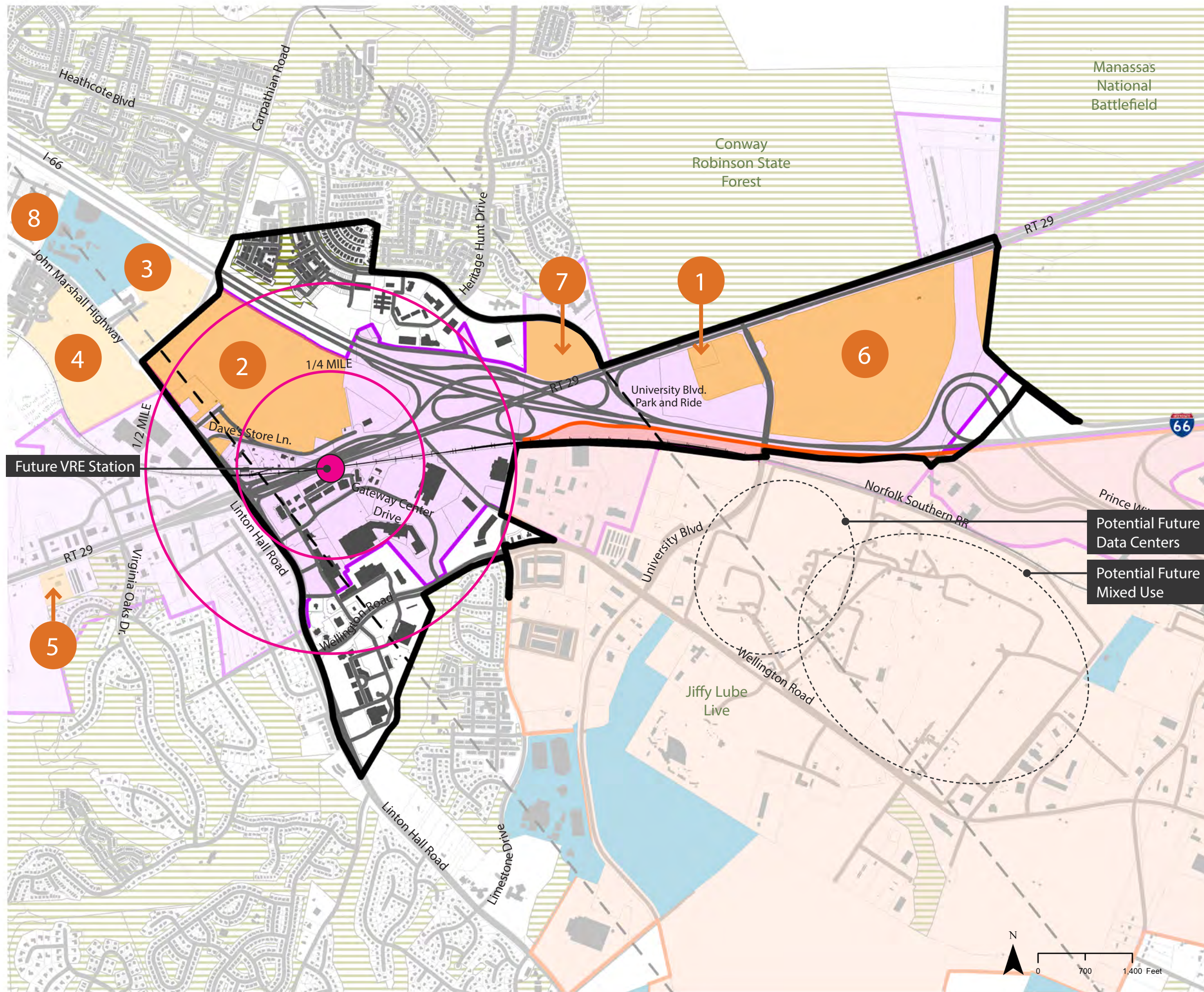
I-66/Route 29 Sector Planning Area

EXISTING LAND USE

- Newer, active commercial core defined by big-box retail anchors (south)
- Newer, neighborhood-scale commercial and office (north)
- Medium/lower intensity residential (north and southeast)
- Gainesville Middle and High Schools (southeast)
- Large undeveloped at west and east quadrants of the study area (development planned)
- Major EPA brownfield remediation site at former Atlantic Research Corporation site.
- Airport Overlay
- University Boulevard Park and Ride



