



PRINCE WILLIAM
COUNTY

Comprehensive Plan Updates

Planning Commission Work Session

Prince William County Planning Office



10/20/2021

Agenda

- **Project Scope/Expanded Scope**
- **Overview of Project Timeline**
- **Vision**
- **Quality of Life Values**
- **Land Use Activity Centers & Redevelopment
Corridors**
- **Housing Policies**
- **Next Steps**



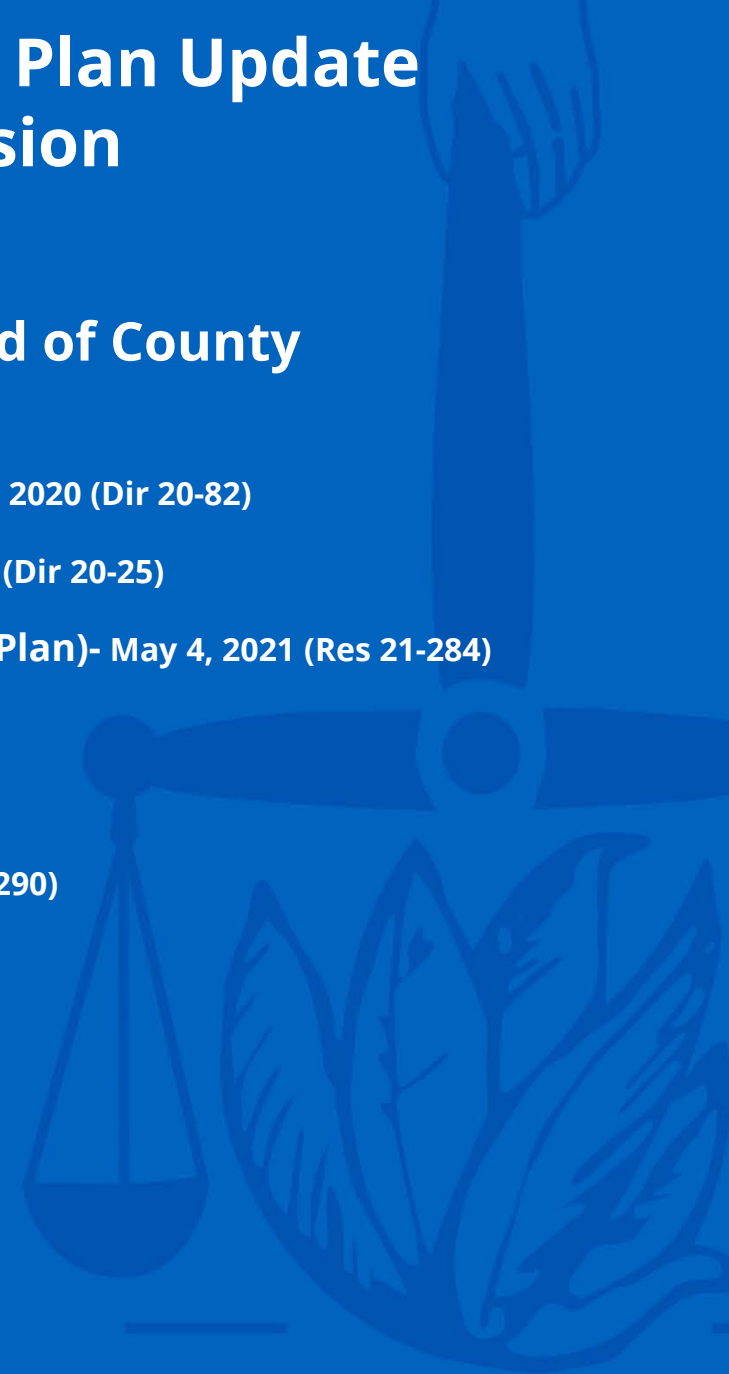
Last Phase of Comprehensive Plan Update Original Project Scope

- **Land Use Chapter Update (Development Area)**
 - **4 Activity Centers**
 - **2 Redevelopment Corridors**
- **Land Use Elements**
 - **Equity, Sustainability, Land Use Incompatibilities, Office , Commercial and Industrial Markets.**
- **Housing Projection Analysis**
 - **Housing Affordability**
 - **Real Estate Market**
- **Small Area Plans (Yorkshire, Fairgrounds)**
- **Mobility (Development Area with connections between Activity Centers)**
- **Rural Area (Separate Effort)**

Last Phase of Comprehensive Plan Update Project Scope Expansion

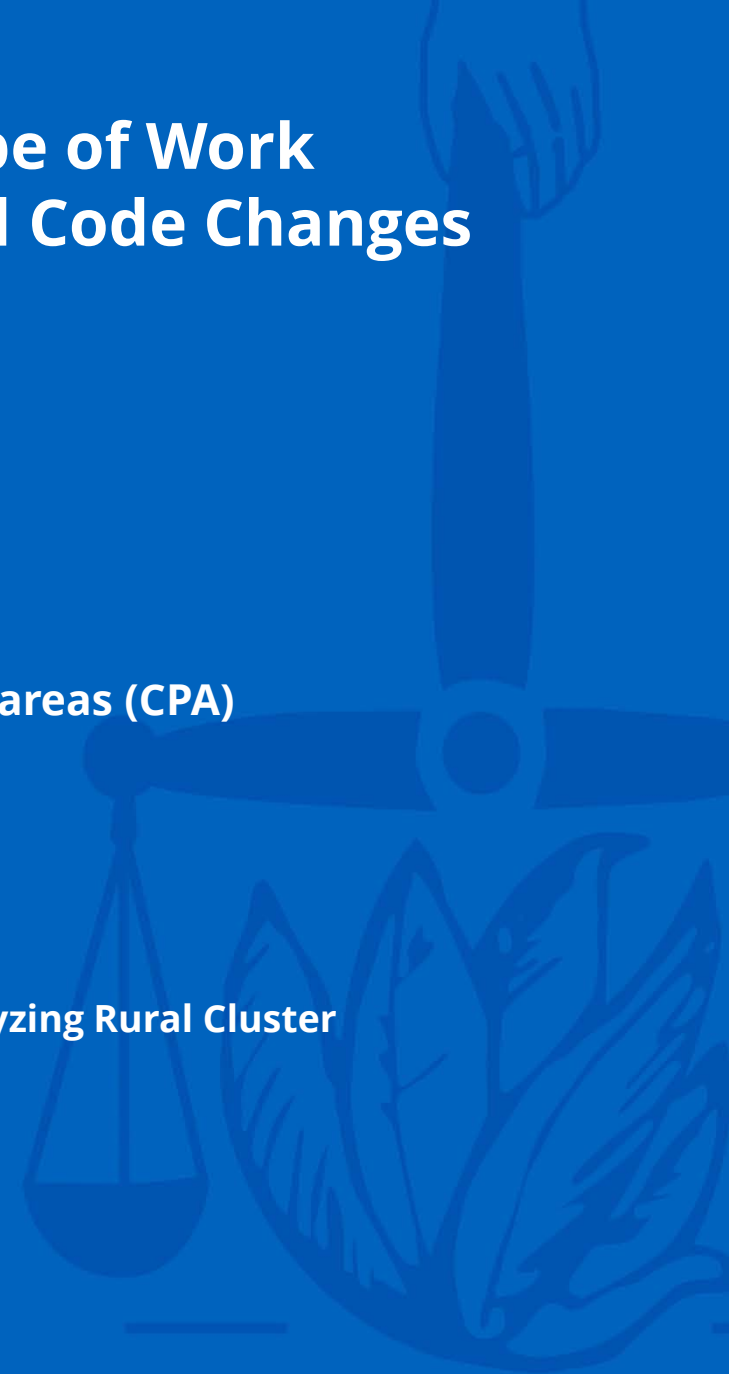
✓ Directives & Resolutions from the Board of County Supervisors

- ✓ **Look at the County holistically** - October 6, 2020 (Dir 20-82)
- ✓ **Affordable Housing Program**- April 21, 2020 (Dir 20-25)
- ✓ **Deny CPA Rural Preservation (Rural Area Plan)**- May 4, 2021 (Res 21-284)
- ✓ **Remand ZTA for TDR**- May 4, 2021 (Res 21-285)
- ✓ **Remand ZTA for CR**- May 4, 2021 (Res 21-286)
- ✓ **Update Sewer Chapter**- May 11, 2021 (Res 21-290)



Summary of Expanded Scope of Work Comprehensive Plan Update and Code Changes

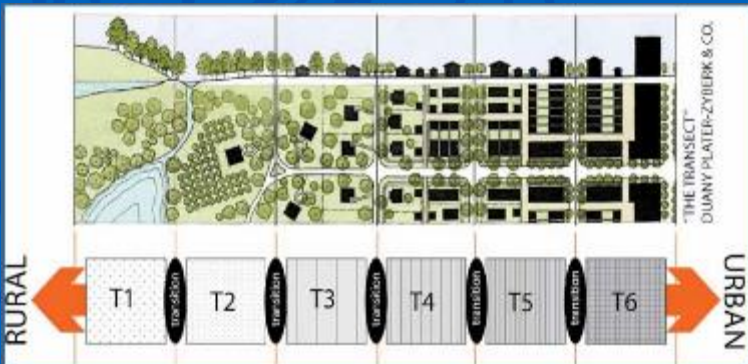
- **Comprehensive Plan Update- July 13, 2021**
 - Sewer Chapter (CPA)
 - Housing Chapter (CPA)
 - Transfer of Development Rights expanding areas (CPA)
 - Mobility Countywide
- **Supporting Code Changes- July 13, 2021**
 - Affordable Dwelling Unit Ordinance
 - Conservation Residential ZTA (including analyzing Rural Cluster ordinance flexibility and utility)
 - Transfer of Development Rights Ordinance



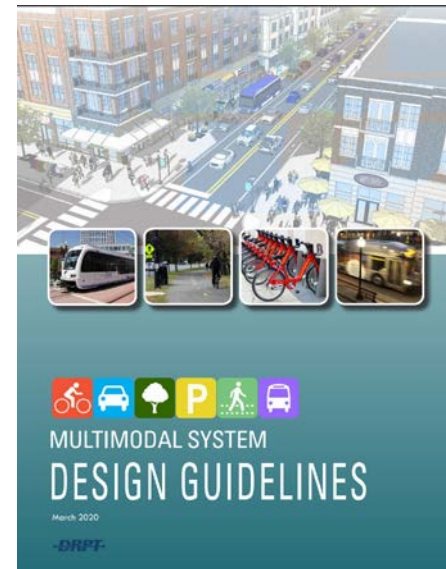
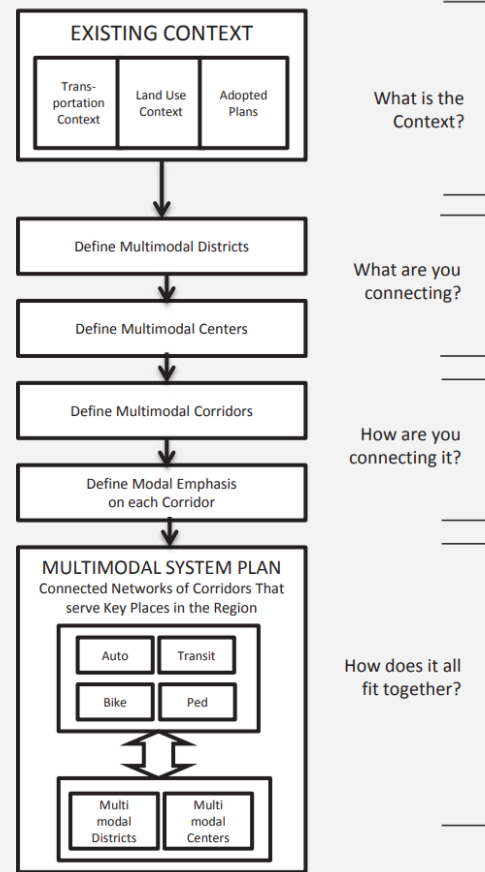
Multimodal System Plan

- Multimodal Districts
- Multimodal Centers
- Multimodal Corridors

P-6	Urban Core
P-5	Urban Center
P-4	Large Town or Suburban Center
P-3	Medium Town or Suburban Center
P-2	Small Town or Suburban Center
P-1	Rural or Village Center
SP	Special Purpose Center



Multimodal System Planning



Goals of the Multimodal System Design Guidelines

- Create a statewide resource for local planners, engineers, designers, policy and decision makers, and anyone else engaged in multimodal planning throughout Virginia.
- Identify integrated land use, transportation and urban design approaches to support multimodal mobility.
- Provide guidelines to help planners optimize transit investments and reduce reliance on single occupancy vehicles.

