



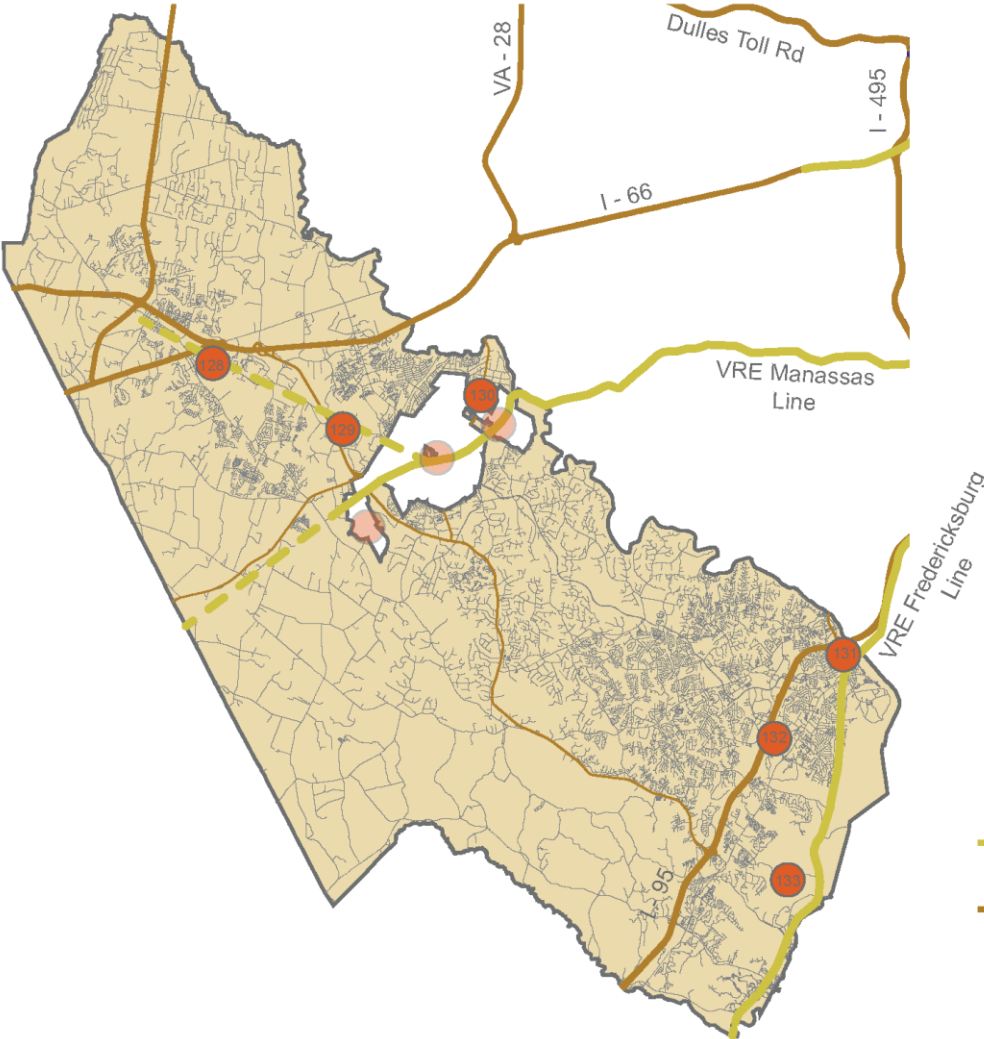
**PRINCE WILLIAM**  
COUNTY

# North Woodbridge Small Area Plan

David McGettigan, Sr., AICP  
Long Range Planning Manager  
Planning Office

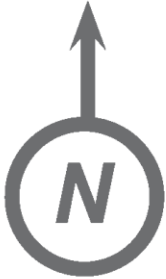
# Regional Activity Centers

## Prince William County

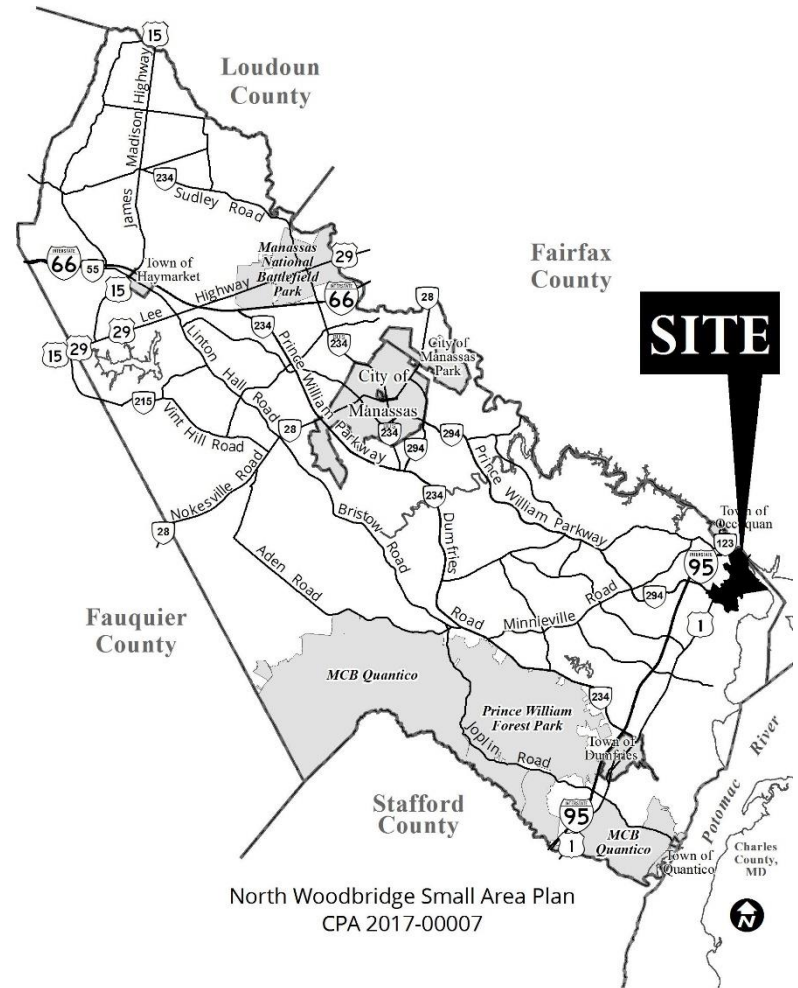
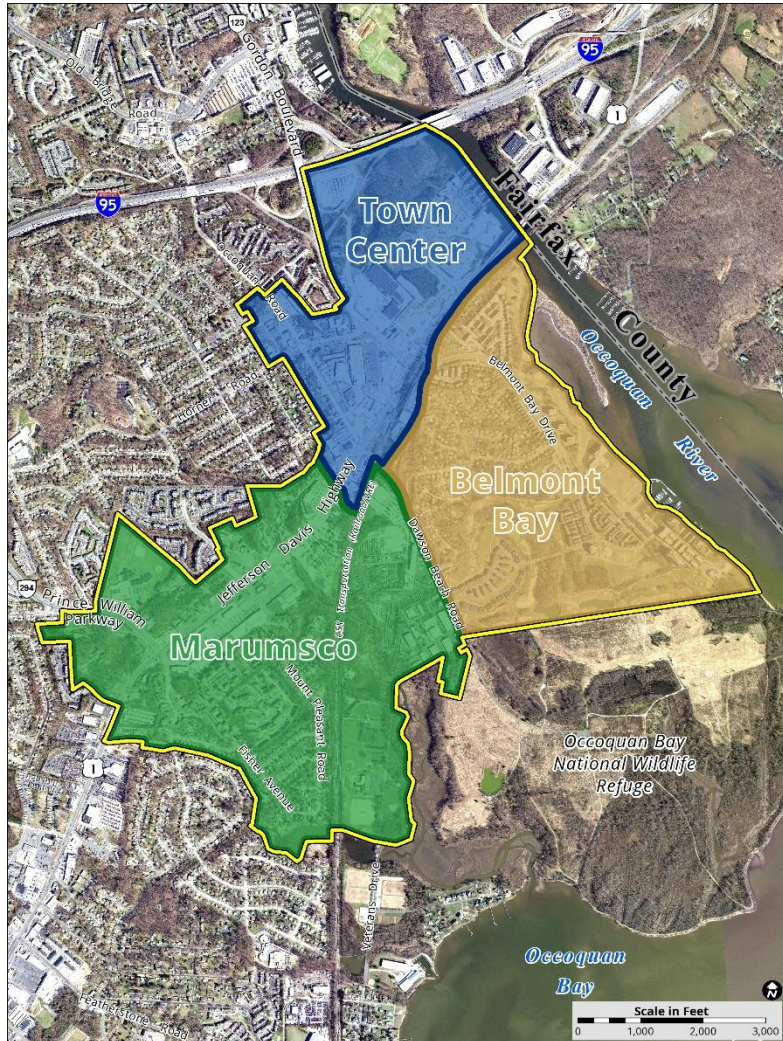