LAND DEVELOPMENT

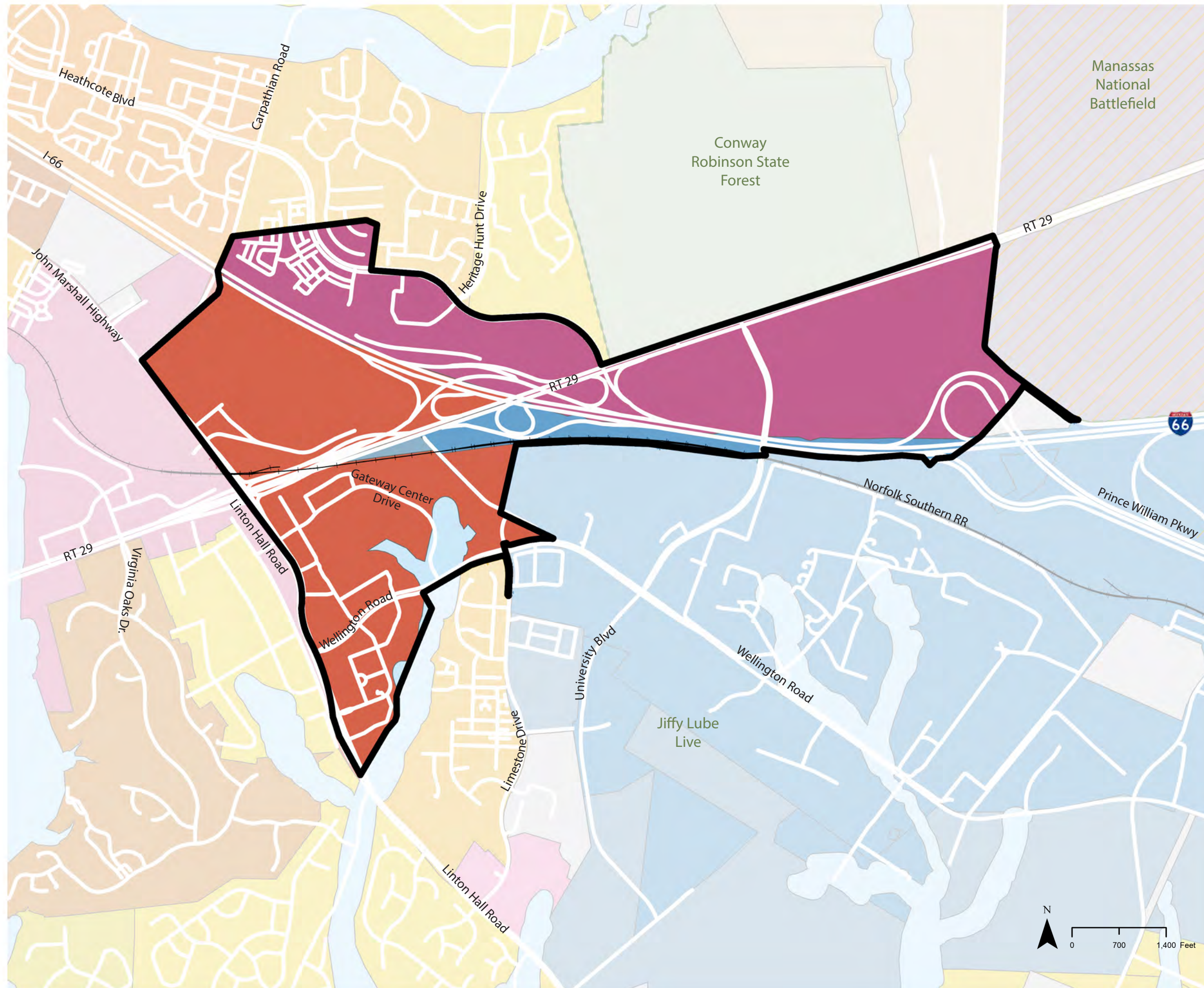


1. Sheetz Gainesville Crossing: 2.39 acres, Special Use Permit to allow for quick service food store, carry out restaurant, drive-through restaurant and motor vehicle fuel station. Additional future commercial use planned.
2. I-66 & Route 29 Technology Park: 103.32 acres, Special Use Permit and Rezoning to allow for the development of data centers and it's associated uses
3. John Marshall Commons Tech Park: 22.72 acres, Special Use Permit to allow for the development of various light industrial uses in an industrial/ technology park, including option for data center campus
4. Village Place Technology Park: 45.46 acres, Special Use Permit and Rezoning to allow for development of data centers and associated uses
5. Wawa at Gainesville: 4.453 acres, Special Use Permit to allow diesel fuel sales
6. Gainesville Crossing: 157.2 acres, Rezoning from A-1 to PBD. Data centers and commercial development proposed.
7. Commercial development planned
8. Multifamily development planned

- Highway Overlay District
- Data Center Overlay












LONG-RANGE LAND USE

- Regional Commercial Center (RCC)**- encourages large-scale retail projects that serve a region rather than local market. Primary uses include regional retail malls, mixed-use projects, and large single-user retail buildings. Residential uses are secondary and may represent no greater than 25 percent of the total RCC gross floor area @16-30 dwelling units per gross acre
- Regional Employment Center (REC)**- encourages intensive regional employment uses. Primary uses in the REC may include mid-rise and/or high-rise office, research and development facilities, lodging, and mixed-use projects. Residential uses are secondary and may represent no greater than 25 percent of the total REC gross floor area @16-30 dwelling units per gross acre
- Industrial Employment (EI)**- primary uses in the EI are manufacturing, industrial parks, truck and auto repair, wholesale/distribution facilities, warehouses, certain public facilities and utilities, and other industrial uses. Retail and/or retail service uses shall be considered secondary uses and shall represent no greater than 25 percent of the total EI gross floor area of the project. Transition between the EI and adjacent areas designated or developed for different uses























