

Recognizing the Best in County Government Programs!



# 2014 Achievement Awards



## 2014 VACo Achievement Awards

Deadline: June 2, 2014

### Application Form

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 2, 2014.**

#### Program Information

Locality Prince William County  
Program Title Potomac Communities Initiative  
Program Category Community & Economic Development

#### Contact Information

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Title County Executive  
Signature 

## Call for Entries

**2014 VACo Achievement Awards Application****Locality: Prince William County | Program Title: Potomac Communities Initiative****Program Category: Community & Economic Development****Program Overview:**

In fall 2013, Prince William County Partner Agency staff representatives from the Department of Economic Development, Planning, Transportation, Development Services and Communications participated in a discussion focused on how to best identify and proactively promote economic development and commercial redevelopment opportunities to stimulate job growth and capital investment within the Potomac Communities in eastern Prince William County, Va. An Initiative was proposed that would deliver on this goal and specifically share the vision of the Potomac Communities as a vibrant business and residential community and premier visitor location on the Potomac River.

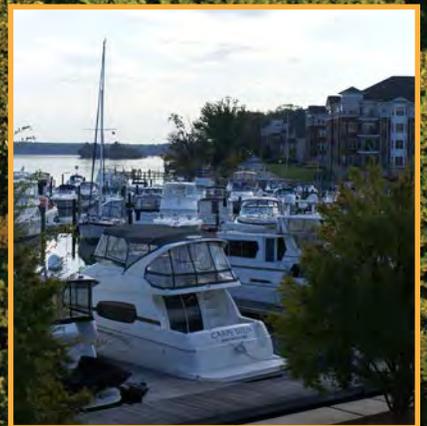
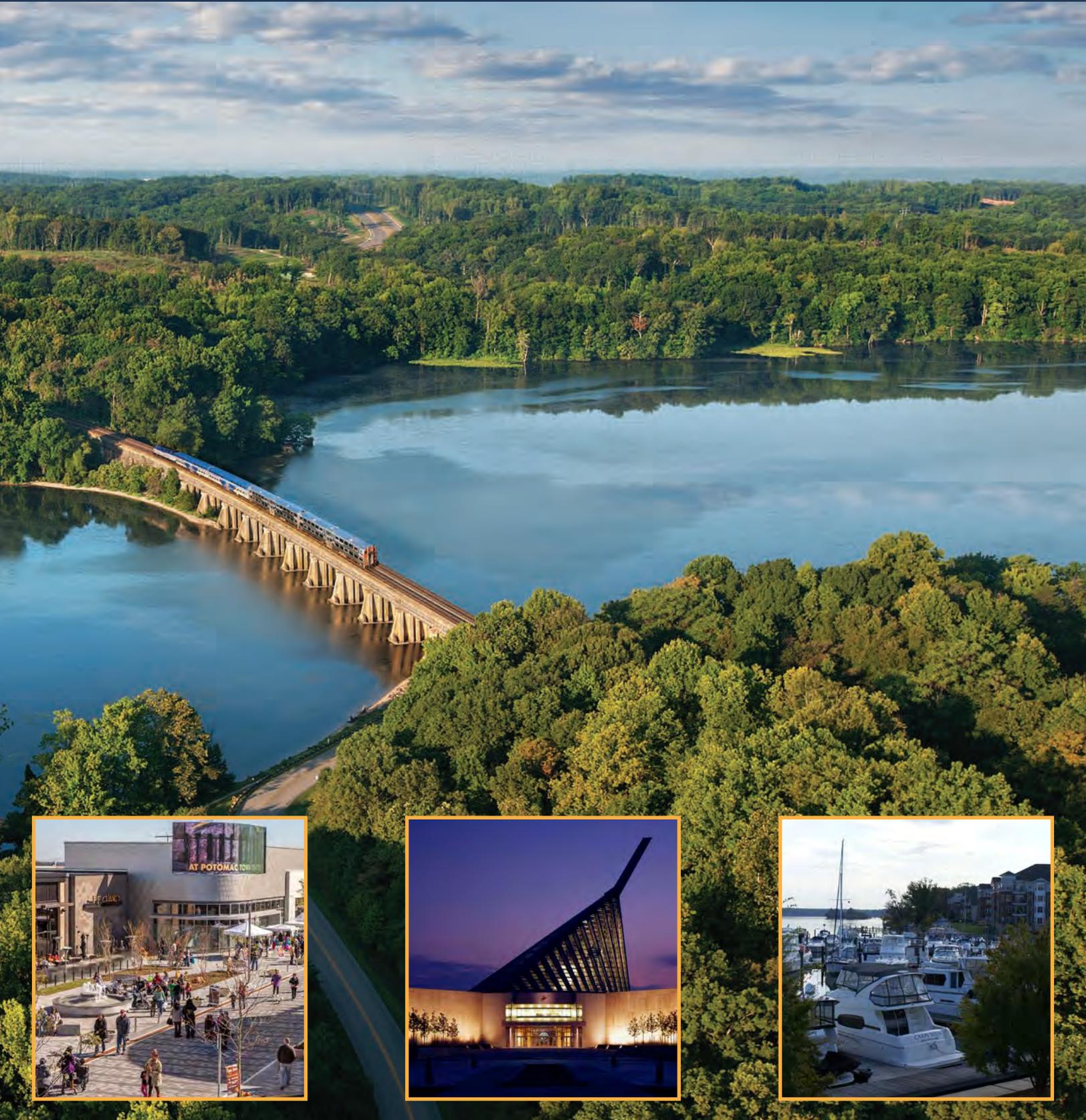
The Potomac Communities Initiative was then developed, which outlined a comprehensive marketing strategy that would: promote economic development and the revitalization of the region; identify commercial redevelopment opportunities; highlight notable achievements; support outreach initiatives; internal collaboration and community partnership efforts; provide public information; and respond to Frequently Asked Questions (FAQs). The initial phase of the strategy required an Informational Brochure, specifically designed to take an innovative and creative approach to the role existing assets play in Community & Economic Development and appeal to a broad and diverse audience.

Developed in tandem by the Prince William County Department of Economic Development and the Planning Office, a dedicated team of staff worked on the Brochure. During the 'discovery' process the team gained invaluable insight and a depth of knowledge of many of the attributes of the County not realized previously. New community allies were identified and stronger relationships were forged with many community business partners during the process. To ensure production costs were minimized all design work was produced in-house and printing costs were absorbed by the Department of Economic Development marketing program.

Since its completion in spring 2014, nearly 5,000 copies of the Potomac Communities Brochure have been distributed to and presented before local, regional and national audiences. Those positively and directly impacted by the Initiative include businesses, property owners, regional as well as national real estate and investment brokers, elected officials, advocates and citizens at-large. It is a successful example of true interagency and community collaboration.

# *Prince William County, Virginia*

## **Potomac Communities**

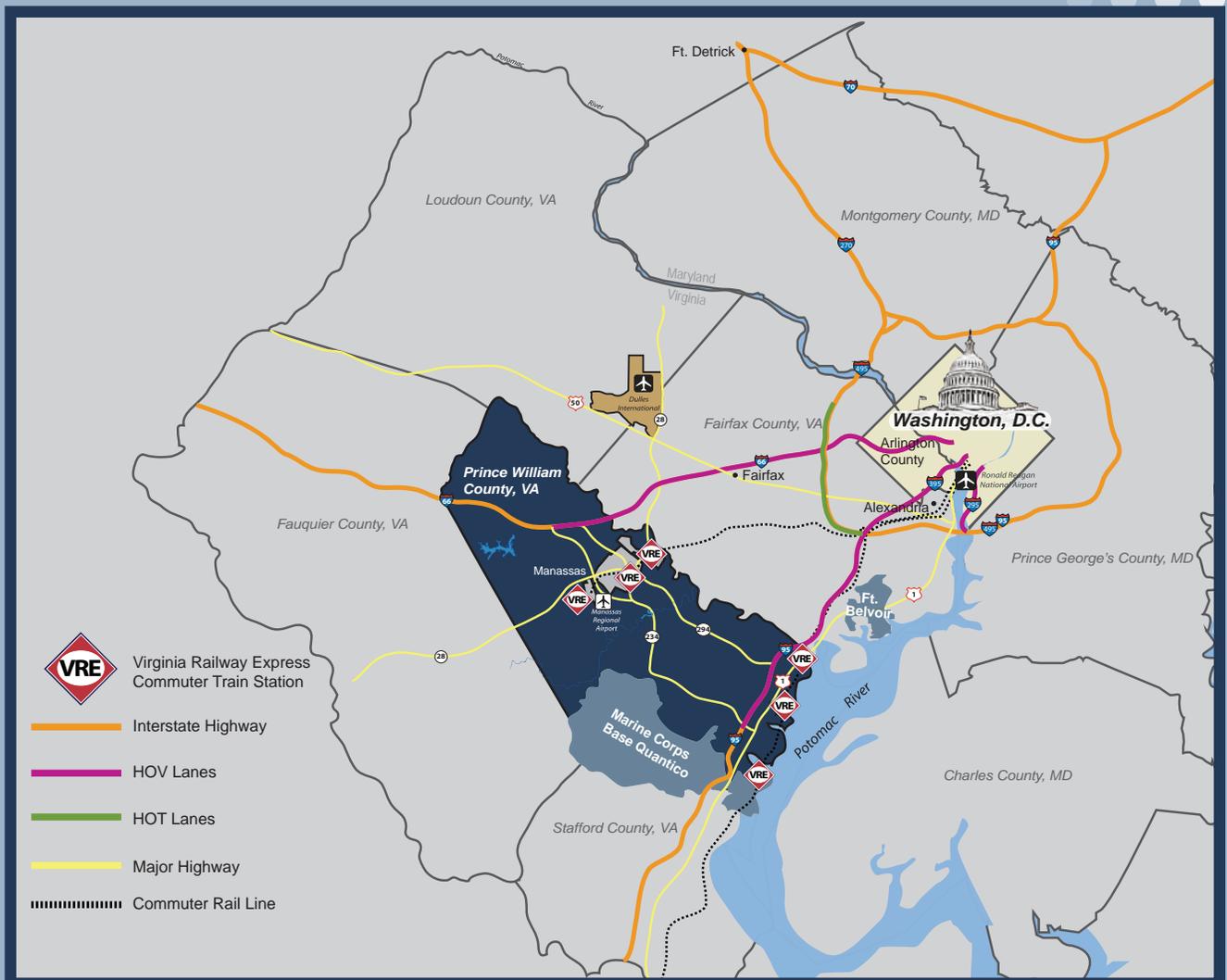




“Our prime location, highly educated workforce and pro-business environment continues to drive economic development in Prince William County. We understand the unique needs and challenges businesses face and we are committed to helping companies succeed in today’s global market.”

