



City of Manassas, Virginia
Planning Commission - Comprehensive Plan Committee Meeting

AGENDA

**Planning Commission Subcommittee
Manassas Museum
Family History & Education Center
9101 Prince William Street
Manassas, VA 20110
Thursday, May 09, 2024**

1. **Call to Order - 5:30 p.m.**

2. **Roll Call and Determination of a Quorum**

3. **New Business**
 - 3.1 **CPA #2024-0001, Comprehensive Plan Update
(Staff: Christian Samples, AICP, Planning Manager & Zoning Administrator)
[Memorandum](#)
[Attachment 1. Comprehensive Plan Land Use Chapter - Red Line](#)
[Attachment 2. Town of Leesburg Transition Area Language](#)
[Attachment 3. Olde Towne Inn Community Conversations](#)**

4. **Adjournment**



MEMORANDUM

CITY OF MANASSAS

Department of Community Development

Phone: 703-257-8223 Fax: 703-257-5117

TO: Comprehensive Plan Committee
FROM: Christian Samples, AICP, Planning Manager
DATE: May 9, 2024
RE: CPA #2024-0001 – Comprehensive Plan Update – Overview and Land Use Chapter

Background

The City's Comprehensive Plan provides direction for long-range planning and development of property within the City. The 2040 Comprehensive Plan was adopted on February 20, 2020. The Code of Virginia requires the Plan to be reviewed every five years. Review was initiated by the City Council on March 11, 2024 and is expected to be completed by June 30, 2025.

Update Overview

The update is not intended to be a comprehensive rewrite of the plan. It is a focused review designed to update Plan data and to identify necessary changes. The overall goals of this update are to:

- Update chapter strategies and implementation
- Complete technical updates concerning demographics, community facilities, and parks, culture, and recreation
- Enhance Housing and Sustainability chapters
- Update the Mobility chapter to account for new projects in the Transportation Master Plan 5-year update
- Complete a limited review of the Land Use chapter

The anticipated Committee meeting schedule is as follows:

- Thursday, May 9, 2024
 - Introduction/Overview
 - Land Use
- Thursday, May 23, 2024
 - Land Use (Continued; Mathis Character Area)
- Thursday, June 13, 2024
 - Housing and Neighborhoods
- Thursday, June 27, 2024
 - Sustainability
 - Economic Development
- Thursday, July 18, 2024

- Community Facilities
- Thursday, August 8, 2024
 - Parks, Culture and Recreation
- Thursday, October 10, 2024
 - Mobility
 - Appendices
- Thursday, November 14, 2024
 - Final Review

Land Use Chapter Review

The Land Use chapter is the chapter most commonly referenced for land use decisions such as rezoning and special use permit applications. The chapter’s Goals and Strategies provide overall guidance while each Character Area offers recommended direction for specific areas within the City. The review of this chapter is divided into two meetings to allow for adequate discussion. This meeting will cover proposed amendments to the chapter’s strategies, to the Downtown Character Area, and discuss minor changes. The May 23, 2024 meeting will review previously requested changes from the May 9, 2024 meeting and will discuss amendments to the Mathis Character Area.

Proposed Amendments to Land Use Strategies

Two amendments are proposed to the chapter’s strategies. The first proposed amendment is to delete Land Use Strategy LU 3.3.2. This strategy recommended reviewing the Architectural Review and Historic Overlay regulations and update them as necessary. The Historic District Design Guidelines were adopted on April 19, 2022, completing the recommendation’s intent. Additional language regarding historic structure and the historic district will be reviewed with the Parks, Culture and Recreation chapter.

The second proposed amendment is to consider amending LU 3.3.4 to clarify transitional areas between Character Areas. This strategy recommends a gradual change in development patterns between transitional areas, focused on building orientation, height step-downs, and landscaping all while maintaining use limitations. Previous land use cases have shown some difficulty in consistently implementing this recommendation. For example, Rezoning application REZ #2022-0003, located at 9207 – 9213 Prescott Avenue, was recommended for denial as the Commission found the design transitions proposed were not adequate to mitigate visual impacts from the adjacent homes. The Committee should consider recommending more specific language concerning transition areas to provide applicants clear guidance. For example, the Town of Leesburg provides detailed and focused transition language in their Comprehensive Plan (Attachment 2).

Other cases have revealed instances where the transition between uses can be taken into consideration. Rezoning application REZ #2020-0007, also known as the King’s Landing townhome development, relied on the physical changes recommended by the strategy to gain an approval recommendation. However, the applicant also noted that townhomes are a transition in use intensity between single family detached homes found to the south and the more industrial activities located north of the development. Amending this strategy to include use intensity in transition areas would take land use into account without recommending changes to use limitations.

Proposed Amendments to Downtown Character Area

Two amendments are proposed to the Downtown Character Area: one requesting clarification to applying the Traditional Neighborhood Character Area Design Principles to the Downtown Neighborhoods Character Area and one to amend the Downtown Opportunity Areas to account for both ongoing and completed projects. The Design Principles of the Downtown Neighborhoods Character Area recommend following the design principles of the Traditional Neighborhoods Character Area. While most of Traditional Neighborhoods Character Area

Design Principles align with the priorities of the Downtown Neighborhoods Character Area, the density limitation for the redevelopment of existing single family attached and multifamily developments conflict. Under the Design Principles, density is limited to 12 units per acre for single family attached and 15 units per acre for multifamily developments.