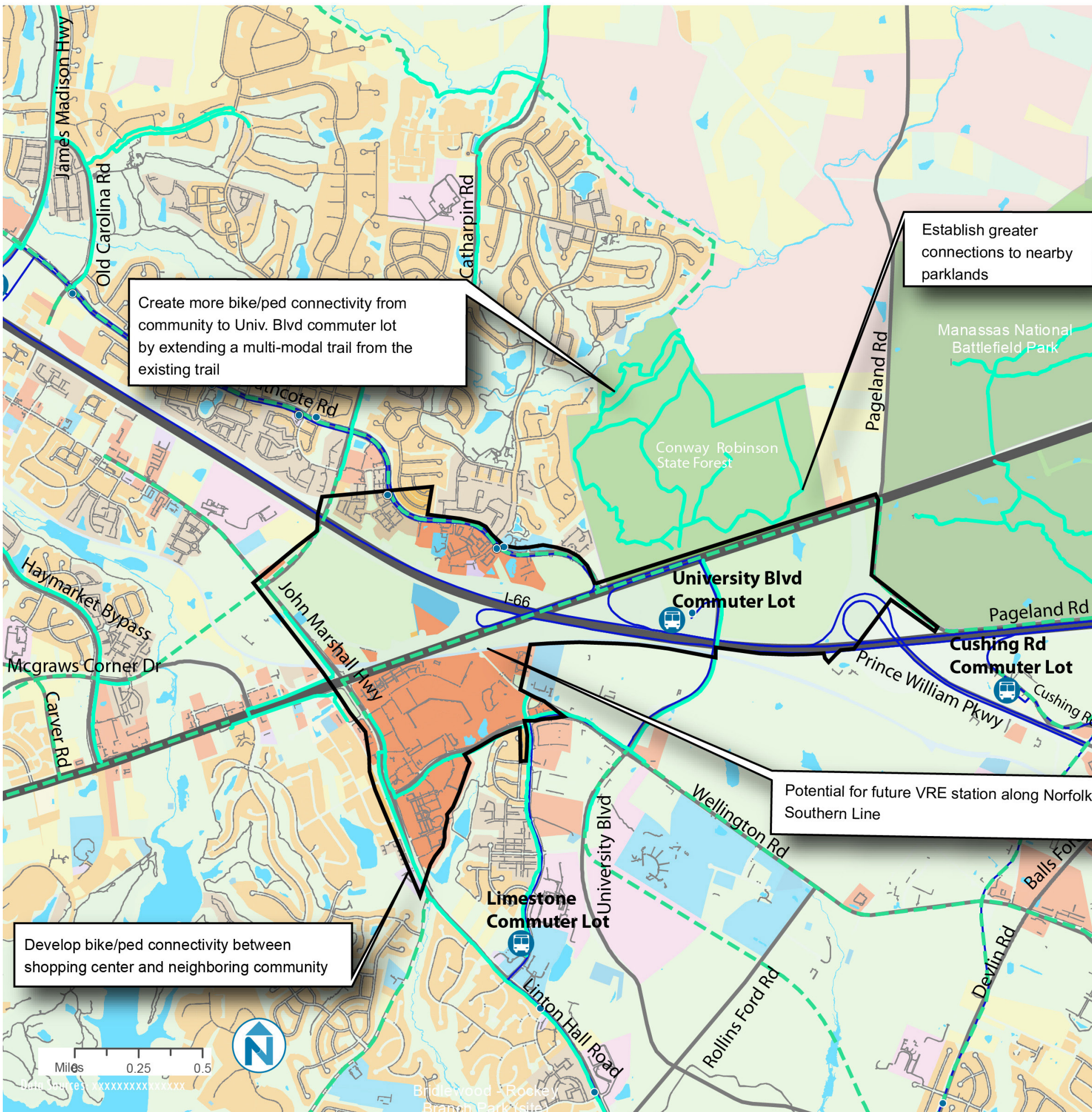
TRANSPORTATION

Legend

-  Commuter Lots
-  Bus Routes
-  Bus Stops
-  Major Rds
-  Rds
-  Study Area Boundary
-  Existing Trail
-  Proposed Trail
-  Sidewalks
-  Hydrological Features
-  Conservation and Park Lands

Land Use

- | | |
|--|--|
|  AGR |  RM |
|  C |  RX |
|  GOLF-P |  SCH |
|  IND |  SCH-P |
|  INST |  US-REC |
|  LANDFILL |  UT |
|  OS |  VA-NON-REC |
|  RAIL |  VA-REC |
|  RH |  VA-ROW |
|  RL |  WATER |



Market Observations

Prince William County, VA

**Route 29/I-66
Activity Center
*Market Observations***

Land Use Observations

Northeast of Route 29

- North of study are bounded by Manassas National Battlefield and Conway Robinson State Forest
- Buchanan Partners sold 130-acre data center property \$74.5 million in July 2020. Originally planned for residential development and Gainesville Crossing commercial development, but landowners. Land will support 3 million SF data center development
- Public opposition to more residential at this location prompted sale

Southeast of Route 29

- Predominantly Virginia Gateway Mall, includes 300,000 SF Virginia Gateway Center
 - Super Target Lowes Best Buy DSW Pet Smart Cabela's
 - Home Goods Hobby Lobby Stein Mart Giant
 - Majority of land area owned by CH REALTY VII/R NOVA PLAZA I & II LLC
 - Target and Lowes own their own land and buildings
- Virginia Gateway Mall could support some residential infill development in support of proposed VRE station
- Frontage on Route 29 across Linton Hall Way is potential redevelopment area
- Very large vacant industrial site off Wellington owned by: **41992 JOHN MARSHALL HIGHWAY LLC (117 acres), AMAZON DATA SERVICES INC (58.5 acres), GAINESVILLE ASSOCIATES LLC (58.5 acres), SHARPLESS ENTERPRISES LLC (181 acres)**

Virginia Gateway Mall



Land Use Observations

Northwest of Route 29

- Gainesville Crossing – Originally planned as residential with service/retail development, but got push back from the public and sold the land for a large data center. Roughly 80,000 SF retail development designed to serve the needs of commuter lot users.
- Heritage Gateway - New proposed mixed-use development at Heathcote Blvd and Route 29 called Heritage Gateway (est. 150,000 to 200,000 SF)
 - Medical Office
 - Retail
 - Pharmacy
 - Grocery
 - 180 unit continue care facility
 - Hotel pad site

Southwest of Route 29

- Large area (97 acres) south of i-66 designated for data centers. These are prime employment generating sites and are supported by millions in public infrastructure
- Area west of Route 55 have future redevelopment potential