- Corey Stewart  
Chairman, Prince William Board of County Supervisors

# Prince William County, Virginia



Prince William County Department of Economic Development

703.792.5500 | 13575 Heathcote Blvd., Suite 240, Gainesville, VA 20187 | PwcEconDev.org

# Potomac Communities

For more than two decades, Prince William County has maintained a

**PRO-BUSINESS ENVIRONMENT,**  
which is essential for a **VIBRANT, SUSTAINABLE COMMUNITY.**

Although there are many opportunities throughout the County for new and expanding businesses, one of the County's greatest economic development assets is the Potomac Communities.

Potomac Communities span twelve miles along the Potomac River, and is anchored by I-95 and the historic Route 1 Corridor, which offer direct access to the nation's capital and key installations including the Pentagon, Ft. Belvoir and Marine Corps Base Quantico.

Six key development areas – with a blend of large land parcels and multi-use zoned sites, reliable and affordable power, and ample fiber – serve as prime business locations with easy access to Northern Virginia's highly educated and skilled workforce. Combine this with the County's ability to provide some of the swiftest development reviews in the Greater Washington, DC metropolitan area, and you have an ideal location that meets the needs of business in this fast-paced, competitive market.

Home to Sentara Northern Virginia Medical Center, the renowned National Museum of the Marine Corps, destination retail establishments, fine dining areas, and a mix of housing and recreational offerings; Potomac Communities is a well-balanced live, work and play community with a unique sense of place within the Mid-Atlantic area.

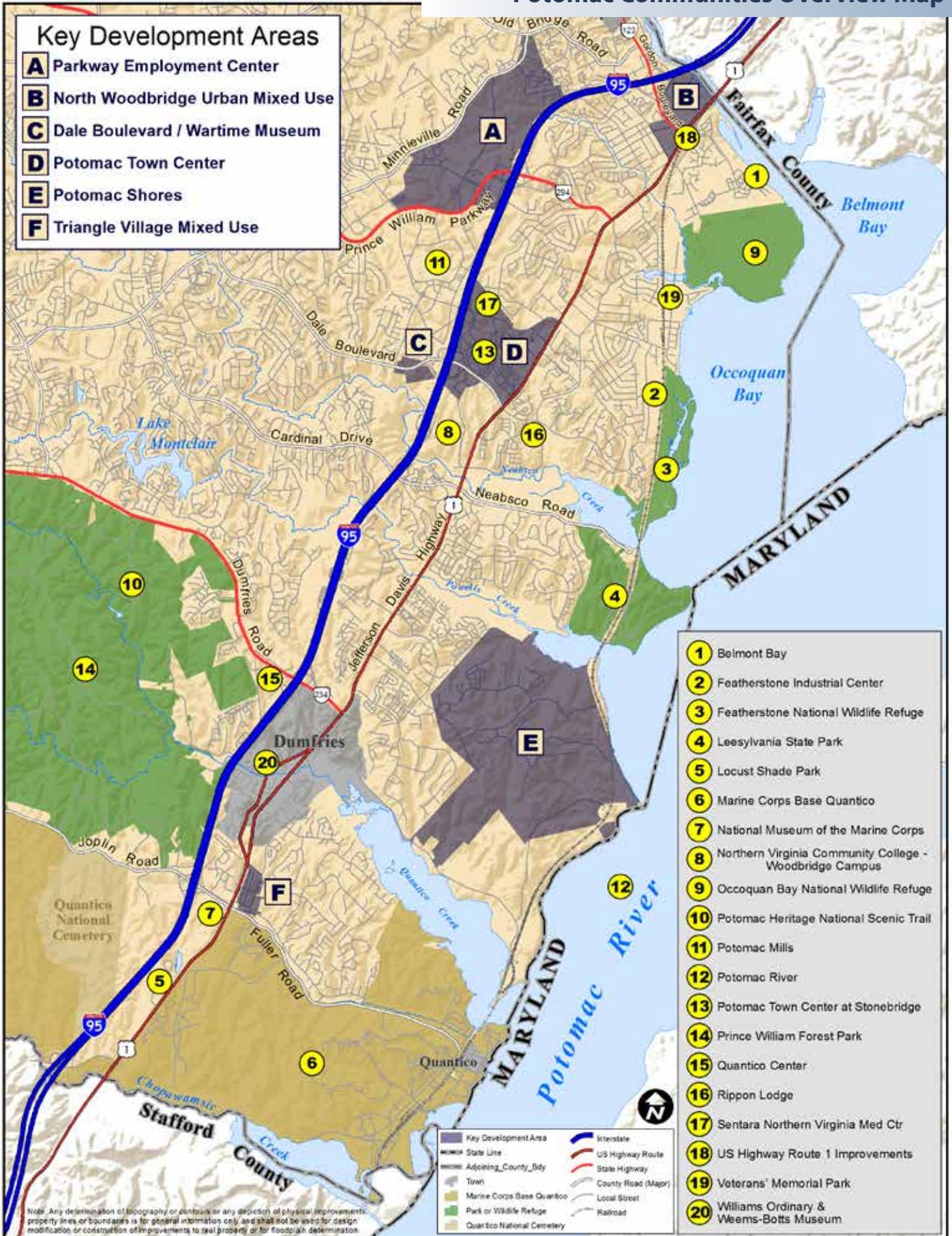
**“Prince William County is a community of choice with a strong, diverse economic base, where individuals and families choose to live & work and businesses choose to locate.”**

– Strategic Vision Statement, 2013-2016 Prince William County Strategic Plan

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# Potomac Communities Overview Map



**75%**  
NOVA's 1.1M workers live within a  
**30min**  
one-way commute

**"Top 20 Counties to Work In"**  
- NerdWallet

**\$93,744**  
Median Household Income

**402,000+**  
Residents

**43% POPULATION GROWTH**  
over the last decade

At-place employment  
**33% increase** past 10 years

**33** Median Age

**"100 Best Communities for Young People"**  
- Americas Promise Alliance

**41%**  
Workforce w/College Degrees

**PRINCE WILLIAM COUNTY, VIRGINIA**  
**DEMOGRAPHICS**



31% of high school graduates qualify for advanced placement

#2 in Virginia for total number of certified teachers

office rates  
**38% lower**  
than neighboring jurisdictions

64 county parks, 1 state and 1 national park  
11 public golf courses

**LOW HOUSING COSTS**

**28%**

lower than neighboring jurisdictions

**\$330,700**  
average cost of owning a home

**LOW UNEMPLOYMENT**

**4.4%**  
as of Nov. 2013

**Major Public  
& Private Investment  
Projects**



# Stonebridge at Potomac Town Center

Strategically located near the intersection of I-95 and the well-travelled Dale Boulevard, Stonebridge at Potomac Town Center is a shining example of the type of live, work and play communities that are emerging in Prince William County.

The 489,699 sq. ft. mixed-use development, which is anchored by a Wegmans Food Market, contains 344,199 sq. ft. of additional commercial space and over 500,000 sq. ft. more to be built; over three hundred residential apartments, high-end fashion and convenience retailers; and some of the country's leading restaurant brands.

Opened in 2010, Stonebridge at Potomac Town Center brings elements of high-style, convenience and upscale living to an area that has experienced rapid growth in recent years. It features diverse and exciting retail opportunities in a pedestrian-friendly promenade setting; distinctive architecture; and animated public spaces. As a result, Stonebridge at Potomac Town Center accomplishes a high retention of visitors' time, with plenty to take in, relax & enjoy through the day into the late evening hours.

With its unique characteristics and short time in existence, Stonebridge at Potomac Town Center has swiftly created a sense of place and has become the locale for community events, musical performances, summer movie nights and now hosts its very own Fall Fest.



Before - Grading work at site



After - Grand entrance sign

## 5 Mile Radius

Business Establishments: 4,776 | Total Employees: 52,230 | Population(2013): 204,833 | Households: 67,330  
Households Earning +\$60,000: 69% | Population Aged 25 w/some College: 87%

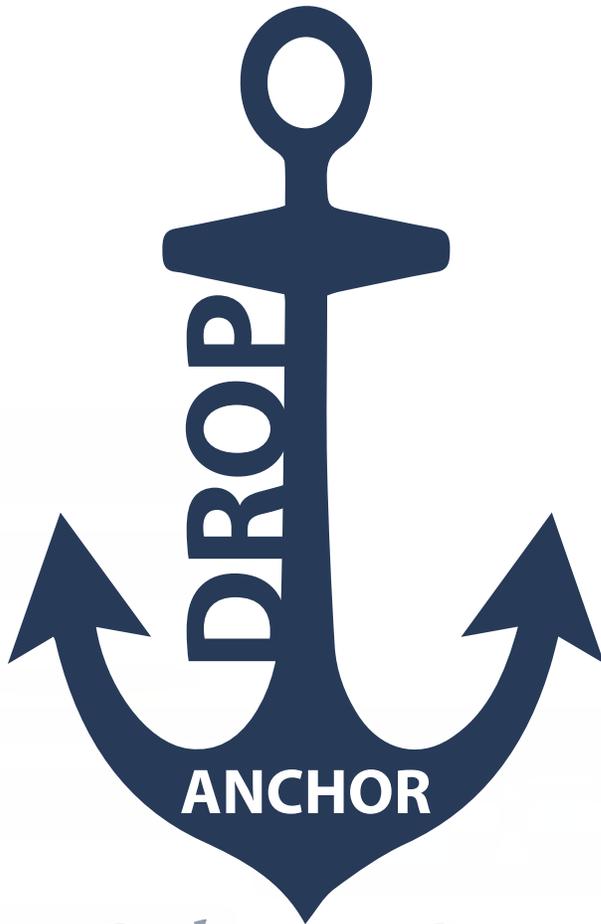
## 3 Mile Radius

Business Establishments: 2,587 | Total Employees: 30,194 | Population(2013): 95,047 | Households: 30,551  
Households Earning +\$60,000: 63% | Population Aged 25 w/some College: 58%

## 1 Mile Radius

Business Establishments: 374 | Total Employees: 4,248 | Population(2013): 6,899 | Households: 2,468  
Households Earning +\$60,000: 67% | Population Aged 25 w/some College: 63%

**Stonebridge at  
Potomac Town Center**



## Belmont Bay

Twice picked as one of the best communities to live in by *Washingtonian Magazine*, Belmont Bay is one of the Greater Washington, DC metropolitan area's most picturesque lifestyle-oriented developments.