The limitation has hampered potential residential projects and those that have been developed in the Downtown Neighborhood Character Area were either developed just prior to the Comprehensive Plan's adoptions (e.g. Jefferson Square) or were located in a Comprehensive Plan Opportunity Area (Van Metre at Grant Avenue) which made this limitation moot. This limitation interferes with the development of new "missing middle housing", as the limitation excludes new attached housing when applied to the Downtown Neighborhoods Character Area. This also limits new affordable housing opportunities and especially those within walking distance of the VRE station. Excluding density limitations from the Downtown Neighborhood Character Area maintains the intended traditional look of the Downtown Neighborhoods Character Area while opening up new residential housing opportunities.

Downtown Opportunity Areas identified in Map 3.2 are proposed to be amended to remove location #11 and to consider amending location #1 to refine the language. Location #11 is the site of the Van Metre at Grant Avenue project, a 247-unit residential development. The development was approved in two phases in 2022 and 2023 and is currently going through site plan approval. This location should be removed as it is effectively completed.

Location #1 is the former Olde Towne Inn site, which was purchased by the City in 2023 and demolished. The City held Community Conversations to gauge public opinion on the site's future. Feedback from that meeting favored a multistory hotel development. The Opportunity Area's language for Location #1 supports either a new hotel or "a mix of retail, restaurant, residential, and lodging uses, with an attached parking structure and interior drop off/pickup area". Amending this language to focus on a hotel use would be in line with feedback gained from the Community Conversations.

Proposed Amendment to Godwin Technology Character Area

One minor amendment is proposed to add Institutional uses to the Appropriate Land Uses in the Godwin Technology Character Area. Institutional uses include places of worship such as churches within their scope. Churches are classified in the Zoning Ordinance as Places of Assembly, which can require a special use permit. Excluding Institutional uses in this Character Area conflicts with the Religious Land Use and Institutionalized Persons Act of 2000, which prohibits jurisdictions from placing substantial burdens on the religious exercise of persons or religious institutions. This includes the outright exclusion of churches. Including Institutional uses to the list of Appropriate Land Uses remedies this issue.

Attachments:

1. Comprehensive Plan Land Use Chapter – Redline
2. Town of Leesburg Transition Area Language
3. Olde Towne Inn Community Conversations Summary

CHAPTER 3: Land Use



“Manassas must strike a balance to preserve the character and charm of the City while offering a safe inviting environment for all ages...folks who will age in the city as well as attracting younger millennials who work the high tech jobs and the amenities that all groups would need.”

-Community Conversations Participant

The Land Use Chapter focuses on the appropriate form and character of development in different areas of the City. Manassas’ approach to land use introduces the importance of form, connectivity, and standards of development rather than looking solely at the separation of one use from another. In fact, this approach encourages mixing uses that are compatible with one another in a form that is pedestrian friendly and facilitates a more sustainable, healthy, and livable community.

This chapter begins by describing the Plan’s overall goal, objectives, and implementation strategies for land use planning. The balance of the chapter identifies and describes the designated character areas of the City. The character

areas present design principles that serve as land use strategies for the Plan. These land use strategies are the core components of this Plan, guiding how development and redevelopment should be designed in different contexts within Manassas. The design principles describe the key features of development in each area that, when combined, create particular urban forms or development patterns consistent with the Land Use goal.

This chapter is intended to serve as a blueprint for preservation, new development, and redevelopment that will help to enhance the City’s physical character and functionality. It is designed to serve as a guide to decision making regarding zoning issues, review of development proposals, and infrastructure





Goal Statement

Manassas will be a vibrant, mixed-use community that reinforces the positive qualities of existing neighborhoods, promotes compatible infill and redevelopment, and emphasizes improved design principles that reflect its historic character and charm.

planning, as well as a guide for creating implementation tools, such as those in the Zoning Ordinance.

Goal, Objectives, and Strategies

The following overarching goal for land use in the City sets the general context for land development. The objectives that follow articulate specific concepts that should be

in the foreground as land development decisions are made and guide the broad categories of actions to be initiated. The associated strategies call for actions to coordinate resources, plans to address these objectives, and specific amendments to land use regulations that address these objectives.



Objectives and Strategies

Balanced Land Use

LU 3.1 Promote a balanced mix of land uses, including residential, commercial, manufacturing, and open space, designed to create economic and living opportunities that create a vibrant and thriving City.



LU 3.1.1 Preserve opportunities for commercial and manufacturing growth that provide high-quality jobs and do not negatively impact established residential areas.

LU 3.1.2 Maximize the City's open space in an increasingly dense urban environment by protecting existing open spaces and identifying opportunities for new open space when infill, new, or redevelopment is approved.

LU 3.1.3 Preserve and enhance existing residential areas while promoting infill development that is consistent with, and contributes to, that neighborhood's character.

LU 3.1.4 Promote increased residential densities in the Downtown and Mathis areas through the use of mixed-use, transit-oriented development.

LU 3.1.5 Continue to build upon and enhance partnerships with Prince William County and Manassas Park by exploring the shared border areas for land use planning and zoning that address joint land use goals, promote connectivity of a multimodal transportation network, and address overlapping environmental impacts.



Redevelopment

LU 3.2 Promote redevelopment when existing uses lose economic viability or negatively impact an area's character.



LU 3.2.1 Encourage the relocation of commercial and manufacturing uses that are inconsistent with the character area.

LU 3.2.2 Elevate the community's appearance and contribute to the area's character by encouraging investments in older neighborhoods and along aging commercial corridors.

LU 3.2.3 Utilize redevelopment opportunities to enhance open space and pedestrian, bicycle, and vehicular connectivity and mobility.

LU 3.2.4 Eliminate industrial zoning from residential and Downtown character areas and remove heavy industrial zoning throughout the City by working proactively with property owners to initiate rezonings. Limit negative impacts (e.g. height) of existing industrial zoning in the Downtown character area through a zoning text amendment.

Design Quality & Character

LU 3.3 Increase emphasis on the design quality and character of new growth and development in the City's land use regulations and review processes.