COG worked with regional planning directors through the Planning Directors Technical Advisory Committee to develop the Activity Center selection method. Then COG worked directly with each jurisdiction's planning department to interpret local planning documents and apply the criteria to identify Activity Centers.

- High Capacity Transit
- Highway



# North Woodbridge



North Woodbridge Small Area Plan  
CPA 2017-00007



# North Woodbridge Town Center





# Belmont Bay





# Marumsc

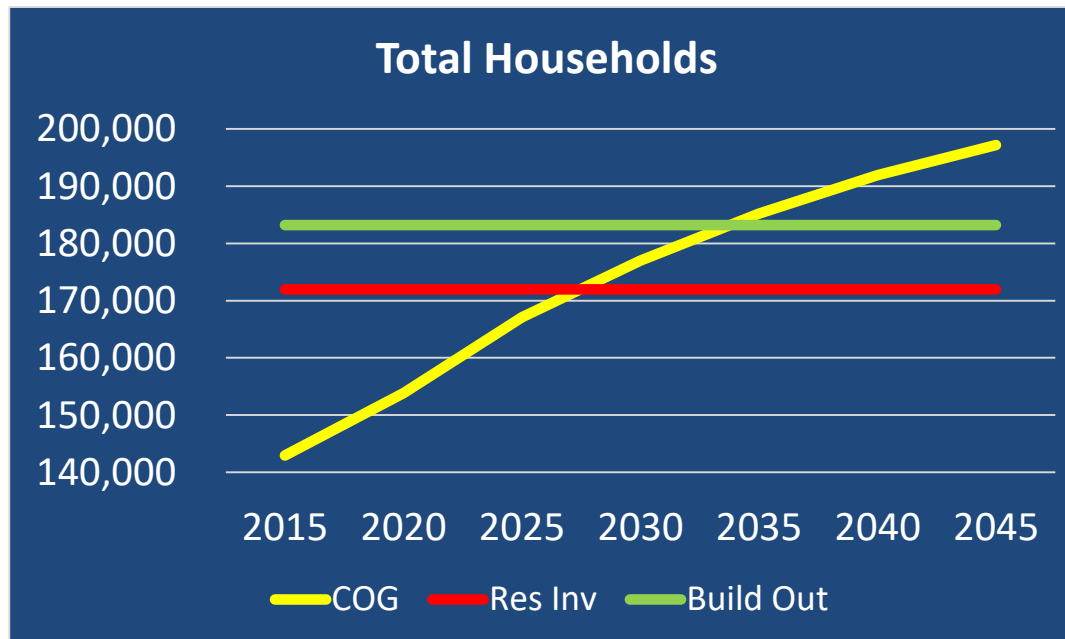


03/23/2017

© 2017 Pictometry

# Projected Growth

District (Small Area Plan)	North Woodbridge Estimates		
	Low	Medium	High
Non-residential (Potential GFA)	2,390,382	3,137,500	3,884,619
Total Jobs	6,411	8,664	10,917
Dwelling Units	10,245	12,917	15,587
People	27,375	33,521	39,662
Total People + Jobs	33,786	42,185	50,579
Total Land Area	1,264 Acres		
Activity Density	26.73	33.37	40.02
Density Classification	P-4	P-4	P-5

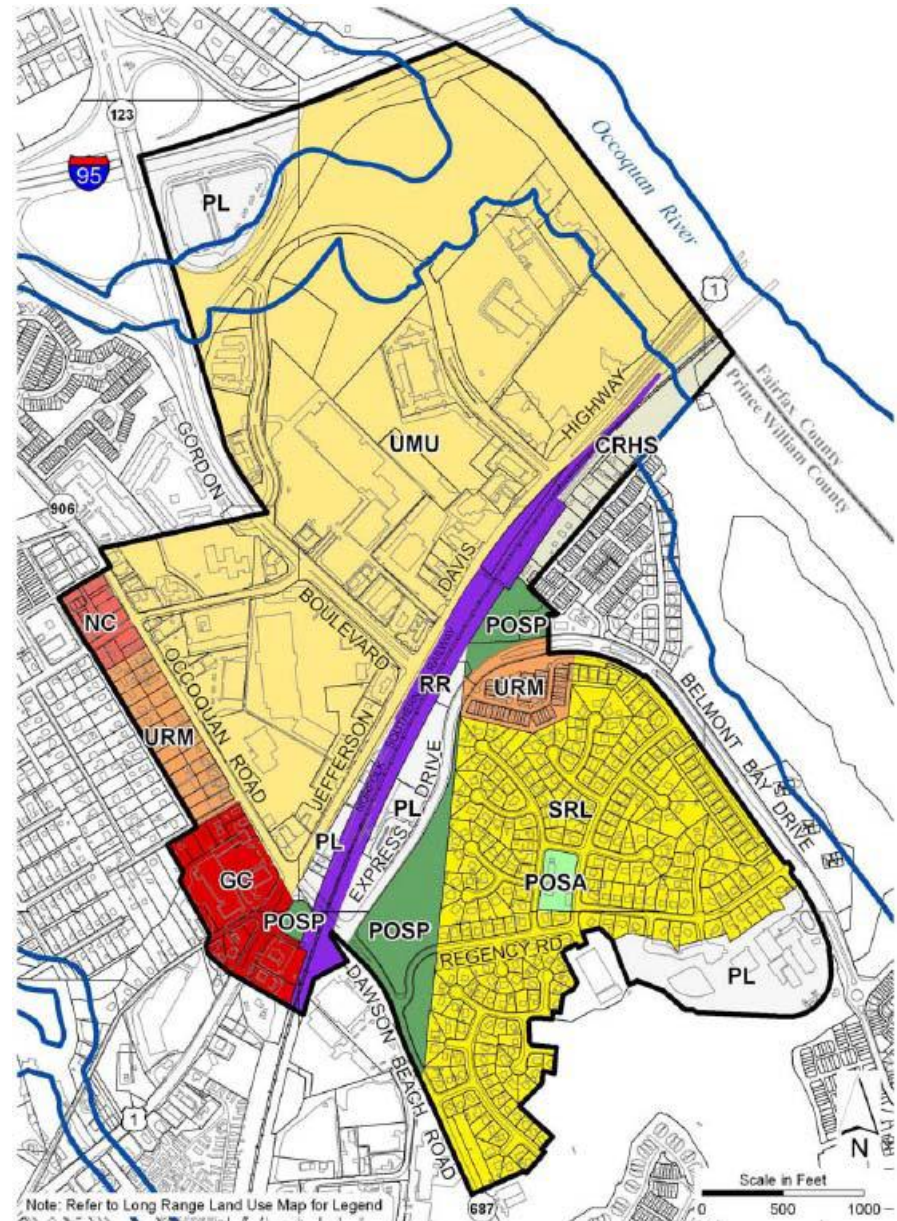




# Background

## Previous Plans and Studies

- Potomac Communities Revitalization Plan – North Woodbridge Study Area 2003
- Woodbridge VRE Station Area Plan – 2009
- Potomac Community Design Guidelines – 2014
- Route 1 Multimodal Study – 2015
- ULI Fast Ferry Study – 2018