Source: <http://www.drpt.virginia.gov/media/3105/drpt-mmdg-2020-04-27-web.pdf>

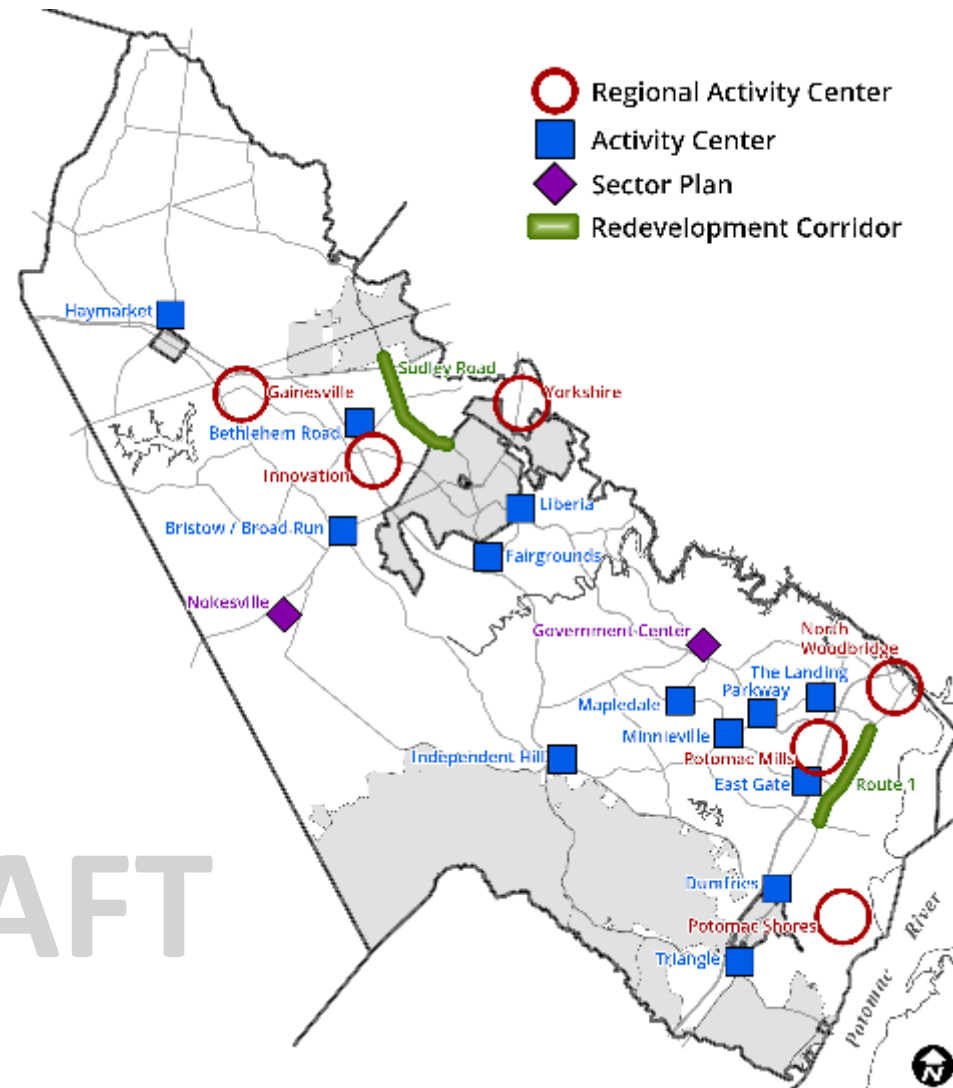
Land Use: Local Activity Centers & Redevelopment Corridors

Local Activity Centers are the locations that will accommodate most of the future growth and play a central role in achieving the Region Forward Vision's prosperity, sustainability, accessibility, and livability goals.¹ (Urban centers, transit hubs, regional employment centers)

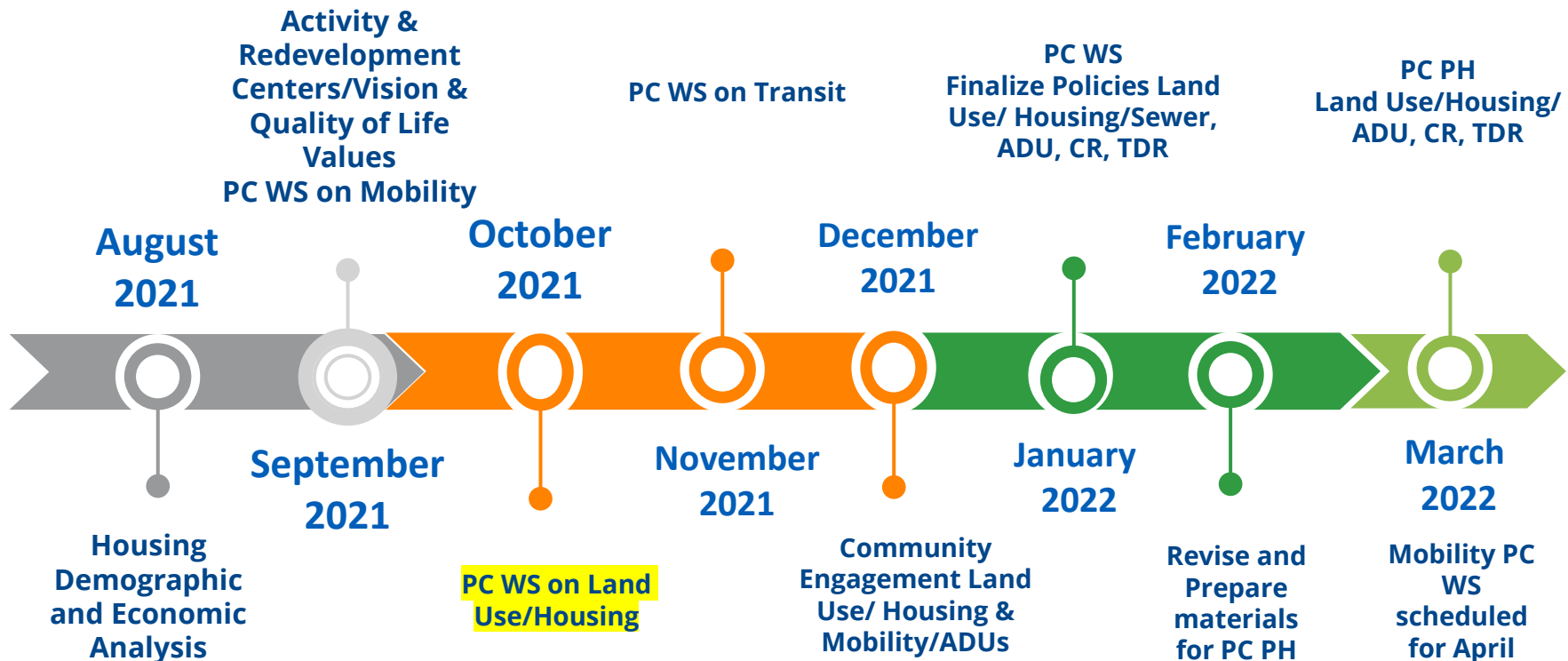
- Dumfries
- Haymarket
- I-66 & Route 29
- Potomac Mills

Redevelopment Corridors are geographic areas consisting of older commercial neighborhoods which are experiencing economic decline and identified as a priority for planning and investment strategies that serve as a catalyst to promote and perpetuate economic viability.²

- Route 1 Corridor
- Sudley Road



Overview of Project Timeline



Legend

- Completed tasks
- On going tasks
- Finalize policies & plans
- Public Hearing

DRAFT

Land Use Vision Statement

“Prince William County is a diverse community that strives to be an equitable, sustainable, and a vibrant place that respects and values our distinct cultural and environmental resources while offering a variety of employment, housing and mobility opportunities as well as promoting the quality-of-life values that establish a unique sense of place and thriving community.”

DRAFT



Quality of Life Values



PRINCE WILLIAM
COUNTY

- **Accessible Community:** Connectivity to community amenities, facilities, and services through **equitable access** of adequate infrastructure using **multi-modal** or **digital technology** options to reach these important resources including opportunities for life-long learning, leisure and recreational activities, employment as well as other elements that create a healthy, safe and secure community.
- **Community Collaboration:** **Civic involvement** in policy change and development process while ensuring **transparency** and **accountability** through **open communications** by engaging all residents and stakeholders including our **vulnerable** and **underserved** populations.
- **Cultural & Environmental Stewardship:** An appreciation of **ownership** in the process of **preserving** and **enhancing** all of the County's **history** (districts, buildings, sites, cemeteries, and landscapes) as well as **environmental resources** through the **preservation** of open space, the incorporation of design features, best practices, policies and strategies that promote long term efficiency and sustainability of these valuable assets.
- **Economic Prosperity:** Economic opportunities that **promote** a **mix of businesses** that **support** and **sustain competition, diversity, entrepreneurship** and **innovation** while providing equal access to a variety of jobs that pay living wages and career training opportunities for advancement.
- **Inclusive Community:** **Embracing** the **vibrant culturally** and **ethnically diverse** population that makes our community distinct while creating conditions through an **equity lens** that allow all to participate and reach their full potential.
- **Housing Opportunities:** Ensuring an adequate supply of **affordable** and **diverse types of housing options** that meet the needs of all County residents with consideration **to neighborhood preservation** and **universal design** for aging in place.
- **Pursuit of Happiness:** Access to enhanced **cultural, environmental, and recreational** opportunities and ensuring the benefits these **amenities** promote are available to all residents allowing for a **healthy** and **supported** community.



PRINCE WILLIAM
COUNTY

Land Use Policies



New Suite of Land Use Classifications



Town Center (TC)



Urban
Neighborhood (UN)



Office Mixed Use
(OMU)



Community Mixed
Use (CMU)



Suburban
Neighborhood (SN)



Neighborhood
Mixed Use (NMU)

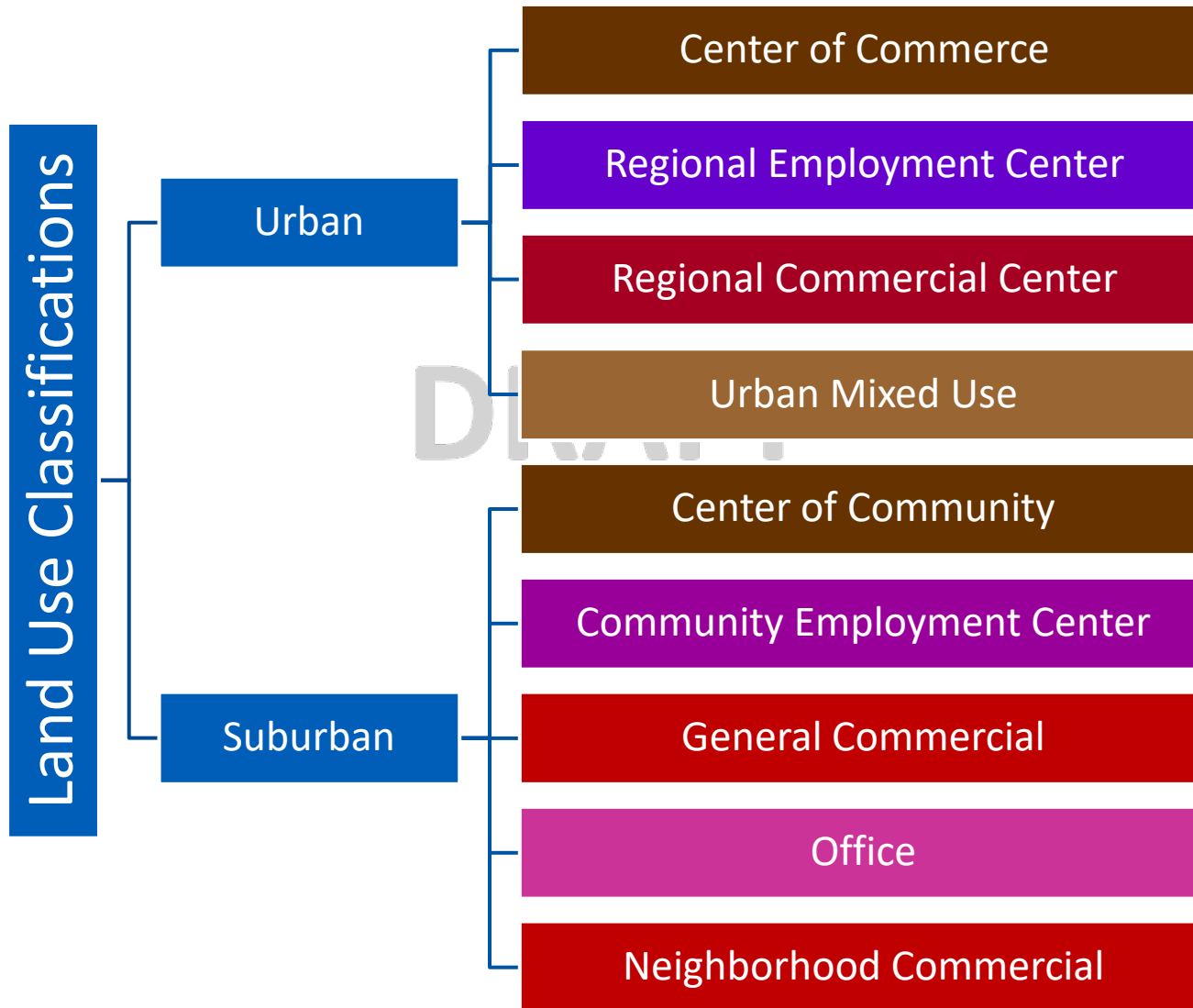


Technology/Flex
(TF)

Eliminating Certain Land Use Classifications



PRINCE WILLIAM
COUNTY



Activity Centers: Dumfries Existing Conditions

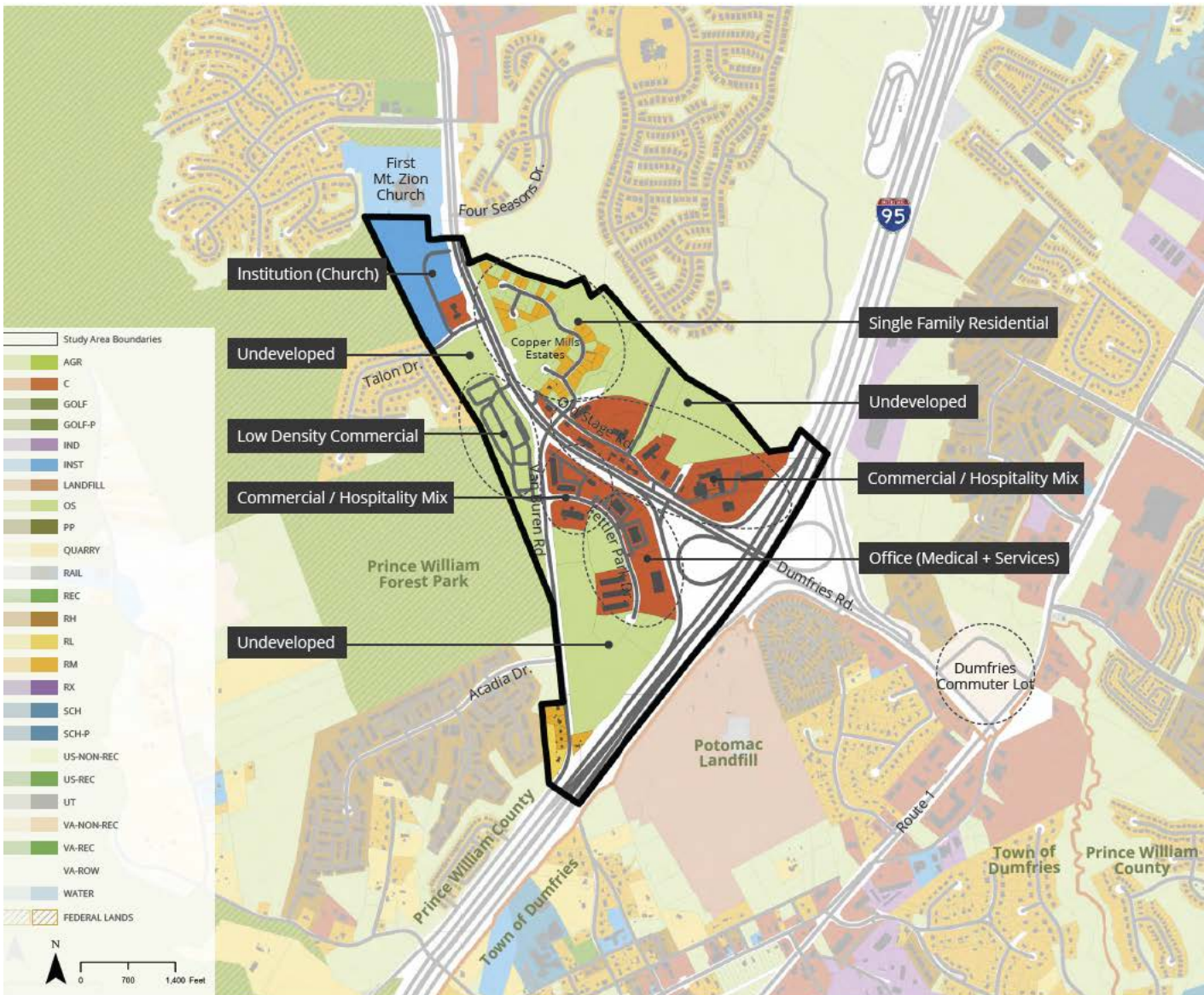


PRINCE WILLIAM
COUNTY

EXISTING LAND USE

- Aging commercial and hospitality land uses north of Dumfries Rd.
- Newer, active commercial and office uses south of Dumfries Rd.
- Planned / under construction low density commercial uses along Dumfries Rd. (West).
- Large undeveloped sites along the northeast and southwest study area boundary.