A 300-acre community established in 1997, Belmont Bay is pristinely situated in the lap of nature along the Occoquan River close to the Occoquan Bay National Wildlife Refuge which provides a thriving habitat for waterfowl and wildlife.

Adjoining the historic Town of Occoquan and North Woodbridge, Belmont Bay employs the principles of New Urbanism and is developed on a traditional street grid around a small harbor. Conceived as a high density, mixed-use development, the neighborhood, streets, public spaces and building architecture were designed to promote variety while not overwhelming the natural beauty of the area.

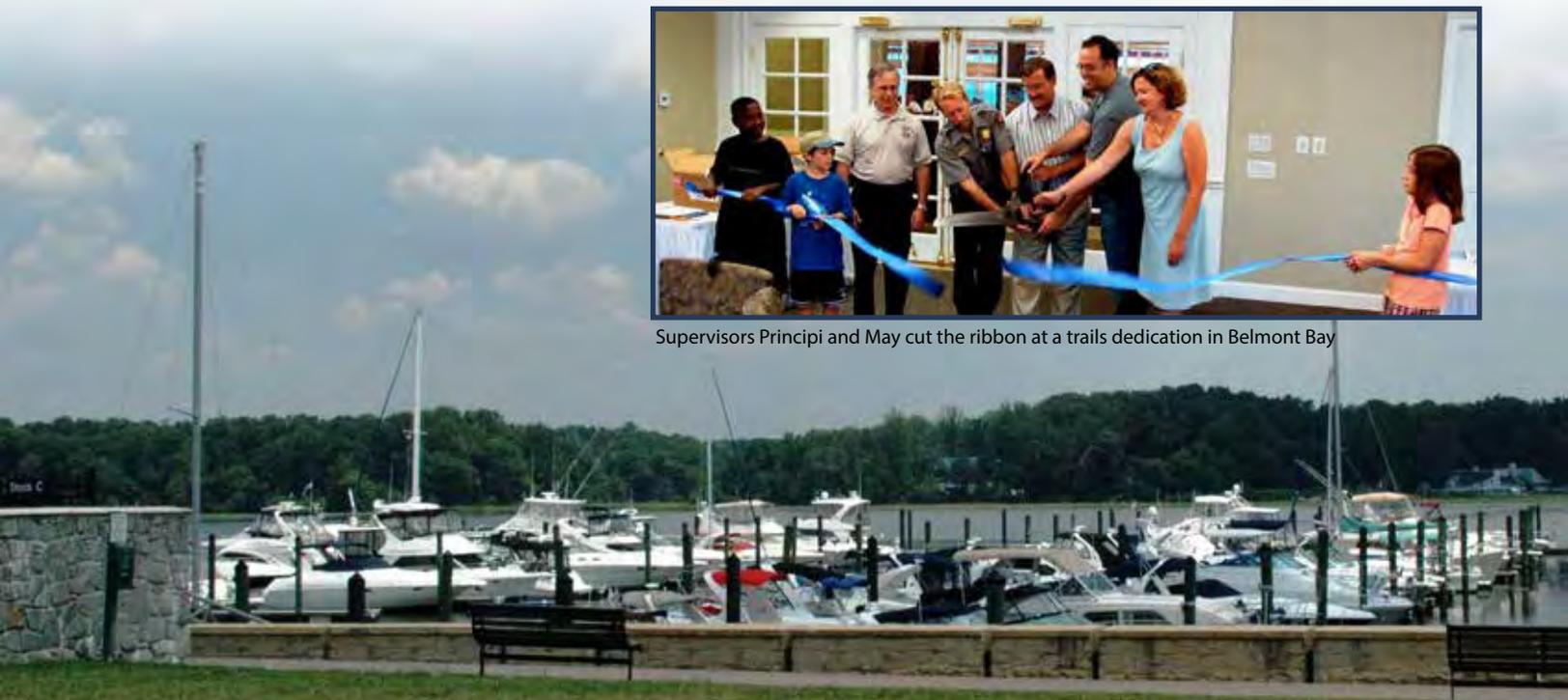
While the lure of the waterfront community is boating and fishing from its 325 boat harbor, there are an abundance of on-shore amenities as well. They include a community pool; two sets of tennis courts; a golf course & club house; and distinctive community attractions.

The Osprey's Golf Club features an 18-hole championship golf course designed to present a challenging yet enjoyable golf experience and a club house that showcases all the unique charm of a waterfront venue with panoramic views.

Today, Belmont Bay has become a notable northern landmark of the Potomac Communities gateway, yielding an enviable high level of quality of life amenities, with ease of access to the Virginia Railway Express, I-95 and a 20 minute drive from Marine Corps Base Quantico and Fort Belvoir.



Supervisors Principi and May cut the ribbon at a trails dedication in Belmont Bay

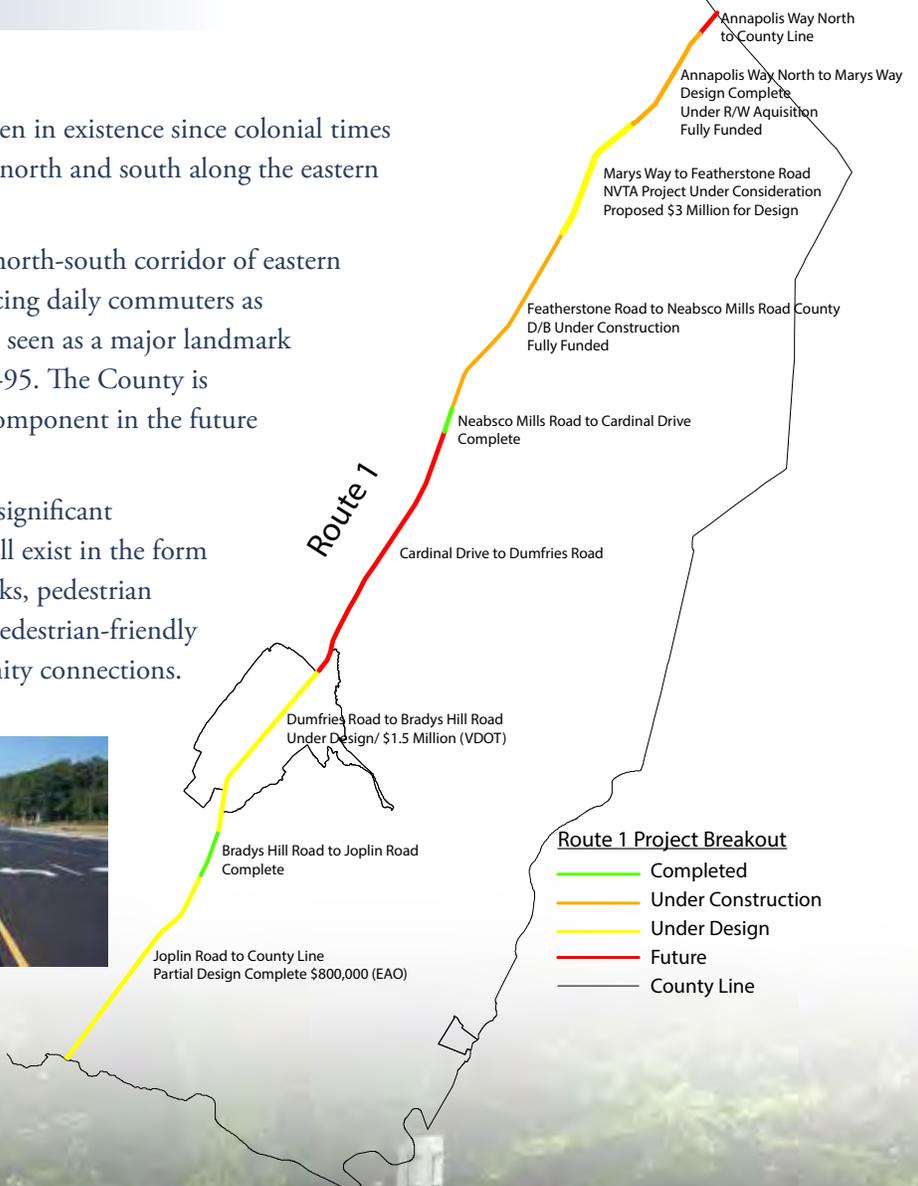


# Route 1 Improvements

One of the nation's oldest highways, Route 1 has been in existence since colonial times when it served as the main roadway moving people north and south along the eastern corridor from Florida to Maine.

Today, the roadway spans some 12 miles along the north-south corridor of eastern Prince William County and is a major arterial servicing daily commuters as well as spill-over traffic from I-95. Additionally, it is seen as a major landmark demarcating developments to the east and west of I-95. The County is vigorously pursuing widening of Route 1 as a key component in the future development of eastern Prince William County.