Existing Long Range Land Use Plan



# Small Area Plan

## 1. Vision and Thematic Principles

## 2. Land Use Plan

- Transect Map
- Future Land Use Plan
- Illustrative Plans

## 3. Mobility Plan

- Road
- Transit
- Bicycle
- Pedestrian
- Design

## 4. Green Infrastructure Plan

## 5. Cultural Resources Plan

## 6. Economic Development Plan

## 7. Level of Service Plan

## 8. Implementation Plan

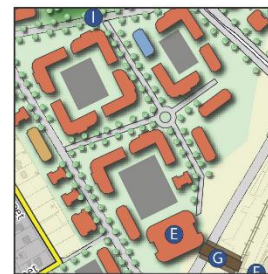
1

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

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

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

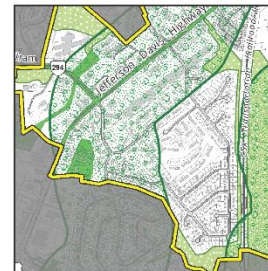
2



3



4



5



6



7

Projected Police Facility Needs by Existing and Projected Population		
Facility Type	Existing (2019)	Additional Need by 2040
Police Station	1	0.25
Satellite Field Offices	0	1
Administrative Support Facilities	0	7957 sq. ft.
Animal Control	0	1234 sq. ft.
Public Safety Training Center	0	7834 sq. ft.

8

IMPLEMENTATION MATRIX		
Timeframe	Goal	Action Item
Short Term	Design	Adopt Design Guidelines
Short Term	Economic Development	Develop a robust Business Retention &
Short Term	Green Infrastructure	Establish an alignment for the PINNST Shoreline
Short Term	Green Infrastructure	Explore temporary easements for pre-planned waterfront access



# Public Participation Process

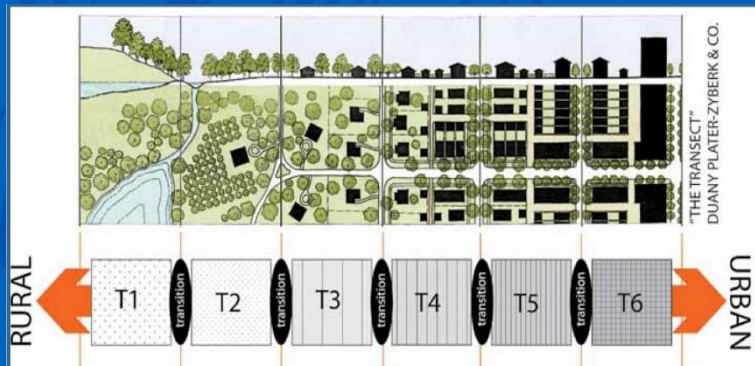
- Stakeholder meetings
- Community Charrette
- Community Conversations Meetings
- The Urban Land Institute (ULI) conducted a Technical Assistance Panel
- Planning Commission Work Session and Open House.
- Planning Commission Public Hearing.





# Multimodal Planning

- Link Land Use and Transit
- Identify Transects
- Multimodal Network
- Transit Supportive Densities



**T6**

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

**T5**

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

**T4**

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

**T3**

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

**T2**

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

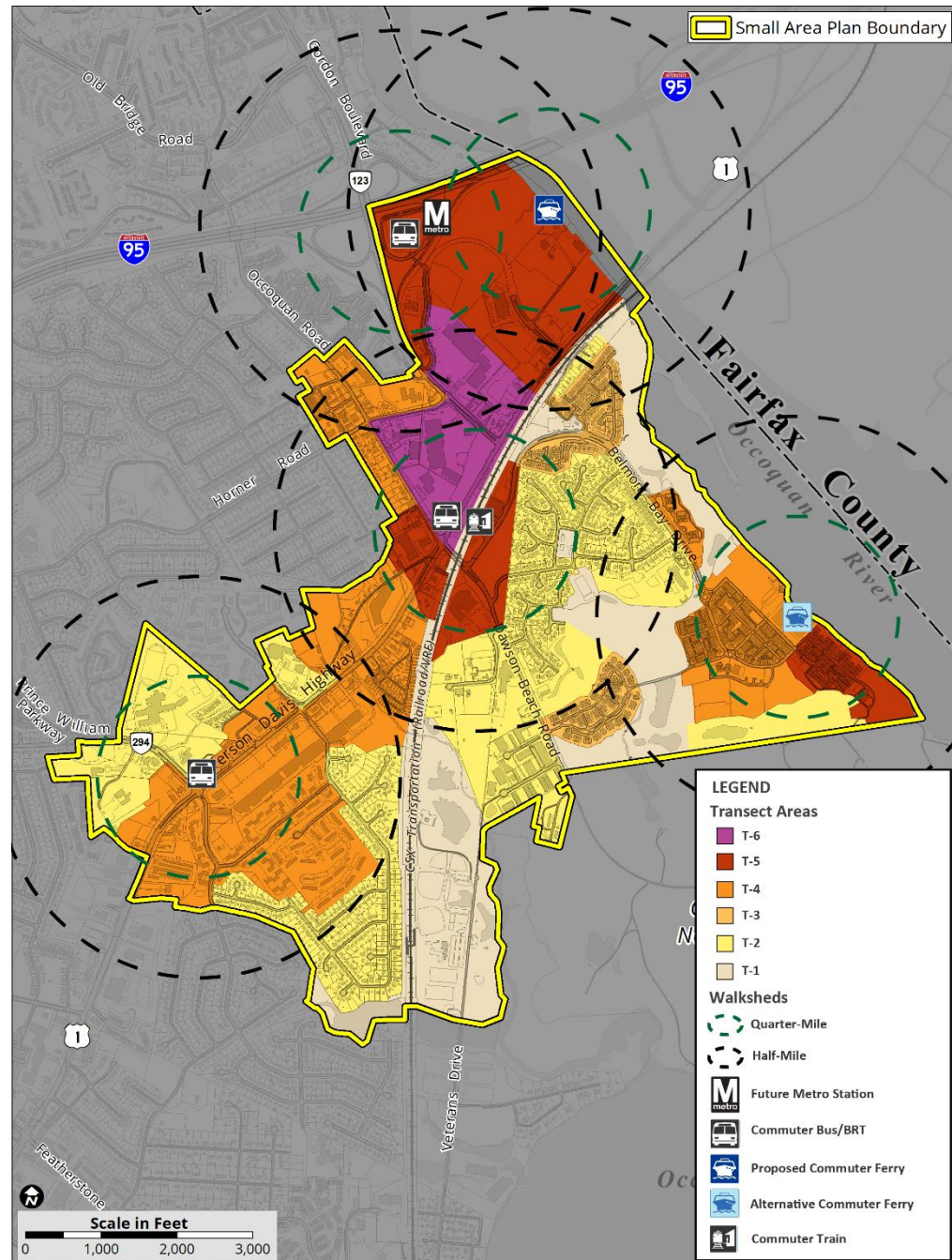
**T1**

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



# Transects

- **T-6:** highest mixed-use intensity in the study area due to the relatively large parcels, potential for redevelopment, and adjacency to existing rail and bus station
- **T-5:** has a high mixed-use intensity, and provides a transition between the most dense and less dense areas
- **T-4:** a mixed-use intensity that provides a transition from the urbanity of the Town Center to represent a neighborhood scale of intensity
- **T-2:** consists of lower density flex/industrial uses and existing single-family residential neighborhoods.
- **T-3 and T-1** are transects reflecting existing land use intensities





# Small Area Plan Vision

**VISION:** Building on North Woodbridge's rich history and environmental resources, create a dynamic community focused on a dense, mixed-use North Woodbridge Town Center, while strengthening the existing communities of Marumasco and Belmont Bay, oriented around a multimodal transportation network and a vibrant waterfront.