LU 3.3.1 Review the Zoning Ordinance and Design and Construction Standards Manual, and update as necessary, to ensure that new development, infill development, and redevelopment occur according to standards and guidelines that implement the character area design principles and protect the integrity of surrounding uses, while providing appropriate buffers and transitions.

~~LU 3.3.2 Review the Architectural Review and Historic Overlay regulations, and update as necessary, to ensure that new development, infill development, and redevelopment occur according to standards and guidelines that implement the character area design principles and protect the integrity of surrounding uses.~~

LU 3.3.23 Evaluate all land use applications against the applicable character area intent, focus priorities, and design principles and

applicable City regulations, and provide guidance to the development community to improve compliance.

LU 3.3.34 The edges of character areas should be considered transitional so that any change to the development pattern between the areas is gradual. The transition should be accomplished through building orientation, height step-downs and landscaping; however, the use limitations of each character area should be maintained.

LU 3.3.45 All non-residential sites should be designed to address potential negative impacts to surrounding residential uses. Required parking and landscaped open space, consistent with adjacent residential uses, should be accommodated on-site. Lighting and signage should be limited in quantity, scale, and intensity to reduce overlighting and other negative impacts on surrounding residential character areas.



Commented [CS2]: Transitional language needs to be further clarified to deal with land use conflicts. This can include adding more detail about the transition and/or specifying uses that need transitions.

Commented [CS1]: Completed



Adequate Infrastructure

LU 3.4 Utilize the land use application and the Capital Improvement Program (CIP) processes to ensure that appropriate infrastructure, to include, but not be limited to, transportation, schools, utilities, and open space, is in place to support the desired mix of land uses.

LU 3.4.1 Generally, utility extensions required within any character area should be designed to serve the same capacity levels as the rest of the character area. When land use decisions require upgrades to handle increased density, efforts to reduce demand should be explored and incorporated in redevelopment.



Gateways & Corridors

LU 3.5 Develop guidelines to implement the Gateways and Corridors character area. Guidelines should identify the typology of the elements and the design(s) that are appropriate for each.

LU 3.5.1 Apply the Gateways and Corridors guidelines to critical public rights-of-way and incorporate these improvements in the CIP in order to take advantage of available public grants.

LU 3.5.2 Apply the guidelines to land use applications located at the recognized gateways and along the specified corridors.

Character Areas

This Plan builds upon an analysis of existing development patterns to establish eleven character areas throughout Manassas.

The character area approach places greater emphasis on the quality of development and its form than on the separation of individual uses. Each character area considers mixed uses and supports pedestrian-friendly urban forms. The content of each character area narrative identifies the following:

- Context, density, and character;
- Appropriate land uses with restrictions as identified in the design principles;
- Focus priorities as the primary land use and character issues to be addressed; and
- Common design principles (strategies) critical for new or infill development.

Additional details for each character area are provided in the sections that follow.

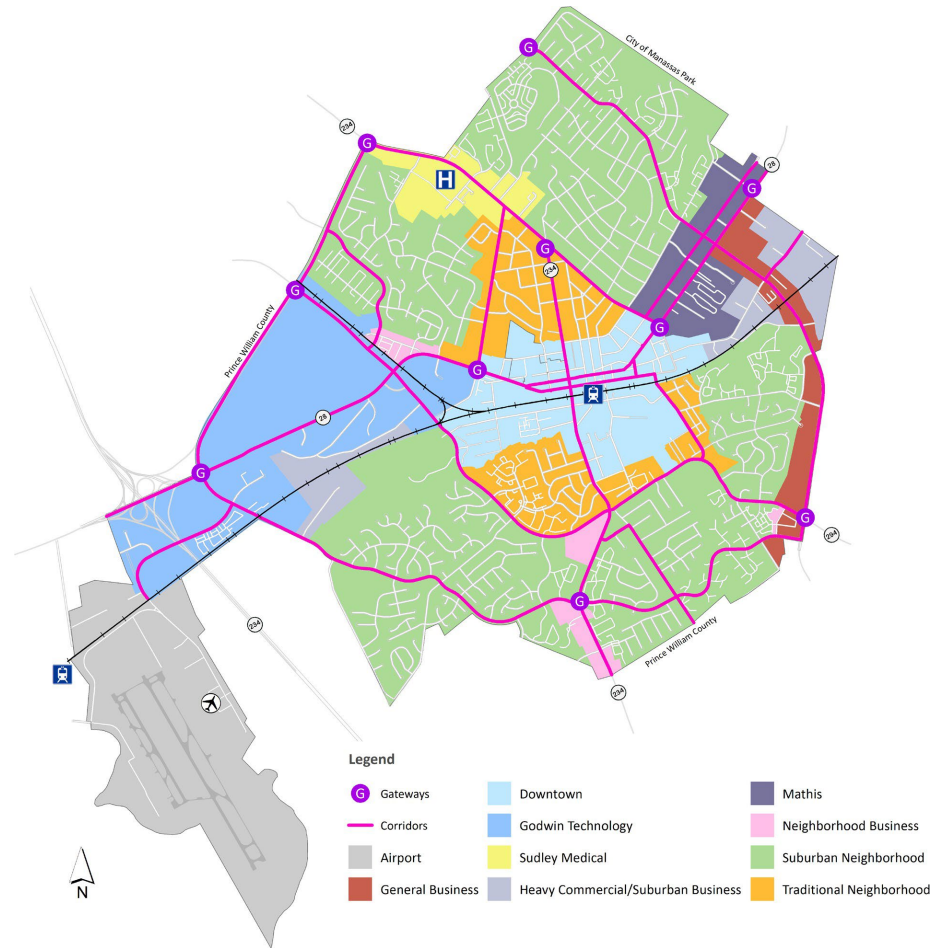
Suburban Neighborhoods and Traditional Neighborhoods are areas where the existing character is a desirable and functional form that should be protected and preserved through sensitive infill, moderate redevelopment, and retrofitting of amenities. While redevelopment or improvements in these areas are not prohibited, the intent of this plan is to make clear such changes shall be done in accordance with, and sensitive to, the existing form and context of the area. The design principles emphasize that the existing character is the desired character of future development.