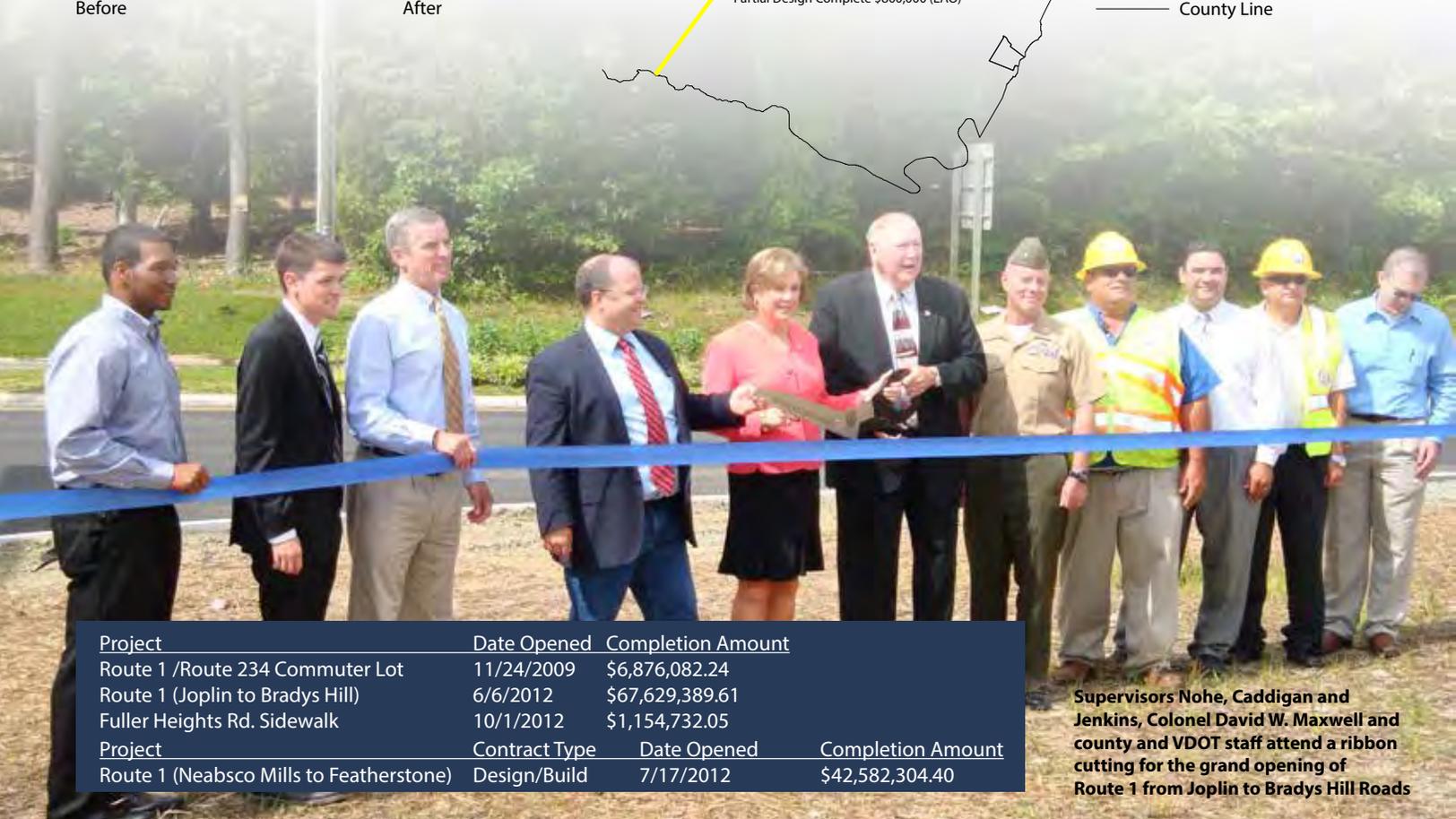
Route 1 is being dramatically transformed through significant infrastructure investment, at the end of which, it will exist in the form of a six-lane highway featuring landscaping, sidewalks, pedestrian crossings and bike trails all intended to promote a pedestrian-friendly community; and improve accessibility and community connections.



Before



After



Supervisors Nohe, Caddigan and Jenkins, Colonel David W. Maxwell and county and VDOT staff attend a ribbon cutting for the grand opening of Route 1 from Joplin to Bradys Hill Roads

Project	Date Opened	Completion Amount	
Route 1 /Route 234 Commuter Lot	11/24/2009	\$6,876,082.24	
Route 1 (Joplin to Bradys Hill)	6/6/2012	\$67,629,389.61	
Fuller Heights Rd. Sidewalk	10/1/2012	\$1,154,732.05	
Project	Contract Type	Date Opened	Completion Amount
Route 1 (Neabsco Mills to Featherstone)	Design/Build	7/17/2012	\$42,582,304.40

Shopping



Dining Extravaganza

For nearly three decades, Potomac Mills Mall has been beckoning guests from around the world.

A retail icon of the East Coast, Potomac Mills has earned the coveted distinction of being the largest outlet and value retail shopping destination in the Greater Washington, DC metropolitan area, offering a wide range of luxury and specialty brands.

With a growing mix of more than 220 impressive stores and popular family dining and entertainment venues, Potomac Mills is an economic catalyst for Prince William County, providing thousands of jobs, driving tourism to the county and generating sales tax revenue.

As a testament to its continued success, Potomac Mills has undergone an extensive renovation over the past several years. Style and budget-conscious shoppers from near and far now enjoy an enviable Fashion District of mostly upscale brand name outlet stores.

A more recent development is the exterior transformation of the south side of the property, which added a new entrance and façade featuring natural stone and timeless architectural elements. Dining choices were enhanced with the addition of a trio of freestanding, nationally-recognized restaurants: The Cheesecake Factory, as well as first-in-market locations from Bahama Breeze and Bobby’s Burger Palace.

More is yet to come at Potomac Mills, which continues to evolve as a magnet for local residents, domestic and international visitors. On the horizon is the completion of an ongoing interior refurbishment project that includes new flooring, contemporary lighting, comfortable seating areas, modernized restrooms and renovated stores.

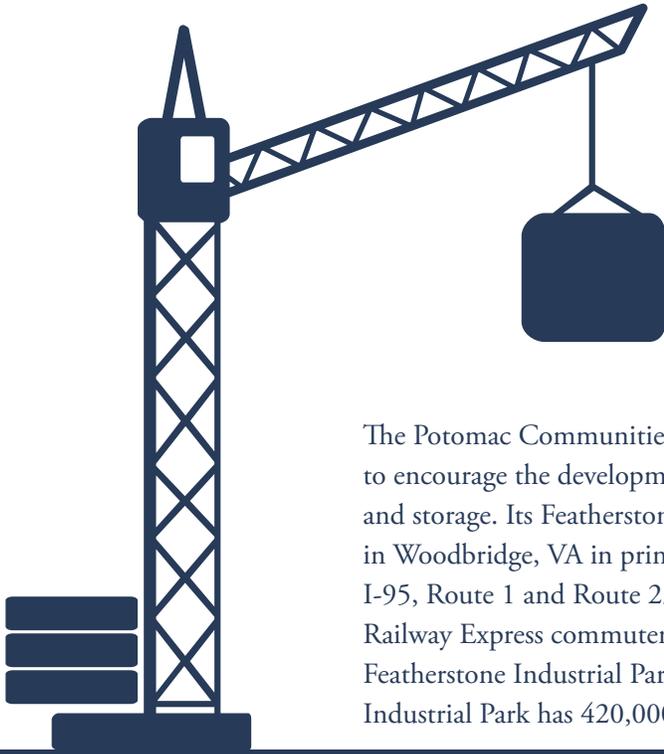
As one of Prince William County’s prized assets, Potomac Mills provides a vibrant experience for all visitors and remains a tremendous resource and stimulus for jobs.



Bobby Flay meets Supervisors May and Jenkins at Bobby’s Burger Palace



The **LARGEST** outlet and value retail shopping destination in the Greater Washington, DC metropolitan area.



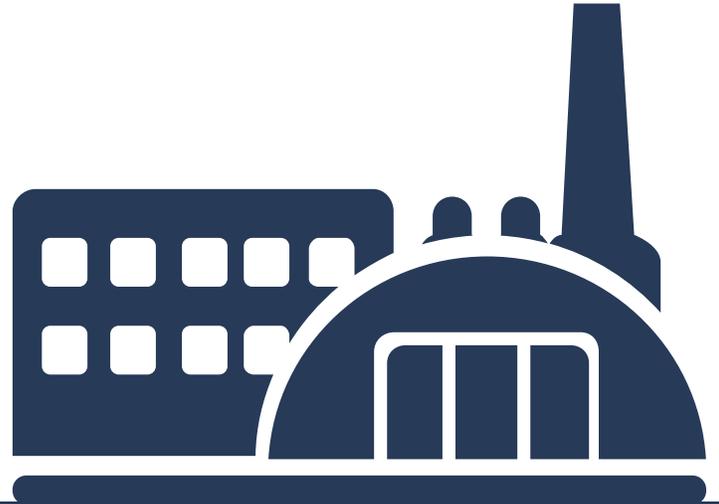
## Make an Industrious Investment in the Potomac Communities

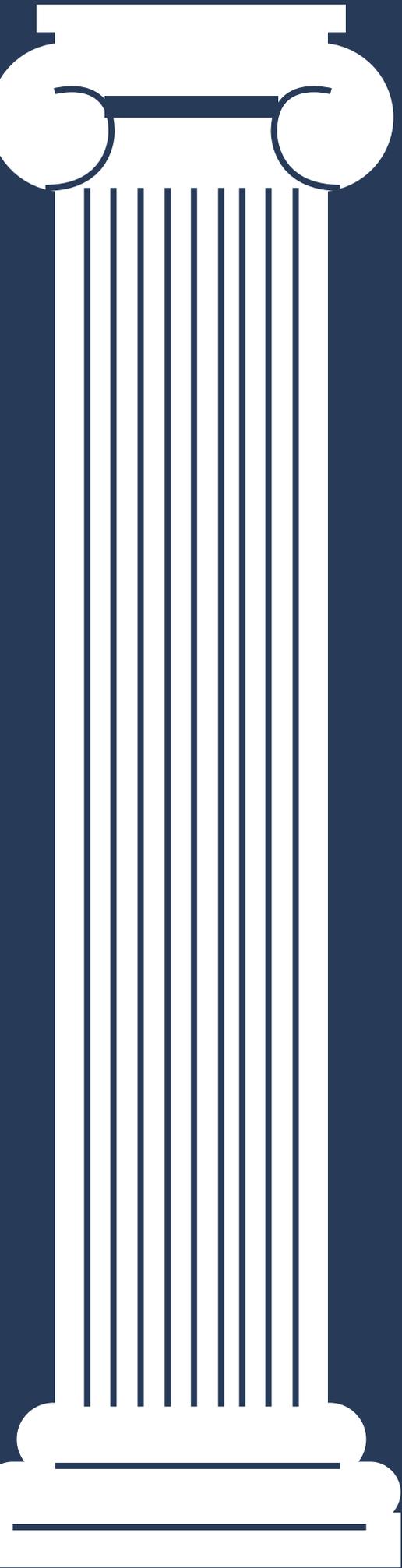
The Potomac Communities caters to all essential land uses, including M-1 zoning designations, to encourage the development of heavy and intensive industrial processing, manufacturing and storage. Its Featherstone Industrial Center and Dawson Beach Industrial Park are situated in Woodbridge, VA in prime locations that provide excellent access and close-proximity to I-95, Route 1 and Route 234. Both parks are also along the CSX rail tracks and Virginia Railway Express commuter line. A total of 1.5 million sq. ft. of gross floor area is located in the Featherstone Industrial Park, which encompasses a total land area of 160 acres. Dawson Beach Industrial Park has 420,000 sq. ft. of gross floor area on 72 acres.



## Opportunities Aboard all Around

Quantico Center in the Potomac Communities is a mixed-use development site that provides high visibility and excellent access to I-95 near Marine Corps Base Quantico, making it ideal for government or development contractors. This site houses over 250,000 sq. ft. of existing office space located directly behind The Shoppes at Quantico Center and is planned for expansion, with an additional 100,000 sq. ft. of office space approved by Prince William County. Hotel, lodging, shopping and dining opportunities abound on-site or within easy walking distance. Further south, just one exit along I-95, is the National Museum of the Marine Corps.