DRAFT



Activity Centers: Dumfries Issues & Opportunities



PRINCE WILLIAM
COUNTY

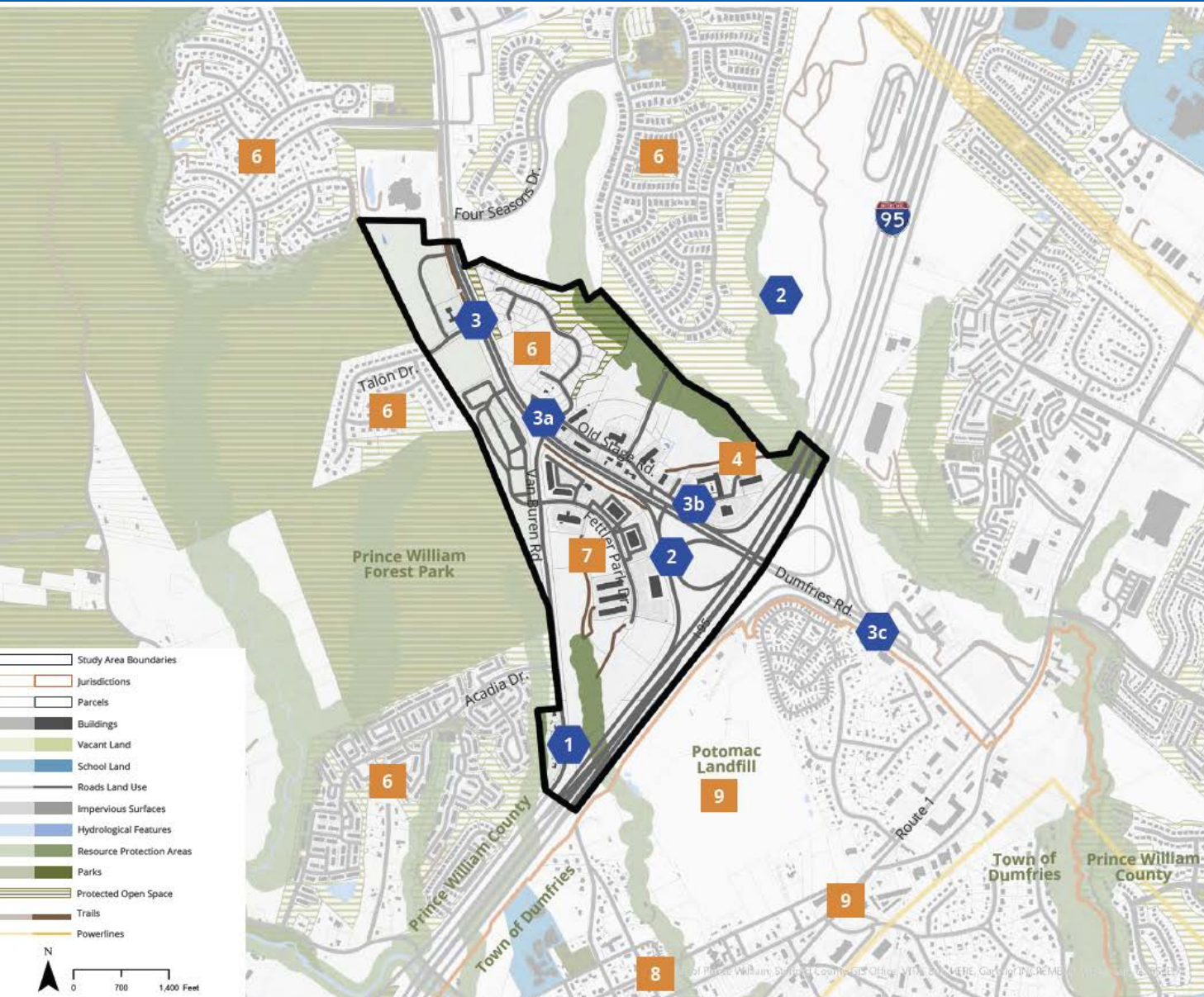
ISSUES & OPPORTUNITIES

ISSUES

1. Scale of development - I-95 vs Prince William Forest Park; some multi-storied structures (there are some precedents in this area)
2. Poor circulation; heavy traffic (specifically during rush hour - proximity to I-95)
3. Dumfries Road is 6 lanes with a wide median.
 - a. No direct access onto Dumfries Road from Van Buren.
 - b. Not ideal/safe for pedestrians crossing between hotel sites (north) and office/retail (south).
 - c. Non-existent streetscape

OPPORTUNITIES

4. Redevelopment - hotel sites (north side of Dumfries Road), potential mixed use (including residential) due to proximity to Quantico and I-95
5. Connect to historic Dumfries - improve sidewalks along Dumfries (already existing) add a trail connection under I-95 where feasible
6. Connect to surrounding subdivisions - primarily pedestrian + bike. Maximize Van Buren Rd. extension
7. Potential to create a character akin to Dumfries
 - a. Multi-family / mixed use
 - b. Hospitality, medical office, govt contractor related
8. Incorporate contextual historical and natural resources
9. Build synergies with proposed Dumfries Village Center development & Colonial Downs- 'The Rose' Development



Activity Centers: Dumfries Proposed Land Use



PRINCE WILLIAM
COUNTY

Vision

Build upon the area's potential as a livable destination due to its strategic location adjacent to I-95 and near the revitalizing Town of Dumfries.

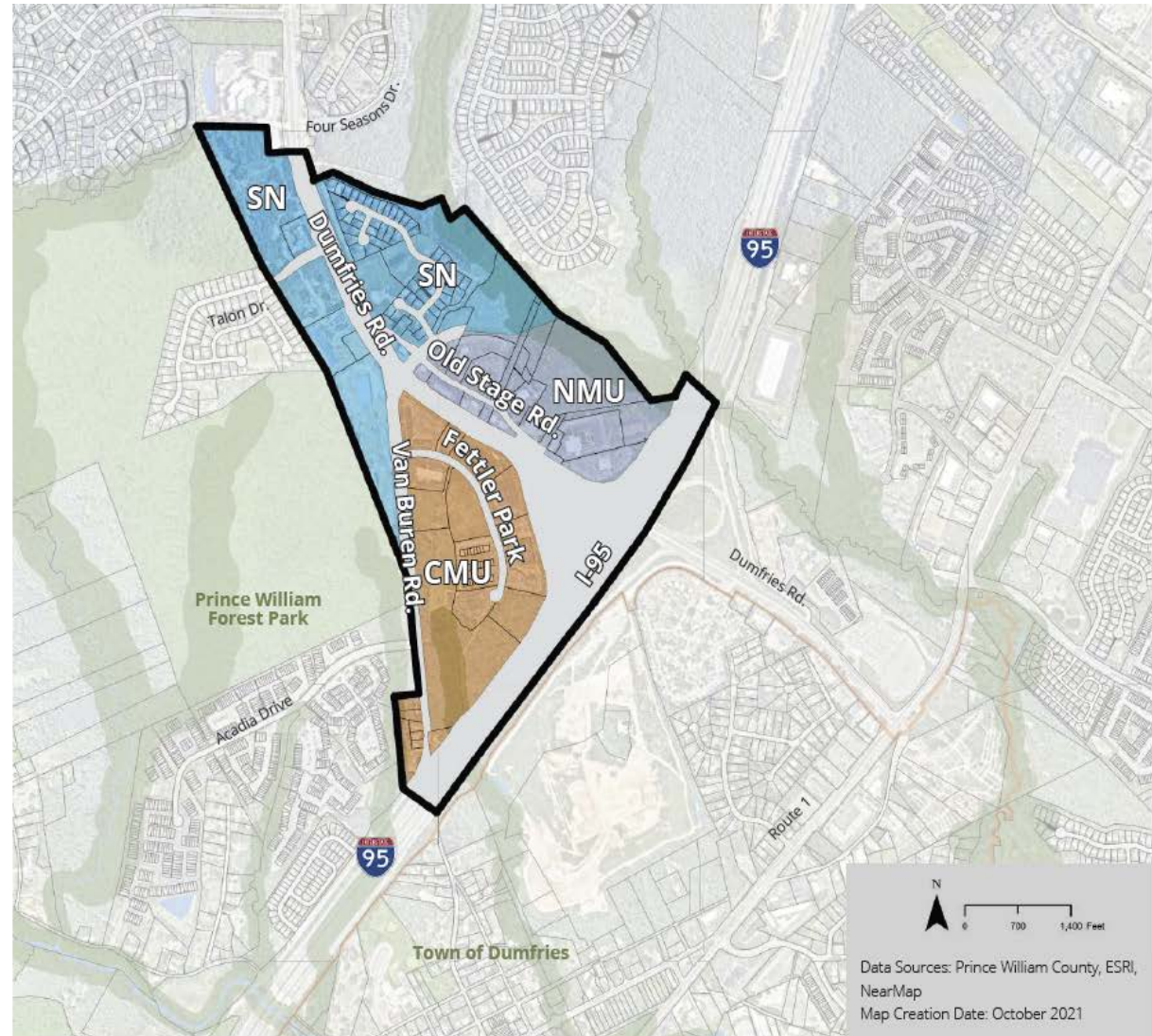
Proposed Long Range Land Use Designations

- **Community Mixed-Use** and **Neighborhood Mixed-Use** allow for higher-intensity mixed use development, incorporating a variety of housing types, community amenities, commercial uses, employment activities, and vertical mixed-use development that capitalizes on the site's regional access to I-95 and proximity to Dumfries.
- **Suburban Neighborhood** areas allows for a smaller-scaled mix of housing, small office, and neighborhood-serving commercial uses and retain existing single family residential development patterns in areas unlikely to change.

DRAFT

Key of Land Use Designations

	Community Mixed-Use (CMU)		Neighborhood Mixed-Use (NMU)
	Suburban Neighborhood (SN)		Right of Way (ROW)



Activity Centers: Dumfries Policies

ACTIVITY CENTER: DUMFRIES

Policies and Actions

Land Use

1. Encourage compact, walkable infill development at existing commercial and office land use development patterns.
2. Develop frontage lots along Dumfries Road with attractive, high-quality development (site and building design) to align with existing and future mixed-use development potential.
3. Encourage the development of retail and service uses that leverages the area's location next to I-95 and the future Dumfries casino/downtown development across I-95 in the Town of Dumfries.
4. Encourage a smaller-scaled mix of housing, office, and neighborhood-serving commercial uses near existing and future residential neighborhoods. Increase pedestrian and bicycle connectivity along and north/south along Dumfries Rd. Include additional placemaking opportunities to visually tie the area to Dumfries.

Housing

5. Encourage the development of multi-family housing at the terminus of Fettler Park Drive near existing employment uses and adjacent to natural resource areas.
6. Infill multifamily housing as part of commercial redevelopment site to encourage the creation of a walkable and bikeable district.

Connections

7. Increase pedestrian and bicycle connectivity along Dumfries Road. Include additional placemaking opportunities—such as streetscape improvements, wayfinding signage, public art, lighting, etc.—to visually tie the area to Dumfries.
8. Minimize curb cuts and other impediments to safe pedestrian and bicycle access.
9. Provide vehicular, pedestrian, and bike connections to surrounding residential neighborhoods (including the future Van Buren Road extension).
10. Explore opportunities to create additional pedestrian and bicycle connections under/across I-95, where feasible, to connect this activity center to the core of Dumfries as well as to the approved casino and park area.



Build upon the site's location near I-95 to support additional employment uses.



Provide a diversity of housing types.

DRAFT



Consolidate curb cuts and encourage the revitalization of underutilized commercial properties,



Develop a relationship between developed areas and adjacent natural resource areas by integrating a system of open spaces and parks throughout the study area.