New Proposed Commercial Development



Retail Market Observations

RETAIL MARKET FINDINGS:

- At 1-mile, the study area is oversupplied with retail (only 3,298 pop.), with median household income is \$75,000/yr
 - At 3-mile radius, the population increases to 48,750 pop. and median household income increases to over \$100,000/yr. A retail demand exceeds supply by over \$271 million
 - At 5-miles, the population increases to 112,000 pop. and median household income drops to \$93,000/yr. Retail demand exceeds supply by over \$458 million

 - Virginia Gateway Mall is largest shopping destination with 120 stores and 1.3 million SF, includes 300,000 SF Virginia Gateway Center with retail, office, restaurants and theater uses
 - Virginia Gateway Mall has 138,228 SF vacant and marketed for lease
 - Somerset Crossing has 72,900 SF vacant for lease
-
- Traffic Counts:
 - 112,000 ADT on Interstate 66
 - 69,000 ADT on Route 29

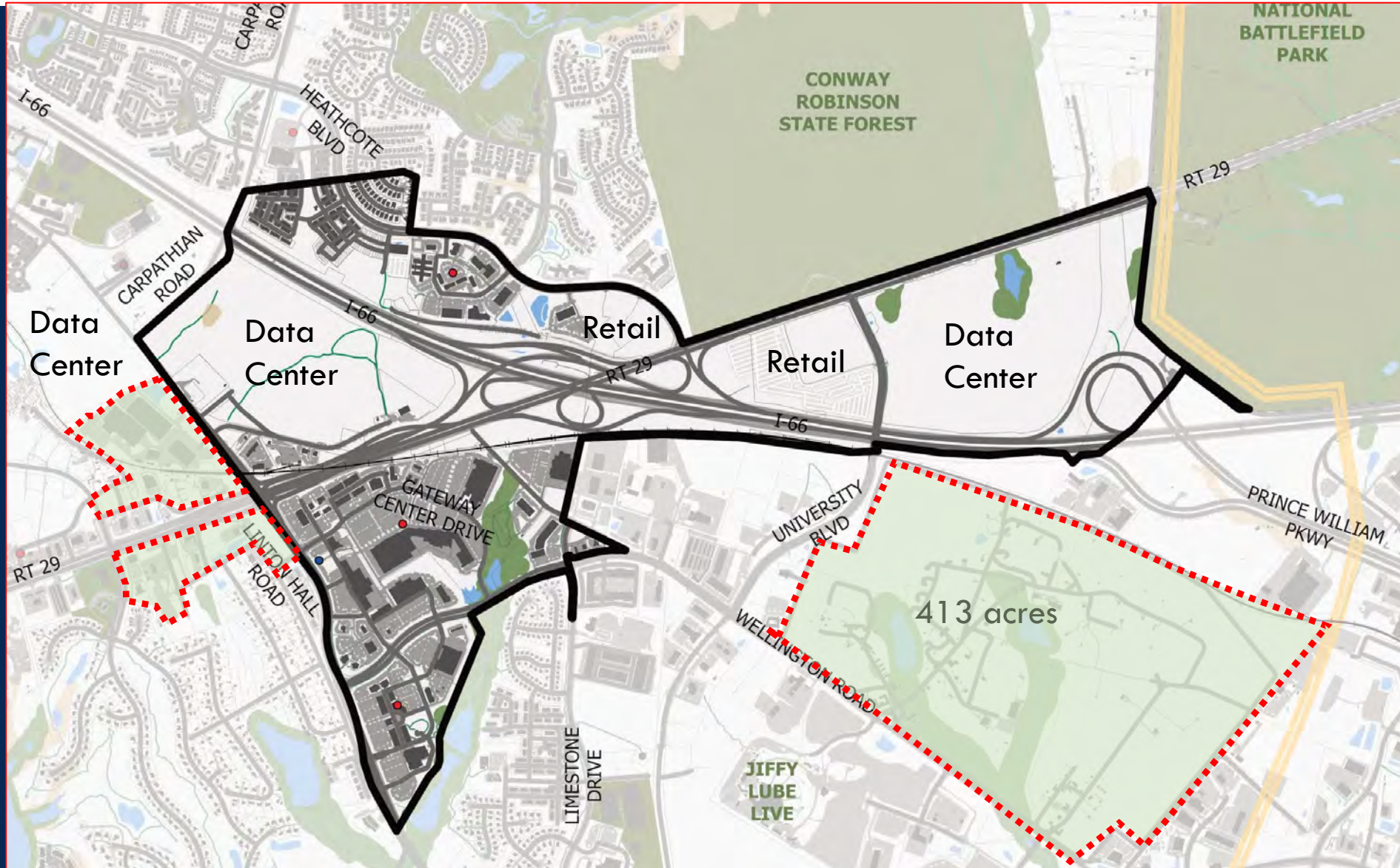


Somerset Crossing 66% vacancy

Virginia Gateway Mall Vacancy (138,228 SF)



Long-term Redevelopment Areas



Other Market Observations

OFFICE:

- Total market inventory is estimated at 620,000 SF between Gainesville and Bristow. Most of the office inventory has been constructed since 2005
- Largest office complex at Heritage Hunt off Heathcote (276,000 SF)