**PLACETYPES:** Create a sense of place with a vertical mixed-use town center and capitalize on the waterfront as a unique feature. Create neighborhoods with a balanced mix of housing types and affordability.



**MOBILITY:** Create a multimodal network that leverages, connects, and expands the community's mobility hubs.



**DESIGN:** Create and implement high-quality design standards for pedestrian-scaled private and public development. Integrate facility design and public safety programs to enhance safety and personal security.



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



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



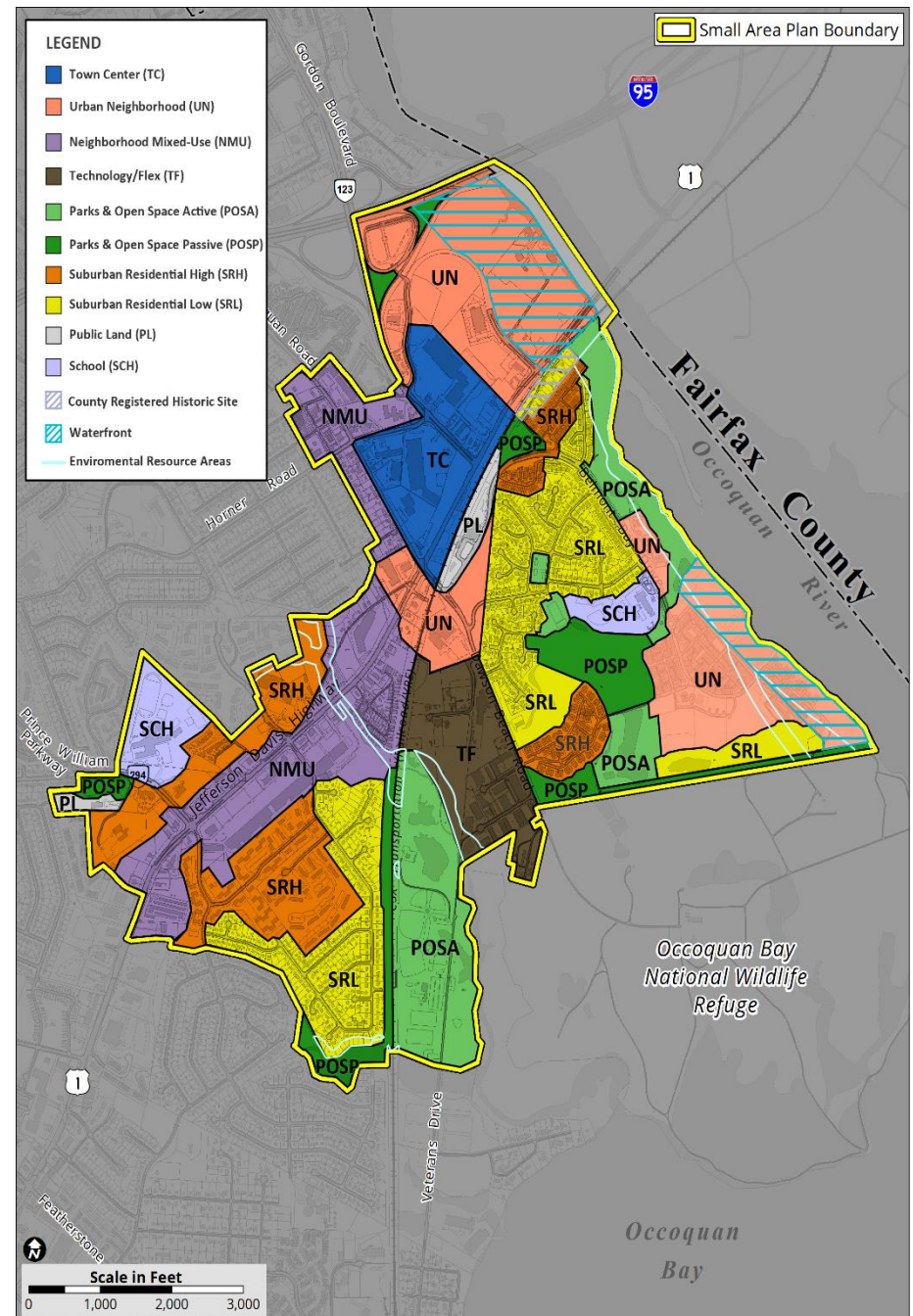
**ECONOMIC DEVELOPMENT:** Encourage economic development to attract and retain high quality businesses and services.



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

# Land Use Plan

- Town Center / Urban Neighborhoods areas of greatest walkability / connectivity
- Neighborhoods for lower intensity mixed-use
- Technology/Flex to support industrial use evolution
- Preservation of established communities
- Parks and open space network





# Land Use

	Town Center	Urban Neighborhood	Neighborhood Mixed-Use	Technology/Flex
<b>DESCRIPTION</b>				
				
	<p>Town Centers provide a mix of uses arranged in a pedestrian-friendly urban form. These centers are locations for regional commercial and entertainment destinations as well as access to amenities for adjacent residential and employment centers. Streets are interconnected and multi-modal with parking located behind buildings. Short blocks with shallow setbacks and on-street parking are appropriate.</p>	<p>Urban Neighborhoods are an opportunity to develop higher density, mixed-use residential close to transit (VRE) or town centers. They mix housing types that meet the needs of all ages and economic groups. Small-scale office, retail and service uses are integrated into the neighborhood. Neighborhood design is based on traditional neighborhood principles, emphasizing pedestrian activity. Development should be in short blocks with homes oriented to the front of the lot with shallow setbacks. Parking is on-street or in alleys. Waterfront areas of Urban Neighborhoods are more densely developed and have a greater proportion of non-residential uses.</p>	<p>Neighborhoods provide a focus on local employment uses within an urban, mixed-use environment. First-floor retail and commercial establishments and/or the inclusion of multi-family housing can support developments. The intent is to create vibrant, diverse places to accommodate a variety of business and housing development needs. Buildings have short to medium setbacks and varying block sizes. Parking is predominantly structured with accommodations for on-street and limited surface parking.</p>	<p>Technology/Flex Industrial areas provide opportunities for production, flex office/warehouse space, and warehousing uses that do not require large outdoor storage or produce nuisances such as noise, dust or vibration. They are less hazardous and limited impacts on surrounding areas compared to heavy manufacturing. Buildings in this area have medium to deep setbacks and larger block sizes. Surface parking is acceptable.</p>
<b>Primary Uses</b>	<ul style="list-style-type: none"> <li>• Retail &amp; Service Commercial</li> <li>• Office</li> <li>• Entertainment Commercial</li> <li>• Multi-Family Residential</li> <li>• Government Contracting</li> <li>• Hotel</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-Family Residential</li> <li>• High-Density Townhouses</li> <li>• Retail &amp; Service Commercial</li> </ul> <p>Additional Waterfront Uses:</p> <ul style="list-style-type: none"> <li>• Hotel/Conference Center</li> <li>• Office</li> <li>• Government Contracting</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-Family Residential</li> <li>• Retail &amp; Service Commercial</li> <li>• Civic, Cultural, Community Institutional</li> </ul>	<ul style="list-style-type: none"> <li>• Healthcare</li> <li>• Federal Government Contracting</li> <li>• Research &amp; Development</li> <li>• Flex Space</li> <li>• Light Industrial</li> <li>• Information Communications Technology</li> <li>• Warehousing &amp; Logistics</li> <li>• Advanced Manufacturing</li> </ul>
<b>Secondary Uses</b>	<ul style="list-style-type: none"> <li>• Civic, Cultural, Community Institutional</li> </ul>	<ul style="list-style-type: none"> <li>• Active Adult Retirement Communities</li> <li>• Office</li> </ul> <p>Additional Waterfront uses:</p> <ul style="list-style-type: none"> <li>• Recreation</li> <li>• Entertainment/Commercial</li> </ul>	<ul style="list-style-type: none"> <li>• Office</li> <li>• Institutional</li> <li>• Hotel</li> <li>• Healthcare</li> <li>• Local Government Contracting</li> </ul>	<ul style="list-style-type: none"> <li>• Retail &amp; Service Commercial</li> <li>• Office</li> <li>• Institutional</li> <li>• Trade/Tech School</li> </ul>