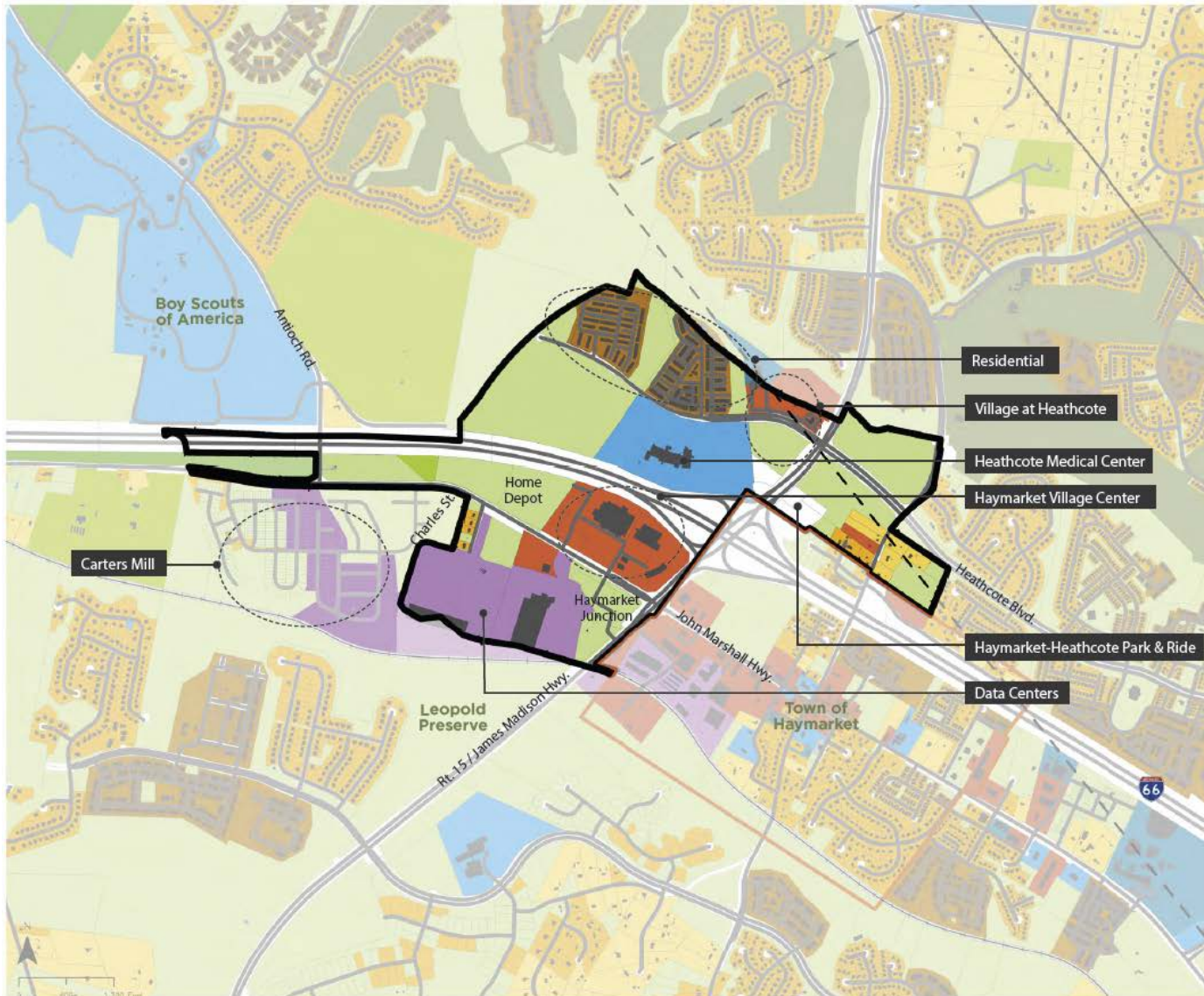
Activity Centers: Haymarket Existing Conditions



PRINCE WILLIAM
COUNTY

EXISTING LAND USE

- South: John Marshall Hwy is defined by newer, active commercial development anchored by big-box retail. The corridor also includes light industrial and single family residential
- North: Newer, horizontal mixed-use medium intensity residential commercial, office and medical anchor (Heathcote Blvd.)



DRAFT

Activity Centers: Haymarket Proposed Land Use



PRINCE WILLIAM
COUNTY

Vision







Create an identifiable employment and commercial node for the Haymarket area that will be supported by multimodal connections and diverse housing options.

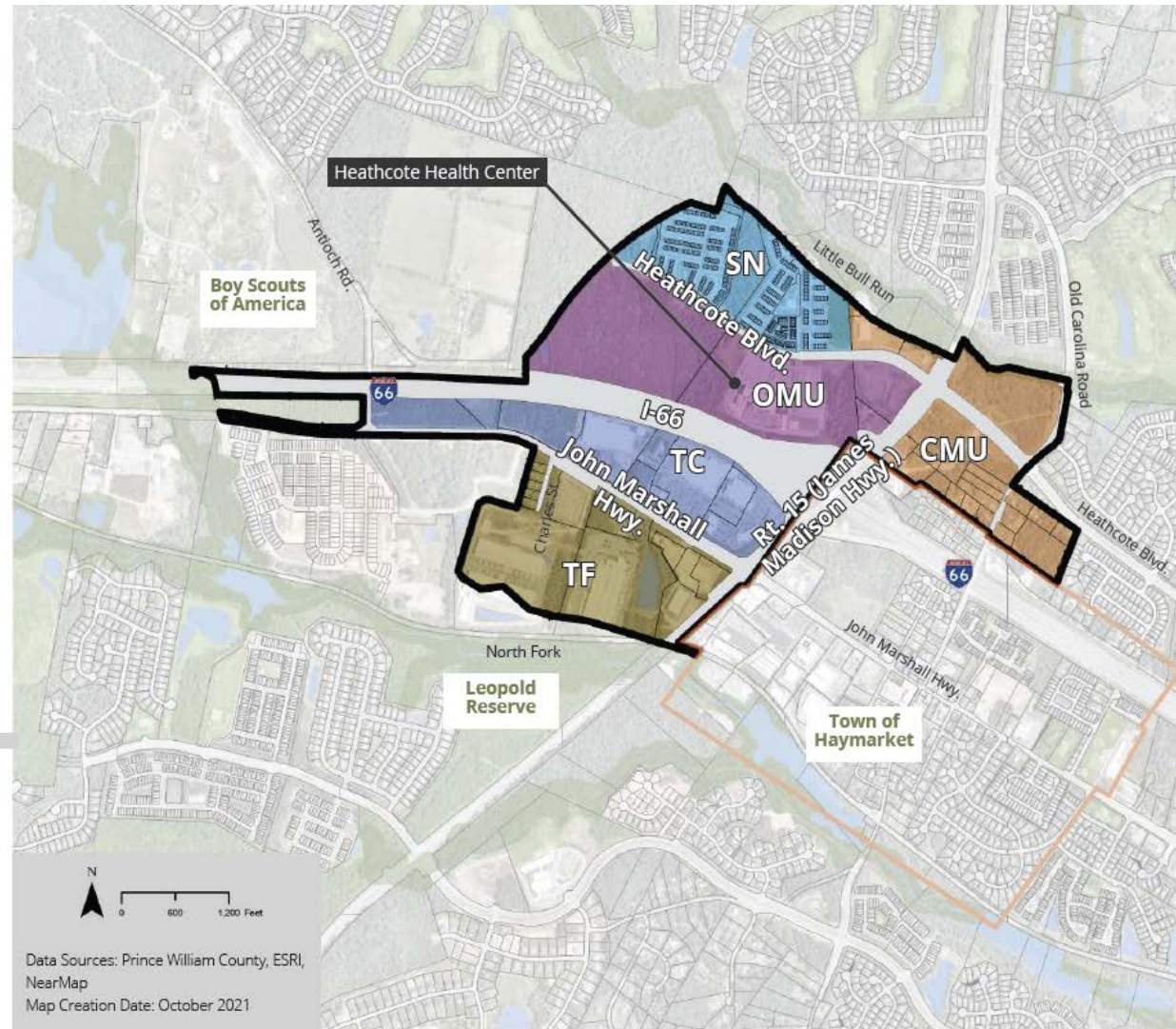
Proposed Long Range Land Use Designations

- Heathcote Health Center is a major regional employment anchor. **Office Mixed-Use** areas, located around the Medical Center, allow for additional supportive employment uses and integrated residential and commercial development.
- A **Town Center** district along John Marshall Highway supports existing and future regional commercial amenities. Future residential and office infill development is encouraged to develop a walkable, mixed-use district.
- **Community Mixed-Use** areas extend east along Heathcote Boulevard providing community-serving retail, employment uses, and additional housing options.
- Areas on the south side of John Marshall Highway include **Technology Flex** areas that continue to support data center and light production uses.
- **Suburban Neighborhood** areas include existing residential development that currently consists of a range of housing options in proximity to employment and mixed-use centers.

DRAFT

Key of Land Use Designations

	Town Center (TC)		Suburban Neighborhood (SN)
	Office Mixed-Use (OMU)		Technology Flex (TF)
	Community Mixed-Use (CMU)		Right of Way (ROW)



Activity Centers: Haymarket Policies



PRINCE WILLIAM
COUNTY

Policies and Actions

Land Use

1. Prioritize the district for job creation by encouraging additional employment uses to complement existing anchors such as the Medical Center.
2. Encourage mixed use development that integrates neighborhood-serving commercial uses and diverse housing options, particularly close to employment centers to create a livable district.
3. Provide height and density transitions between higher intensity development areas and surrounding residential and rural areas to unify development patterns
4. Brand the area as a cohesive 'Medical District' through wayfinding and branding elements such as wayfinding elements, public art, and area-specific branding to encourage development.
5. Create a distinct, unified district through streetscape enhancements such as lighting, street furniture, and consistent tree canopies to establish a sense of place.

Housing

6. Recognize the edge of the Developed Area adjacent to the Rural Area as a prime location for additional housing options ranging including small-lot homes, townhomes, and apartments.

Connections

7. Create a walkable, bikeable, multi-modal area which links seamlessly to the historic core of Haymarket and surrounding residential neighborhoods.
8. Expand access to environmental and open space resources along Little Bull Run and within the Leopold Reserve to create a distinct sense of place, preserve ecological resources, and better enable these resources to serve as community amenities.



Create a walkable employment center anchored by a mix of land uses.



Provide additional housing diversity. Integrate residential areas with parks and natural resource amenities.



Diversify retail centers with supportive office, residential, and public space uses.

Activity Centers: I-66 & Route 29

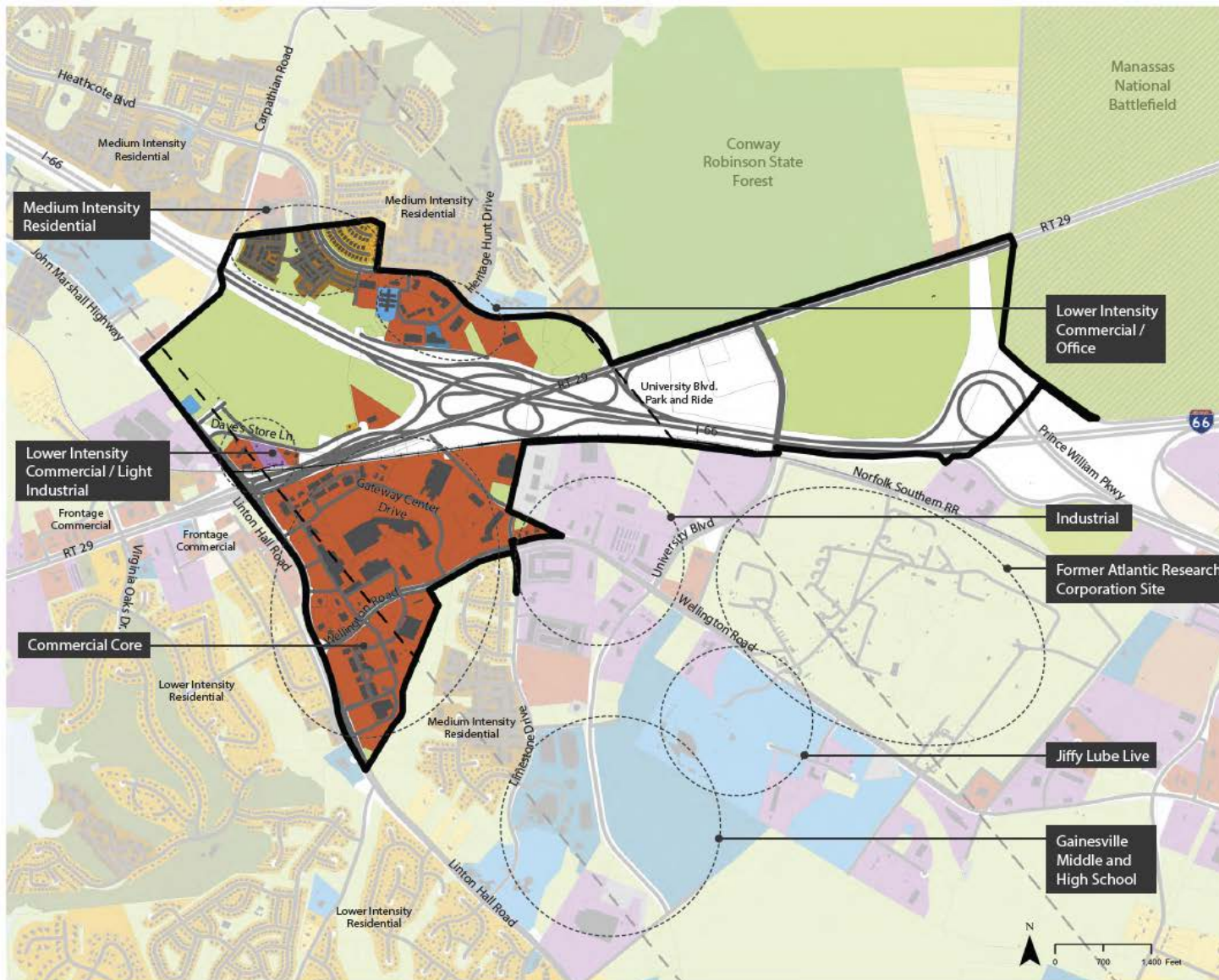
Existing Conditions



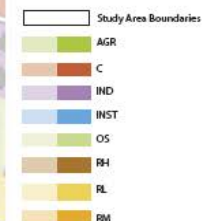
PRINCE WILLIAM
COUNTY

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



DRAFT



Activity Centers: I-66 & Route 29 Proposed Land Use



PRINCE WILLIAM
COUNTY

Vision








Establish the I-66 + RT. 29 area as a major gateway into the County from the west while creating a distinguished 'place' that accommodates commerce, employment, and housing.