- Gainesville/Bristow office market comprised of small office condo tenants with average space needs of \$1,450 SF per unit
- Virginia Gateway Professional Building: 8,000 SF to 10,700 SF vacant. Rents are \$38/SF in 40,000 SF building.
- Another 15,000 SF vacant and rents range from \$19/SF to \$38/SF
- Approximately 371,000 SF of new office space planned for construction, mostly off Heathcote Blvd. by Heritage Hunt
- Commercial frontage land on Route 29 listed for approximately \$500,000 to \$800,000/acre



Other Market Observations

INDUSTRIAL & FLEX

- Not well represented in this activity center

HOTELS

- Hampton Inn Gainesville (\$146/night)
- Wood Spring Suite (Extended Stay) (\$95/night)
- Spring Hill Suites by Marriot (\$206/night)
- Most of the hotels in the area are located at I-66 and Route 234

RESTAURANTS

- The largest cluster of restaurants are located at Virginia Gateway Mall

Other Market Observations

RESIDENTIAL:

- Most of the residential is located north of I-66 and along Route 15, west of Manassas National Battlefield and south of Route 29 between Lake Manassas and Route 619
- Housing is valued in the \$500,000 to \$800,000 range
- Very little multi-family in this submarket. The majority of the rental stock is positioned as townhomes, duplexes