# Land Use

	Town Center	Urban Neighborhood	Neighborhood Mixed-Use	Technology/Flex
Use Pattern	Based on Street Typology	Based on Street Typology	Based on Street Typology	Based on Street Typology
Target Residential Density	T-6 -50-100 du/acre T-5- 12-50 du/acre	T-5 12-50 du/acre	T-4 -8-24 du/acre	n/a
Target Non-Residential FAR	T-6- 2.3-3.0 FAR T-5 -1-2.3.0 FAR	T-5 -1-2.3 FAR	T-4- 0.57-1.38 FAR	T-3 -Up to 0.57 FAR
Target Land Use Mix	Residential: 40-80% Non-Residential: 10-65% Civic: 5%+	Residential: 70-90% Non-Residential: 0-20%: Civic: 5%+ Waterfront only: Residential: 40-80% Non-Residential: 10-65% Civic: 5%+	Residential: 80 -90% Non-Residential: 10-50% Civic: 5%+	Residential: 0% Non-Residential 100% Civic: 0%+
Target Building Height	T-6- 8-20+ stories T-5 -6-12 stories	T-5 -6-12 stories	T-4- Up to 8 stories	T-3 - 5 Stories
Minimum Open Space	10% of site	10% of site	10% of site	20% of site
Implementing Zoning Districts*	PMD PMR PBD R-U	PMD PMR PBD R-U	PMD PMR PBD v	PBD O(F) M-2

\*Future Mixed-Use Zoning Districts (i.e., MUZD) may apply.



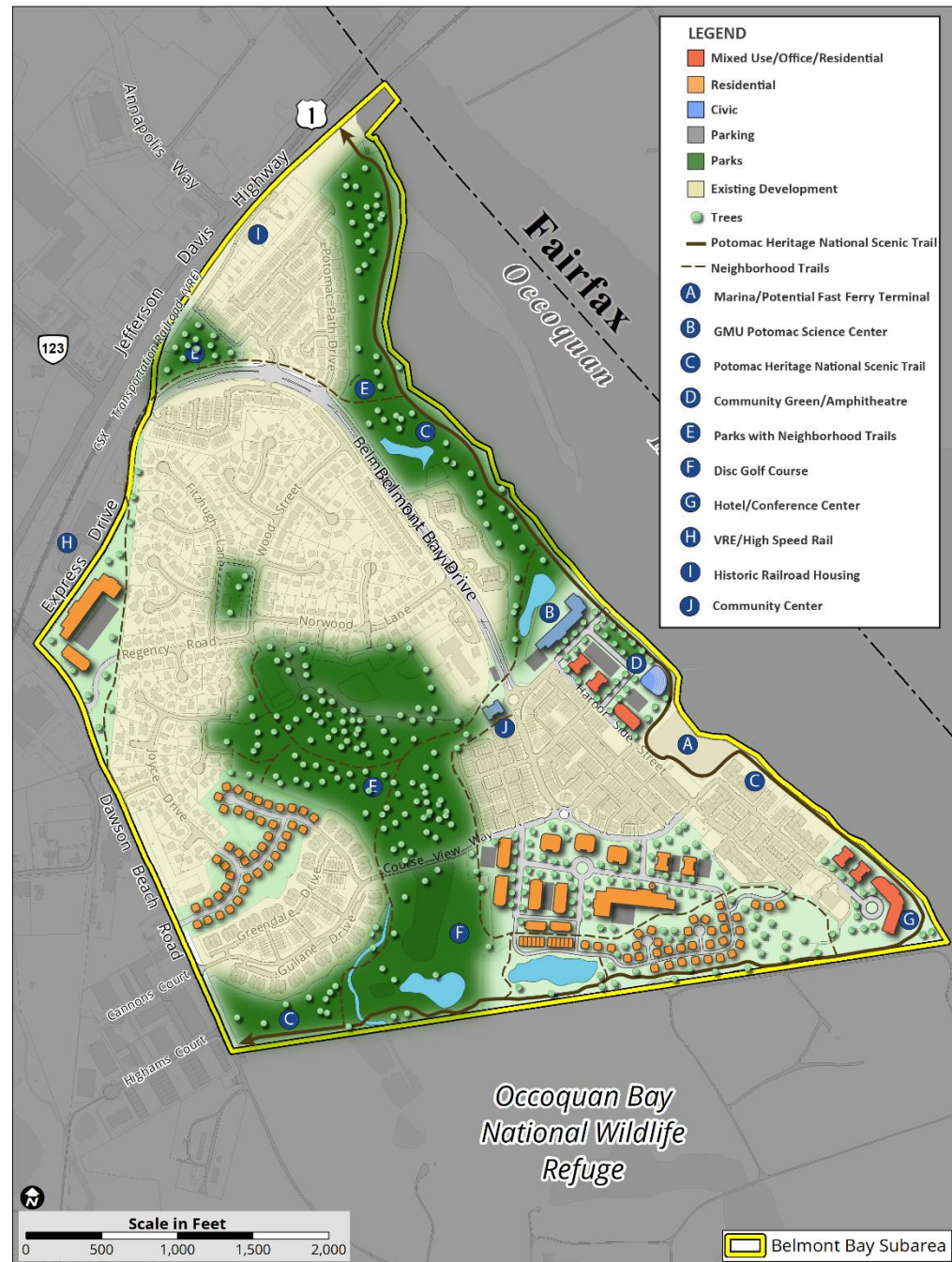
# North Woodbridge Town Center Illustrative Plan

- Dense mixed-use
  - Office
  - Residential
  - Retail / Restaurants
  - Civic
  - Arts and Entertainment
- Transit-oriented development
  - VRE >> high speed rail
  - Omni-Ride >> Metrorail
  - Fast Ferry
  - Transit center / BRT
- Main Street Focus pedestrian spine
- Pedestrian / bike crossings of Route 1
- Parks and open space
- Potomac Heritage National Scenic Trail