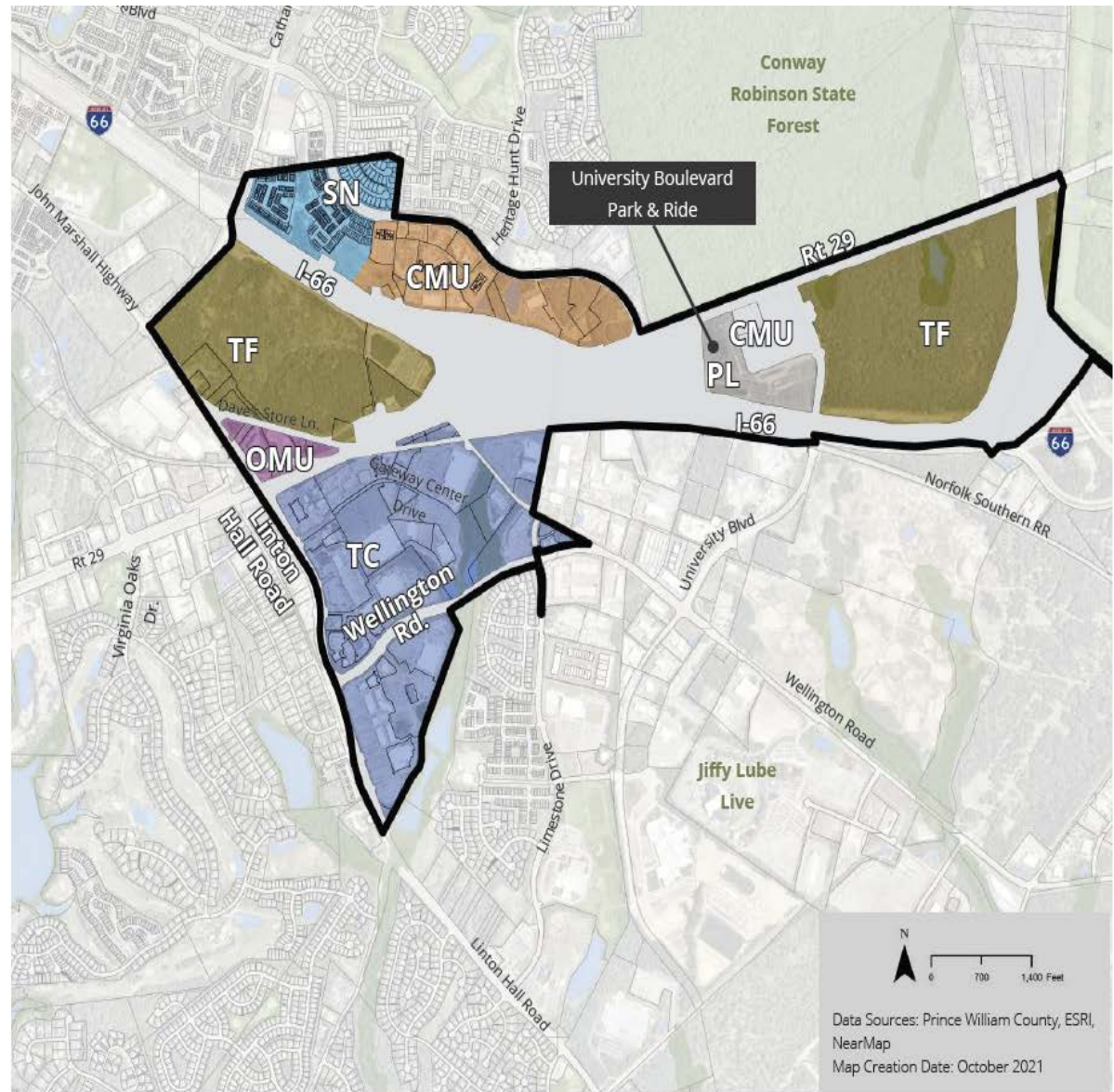
Proposed Long Range Land Use Designations

- **Town Center** development at existing commercial sites diversify existing monolithic land use patterns to include additional housing and employment opportunities.
- **Community Mixed-Use** land designations near the University Boulevard Park and Ride supports the development of transit-oriented, mixed-use development.
- Existing and planned areas at varying scales, including **Suburban Neighborhood** and **Community Mixed-Use** areas north of I-66 will remain as they support existing residential neighborhoods with access to Heathcote Boulevard.
- **Technology Flex** areas capitalize on the study area's proximity to major electricity transmission lines by supporting light manufacturing and data center uses.

DRAFT

Key of Land Use Designations

	Town Center (TC)		Technology Flex (TF)
	Office Mixed-Use (OMU)		Public Lands (PL)
	Community Mixed-Use (CMU)		Right of Way (ROW)
	Suburban Neighborhood (SN)		



Activity Centers: I-66 & Route 29 Policies

Policies and Actions

Land Use

1. Brand the area as a cohesive 'County Gateway' district through wayfinding and branding elements such as signage and public art to establish a community identity.
2. Create a distinct, unified district through streetscape enhancements, lighting and street furniture, wayfinding elements, public art/interpretive elements, and area-specific branding.
3. Implement a walkable street grid as commercial sites infill and redevelop with new uses to support the development of a walkable, bikeable, and transit-oriented district.
4. Create a series of interconnected parks and opens spaces as part of future Town Center development to establish a sense of place and provide community amenities.
5. Build synergies of land uses with regional attractions including the parks and Jiffy Lube Live to capitalize on study area's proximity to this regional attraction.
6. Support compatible data center development in select areas. Adequately buffer this use from adjacent corridors, residential neighborhoods, and cultural resources through landscaping and architectural treatments.

Housing

7. Encourage residential infill at existing shopping center sites to diversify land uses and to provide housing options near shopping, employment, cultural/natural resources, and transit.

Connections

8. Improve bicycle and pedestrian connectivity between existing shopping centers to reduce vehicle trips throughout the study area.
9. Establish greater connections to nearby national and regional parks (including the Manassas Battlefield and Conway Robinson Forest).
10. Protect, enhance, and provide additional access to local resource protection areas that link to surrounding residential neighborhoods.



Diversify existing commercial areas with supportive residential and employment uses.



Develop walkable, bikeable and transit-oriented streets.



Encourage the development of public gathering spaces that unify the district and establishes a sense of place.

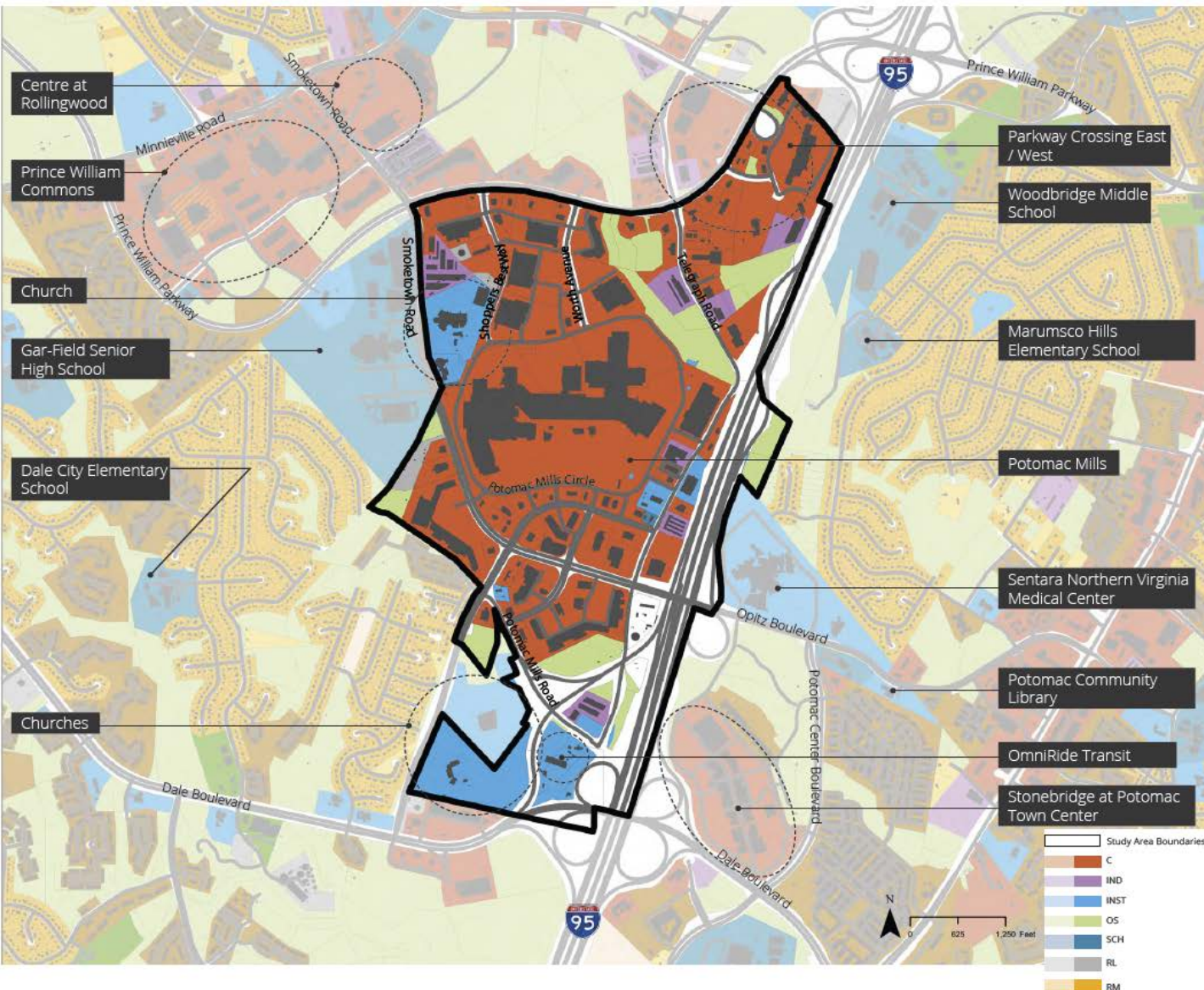
Activity Centers: Potomac Mills Existing Conditions



PRINCE WILLIAM
COUNTY

EXISTING LAND USE

- The study area contains extensive commercial areas:
 - Potomac Mills is a large commercial anchor in the center of study area;
 - Big box retail along Worth Ave.
 - Several retail shopping centers along Prince William Pkwy.
 - Major commercial areas located northwest (Prince William Commons), southeast (Stonebridge at Potomac Town Center), and north (Parkway Crossing West)
- Small pockets of light industrial
- Multiple schools in the area including elementary, middle and high
- Potomac Community Library on Opitz Boulevard east of study area
- Sentara Northern Virginia Medical Center immediately east of study area
- Multiple large church sites in and around the study area
- OmniRide Transit Center located in southern end of study area
- Area surrounded by extensive low and medium intensity residential areas



DRAFT

Activity Centers: Potomac Mills Proposed Land Use



PRINCE WILLIAM
COUNTY

Vision

Establish the study area as Prince William County's urbanized center and transition the area into a cohesive compact, walkable, mixed-use transit-oriented district.

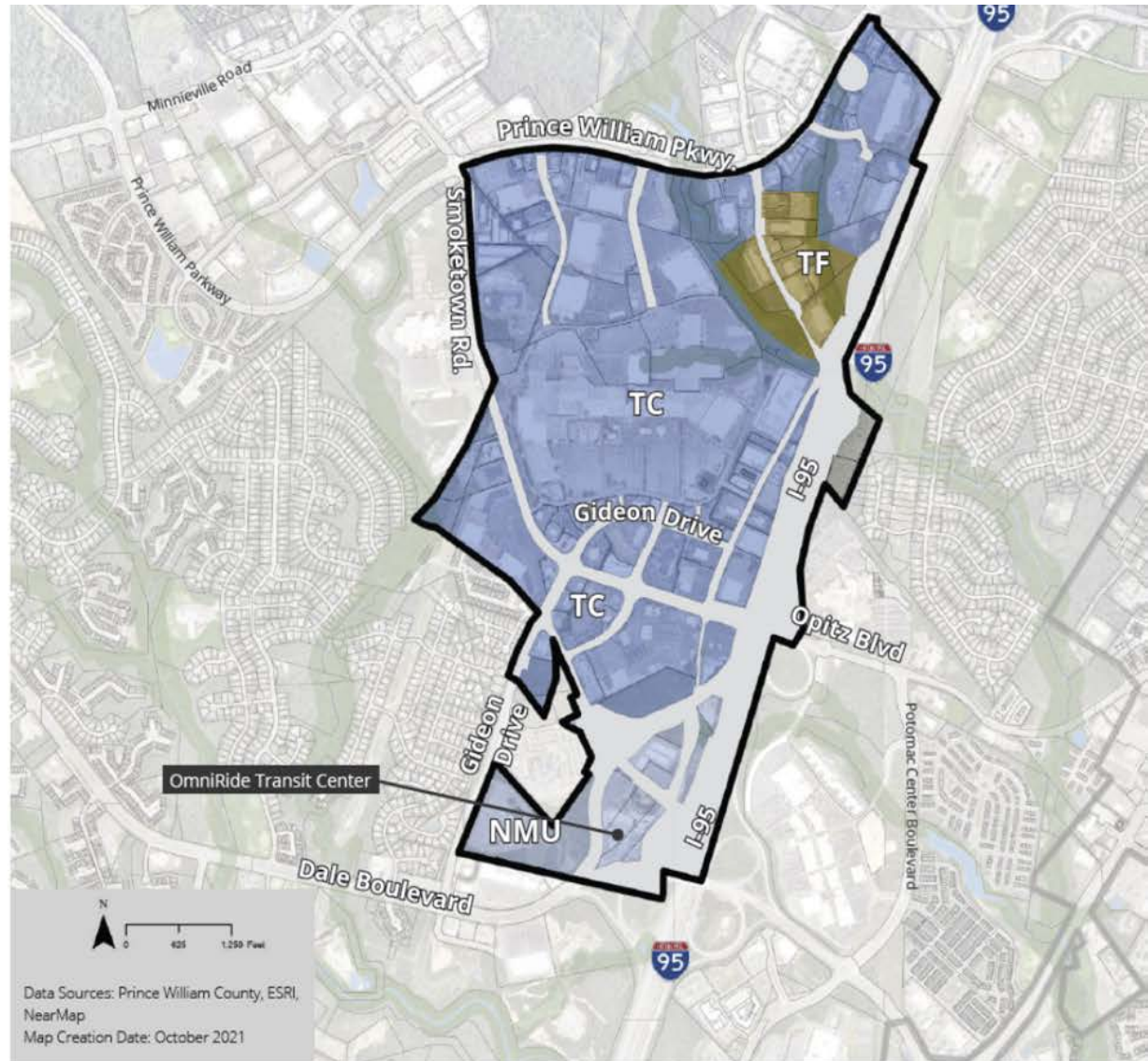
Proposed Long Range Land Use Designations

- **Town Center** development will be comprised of a mix of land uses at varying scales that diversify land uses at existing commercial-dominated sites.
- **Technology Flex** areas recognize existing concentrations of light manufacturing and industrial development along Telegraph Road that is unlikely to change.
- A **Neighborhood Mixed-Use** area north of Dale Boulevard capitalizes on opportunities for redevelopment at the PRTC OmniRide Transit Center and to support existing church uses.