# **Institutional Assets**

Northern Virginia Community College (NVCC) is the largest educational institution in the Commonwealth of Virginia and the 2nd largest community college in the United States. Prince William County holds the unique distinction of being home to two of NVCC's six campuses and one educational center. The Woodbridge campus of NVCC is located in the Potomac Communities. Since 2013, NVCC has invested over \$60 million, which includes the newly opened Arts & Science building and a new Workforce Development Center, scheduled to open in 2016.

Accessible from I-95 via Exit 156, and Route 1, the Woodbridge campus is situated on a beautiful lake, framed in 109 acres of wooded, natural environment. First opened in fall 1972, the Woodbridge campus offers four classroom buildings, sports fields and courts and a theater. NVCC Woodbridge provides many cost-effective educational opportunities for military personnel, civilians and local labor markets including a Guaranteed Admissions Program and transfer to a four-year, Virginia Institute. Students have access to a variety of academic programs, continuing education classes, events and campus facilities. In addition to standard college resources, distinct credit programs are offered in Air Conditioning and Refrigeration, Business Management, Fine Arts and Photography.

Ideally situated between the U.S. Army installation at Ft. Belvoir and Marine Corps Base Quantico, the Woodbridge Campus offers the recently initiated MOS To Degree Program (MTDP) with the U.S. Marine Corps. This program enables Marines to apply military training towards a college degree, resulting in a shorter time to degree completion.

NVCC's Workforce Development Division provides a wide range of custom training and talent management services for new, existing and expanding businesses in a variety of industry sectors: Healthcare; IT/Cyber Security; Project Management; Oil and Gas Rigging; and specialized programs for the Workplace, New First Line Supervision, Leadership Development, Workforce Resiliency. Lastly, they also work with employers to develop Customized On-Site Employee Training, Professional Development/Industry Certifications, Workplace Languages Services, Organization Management Consulting, and Applicant/Employee Skill Assessments. NVCC also supports the County's talent supply through short- and long-term open enrollment programs that target high-demand job skills and industry certifications. Moreover, NVCC works closely in partnership with local businesses to find timely and effective workforce solutions. A comprehensive business client list is located at [www.nvcc.edu/workforce](http://www.nvcc.edu/workforce) under Customized Training.

*Northern Virginia Community College – Woodbridge Campus*



## Sentara Northern Virginia Medical Center

## *World-class Healthcare System*

Prince William County is home to Sentara Northern Virginia Medical Center (SNVMC), Novant Health Prince William Medical Center and more than thirty major medical and specialist establishments. Both Sentara and Novant facilities are staffed with approximately 1,300 personnel and 500 physicians each. Novant recently added a 60-bed in-patient facility in Haymarket in early 2014, while Sentara Healthcare has started development of its \$36 million state-of-the-art surgical center.

Sentara Healthcare, which is located in the Potomac Communities, is Prince William County's 6th largest employer and community health partner. Since the 2009

merger with Potomac Hospital in Woodbridge, VA, Sentara has invested and/or committed over \$90 million in new technology and clinical services across the region, which include a Heart and Vascular Center, a 42-bed Emergency Care Center, Sentara Lake Ridge – a free-standing Emergency Department, an Ambulatory Surgery Center, Advanced Imaging Centers, Sentara Medical Group, physicians offices, a Mobile Mammography Van, as well as a Radiation Oncology Center.

Sentara Healthcare is a not-for-profit health system and ranks among the nation's top integrated healthcare systems, twice named #1 most integrated system by *Modern Healthcare*, and SNVMC is recognized as one of the Best Hospitals in Northern Virginia by *US News & World Report 2013-2014 America's Best Hospitals Issue*.

In 2012, Sentara provided \$257.9 million in uncompensated care and \$282.2 million in community benefit throughout its regional network.



# Cultural & Recreational Amenities



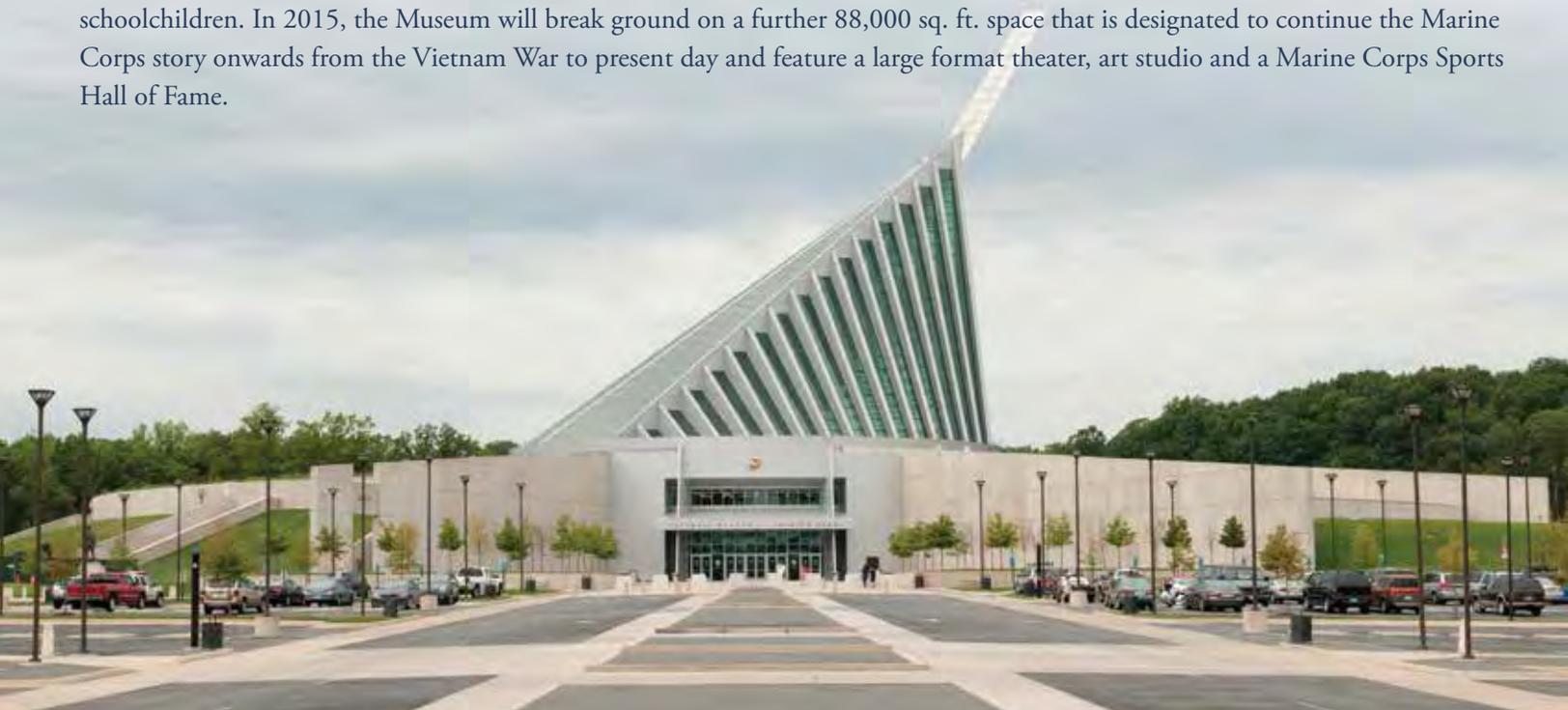
### World's Premier Fighting Force

Marine Corps Base Quantico (MCBQ) is located in Prince William County in the Potomac Communities. Since its establishment in 1917, Quantico has been home to many of the nation's most innovative, intelligent and patriotic men and women. It is here, at the "Crossroads of the Marine Corps", that the vital concepts, training and equipment of the future are developed. Some of the most important techniques in war-fighting were born here, including expeditionary warfare, for which the Marine Corps is renowned. History has proven the importance of Quantico to America's defense. The sharp vision and intense dedication of the service members, civilians and family members who serve here continue to ensure the Marine Corps remains the world's premier fighting force.

Today, the Base is home to the Officer Candidate School, The Basic School and many other specialty schools. Military allies also train at Quantico. Overall, some 22,100 military, civilian and contractors work on base. More than 5,100 military dependents reside on- and off-base. Being close to a military base affords an additional security envelope including military controlled air space, which both businesses and citizens appreciate.

Situated on a 135 acre site adjacent to MCBQ and under the command of Marine Corps University is the National Museum of the Marine Corps, which is a lasting tribute to U.S. Marines – past, present and future. The Museum's soaring design, visible from I-95, evokes the image of the flag-raisers of Iwo Jima and beckons visitors to this 120,000 sq. ft. structure. Inside, visitors are immersed in a world-class, interactive museum experience.

To date, the National Museum of the Marine Corp has attracted more than 2.8 million visitors, including more than 200,000 schoolchildren. In 2015, the Museum will break ground on a further 88,000 sq. ft. space that is designated to continue the Marine Corps story onwards from the Vietnam War to present day and feature a large format theater, art studio and a Marine Corps Sports Hall of Fame.



Williams' Ordinary



Weems-Botts Museum



In 1747, the Town of Dumfries was a bustling port town resting on the historic King's Highway, providing easy access for the carriage of goods and exports to England from the Potomac River shore. Tobacco and wheat were the main tradable commodities of the neighboring landowners, one of whom was Richard Blackburn who built Rippon Lodge.

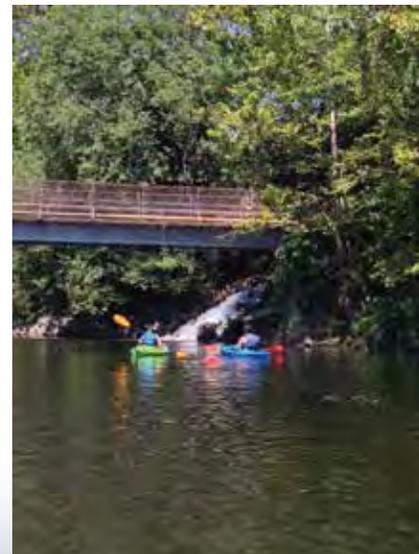
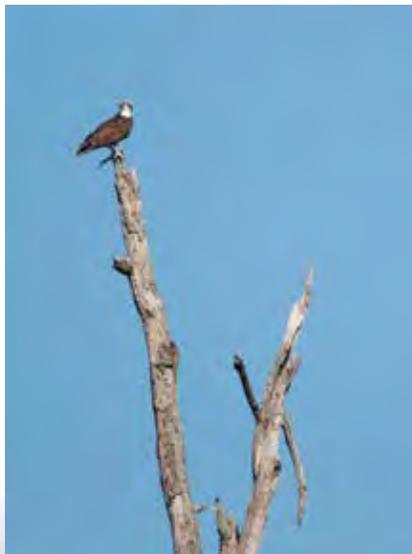
Rippon Lodge is one of the oldest known homes in Prince William County. The property exchanged hands only a few times over the centuries before being sold to the County in 2000 by a descendant of the original builder. Fully restored to its original glory, the colonial home sits on 43-acres, which includes the Blackburn and Atkinson family cemetery, formal gardens and walking trails. The site interprets the history of the house and its owners from 1747 to 2000 and offers visitors stunning views of the Potomac River.