# Belmont Bay Illustrative Plan

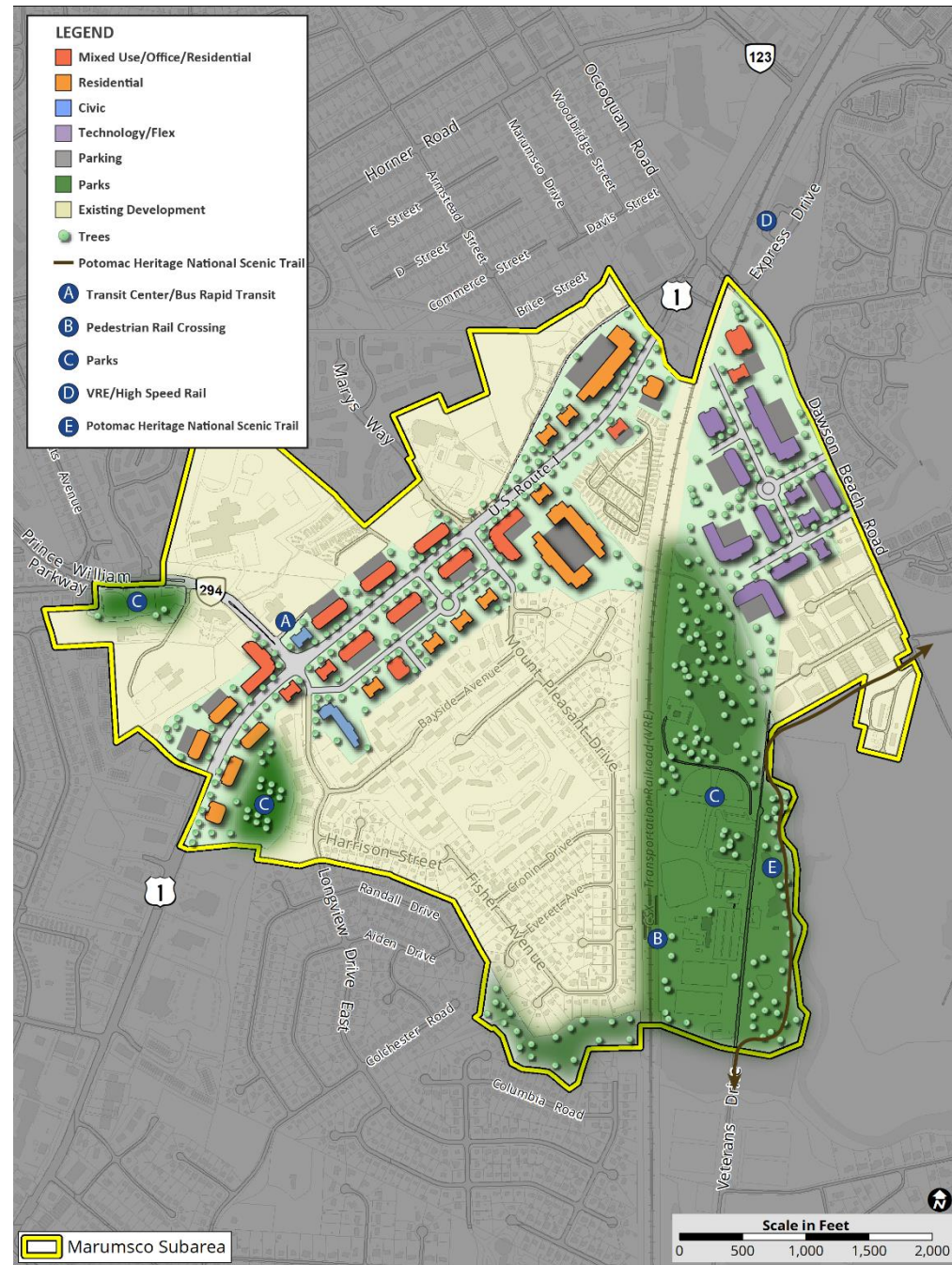
- Complete master planned land bay development
- Align PHNST along waterfront
- Establish civic focal point leveraging science (GMU) and nature (National Wildlife Refuge), e.g. a community center or amphitheater
- Incorporate portions of the golf course into Parks and Open Space
- Capitalize on vibrant waterfront
- Evaluate potential ferry location sites
- Preserve existing residential communities





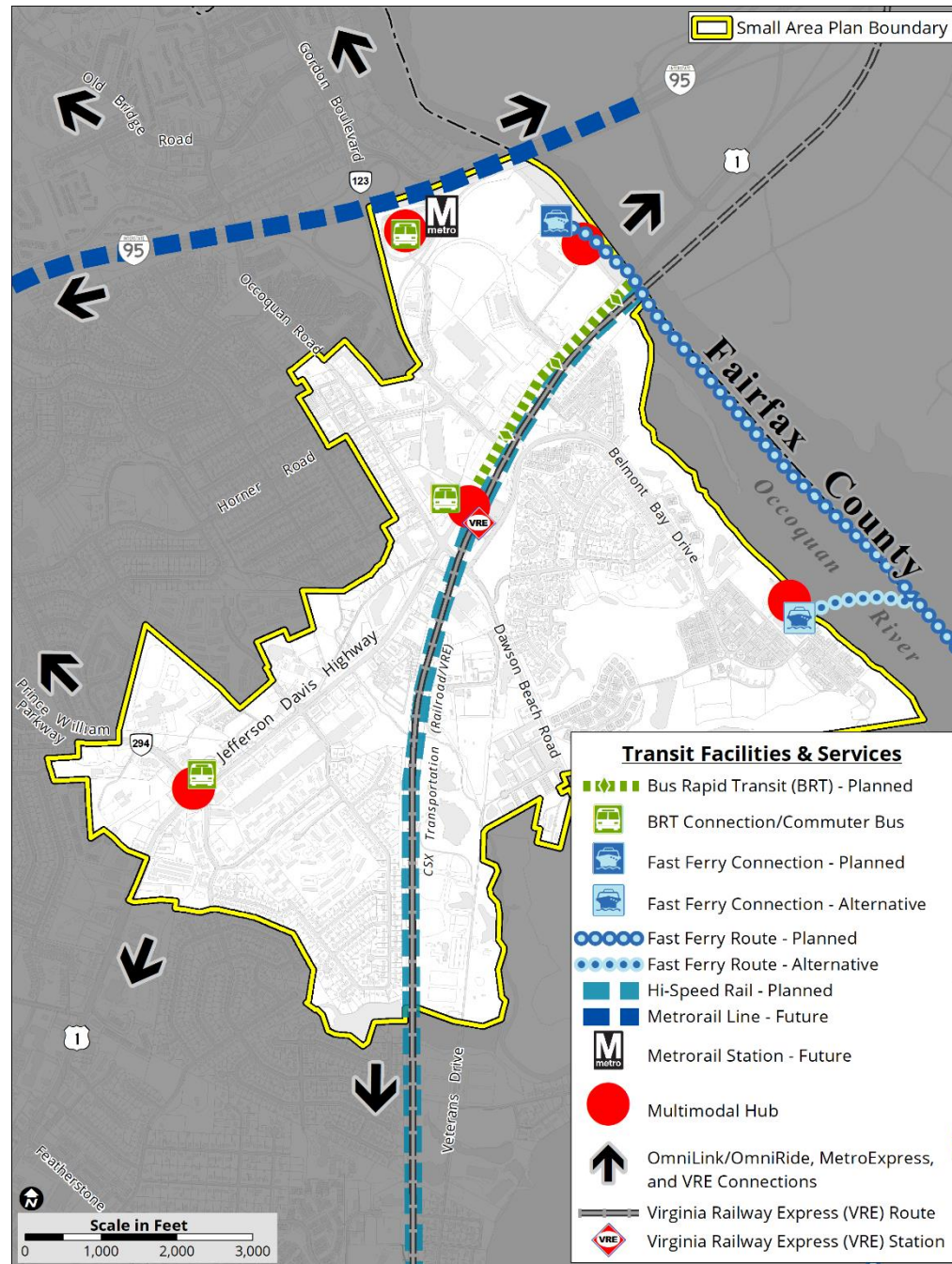
# Marumscos Illustrative Plan

- Facilitate reinvestment / redevelopment of existing commercial properties
- Introduce mixed-use into commercial zones
- Improve pedestrian and bike connectivity
- Preserve existing residential uses
- Expand technology/flex land use