DRAFT

Key of Land Use Designations

	Town Center (TC)		Technology Flex (TF)
	Neighborhood Mixed- Use (NMU)		Right of Way (ROW)



Activity Centers: Potomac Mills Policies

Policies and Actions

Land Use

1. Transition regional mall and strip commercial sites to cohesive compact, walkable, mixed-use transit-oriented development.
2. Provide diverse housing options to support and enhance existing regional entertainment/destination uses.
3. Create synergies with adjacent destinations and redevelopment focus areas such as the Route 1 redevelopment corridor, Stonebridge at Potomac Town Center, and Neabsco Common.
4. Build upon the area's proximity to Sentara Northern Virginia Medical Center and existing supportive medical office land uses.
5. Reduce impervious surface and add green infrastructure throughout the district.
6. Create a series of interconnected parks and opens spaces as part of future Town Center development to establish a sense of place and provide community amenities.
7. Establish a distinct brand and identity for Potomac Mills identity as an urban center for Prince William County using thematic streetscape treatments, furnishings, public art, lighting, and unifying landscaping.

Housing

8. Encourage residential infill at existing shopping center sites to diversify land uses and to provide housing options near shopping, employment, cultural/natural resources, and transit.



Integrate housing, entertainment and retail uses to create a liveable mixed-use district.



Provide housing diversity. Integrate residential areas with parks and natural resource amenities to create complete neighborhoods.

DRAFT

Redevelopment Corridor: Route 1 Existing Conditions



PRINCE WILLIAM
COUNTY

EXISTING CONDITIONS

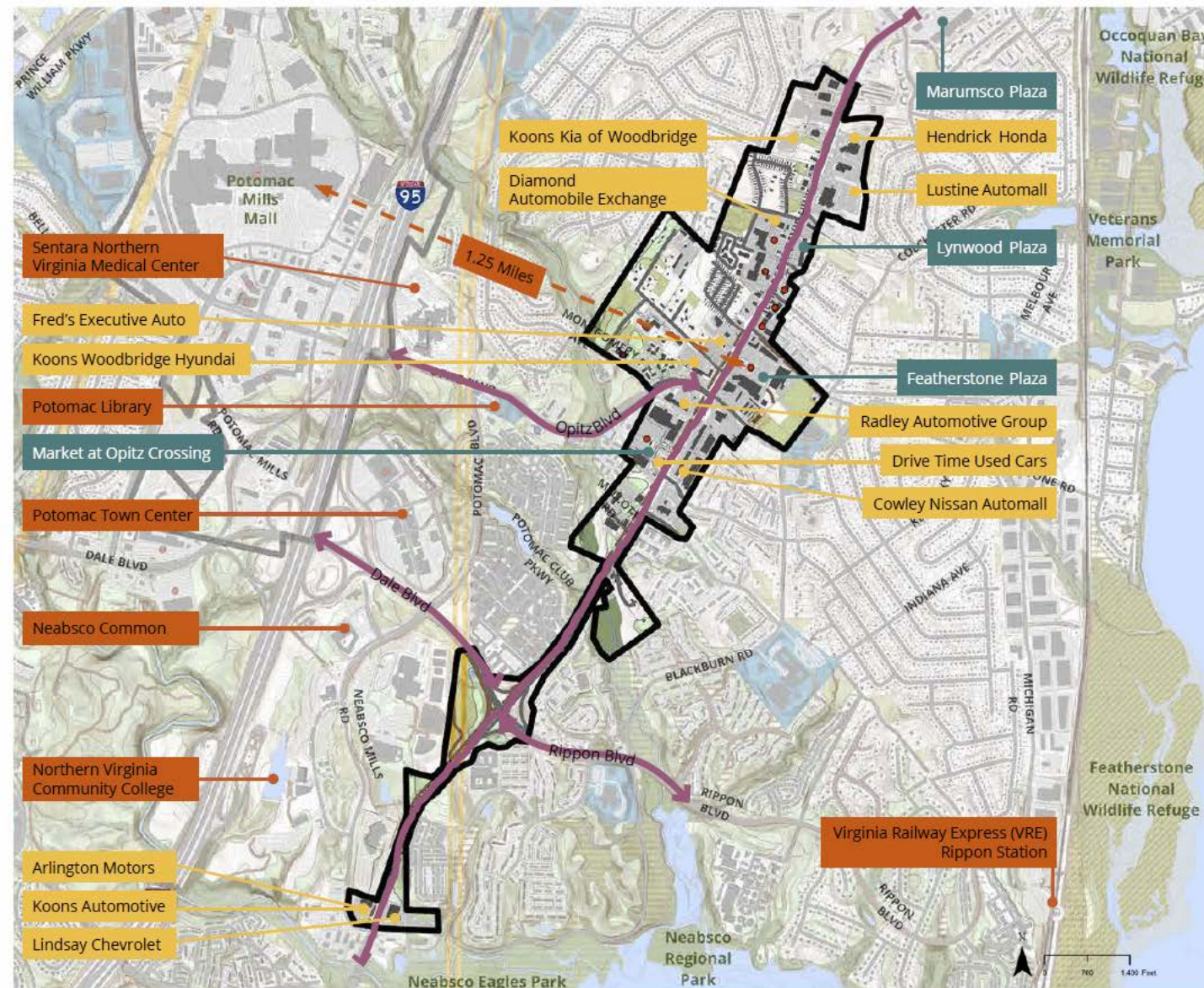
Strip retail centers within or adjacent to the study area include Marumsco Plaza, Featherstone Plaza, Lynwood Plaza, and Market at Opitz Crossing.

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

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

Destinations in the surrounding area include:

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



DRAFT

Redevelopment Corridor: Route 1 Proposed Land Use



PRINCE WILLIAM
COUNTY

Vision

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

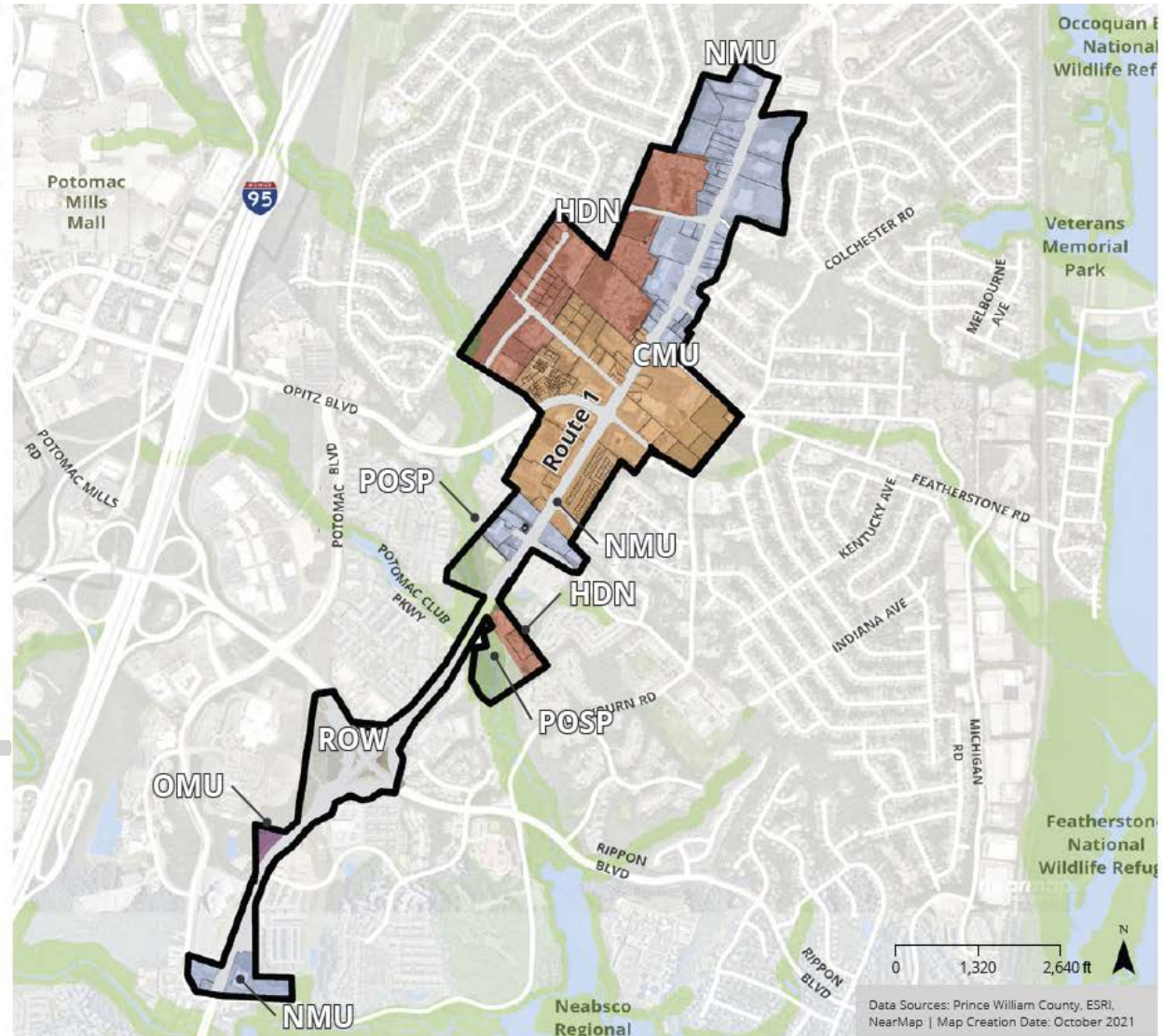
Long-Range Land Use Designations

- With a **Community Mixed-Use** designation, Featherstone Plaza has the potential to serve as the heart of the corridor, as this designation allows for community-serving retail, employment uses, and integrated residential development opportunities.
- **Neighborhood Mixed Use** areas will serve as transitions between the Community Mixed Use and surrounding residential uses and open space.
- **High Density Neighborhood (HDN)** areas will serve as transitions between Community Mixed Use along Route 1 and surrounding residential neighborhoods, while offering a variety of single-family and multifamily housing options.
- An area of **Office Mixed Use** will continue to allow for office uses along Route 1 while also accommodating a mix of uses.
- **Parks & Open Space Passive** will preserve the natural areas of the corridor's Resource Protection Areas while serving as accessible public amenities.

DRAFT

Key: Land Use Designations

Community Mixed Use (CMU)	High Density Neighborhood (HDN)
Neighborhood Mixed Use (NMU)	Parks & Open Space Passive (POSP)
Office Mixed Use (OMU)	Right-of-Way (ROW)



Redevelopment Corridor: Route 1 Policies

Key Policies

Land Use

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

Housing

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

Connections

8. Improve walking and biking connections along Route 1 as well as between Route 1 and surrounding neighborhoods.
9. Continue to improve the pedestrian environment by implementing additional streetscape improvements and consolidation of curb cuts as redevelopment occurs.
10. Explore opportunities for new street connections and crossing points along Route 1 to reduce walking distances and provide alternative connections to Route 1 for local trips.
11. Enhance multimodal connectivity to the Rippon and Woodbridge VRE stations.
12. Provide connections to the local and regional trail network.

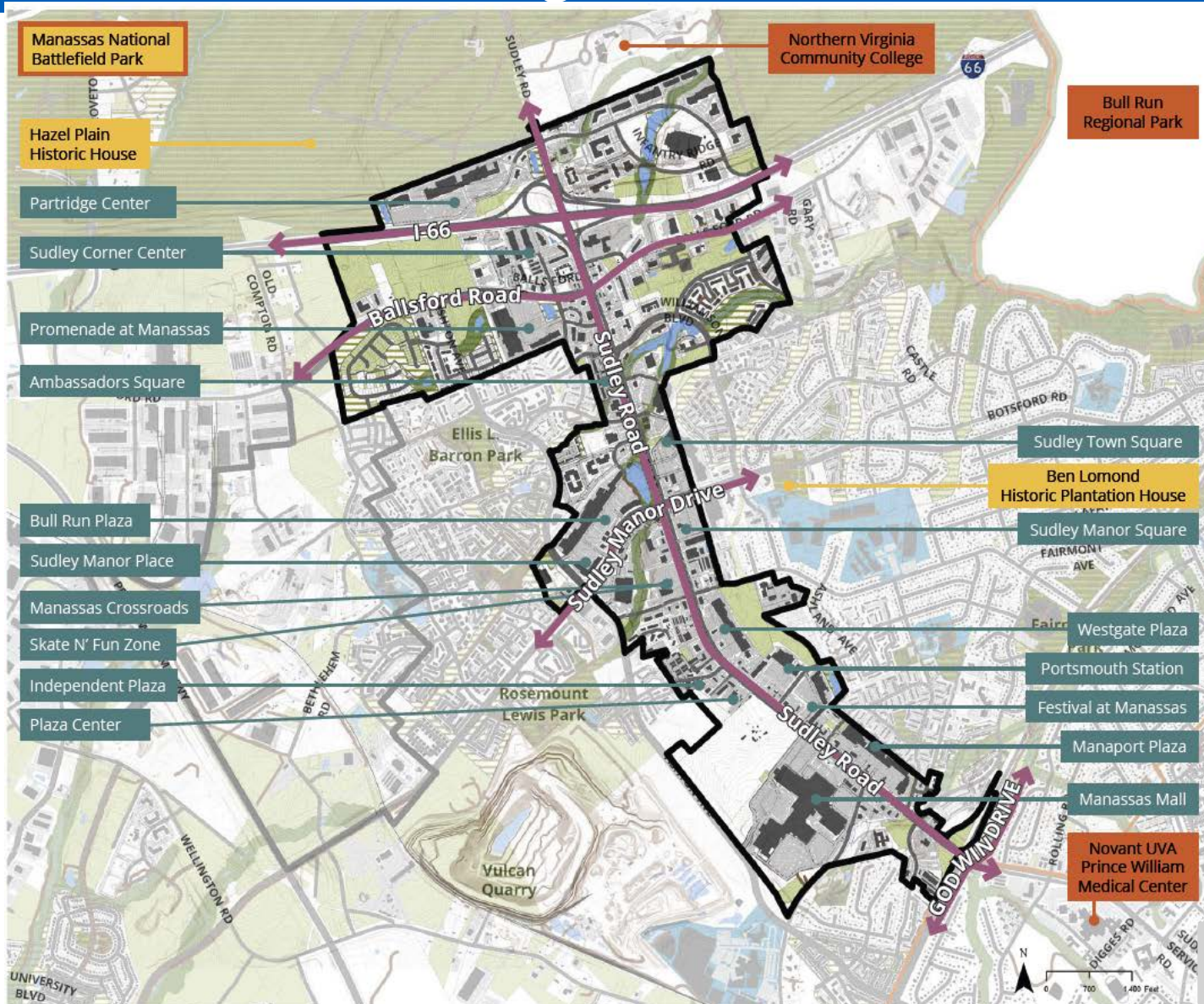


Redevelopment Corridor: Sudley Road

Existing Conditions



PRINCE WILLIAM
COUNTY



EXISTING CONDITIONS

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

- Historic Resources
- Protected Open Space
- Federal Land
- Environmentally-sensitive Resource Protection Areas (RPAs) and protected open space throughout the north / central areas of study area.