For Sale: \$799,000 2,600 SF



For Sale: \$785,000 4,467 SF

ISSUES & OPPORTUNITIES

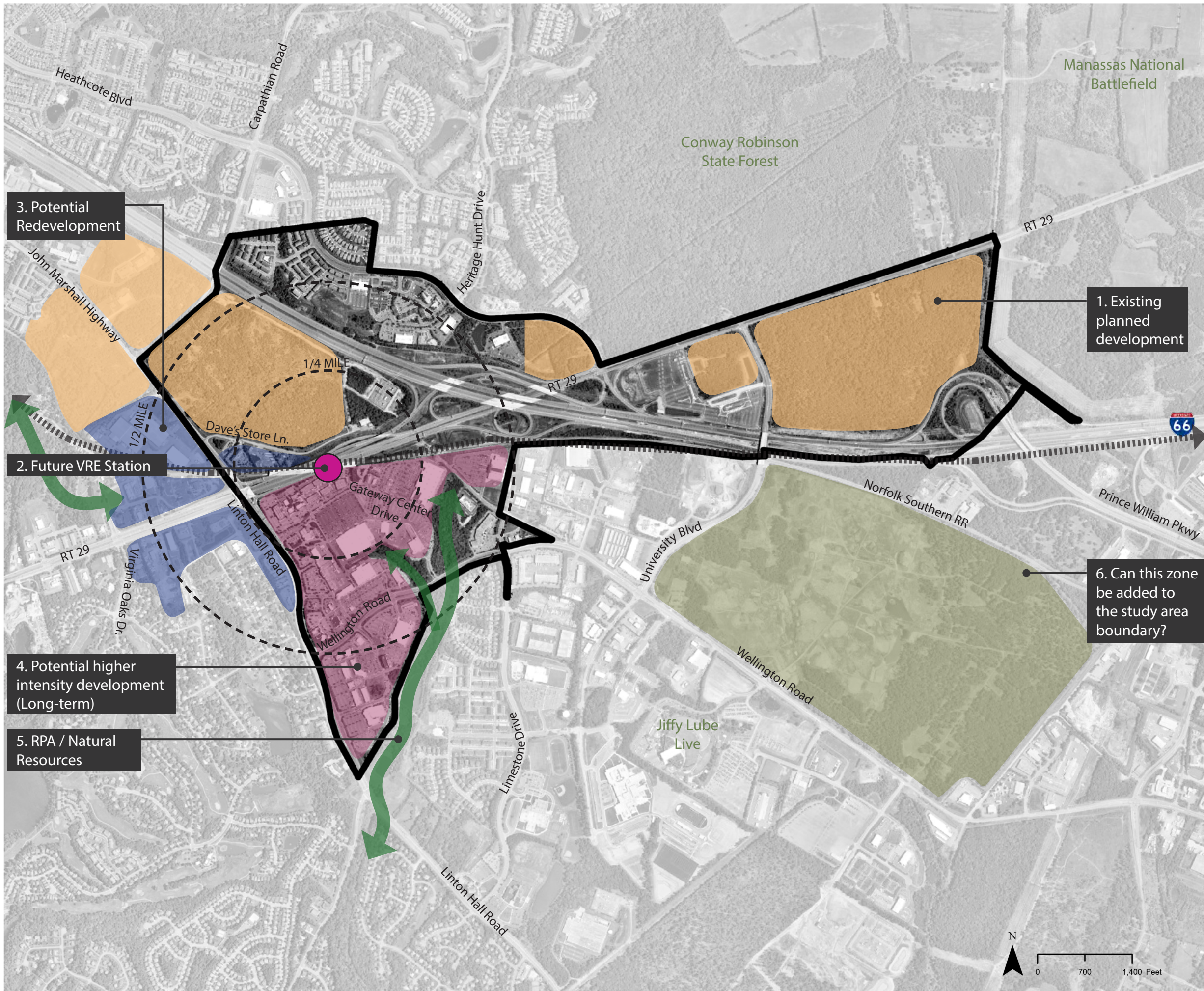
ISSUES

1. Heavy traffic congestion
2. Lack of housing options near the commercial areas
3. Lack of adequate pedestrian and bicycle infrastructure throughout the area
4. Sprawling, low-scale commercial development
5. Major thoroughfares create visual and connective barriers north-south, east-west
6. Lack of community identity

OPPORTUNITIES

7. Potential for future VRE station along the Norfolk Southern line corridor
8. Improve connectivity between existing shopping centers
9. Expand connections to surrounding residential areas
10. Establish greater connections to nearby national and regional parks (including the Manassas Battlefield and Conway Robinson Forest)
11. Recognize the historic context of the area to establish a sense of place
12. Maximize land uses at underutilized, vacant development parcels including those east and west of I-66/Rt. 29 interchanges. Data centers planned at most of these locations
13. Explore infill and densification opportunities at existing commercial developments to provide more and diverse housing options
14. Proximity to the University Blvd- Gainesville Park and Ride
15. Build synergies of land uses with regional attractions including the parks and Jiffy Lube Live
16. Protect, enhance, and provide additional access to local resource protection areas (existing example includes the Wentworth Green Walking Trail)
17. Develop an identity and center for Gainesville. Establish a community gateway.

DRAFT LAND USE FRAMEWORK



- 1 Development is planned for a majority of vacant land within the study area. These developments are commercial oriented and lack of mix of residential uses.
- 2 The planned VRE station will be a catalyst for future long-term growth. Ensure appropriate bicycle and pedestrian connections to the station and encourage TOD infill of adjacent land.
- 3 Existing low intensity commercial and industrial land along Rt. 29, Linton Hall Rd., and John Marshall Highway may be most feasible for near-term redevelopment (considering the future VRE extension).
- 4 Existing commercial centers are currently performing well and are less likely to redevelop in the short term. Densification and revitalization of these sites should be planned for future, long-term growth. Consider near-term improvements to increase multi-modal connectivity between existing shopping destinations.
- 5 Create greenway corridors that connect the future VRE, existing shopping centers and future redevelopment to existing residential neighborhoods and community amenities.
- 6 Consider adding the former Atlantic Research Corporation site to the study area boundary. This site has significant redevelopment potential.