Approximately four miles south of Rippon Lodge lies the Williams' Ordinary Historic Site, built in the mid- to late-18th century. This former Stagecoach Inn and Tavern was one of the most prominent structures in colonial Dumfries and reflected the port town's importance and wealth.

Also steeped in history from colonial times is the Weems-Botts Museum, where "the Life of Washington" was documented by the former home owner, Mason Locke Weems, George Washington's first biographer. Today, visitors to the Weems-Botts Museum can trace history or their own ancestry from Prince William County's genealogical sources or take in the resplendent grounds of the adjacent three-acre Merchant Park, which provides facilities for rent.



Rippon Lodge



## *Dock Life on the Potomac*

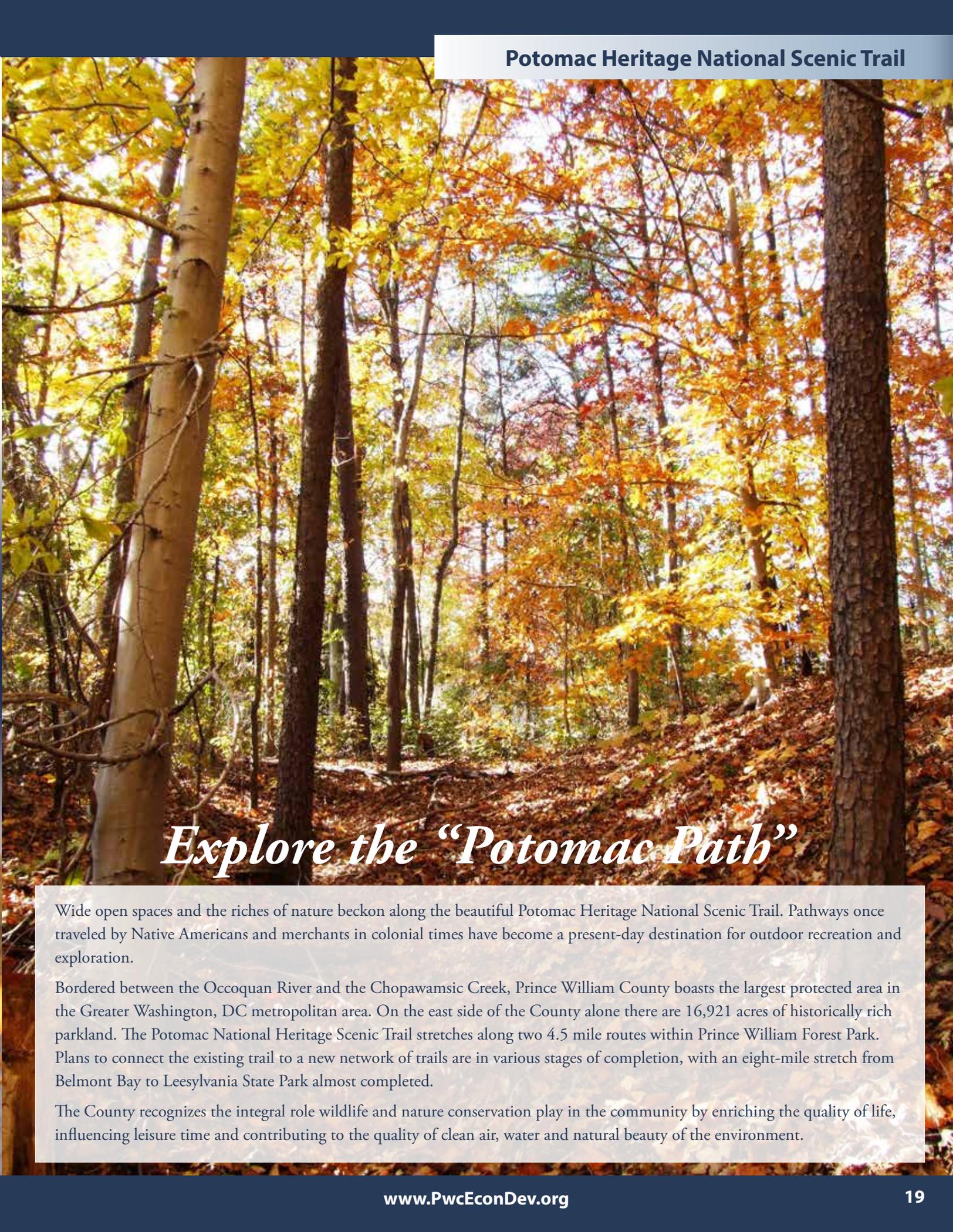
The Potomac River is the fourth largest river along the Atlantic coast and the 21st largest river in the United States.

For those looking for waterfront living, dining, boating marinas, water sports or a gentle pedal boat on a sunny afternoon, Potomac Communities has it. Row boats, canoes and light weight motors to attach to row boats can be found available for rent among many of the marinas that flank the Potomac River.

Leesylvania State Park covers 556 acres along the Potomac River and offers boating and water sport amenities, with launching ramps, sailboat hoists and parking for 186 cars. While smaller craft, such as canoes and kayaks can jetty out from Powell's Creek, the local high school crew teams frequent the public marina on the Occoquan Reservoir, which is operated by the County.

Meanwhile, Potomac Shores is developing over 2,000 acres of prime Potomac River waterfront as well as additional marina space. The developer plans on building Tidewater style homes, so future homeowners are able to relax on their more traditional wide-front porch property, overlooking the river.





*Explore the “Potomac Path”*

Wide open spaces and the riches of nature beckon along the beautiful Potomac Heritage National Scenic Trail. Pathways once traveled by Native Americans and merchants in colonial times have become a present-day destination for outdoor recreation and exploration.

Bordered between the Occoquan River and the Chopawamsic Creek, Prince William County boasts the largest protected area in the Greater Washington, DC metropolitan area. On the east side of the County alone there are 16,921 acres of historically rich parkland. The Potomac National Heritage Scenic Trail stretches along two 4.5 mile routes within Prince William Forest Park. Plans to connect the existing trail to a new network of trails are in various stages of completion, with an eight-mile stretch from Belmont Bay to Leesylvania State Park almost completed.

The County recognizes the integral role wildlife and nature conservation play in the community by enriching the quality of life, influencing leisure time and contributing to the quality of clean air, water and natural beauty of the environment.

## Parks & Recreation

Prince William County boasts over 19,000 acres of historically rich parkland, which is the largest protected forest area in the Greater Washington, DC metropolitan area. Nearly 17,000 acres of these parks are located in close proximity to the Potomac Communities. There are over 64 county parks, one national park and one state park with the most visited areas being: Leesylvania State Park; Locust Shade Park; Prince William Forest Park; and Woodbridge's Veterans Memorial Park.

Outdoor sports, wildlife and nature conservation play a major role in the community with camping, hiking, horseback riding, fishing and boating being the most popular leisure time activities. Community leagues from all across the East Coast enjoy some 60 sports fields that support baseball, soccer, football, lacrosse and cricket.

Within the County parks system, there are two fitness centers, one community center, four outdoor community pools, one water-park, two indoor pools and six miles of trails. The County owns and operates one marina, one 9-hole par 3 golf course, one community skate park and one neighborhood skate park.

The County's natural attractions welcomed a total of 379,000 tourists in 2011.



## Over 19,000 acres of protected forest offering hiking, biking, camping and more!

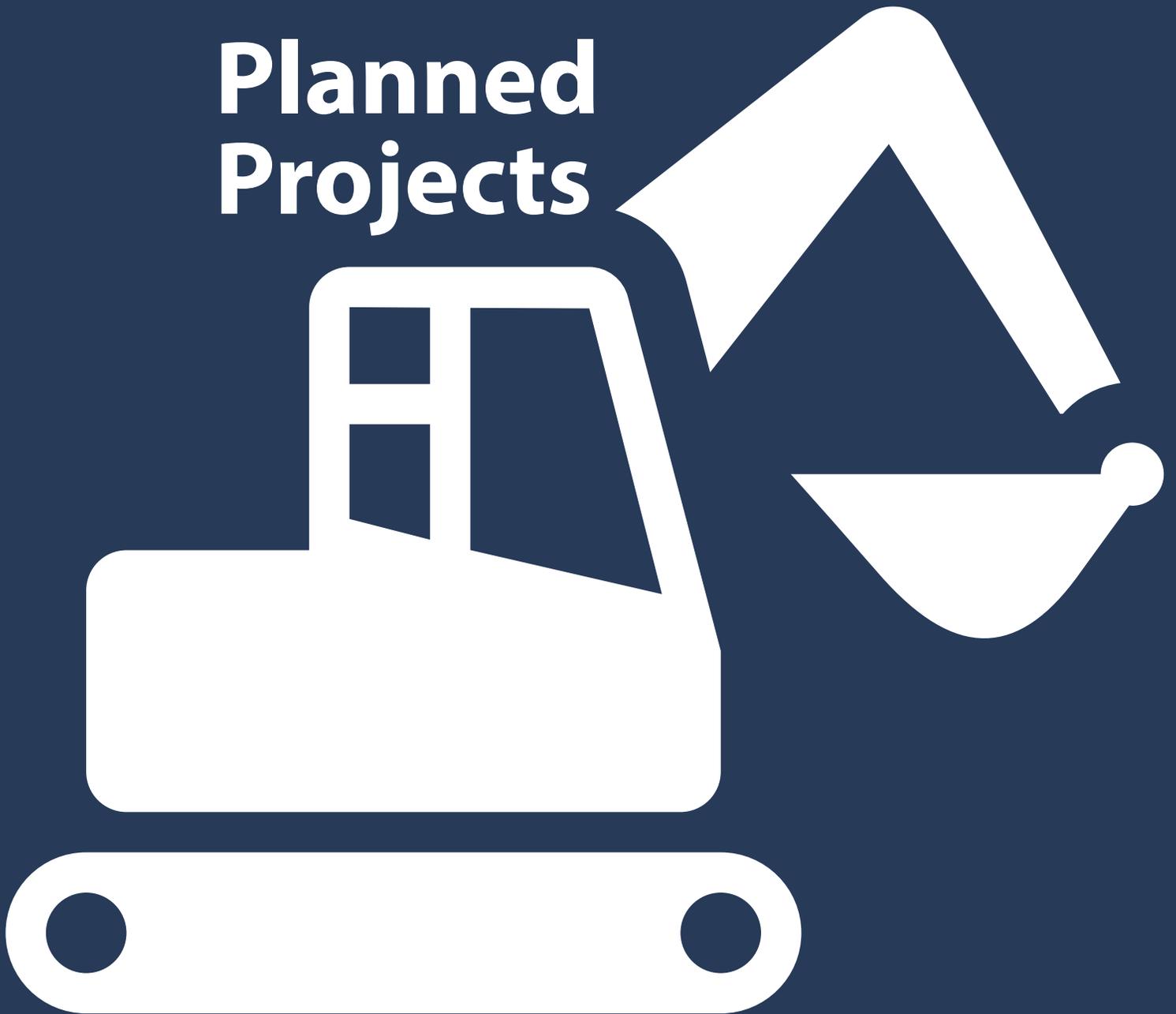


Supervisors Principi & Jenkins open Veteran's Skatepark



WaterWorks Waterpark

# Planned Projects



## Potomac Shores

Described as a “Destination for a Lifetime,” the Potomac Shores is set in an abundance of beautiful woodlands adjacent to the historic Potomac River within the Potomac Communities.