- Destinations within the study area include:**
- 16 commercial shopping centers
 - Manassas Mall
 - Skate N' Fun Zone
- Destinations in the surrounding area include:**
- Manassas National Battlefield Park
 - Bull Run Regional Park
 - Northern Virginia Community College
 - George Mason University
 - Novant UVA Prince William Medical Center

DRAFT

Redevelopment Corridor: Sudley Road Proposed Land Use



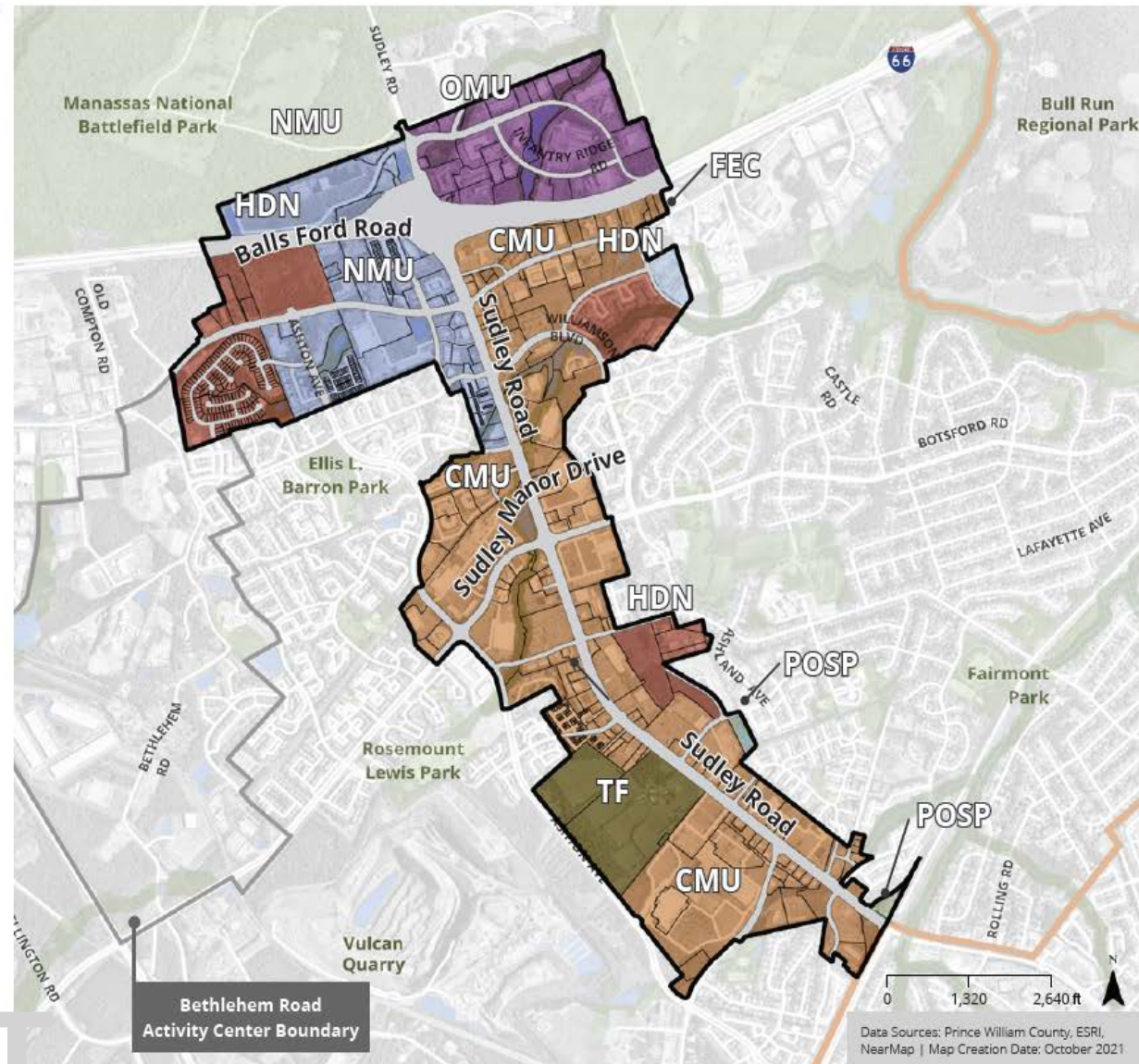
PRINCE WILLIAM
COUNTY

Vision

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

Long-Range Land Use Designations

- Community Mixed-Use (CMU)** will allow for mixed-use development along both sides of Sudley Road, integrating community-serving retail, housing options, other commercial and employment activities, and public spaces.
- Neighborhood Mixed Use (NMU)** areas will provide a transition between residential uses and the Sudley Road corridor, incorporating a range of housing options as well as limited community- and visitor-serving commercial uses. This designation will also enable a sensitive transition between Sudley Road development and the Manassas National Battlefield Park.
- Office Mixed Use (OMU)** areas along I-66 will support a mix of uses while accommodating hospitality, dining and retail, family-oriented entertainment, and office uses that complement the Manassas National Battlefield Park and Northern Virginia Community College campus.
- High Density Neighborhood (HDN)** areas will serve as transitions between Community Mixed Use along Sudley Road and surrounding residential neighborhoods, while offering a variety of single-family and multifamily housing options.
- The **Flexible Use Employment Center (FEC)** area within the redevelopment corridor boundaries will provide a transition between residential uses and adjacent light manufacturing, start-up businesses, and office uses.
- Technology Flex (TF)** will accommodate planned data center uses along Sudley Road.
- Parks & Open Space Passive (POSP)** will expand the supply of accessible open space within the Sudley Road corridor while providing spaces for community gatherings and passive recreation.
- Right-of-Way (ROW)**



Redevelopment Corridor: Sudley Road Policies



PRINCE WILLIAM
COUNTY

Key Policies

Land Use

1. Encourage the redevelopment of older strip commercial uses with a compact mix of uses that integrates new housing options and neighborhood-serving commercial uses. Prioritize the redevelopment of the Manassas Mall site as a catalyst for further redevelopment of the corridor.
2. Complement the adjacent Manassas National Battlefield Park and Northern Virginia Community College campus with hotels, dining and retail, family-oriented entertainment uses, and other visitor amenities at the corridor's northeasterly portion of the corridor adjacent to I-66. Strategically limit building height to prevent visual impacts on Battlefield Park viewsheds.
3. Protect the visual integrity of the Manassas National Battlefield Park by encouraging compatible development along the Battlefield Park's borders. Encourage building design that limits height to treetop-level and minimizes light intrusion. Incorporate landscape buffers, façade colors that blend into the landscape (brown and green preferred), and other measures to mitigate visual impact on the Battlefield Park.
4. Through infill residential development, foster a sensitive transition in scale and intensity between Sudley Road and surrounding residential uses.
5. Accommodate data center uses between Crestwood Drive and the existing Manassas Mall site, while encouraging compatible site and building design that mitigates the facility's visual impact and contributes to an attractive and pedestrian-oriented street frontage along Sudley Road.
6. Integrate accessible open space and public gathering spaces as part of redevelopment, on undeveloped or underutilized land, and along stream corridors in order to provide community amenities.

Land Use (continued)

7. Explore opportunities to create welcoming and identifiable gateways from the City of Manassas and the Manassas National Battlefield Park. Pursue gateway strategies such as streetscape and median enhancements, signage, public art, and landscaping. Honor the historical significance of the Battlefield Park through landscape improvements that foster a transition in character as Sudley Road approaches the Battlefield Park.

Housing

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

Connections

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



DRAFT



PRINCE WILLIAM
COUNTY

Housing Chapter

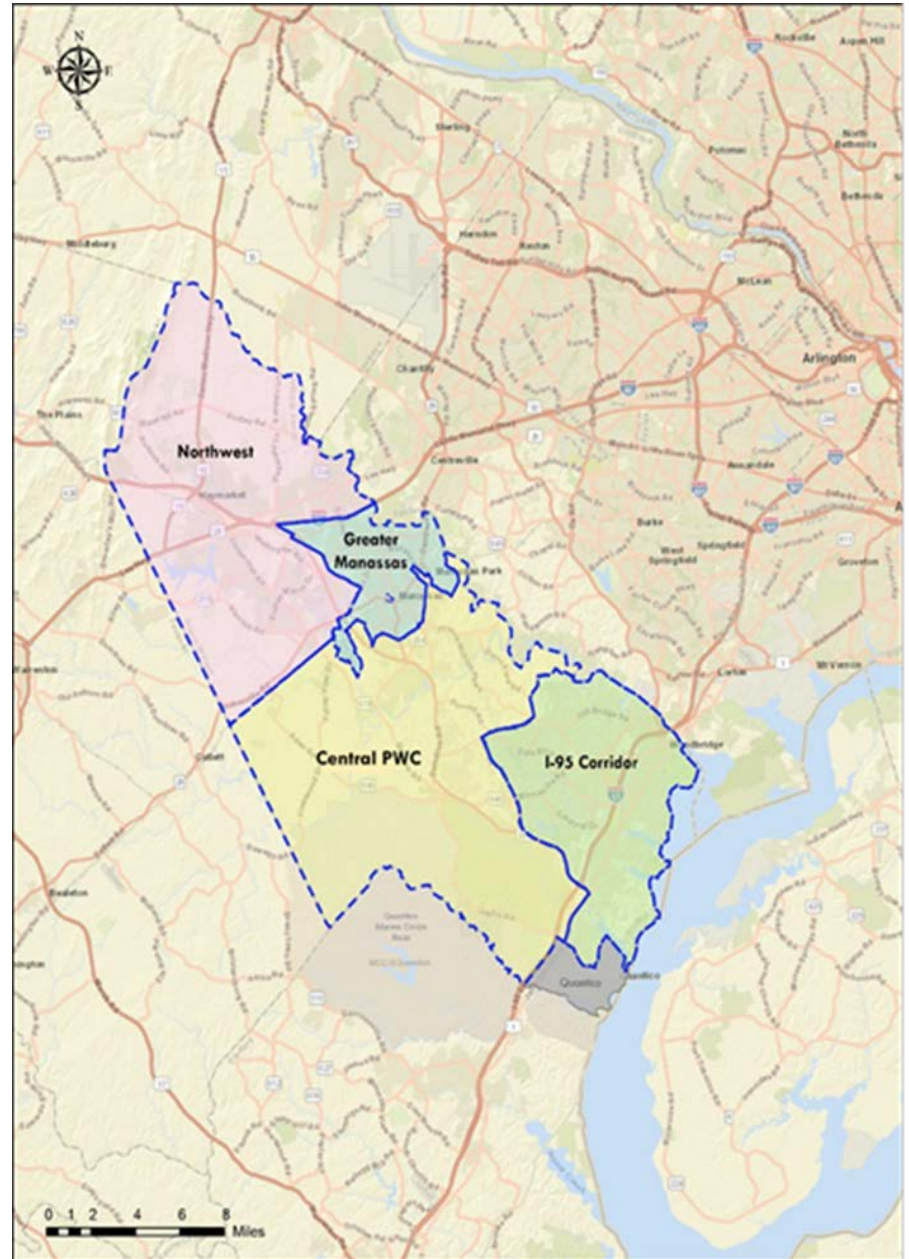
Demographics, Analysis, and Trends

Preliminary Housing Concepts

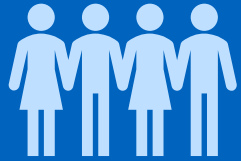
Affordable Dwelling Unit Ordinance

Housing - Submarkets

1. Northwest
2. Greater Manassas
3. Central PWC
4. I-95 Corridor



Demographic & Housing



Pop. Growth
Rate

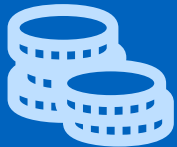
1980-2010

3%-5% annually



2010-2040

0.7%-1.6% annually



Central PWC
\$145,844



I-95
\$98,833

- County experienced rapid growth between 1980 and 2010, while **slowing down since 2010**
 - The **Northwest** submarket has experienced the **fastest** and most significant growth (82,437 people) since 2000
 - Population is **projected** to slow out to 2040, with the **greatest** population gains projected to occur in **I-95** submarket, followed by the Northwest
 - The County's population is becoming **more diverse**, driven by the increase in the **Hispanic** population, especially in the I-95 submarket
 - County median income levels are one of the highest in the U.S. **but not all submarkets are keeping pace:**
 - Central submarket was **\$145,844**
 - NW submarket was **\$140,462**
 - I-95 submarket was **\$98,833**
 - Greater Manassas submarket was **\$76,913**
- (2020 median household income data)

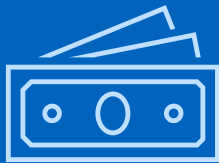
Demographic & Housing



Northwest, Central PWC



Pre 1960 & 1960-1980



50%+ Renter Cost Burden

- The County's housing stock **consists mostly of single-family** homes, but more multi-family is needed in the future
- I-95 submarket is disproportionately providing most of the county's multi-family housing. **Greater housing access equity is needed throughout the county**
- The presence for large-lot residential zoning (i.e., 10-acre minimum lot sizes) in the Northwest and Central PWC submarkets is running counter to its housing equity and affordable housing goals. **Land constraints are driving up land values**
- Opportunities to revitalize housing in the I-95 submarket will help its aging housing stock. The I-95 submarket saw most of its housing (66.9%) constructed between 1960 and 1980. **In 20 years by 2040, much of this housing stock will become over 60 years old**, so starting housing revitalization now in I-95 is valuable
- **Housing cost burden is on the rise among renter households.** By 2019, the percentage of cost-burdened renters had increased to 51.5% Countywide. Except for Northwest, all other submarkets had over 50% cost-burdened renter households