Neighborhood Business, General Business, and Heavy Commercial/Suburban Business are established commercial areas that offer infill and redevelopment opportunities in keeping with evolving, modernized commerce. In these areas, the intent is to change and improve the character through new design principles.

Downtown, Mathis, Sudley Medical, Godwin Technology, and Airport are areas where the development pattern is unique and where the mix of uses is specific to that area.

Gateways and Corridors include entryways and main thoroughfares in Manassas that require special attention to support the overall community character, tying all the individual character areas together.

Map 3.1 - Character Areas



Map 3.1 provides the character area land use map for Manassas. To determine the appropriate use and development form for a specific parcel, refer to this map and the land uses and design principles (strategies) for the appropriate character area. If a parcel fronts on one of the identified corridors or gateways, additional principles may apply particularly to the frontage of the lot along the public right-of-way. Ultimately, the specific use of an individual parcel will be determined by the City using the Plan as a guide and applying both the citywide and character area strategies.

Land Use Definitions

The following definitions apply to the land uses identified for the individual character areas:

Attached Residential – Primary structures intended for occupancy by more than one family with units separated from one another by common walls without openings, including duplexes, townhouses, and triplexes, but not multifamily.

Detached Residential – Primary structures intended for occupancy by a single family and not sharing any common structural elements with any other structure.

Heavy Commercial – Uses that include any of the following on-site attributes: outdoor materials storage or sales; outdoor equipment storage, sales, or rental; outdoor motor vehicle storage, sales, or rental; indoor or outdoor heavy equipment or motor vehicle repair.

Institutional – Civic purposes, such as City Hall, police and fire stations, public libraries, cemeteries, places of worship, educational facilities (public and private primary and secondary schools and universities), community centers, day care, hospitals, and similar uses.

Manufacturing/Wholesale/Distribution – The fabrication, warehousing, processing, or distribution of goods and materials using processes that ordinarily do not create fumes, glare, odors, noise, smoke, or health or safety hazards outside of the building in which the process takes place.

Multifamily Residential – Primary structures intended for occupancy by more than one family with shared principal entryways, such as apartments.

Office – Primary structures used to conduct a business or profession, where no retail/service, manufacturing, or warehousing occurs. Typical offices include attorneys, doctors, real estate, and telemarketing.

Open Space – Land intended for either passive or active recreation. Open space may include, but is not limited to, ball fields, hiking trails, parks, pools, nature preserves, and playgrounds.

Research and Development – Investigation, study, experimentation, or design of electrical, electronic, magnetic, optical, mechanical, or medical components in advance of product manufacturing that is not associated with on-site manufacturing, and includes, but is not limited to, scientific, medical, or technological research and development.

Retail/Service – Commercial retail uses and personal services, to include small-scale uses such as beauty salons, convenience stores, gas stations, drug stores, restaurants, clothing stores, grocery stores and specialty shops, and restaurants, as well as larger uses such as department stores, grocery superstores, discount stores, large specialty retailers, manufacturers' outlet stores, and warehouse clubs. Retail/service does not include any uses defined as heavy commercial.

Vertical Mixed-Use – Multi-level buildings that contain at least two of the following land uses: residential, retail/service, or office, typically separated into different floors of the structure.



Suburban Neighborhoods

DESCRIPTION

Suburban Neighborhoods are the dominant form of development in the City and represent the majority of residential development built since 1950.

Low density residential, institutional, and public uses are the predominant uses. Development patterns vary from one subdivision to another. However, within a given subdivision, lot sizes, building styles, and setbacks are all very consistent.

Residential areas, including detached, attached, and multifamily residential developments, share characteristics of moderate- to low-density neighborhoods with substantial private yards, off-street parking, and wide, curving streets with cul-

de-sacs. This form creates pods rather than rectilinear and regular blocks.

Existing attached residential neighborhoods consist of two to three story homes of brick and siding and architectural features reflective of a colonial theme. Parking is typically provided with front-loaded garage parking or shared surface lots. Multifamily development typically consists of garden style apartments with surface parking and on-site amenities.

Commercial development located in Suburban Neighborhoods is small scale, consisting of uses that support the surrounding residential areas.

APPROPRIATE LAND USE

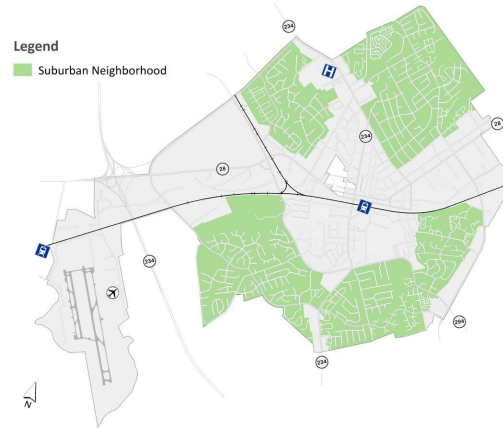
- Attached Residential
- Detached Residential
- Institutional
- Multifamily Residential
- Office
- Open Space
- Retail/Service

FOCUS PRIORITIES

- Preservation of residential scale architecture and neighborhood character
- Maintenance and upkeep of existing property
- Compatibility of infill development and redevelopment
- Connectivity for pedestrians and cyclists

OBJECTIVE

Suburban Neighborhoods should continue to serve the citizens of Manassas with quality and safe environments in which to live and play. The existing residential neighborhood character is a desirable and functional form that will be protected and preserved through sensitive infill and targeted retrofitting of amenities. Office, retail, and service uses should remain small scale and should be limited to those that support surrounding residential.