As the first five-star resort and master-planned community in one of the few remaining stretches of undeveloped land along Virginia’s coastline, Potomac Shores will capture the tranquil beauty and rich heritage of beloved Tidewater settlements. This 2,000-acre riverfront retreat will offer a rare juxtaposition of privacy and accessibility, relaxation and invigoration.

Under development by SunCal, one of the nation’s leading privately held developers, this “greenfield” mixed-use, transit-oriented, live/work community is ideal for federal or corporate headquarters. The site is extensively served by multiple fiber providers, close to a Dominion Virginia power plant substation and near Marine Corps Base Quantico.

Potomac Shores is located close to I-95, Route 1 and the new High Occupancy Toll (HOT) lanes which extend past Potomac Shores. The community will also be served by a Virginia Railway Express commuter station scheduled to open by 2017.

Featuring a challenging and scenic Jack Nicklaus Signature Golf Course for avid golfers and a planned 450-slip marina for boating enthusiasts, Potomac Shores is truly a win-win locale for the busy executive seeking a pleasant work/life balance within a single community.

The master plan includes over 3,800 residential dwellings in five distinct neighborhoods offering a choice of exclusive architectural design. The community will also include schools, sports fields, public parks and miles of trails, among many other features.

## *Destination for a Lifetime*



George Mason University is currently in the process of designing & constructing the Potomac Science Center – an Academic and Research facility located at the confluence of the Occoquan and Potomac Rivers in Prince William County.

The proposed facility will include:

- Wet labs and offices to support the Potomac Environmental Research & Education Center (PEREC).
- High technology computational labs and offices to support Mason's Geo-informatics Training & Research Center.
- Community Outreach space (including exhibit space, a hands-on Discovery Lab and a large multipurpose space) to support K-12 educational partnerships and community outreach efforts.

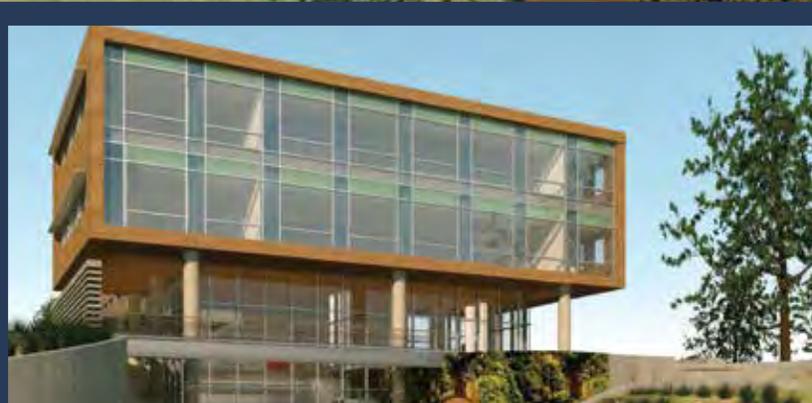
The location in Belmont Bay provides much needed access to water and habitats for research purposes and provides additional opportunities to continue and expand PEREC's K-12 and community outreach programs. Additionally, proximity to Ft. Belvoir, Quantico and the new National Geospatial Intelligence Agency (NGA) offers new research opportunities and potential for possible new partnerships between George Mason University, and key local, state and national public / private agencies.

Mason has paid careful attention to include a variety of indoor & outdoor exhibits and features to accent the existing Heritage Trail. These venues may be used to support Mason and Community activities as well as contracted events.

The convergence of Environmental education and research with Geo-informatics training and research is unique and offers opportunities to study local and global issues in a new light using traditional and emerging practices and technologies. Mason is excited about the opportunity to enhance and showcase the important work of our research and its impact on the community, the region and beyond.



WHERE INNOVATION IS TRADITION



# A Salute to “Ordinary Americans” that Gave Extraordinary Sacrifices

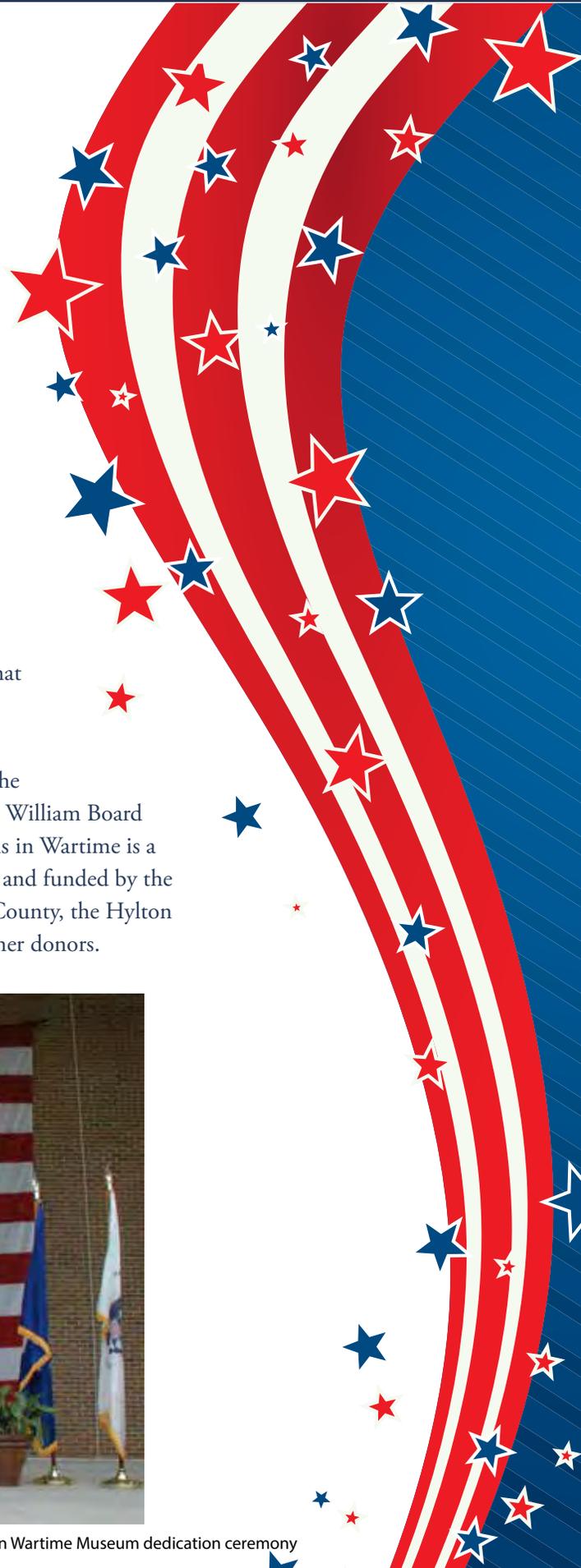
For some, the Potomac Communities is thought of as part of a dynamic “Corridor of Military History” which will be home to the Museum of Americans in Wartime, also known as the American Wartime Museum, dedicated to illustrate the stories of “Ordinary Americans” - an entire nation answering the call to serve.

For the millions who served in all branches of the U.S. military and the families that supported them on the home front, the Museum will recall their courage, commitment and sacrifice.

Situated on 70 acres, the American Wartime Museum is located immediately adjacent to I-95 at Dale City within close proximity to the National Museum of the Marine Corps, other local Prince William County historic sites, Potomac Mill, restaurants and amenities.

The Museum will showcase 100 fully-operational land, air and sea forces vehicles and equipment from World War I to present day, that visitors will be able to see in action. It will include a visitors’ center, five outdoor exhibit areas, a gift shop, café and vehicle restoration facility.

First envisioned by a group of Vietnam veterans of Manassas, Virginia in the mid-1990’s, the vision of the Museum was further expanded by the Prince William Board of County Supervisors in 2003. Today, the National Museum of Americans in Wartime is a chartered 501© (3) not-for-profit organization, led by a Board of Trustees and funded by the United States Congress, the Commonwealth of Virginia, Prince William County, the Hylton Family of Prince William County (which donated the 70-acre site) and other donors.



Army Veteran & Prince William County Supervisor John Jenkins delivers remarks at the American Wartime Museum dedication ceremony

# Key Development Areas

The Potomac Communities is home to a wide array of assets, which heightens the increasing momentum of development activity in the area.

Now entering its latest chapter of developments, the Potomac Communities Revitalization Plan is spearheading a total of six Key Development Areas that have been identified as yielding the promise of a further PRO-BUSINESS ENVIRONMENT and VIBRANT, SUSTAINABLE COMMUNITY.

Prince William County welcomes any and all businesses to capitalize on this newest opportunity and to experience the pleasure of working alongside dedicated partners of business, who truly support achieving a common goal.



# Parkway Employment Center



## Parkway Employment Center (new development)

A sector plan area in the Prince William County Comprehensive Plan prepared to encourage and facilitate the location of Class A office uses and other quality, non-retail employment uses such as research and development facilities. This area contains approximately 900 acres, mostly wooded and undeveloped, with a potential to accommodate 6 - 15 million additional non-residential sq. ft. Unique natural features can be carefully preserved and integrated into new developments to enhance the marketing potential of the area. Existing developments currently surround the center on all sides. To the south is Stonebridge at Potomac Town Center and Potomac Mills. To the east I-95, carrying over 195,000 vehicles per day, and to the north and west are residential areas. The area is designated as a Regional Employment Center (REC).