Housing Affordability



Owners



Renters



Renters

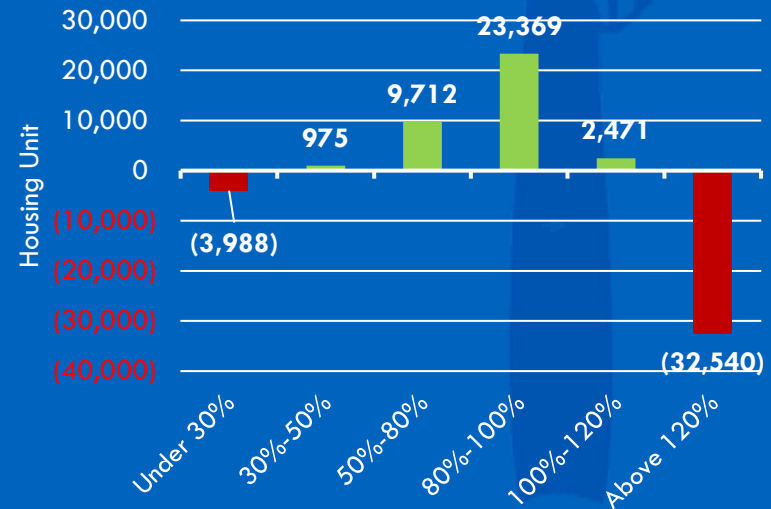


- Proportionally more households with higher incomes among owners in the County, and proportionally more **renters are challenged with lower income levels and a lack of affordable housing options**
- **Owner households being challenged by low incomes in the County** have been growing between 2010 and 2019.
- **Growing renter households on both the lowest and the highest ends of the income brackets** between 2010 and 2019, with an influx of higher-income renter households during this period
- This may speak to the **need for some form of homeowner assistance**, perhaps for elderly homeowners who don't have money to make housing repairs. In addition, the growth in higher income renter households make **increase demand for higher priced rental options.**

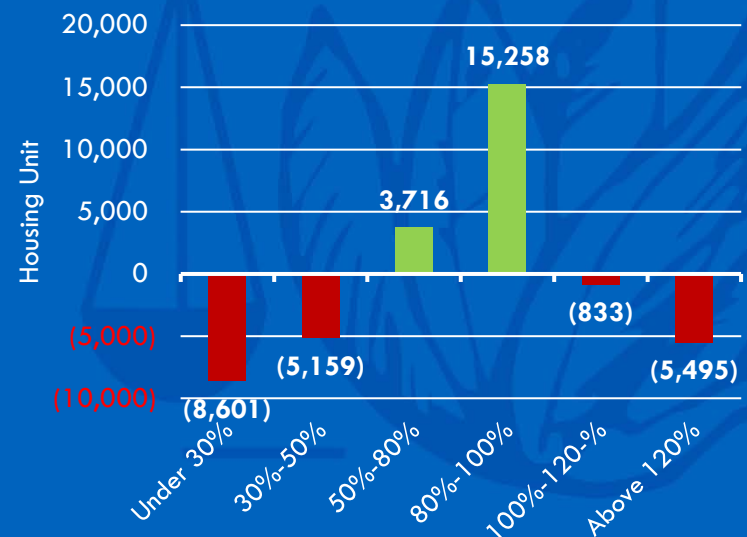
Housing Affordability

- Very **limited rental housing priced affordable** to households at **both the lowest and the highest** income brackets.
- **Only 10% of the rental housing units are affordable to households earning at or below 50% of AMI**
- As the I-95 Corridor submarket has the largest number (53%) of rental units, most of the rental shortages come from this submarket
- **A shortage of ownership home supply for households at both the lowest and the highest income brackets**
- Less than a quarter of the ownership homes are affordable to households earning at or below 50% of AMI
- As the I-95 Corridor and Northwest submarkets have the highest shares of the ownership homes
- **A shortage of housing at the higher price points is creating competition at lower housing price points**

Ownership Housing Supply/Demand Equilibrium by HUD Income Threshold; FHA
Prince William County, VA



Rental Housing Supply/Demand Equilibrium by HUD Income Threshold
Prince William County, VA



Naturally Occurring Affordable Housing



50% of AMI
and Below

80% of AMI
and Above

↓
Esp. I-95 &
Greater
Manassas



Northwest

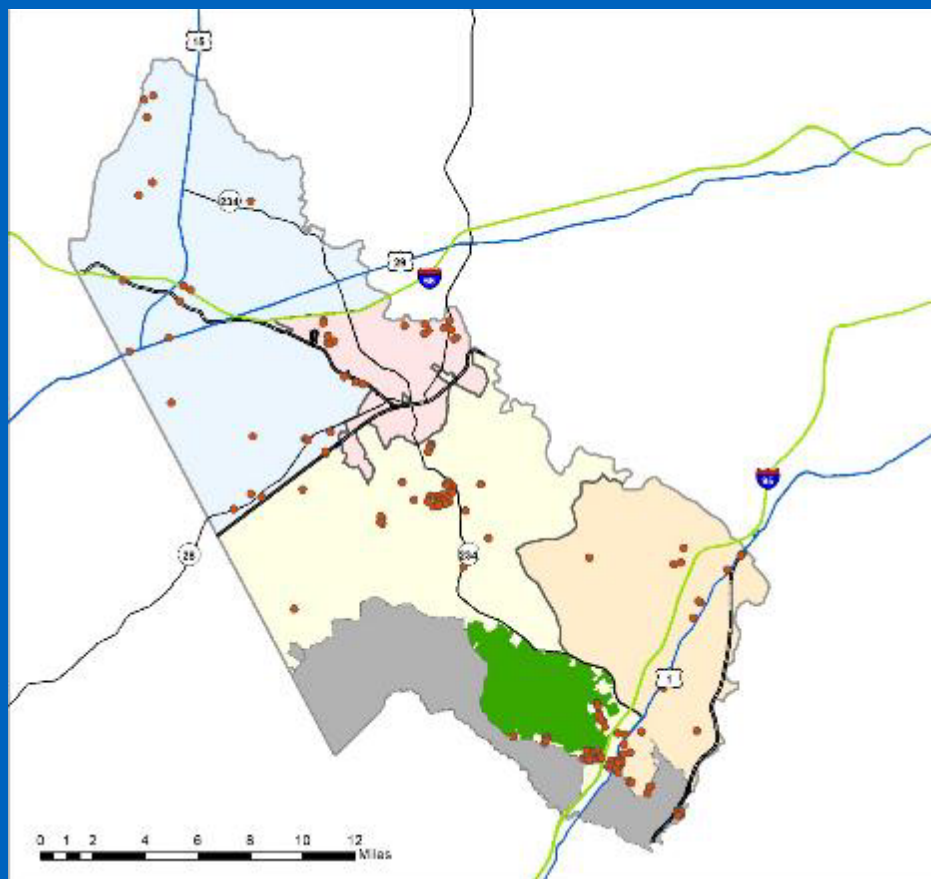


I-95 & Greater
Manassas

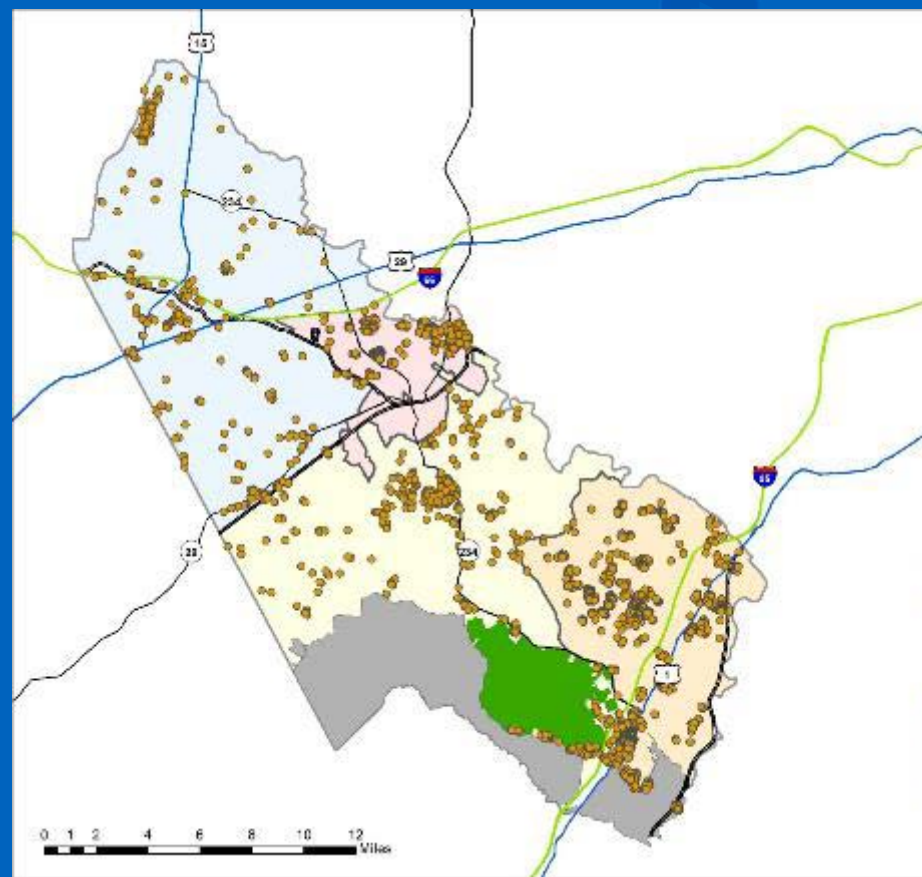
- A limited supply of ownership homes affordable to households earning under 50% of AMI.
- A geographic disparity in the distribution of naturally occurring affordable homes.
- A shortage of rental units affordable to households earning under 50% of the AMI.
- Residential properties that need renovations are mostly in the I-95 submarket.

Naturally Occurring Affordable Housing

Single Family Homes
30% of AMI and Below



Single Family Homes
31% to 50% of AMI



Future Housing Demand Projections

192,486 Units



Residential
Build-Out

211,878 Households

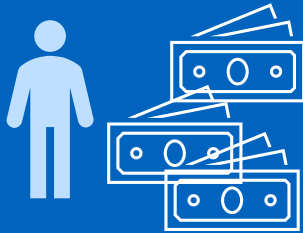


COG 2040
Population

- The County does not have sufficient lands under current zoning to accommodate its projected population growth by 2040.
 - There will likely be an addition of 32,418 to 41,958 new housing units in the County in response to the future population growth by 2040. However, according to the County's 2019 Build-Out Analysis, the County has the land capacity for only 35,869 additional residential dwelling units under current zoning
- Housing shortage is projected to persist through 2040
 - Even if the County maxes out its current capacity to reach residential build-out at 192,486 units, **there will still be a shortage of 19,392 units** as COG projected that there will be 211,878 households in the County in 2040

Future Housing Demand Projections

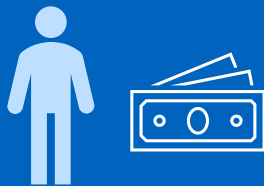
57.2% of Home Demand



100% AMI +

- Future housing demand will come from **different income levels for renter households versus ownership households**
- 57.2% of the future **ownership** housing demand will come from households earning above 100% of the AMI.

54.2% of Rental Demand



80% AMI and below

- Over half (54.2%) of the **rental** housing demand in 2040 will come from households earning at or below 80% of the AMI.

Housing Policy Preliminary Concepts

Neighborhood Revitalization and Redevelopment Policy

Housing Policy 1: Preserve and improve existing neighborhoods, with a focus on maintaining the character of the neighborhood.

DRAFT

Diverse Housing Communities

Housing Policy 2: Promote a diverse housing mix throughout the county by encouraging a range of housing sizes and types that meet the needs of citizens at all income levels throughout all stages of life including quality housing opportunities for special populations.



Housing Policy Preliminary Concepts

Affordability

Housing Policy 3: Encourage the provision of price appropriate /affordable housing for all segments of the County's population with emphasis on households with incomes at or below 80% of the Area Median Income. Create or preserve 75% of homes as affordable to low and moderate incomes by 2040 and increase the overall supply throughout the County.

DRAFT

Linkages to Mobility

Housing Policy 4: Strategically locate diverse housing types near transportation and employment centers to build equitable comprehensive multi-modal communities reducing transportation expenses for cost burdened residents.



Housing Policy Preliminary Concepts

Sustainability/Environmental Growth Policy

Housing Policy 5: Promote sustainable neighborhood communities with a variety of housing types, densities, and affordability to ensure a safe and livable environment for all residents.

DRAFT

Building Healthy Communities

Housing Policy 6: Design a community's built environment in a manner that positively influences the physical and mental health of its residents based on the guiding principles of quality, stability, affordability, and location.

Regulatory Changes for Housing

Housing Policy 7: Support innovation and streamline processes to meet housing goals.



Affordable Housing

AMI, Average Median Income Thresholds

(100% AMI Level for 3-person Household Size = \$109,200/yr.)

30% AMI or Lower (\$0 to \$32,800/yr.)

Bartender
\$23,705/yr.



Cook,
Restaurant
\$24,236/yr.

Barber
\$24,798/yr.



30% to 50% AMI (\$32,801-\$54,600/yr.)



Motor
Vehicle
Operator
\$36,049/yr.

Painter
\$40,150/yr.



Legal Secretary
\$54,059/yr.

50% to 80% AMI (\$54,6001-\$69,850/yr.)

Construction
/Building
Insp.
\$57,290/yr.



Social
Worker
\$68,051/yr.



Firefighter
\$61,289/yr.



80% to 100% AMI (\$69,851 to \$109,200/yr.)



Mechanics,
Installers
Supervisors
\$70,762/yr.

Registered Nurse
\$75,446/yr.



Electrical
Engineer
\$106,795/yr.

Ownership
Range:

\$0-\$138,495

\$138,496- \$230,543

\$230,544 - \$294,935

\$294,936 - \$461,086

Rental
Range:

\$0 to \$820/mo.

\$821 to \$1,365/mo.

\$1,366 to \$1,746/mo.

\$1,747 to \$2,730

Affordable Dwelling Unit Ordinance

Consultant provided the strengths and weaknesses of the two applicable state code sections for affordable dwelling units

1. Section 15.2-2304 – Currently does not apply to PWC – would require a change in the General Assembly to utilize this state code.
2. **Section 15.2-2305** – Currently applies to PWC

Decisions on policy levers that affect the relative impact, ease of use, and market penetration include:

1. **Applicability** – establish which development proposals would be affected
2. **Incentives** – the type and amount of incentives to provide ADUs
3. **Affordable Share** – target of the total units to be affordable (i.e. 20%)
4. **Income Level** – threshold income level (i.e. 60% of AMI)
5. **Affordability Term** – length of time for units to remain affordable
6. **Alternatives** – options for developers (i.e. make a cash payment in lieu of ADUs)

Report provided analysis of peer localities for reference purposes

Next Steps

- **Planning Commission work session on November 3, 2021.**
 - **Transit**
- **Prepare for next round of Community Engagement in December 2021.**
 - **Land Use**
 - **Housing**
 - **Mobility**