DESIGN PRINCIPLES

Sites

- Future development, infill, and redevelopment should be designed to improve connectivity and reduce the use of cul-de-sacs.
- Individual sites or parcels should be generally uniform in size but may vary in shape from rectangular with the shorter side as frontage, to wedge shaped parcels with narrower frontage at the ends of cul-de-sacs.
- Residential buildings should be placed on the lot slightly forward of center allowing for a deep back yard, moderate front yard, and narrower side yards that are roughly equal to one another.
- While the parking areas and garages in many Suburban Neighborhoods are front loading, side and rear loading garages may be utilized when compatible with the existing neighborhood or when no defining style currently exists.
- Fences are common around rear yards but not typically used in front yards. This is a pattern that should be maintained.
- With the exception of required parking, sites are usually kept as a lawn with some trees and foundation plantings. The planting of shade trees is encouraged and established tree cover should be maintained.
- With the exception of infill lots, new detached single-family development should not have curb cuts along collector/connector streets.
- Sidewalks and intersection crosswalks should be included in all designs to improve pedestrian connectivity, accessibility, and safety. Traffic calming should be implemented where necessary.



DESIGN PRINCIPLES

- New attached or multifamily residential uses in Suburban Neighborhoods should generally occur in the form of redevelopment of existing townhouse/apartment sites. When such redevelopment occurs, density of attached residential should not exceed 12 units per acre and multifamily residential should not exceed 15 units per acre.
 - Attached and multifamily residential redevelopment should incorporate modern amenities, usable open space, and improved landscaping to offset density and compliment the character of existing neighborhoods.
 - Opportunities for incorporating neo-traditional neighborhood characteristics, such as front porches and rear-loaded garages, should be considered with new development.
 - Larger lots for institutional, office, or retail/service uses should be located along collector/connector roads that can accommodate the traffic associated with these uses in a safe manner.
 - Sites for retail/service and office development should be no more than two acres.
- Buildings**
- Detached houses are, and should continue to be, the primary use.
 - Converting or dividing detached houses into multifamily or attached residential structures is strongly discouraged.
 - Buildings within a subdivision share common scale, height, architectural style and building materials; this pattern should continue with infill or redevelopment.
 - General building forms and era-specific features from the period in which the subdivision was developed should be maintained in infill projects.
 - Retail/service and office development should be limited to no more than 5,000 square feet per structure.



Traditional Neighborhoods

DESCRIPTION

Traditional Neighborhoods represent the oldest neighborhoods in the City. Most were developed before 1950 and abut the Downtown character area along the north, south, and east boundaries.

These neighborhoods are of moderate intensity and are primarily residential with limited institutional and commercial development occurring along major roads and at key intersections. Non-residential development is modest in scale and compatible with residential development. The Traditional Neighborhoods are characterized by semi-regular blocks with varying lot sizes, housing types, and styles, often with a mix of housing types on the same block. Streets are narrow and form a semi-regular grid pattern.

The street network is typically rectilinear and always creates a grid of interconnected

streets. Street widths are narrow, commonly with sidewalks on one or both sides of the street. The blocks are subdivided into lots of semi-regular dimensions with lot consolidation common to create wider building sites. Individual building lots and properties within a block vary in dimension.

Existing attached residential neighborhoods consist of two story homes of brick and siding and architectural features reflective of a colonial theme. Parking is typically provided with front-loaded garage parking or shared surface lots. Multifamily development typically consists of garden style apartments with surface parking and on-site amenities.

Commercial development located in Traditional Neighborhoods is small scale, consisting of uses that support the surrounding residential areas.

APPROPRIATE LAND USE

- Attached Residential
- Detached Residential
- Institutional
- Multifamily Residential
- Office
- Open Space
- Retail/Service

FOCUS PRIORITIES

- Preservation of urban form, historic structures, and landmarks
- Preservation of traditional scale and architectural styles
- Maintenance of a balanced mix of housing types
- Maintenance and upkeep of existing property
- Compatibility of infill development and redevelopment
- Walkability and connectivity for pedestrians and cyclists

OBJECTIVE

Traditional Neighborhoods should continue to serve the citizens of Manassas with high-quality, safe environments in which to live and play. The existing mixed-residential and small-scale commercial neighborhood character is a desirable and functional form that will be protected and preserved through sensitive infill and moderate redevelopment.



DESIGN PRINCIPLES

Sites

- Infill development should utilize lot sizes, shapes and access that mimic the surrounding pattern.
- Building setbacks throughout Traditional Neighborhoods vary according to building and lot sizes. Smaller buildings on smaller lots sit closer to the street and have relatively shallow side yard setbacks. Larger buildings are typically on larger lots and may sit back considerably further on the lot with deeper front and side yards. On some streets, homes are set so that the front porch steps are at the sidewalks edge, however this is not consistent throughout the Traditional Neighborhoods. Setbacks for infill buildings should be consistent with the average setback for the abutting properties.
- Garages are often detached and set to the side or rear of the main house. If attached garages are used, they should be setback from the primary façade of the building. Rear-loaded garages accessible from a rear alley may also be appropriate for infill and redevelopment of attached residential.
- On corner lots, vehicular access is typically off the lesser street; continuation of this pattern is recommended.
- Fences are common around rear yards. Lower picket or wrought iron type fences may be used in front and side yards.
- A tree lawn or garden is typically maintained between the sidewalk and the front of the house; this pattern should be continued.
- Maintaining and preserving mature shade trees are encouraged, particularly in redevelopment or infill projects. Redevelopment will be consistent with, or make improvements to, the general landscaping design and availability of open space in the district.
- Any new attached or multifamily residential uses in Traditional Neighborhoods should generally occur in the form of redevelopment of existing townhouse/apartment sites. When such redevelopment occurs, density of attached residential should not exceed 12 units per acre and multifamily residential should not exceed 15 units per acre.