## Parkway Employment Center By the Numbers

<b>898.74 ac</b>	Total Area
<b>472 ac</b>	Currently Undeveloped Area
<b>607</b>	Existing Dwelling Units
<b>1,379,99 sq. ft.</b>	Existing Gross Floor Area (GFA)

### Future Potential

<b>6 - 15 million sq. ft.</b>	Allowed GFA
<b>16,000 - 43,000</b>	Employees
<b>1,400 - 2,600</b>	Dwellings
<b>3,400 - 6,400</b>	Residents
<b>350 - 660</b>	Single Family Attached Units
<b>1,060 - 1,990</b>	Multi Family Attached Units

## Highlights

- Designated as a Regional Employment Center (REC)
- Prime location on I-95
- Within close proximity to Potomac Mills & Stonebridge at Potomac Town Center
- North and west sections bordered by residential communities



### Contact Us for More Info:

Prince William County  
Dept. of Economic  
Development  
703.792.5500  
econdev@pwcgov.org

[www.goo.gl/A5lmB3](http://www.goo.gl/A5lmB3)

## North Woodbridge (redevelopment)

North Woodbridge is a Metropolitan Washington Council of Governments (MWCOC) Regional Activity Center, a Study Area in the Potomac Communities Revitalization Plan and a Center of Commerce in Prince William County. It is designated for Urban Mixed Use development. A portion of the center is within the Redevelopment Overlay District – a zoning district which allows modifications to development standards to encourage redevelopment. Projects include the Route 123 and Route 1 interchange, the Potomac Heritage National Scenic Trail and the Occoquan Riverfront Park. Large-scale redevelopment at the highest density permitted at the northern gateway to Prince William County is possible.



## North Woodbridge Urban Mixed Use By the Numbers

<b>214 ac</b>	Total Area
<b>83 ac</b>	Currently Undeveloped Area
<b>716,198 sq. ft.</b>	Existing Gross Floor Area (GFA)

### Future Potential

<b>2,780,000 sq. ft.</b>	Allowed GFA
<b>3,500 - 7,000</b>	Employees
<b>3,500 - 7,100</b>	Residents
<b>1,600 - 3,200</b>	Multi Family Attached Units

### Highlights

- Planned as a Regional Activity Center
- Prime location on I-95
- Within close proximity to Potomac Mills & Stonebridge at Potomac Town Center
- Surrounded by residential communities
- Waterfront access development opportunities



### Contact Us for More Info:

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## Dale City at I-95 (redevelopment)

Located just west of Exit 156 off I-95, this area is directly adjacent to the future site of the American Wartime Museum. Current development includes strip commercial shopping centers on the north and south sides of Dale Boulevard. The close proximity to future tourism destination calls for mixed-use development catering to visitors.

## Dale Boulevard/Wartime Museum By the Numbers

**39.93 ac** | Total Area

**14 ac** | Currently Undeveloped Area

### Future Potential

**570 - 1,150** | Employees

**260,900 - 521,800** | Total Gross Floor Area

## Highlights

- Prime location on I-95
- Close proximity to the American Wartime Museum location makes this an ideal location for mixed-use development with a focus on the tourism industry



### Contact Us for More Info:

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703.792.5500  
econdev@pwgov.org

[www.nmaw.org/](http://www.nmaw.org/)



**Potomac Town Center/Potomac Mills  
(new development)**

The Potomac Town Center is a Metropolitan Washington Council of Governments Regional Activity Center and a Center of Commerce in the Prince William County Comprehensive Plan. This key area is designated as a Regional Commercial Center and Regional Employment Center, both of which are urban high-density, mixed-use designations. The Plan envisions this area as a new-age, walkable mixed-use town center coupled with a massive retail venue to serve as a destination for many locals and visitors alike, drawing over 14 million visitors per year. This area has significant unmet, planned office capacity. Other projects include a new commuter parking facility and baseball stadium.

**Potomac Town Center  
By the Numbers**

<b>492.28 ac</b>	Total Area
<b>71 ac</b>	Currently Undeveloped Area
<b>1,617</b>	Existing Dwelling Units
<b>1,505,569 sq. ft.</b>	Existing Gross Floor Area (GFA)

**Future Potential**

<b>637,000 - 1,480,000 million sq. ft.</b>	Allowed GFA
<b>2,230 - 5,200</b>	Employees
<b>100 - 249</b>	Residents
<b>30 - 80</b>	Single Family Attached Units

**Highlights**

- Prime location on I-95
- Significant unmet, planned office capacity
- Mixed-use town center and retail venue attracts 14 million visitors per year
- Future plans for new commuter parking facility and baseball stadium
- Adjacent to Sentara Northern Virginia Medical Center



**Contact Us for More Info:**

Prince William County  
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703.792.5500  
econdev@pwcgov.org



## Potomac Shores (new development)

Potomac Shores is a Metropolitan Washington Council of Governments Regional Activity Center and is mostly designated as a Regional Employment Center – an urban high-density, mixed-use designation. It is zoned for a dense, mixed-use development including a town center, a proposed VRE station, parks and trails which include the Potomac Heritage National Scenic Trail. Soon, the first five-star resort and master-planned community along the historic Potomac River will capture the tranquil beauty and rich heritage of beloved Tidewater settlements. Potomac Shores is situated on a pristine peninsula with hundreds of blissful acres of hardwood forest and two miles of shoreline. As one of the few remaining stretches of undeveloped land along Virginia’s coastline, this 2,000-acre riverfront retreat will offer a rare juxtaposition of privacy and accessibility, relaxation and invigoration for new homeowners and guests.

## Potomac Shores By the Numbers

### Proffered Development

<b>2,123 ac</b>	Total Area
<b>156,334 sq. ft.</b>	Existing Gross Floor Area (GFA)
<b>3.7 million sq. ft.</b>	Allowed GFA
<b>3,987</b>	Max # Residential Units
<b>min. 1,100</b>	Single Family Detached
	VRE Station
	Town Center

### Additional Non-proffered Acreage

<b>100</b>	Total Area
<b>900 - 1,360</b>	Residents
<b>300 - 450</b>	Single Family Attached Units

### Future Highlights

- Town center and pedestrian-friendly neighborhoods
- 5 Star hotel & conference center
- Jack Nicklaus Signature Golf Course
- River access with a 450 slip marina
- VRE station
- 850 acres set aside as natural, open space



### Contact Us for More Info:

Prince William County  
Dept. of Economic  
Development  
703.792.5500  
econdev@pwcgov.org

[potomacshores.com](http://potomacshores.com)



## Triangle (redevelopment)

Triangle is a study area in the Potomac Communities Revitalization Plan and a Center of Community in Prince William County. It is designated for Village Mixed Use development. A portion of the center is within the Redevelopment Overlay District, a zoning district which allows modifications to development standards to encourage redevelopment. There is the possibility of significant lot assemblage for a variety of uses with excellent visibility at the southern gateway to Prince William County and the north gate of Marine Corps Base Quantico.

## Triangle Village Mixed Use By the Numbers

<b>60.92 ac</b>	Total Area
<b>96</b>	Existing Dwelling Units
<b>57,953 sq. ft.</b>	Existing Gross Floor Area (GFA)

### Future Potential

<b>487,000 sq. ft.</b>	Allowed GFA
<b>1,250</b>	Employees
<b>350 - 1,500</b>	Residents
<b>150 - 685</b>	Multi Family Attached Units

## Highlights

- Prime location along Route 1 and adjacent to Marine Corp Base Quantico
- Flexible zoning to encourage redevelopment
- Prime location along Route 1 and I-95



### Contact Us for More Info:

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703.792.5500  
econdev@pwcgov.org

## About Prince William County, Virginia



- Located less than 20 miles from the nation's capital, Prince William County encompasses a total area of 348 miles and is the 2nd largest county in the Commonwealth of Virginia.
- A pro-business community, Prince William County ranked #8 nationwide for job growth by CNN Money. Over the past decade, the County has experienced a 57% increase in the number of business establishments.
- Prince William County offers easy access to international, national and regional markets. By air, the County is primarily serviced by two major international airports and one regional airport: Dulles International Airport – the 3rd largest trans-Atlantic hub along the East Coast; Ronald Reagan Washington National Airport – the 25th busiest airport by passenger volume; and Manassas Regional Airport – the largest executive regional airport in Virginia. CSX and Norfolk Southern provide freight service to domestic and international port terminals. Lastly, Virginia Railway Express and Amtrak provide commuter and destination rail service to more than 500 stations in 45 states and the District of Columbia.
- Prince William County provides access to an outstanding talent pool of highly-skilled, culturally-diverse labor; 41% of the workforce has college degrees.
- 75% of Northern Virginia's 1.1 million workers live within a 30 minute one-way commute to the center of Prince William County during rush hour.
- Journey-to-work time is significantly reduced with the ability to reverse commute along the I-95 and I-66 corridors.
- Prince William County carries a AAA bond rating from all three of the major credit ratings agencies (Fitch, Moody's and S&P).
- An ideal location for businesses seeking a location in the Mid-Atlantic region, Prince William County offers a favorable blend of large land parcels, multi-use zoned sites, incentives, reliable power and ample fiber optic availability, coupled with the lowest programmable computer taxes in the region.

**For information about the advantages of locating or expanding a business in Prince William County, please contact the Prince William County Department of Economic Development.**

**email: [econdev@pwcgov.org](mailto:econdev@pwcgov.org) | phone: 1.703.792.5500 | fax: 1.703.792.5502**



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## Prince William Board of County Supervisors

**Back Row** (Left to Right): Neabsco District Supervisor: John D. Jenkins; Chairman At-Large: Corey A. Stewart; Occoquan District Supervisor, Vice Chair: Michael C. May; Woodbridge District Supervisor: Frank J. Principi

**Front Row** (Left to Right): Gainesville District Supervisor: Pete Candland; Brentsville District Supervisor: W.S. Wally Covington; Potomac District Supervisor: Maureen S. Caddigan; Coles District Supervisor: Martin E. Nohe

This document is made possible with the kind contributions of:

Discover Prince William & Manassas Convention and Visitors Bureau, George Mason University, Marine Corps Base Quantico, Northern Virginia Community College, Potomac Mills, Sentara Northern Virginia Medical Center, SunCal, Prince William County Department of Parks & Recreation, Prince William County Historic Preservation Department and the Prince William County Planning Office.



 **PRINCE WILLIAM**  
**COUNTY, VIRGINIA**

**Department of Economic Development**

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