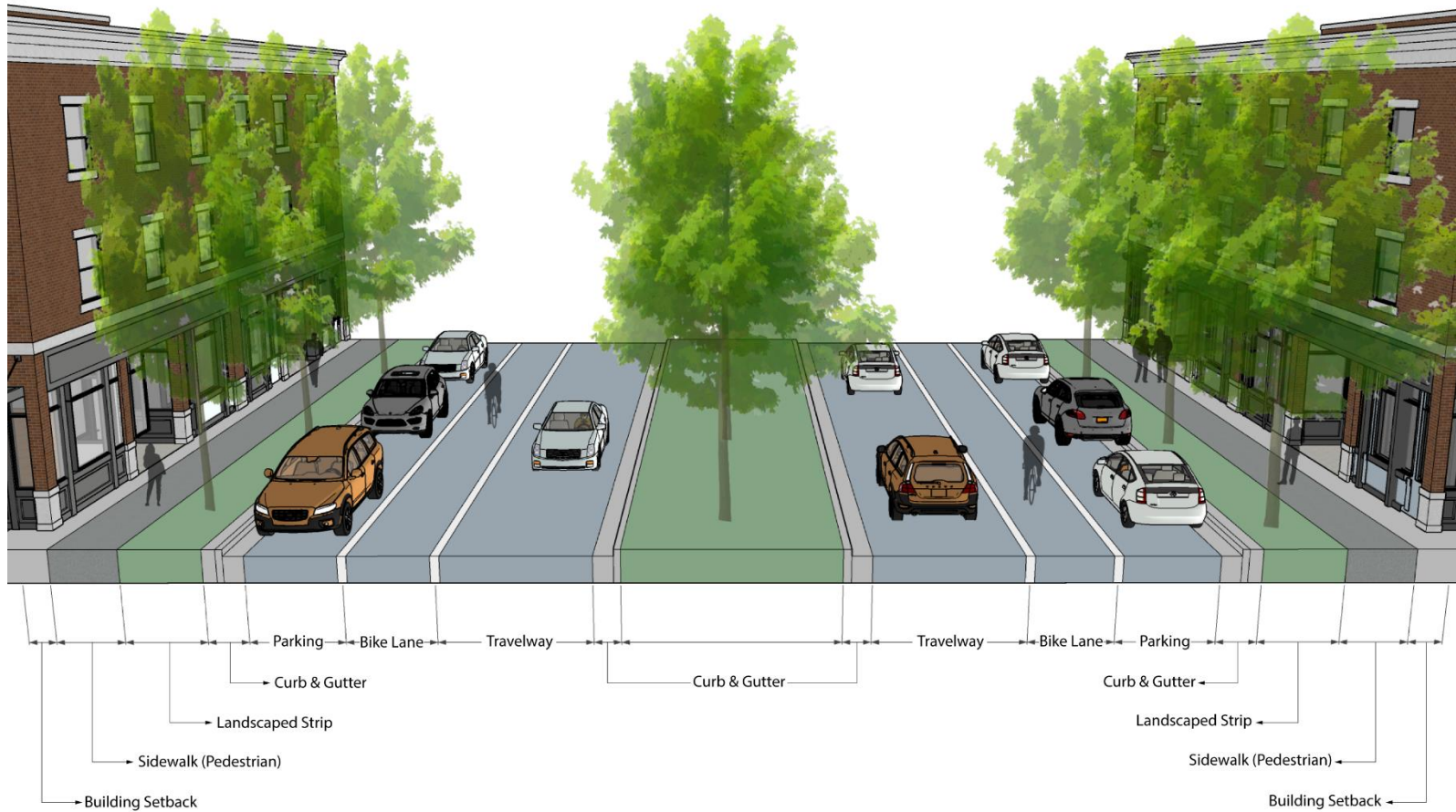
# Multimodal Mobility Plan

- Design overlay on traditional functional classification
- Transit Triangle
  - VRE
  - OmniRide
  - Fast Ferry
- Bus Rapid Transit (BRT) along Route 1
- Pedestrian and bike connectivity
  - PHNST
  - Pedestrian crossings of Route 1
  - North Woodbridge Town Center pedestrian spine
  - North Woodbridge Loop
- Street grid network
- Route 1 / 123 interchange