DESIGN PRINCIPLES

- Attached and multifamily residential redevelopment should incorporate modern amenities, usable open space and improved landscaping to offset density and compliment the character of existing neighborhoods.
- Large lots for institutional uses should be located along collector/connector streets that can accommodate the traffic associated with these uses in a safe manner.
- Sites for retail/service and office development should be no more than two acres and should be located on collector/collector roads.

Buildings

- The size, scale, and placement of a building on the lot should be relative to the size of the lot, with smaller structures sited on smaller lots, usually closer to the sidewalk, while larger buildings are setback further from all lot lines and located on larger parcels.
- Infill buildings should be proportional to their lot sizes. Large buildings should be placed on larger sites. Cues for this ratio should be taken from surrounding properties and nearby blocks on the same street.
- Buildings range between one and two stories; this pattern should continue. Infill and redevelopment of multifamily and attached residential up to three stories in height may be acceptable with appropriate transitions or step backs to adjacent residential.
- Most buildings are of a traditional style, with eras and styles mixed within a block. Styles strongly represented include Cape Cod, Victorian Era, Georgian, and Colonial. Infill and redevelopment should continue these styles.
- Houses traditionally have front porches. Although styles without porches may be appropriate, front porches are preferred. New buildings should have design features that relate to the human-scale and the street, and the progression of public to private spaces on each lot should be maintained. This transition consists of street, sidewalk, front yard, and front porch.
- Infill should respect the context of the existing homes through traditional architectural treatments and proportions common to styles represented in the neighborhood. More modern architectural styles may be appropriate if scale, proportions, materials, and landscaping are consistent with the Traditional Neighborhood context.
- Existing detached residential should not be converted to multifamily use.
- Institutional uses are often larger and more elaborate in design reflecting a landmark structure. However, they often represent an institutional variation on styles common in the residential buildings in the vicinity and represent styles common to the era in which they were built. This pattern should be continued.
- Retail/service and office development should be limited to no more than 5,000 square feet per structure, and should complement the scale, massing, architecture, and materials of the surrounding neighborhood.



Neighborhood Business

DESCRIPTION

Neighborhood Business areas are small concentrations of small-to medium-scale businesses organized around major corridors or at intersections in close proximity to Traditional or Suburban Neighborhoods. These locations accommodate locally-serving retail, office, and service uses and provide convenient access to services for local residents.

OBJECTIVE

Neighborhood Business areas should provide convenient locations for moderate-scale non-residential and mixed use development and redevelopment in close proximity to neighborhoods, with minimal impact on surrounding residences.

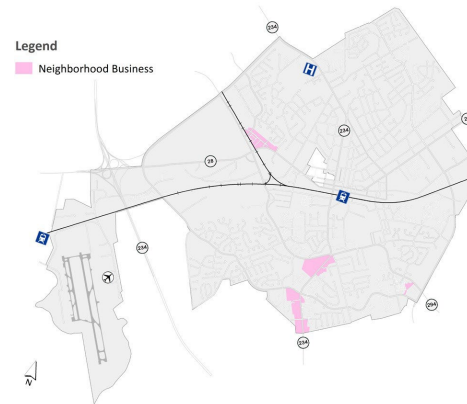
APPROPRIATE LAND USE

- Institutional
- Office
- Open Space
- Retail/Service
- Vertical Mixed-Use

FOCUS PRIORITIES

- Quality site design, including parking, access management, and neighborhood-serving amenities
- Use of high-quality building design and materials
- Compatibility of moderate-scale business in close proximity to residential uses
- Compatibility of redevelopment and infill development
- Promotion of pedestrian and bicycle access

DESIGN PRINCIPLES



Sites

- Currently, individual parcel access is often provided directly from the major road; this is not desirable. Improved access management, such as shared access points or access between parcels should be provided where feasible to reduce the number of curb cuts and improve traffic flow.
- Buildings should be set to the edge of the sidewalk or to a designated set-to line to encourage the location of buildings closer to the street.
- Parking lots should be located to the side or rear of the structure.
- Where lots are deep enough, larger buildings may be suitable if they are appropriately screened with compact out-lot development along the frontage of the main road. Parking for these buildings may be located between the larger building and the

out-lot development, but should not occupy significant frontage along the major roadway.

- Landscaping should be provided within the parking lot itself and between parking lots, buildings, and the street.
- Significant landscaping and screening are to be employed to reduce impacts on adjacent residential character areas.
- Outdoor storage is not appropriate in this district.
- Consolidation of parcels is encouraged.
- Redevelopment of residential lots fronting major collector/connector streets and commercial corridors to commercial use is encouraged.

Buildings

- A variety of architectural styles are permissible in these locations; however, the architecture should be compatible with the surrounding residential styles by employing similar materials, building scale, building massing, and roof forms.
- Buildings should generally have a modest footprint of 5,000 to 10,000 square feet. Larger buildings may be appropriate when set back from the street and buffered by out-lot development or wrapped by smaller-scale structures.
- Vertical mixed-use structures are encouraged, with office and retail/service uses on the ground floor, and office and/or residential uses on the upper stories. The first story should include storefront windows, with the primary access opening to the street frontage.



General Business

DESCRIPTION

General Business areas are concentrations of retail/service, office and institutional uses often designed to accommodate automobile traffic and serve a larger regional population.

Development is linear and follows major roadways. Due to the need to serve a regional population, site design must accommodate vehicular traffic and mass transit access.

These locations are appropriate for the largest format commercial and institutional buildings.

High-quality, unique buildings are located in well-designed and landscaped sites with internal pedestrian access and connections to surrounding development.

APPROPRIATE LAND USE

- Institutional
- Office
- Open Space
- Retail/Service
- Vertical Mixed-Use

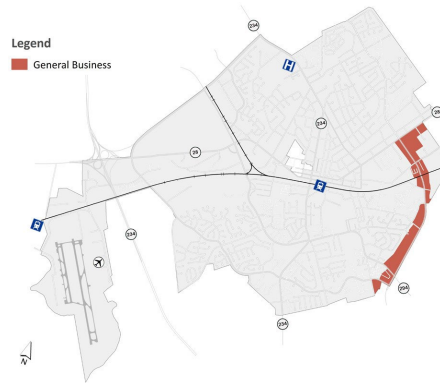
FOCUS PRIORITIES

- Quality site design including parking and improved access management
- Use of high-quality building design and materials
- Appropriate buffering between uses
- Compatibility of redevelopment and infill development

OBJECTIVE

General Business areas should serve the citizens of the Greater Manassas Region with quality and safe environments in which to conduct commerce. The existing character of the General Business areas should be enhanced through improved architecture, site design, and access management applied to development and redevelopment.

DESIGN PRINCIPLES



Sites

- Sites are often divided into blocks of parking surrounded by out-lot buildings and large format attached retail or big box stores. The larger buildings typically sit toward the rear of the lot with entrances facing the main road or interior parking drives. Smaller detached structures may sit on out-lots along the frontage and typically occupy the center of the lot with parking surrounding them. Entrances on out-lots vary in orientation.
- Site design should accommodate appropriate buffers and transitions to adjacent residential character areas.
- The visual impact of surface parking areas should be minimized by placing parking between buildings or developing interior blocks and setting buildings to a street line within the site, creating pedestrian-friendly centers.
- Perimeter landscaping, including evergreen trees, shrubs, and

deciduous trees, should be incorporated to provide a green buffer for parking areas and add green space to the sites.

- Landscaped interior parking islands should be used to break up surface parking areas, provide shade, and assist in stormwater management.
- Sidewalks, crosswalks, and bike paths should connect throughout the site and to the local network to facilitate multimodal access.
- Lighting should be consistent throughout a site and coordinate with the style and architecture of the building.
- Signage, lighting, and landscaping should be consistent along a corridor.
- Redevelopment and infill should improve pedestrian access and safety, reduce impervious area through stormwater management best practices, and increase landscaped areas.
- Redevelopment and infill should implement enhanced access

management principles, such as providing interparcel connections and parallel access routes to allow travel from one use to another without accessing the major roadway.

- Vertical mixed-use development should be limited to sites located between the intersection of Quarry Road and Liberia Avenue and the westernmost property line of the Home Depot site.

Buildings

- Franchise architecture with some modifications to meet the local context is common and acceptable.
- Buildings within a development should be designed to have a coordinated style or theme, with signage and lighting coordinated to complement the style.
- Buildings should be constructed of quality, low maintenance materials that contribute to an intended architectural style.



Heavy Commercial/Suburban Business

DESCRIPTION

Heavy Commercial/Suburban Business areas represent a mix of small and large format business subdivisions with local infrastructure to accommodate large format structures, heavy peak time traffic, and truck traffic. The diversity in architecture and site layout is balanced with consistent heavy landscaping to soften the appearance of structures and parking. The districts include multiple small business campuses and are designed to create a “park-like” setting. Good transportation access is provided with streets designed to accommodate heavy truck traffic, with adequate foundation and turning radii. Through roads connect developments, allowing for multiple and alternative routes in and out of the districts.

APPROPRIATE LAND USE

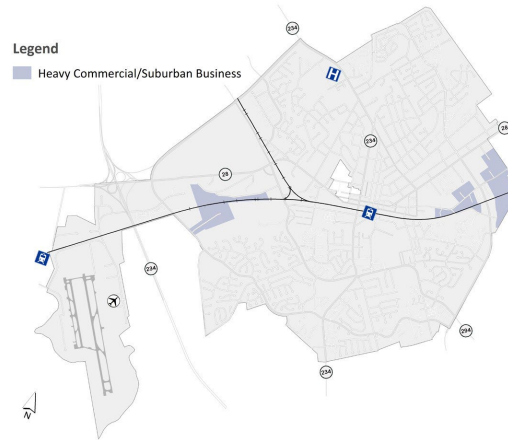
- Heavy Commercial
- Institutional
- Manufacturing/ Wholesale/ Distribution
- Office
- Open Space
- Research and Development
- Vertical Mixed-Use (excluding residential)

FOCUS PRIORITIES

- Support business and economic development for local and national companies
- Encourage high-quality development and redevelopment
- Promote energy efficient design, sustainable development practices, and environmentally-sound processes
- Allow for heavier intensity uses that are well-mitigated and visually buffered from major corridors and residential areas
- Provide appropriate buffering between uses
- Provide access to regional transportation networks to efficiently move goods

HEAVY COMMERCIAL/SUBURBAN BUSINESS

Heavy Commercial/Suburban Business areas should provide highly-accessible and quality environments to support office, wholesale, manufacturing, distribution, heavy commercial, and accessory retail businesses compatible with a mixed-use, urban community. The areas should offer flexible options for the demands of a variety of business models in scale of operations, and of individual site and building needs. Open space should knit the individual uses together and offset the impact of the large areas of impervious surfaces.