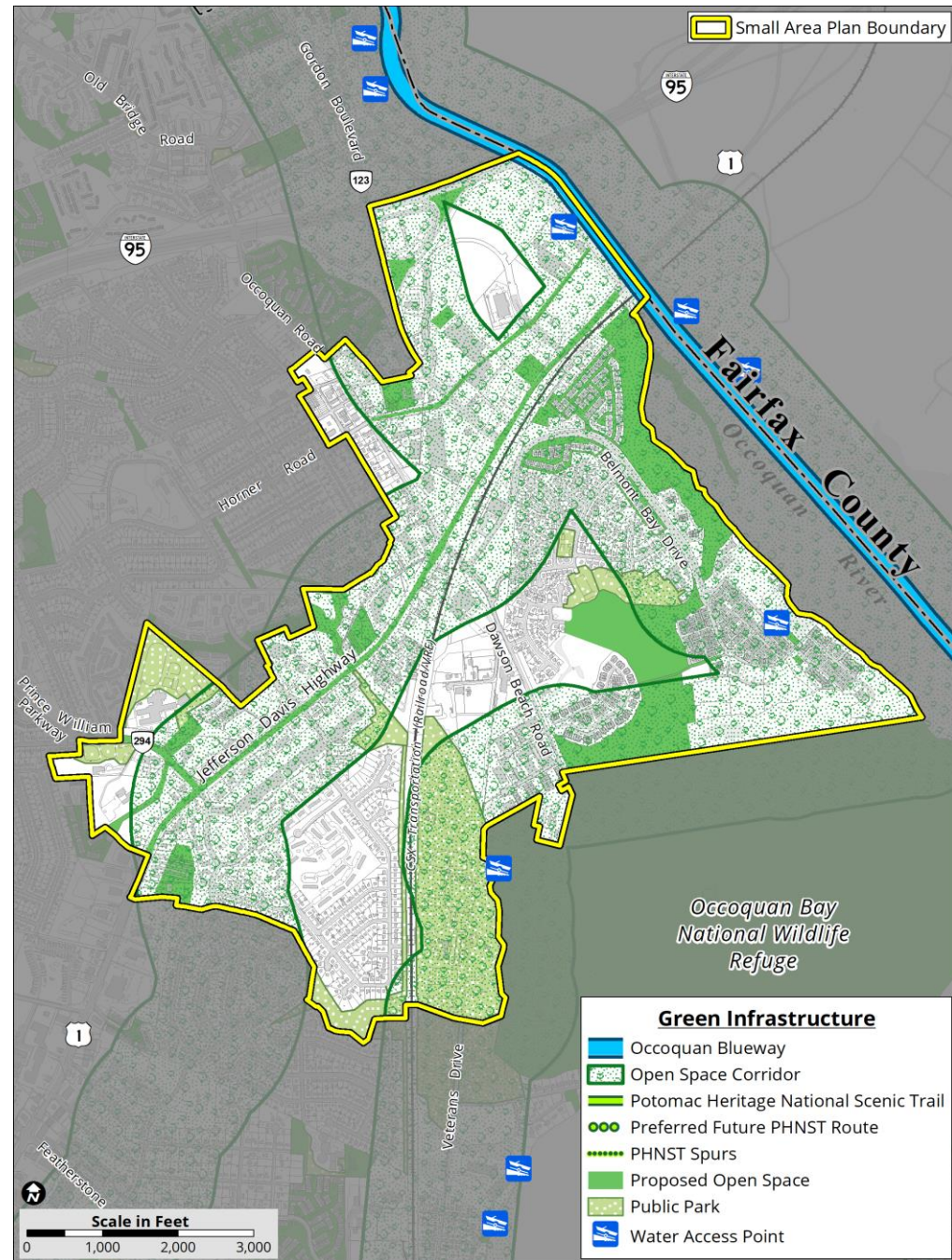


# Boulevard



# Green Infrastructure

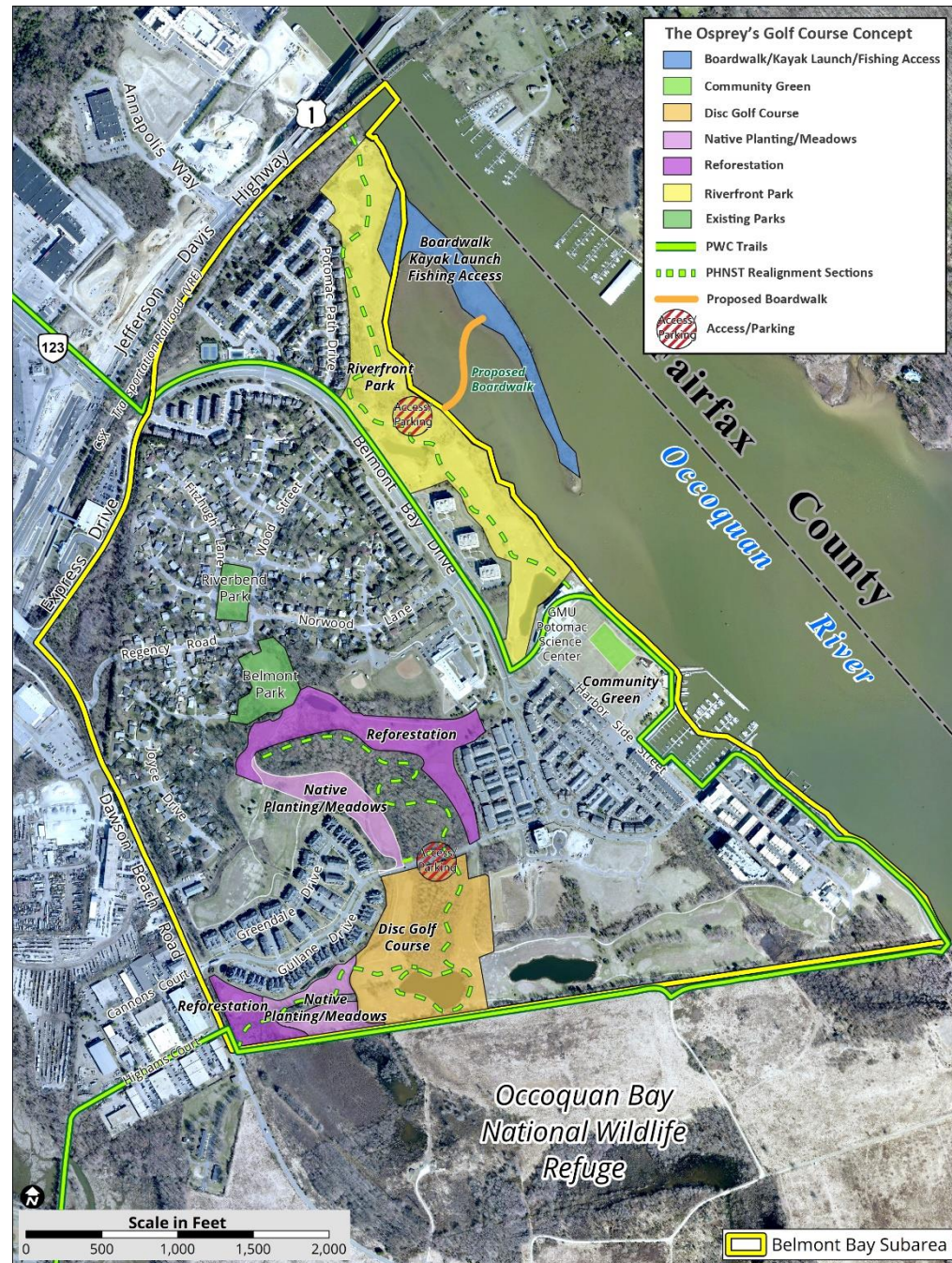
- Benefit both human and wildlife communities
- Connect regionally
  - PHNST
  - Occoquan Blueway
  - Occoquan Bay National Wildlife Refuge
- Address local needs
  - Strategically placed pocket parks
  - Streetscaping
  - Steep slope protection
- Leverage The Osprey's Golf Course redevelopment opportunities





# Golf Course Redevelopment

- Expand recreational river access
- Enhance riverfront park
- Define Belmont Bay Community Green
- Develop Disc Golf Course
- Create lowland meadows for native planting
- Establish reforestation areas





# Level of Service

## Projected new facilities needs:

- Safe and Secure Community
  - Fire station
  - Police Substation and administrative building
  - Satellite field office
- Education needs:
  - Elementary school
  - Community library
  - Senior Center
- Parks and Recreation
  - Additional ±262 acres of parkland
- Broadband Needs and Wireless Communications Gaps
  - Ongoing effort to improve infrastructure through redevelopment





# Implementation

## Action Strategies

- Phased: short, medium, long term, on-going
- Continuing coordination with stakeholders: regular BOCS reports on implementation
- Support Plan Vision and Goals

Timeframe	Goal	Action Item	Coordinating Agencies	Implementation Strategies
Medium Term	Economic Development	Establish North Woodbridge Town Center Business Improvement District	PWC, Private Sector	Provide marketing, innovative funding pursuit, and operations services specific to the North Woodbridge Town Center
Longer Term	Mobility	Construct U.S. Route 1 / Route 123 interchange	Virginia Department of Mobility, PWC, Private Sector	Establish timeframe for evaluating possible at-grade option
Ongoing	Land Use	Ensure development along the south of Occoquan Road provides a transition zone from areas of greatest intensity to the lower density, single-family homes just outside of the study area	PWC, Private Sector	Evaluate applications through the development review process

# Boosalis Properties Represents Buyer in \$19.1M Transaction Slated for Over 2 Million SF Mixed-Use Development in Northern VA



The purchaser of Station Plaza has plans to instantly begin working on the site plan. The site has been master planned for over 2 Million square feet of mixed-use development which will include retail space for lease. The new owner feels this will be a prime location for Amazon employees. A Grace St. Properties representative said “We will begin to work closely with the county to possibly bring a pedestrian bridge from our condominium site to the VRE/Amtrak station. This will essentially create an opportunity for residents to be at their jobs in Washington DC or Amazon HQ2 office space within 30-45 minutes. They will not have to sit in traffic or drive to get to work from Woodbridge, VA. They can simply wake up and walk to the VRE/Amtrak station. We believe the site has the potential to be one of the largest mixed-use developments in Northern Virginia.” Local area residents are excited for the future of Woodbridge to finally become a reality.



# Woodbridge Station



# Questions?



**PRINCE WILLIAM**  
————— COUNTY —————

David McGettigan, Sr., AICP

[dmcgettigan@pwcgov.org](mailto:dmcgettigan@pwcgov.org)

703-792-7189