DESIGN PRINCIPLES

Sites

- Sites should include central building locations, with customer parking to the front and sides, and storage and fleet vehicle parking in the rear.
- Parking should be well-landscaped with on-site stormwater management consistent with City policies.
- Naturalized or manicured open spaces should be included to offset the impervious surfaces needed to accommodate large format buildings and significant surface parking areas.
- Consolidation of parcels for larger lot development is desirable.
- With the exception of outdoor displays/sales, outdoor storage and activities should be conducted within solid fences, walls, or dense landscaping to screen views from residential character areas and major corridors.
- Outdoor display/sales and parking areas should be broken up by internal planting islands.
- Lighting should be consistent throughout a site and coordinate with the building style and architecture.
- Significant landscaping should be used to unify sites within the district and promote a quality appearance.
- Sites should incorporate sustainable development practices, including stormwater management, energy management, and alternative energy.
- Proactive management of emissions and pollutants should be a high priority in facility and site design.
- Redevelopment/development should address the relationship to adjacent areas and provide buffering from residential character areas.
- Redevelopment should implement

enhanced access management and provide road capacity to maintain high levels of service and business activity.

- Subdivisions should have flexible design to accommodate a range of scale and types of business uses.
- ### Buildings
- Architectural styles may be unique to their use. Buildings may vary from multi-story office buildings to very large footprint buildings designed for manufacturing operations.
 - Building materials should be high-quality, durable, and low maintenance, complementing the demands of large-format manufacturing, wholesale, distribution, and office construction.
 - Buildings should be designed with sustainable and energy efficient components.



Downtown

DESCRIPTION

Downtown is the traditional and historic core of the City. This civic and business hub serves as a unique destination within the region. The mix of historic and modern buildings set in a compact walkable environment contributes strongly to the identity of Manassas as a community. The area includes a mix of uses, building styles, and eras of development centered on the railroad and Grant Avenue. The entire area designated as Downtown on the Character Area Map is designated as a revitalization area and meets the requirements of the Code of Virginia § 15.2-2303.4.E.(i).

APPROPRIATE LAND USE

- Attached Residential
- Detached Residential
- Institutional
- Multifamily Residential
- Office
- Open Space
- Retail/Service
- Vertical Mixed-Use

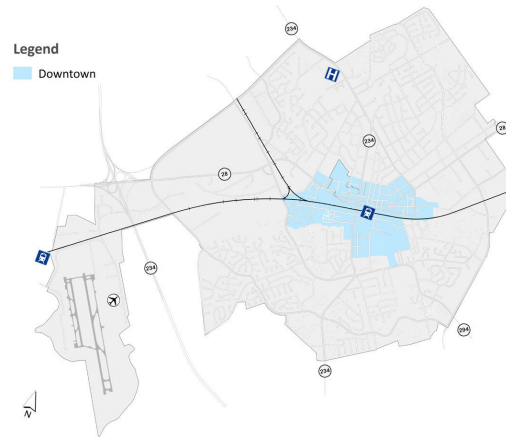
FOCUS PRIORITIES

- Increase activities and services for residents and visitors. Support galleries, unique retail, hotels, restaurants, and entertainment for a lively, distinctive, arts-oriented Downtown.
- Create new residential opportunities within a half-mile of the train station.
- Define and strengthen the retail/entertainment core to attract and serve residents and visitors.
- Encourage multi-story office and mixed-use buildings that create daytime employment opportunities.
- Redefine "transportation" as "circulation", emphasizing pedestrian and bicycling facilities, parking, and transit.
- Encourage historic patterns of development to retain historic charm.
- Maintain harmony and compatibility by evaluating the appropriateness of architectural features, materials, scale, size, height, and placement of new structures in relationship to existing structures and to the setting.
- Support the existing historic district and explore the expansion or creation of new historic districts with additional structures.
- Maximize urban amenities, including plazas, green space, and recreational opportunities; provide for year-round visual interest with enhanced streetscapes, street furniture, and public art.
- Preserve, protect, and enhance residential neighborhoods within and around the commercial core.
- Work with Prince William County to implement the Judicial Center master plan and enhance pedestrian connections to the historic core of Downtown.

OBJECTIVE

The Downtown area should encourage business development and new urban residential choices, maintain specialty retail, and preserve its historic identity by protecting its historic structures and creating a vibrant, robust downtown. Existing residential neighborhoods should be preserved and protected, while allowing new residential infill and supportive retail services that enhance the character and quality of the district.

DESIGN PRINCIPLES



Downtown Core General

- The Downtown Core (**Map 3.2**) is the historic heart of Manassas that includes charming buildings and an eclectic mix of uses and urban amenities that create a vibrant sense of place, bustling with activity.
- Development is subject to the requirements of the Manassas Historic District Handbook, 1990, as amended.
- New development should foster an active retail environment with venues for entertainment and dining.
- Increased residential opportunities should offer new housing alternatives connected with local and regional transit.

- The Downtown environment should be pedestrian friendly, consisting of a grid pattern layout with wide sidewalks, pedestrian-oriented lighting and amenities, street trees, and traffic calming.
- New development should maintain a civic presence through the inclusion of parks, plazas, and public art.
- Ample urban amenities will create opportunities for interaction and active living through the inclusion of green centers, gathering spaces, new civic open spaces, and passive and active recreational amenities.
- New development should respect the Downtown's historic context through the use of historic Manassas materials and architectural styles, consistent streetscape treatments, and pedestrian

amenities. New development may incorporate a mix of modern and historic components with context-sensitive review, per the Infill Development Guidelines, 2006, as amended.

- Additional structured parking should be provided north of the railroad tracks, recognizing the imbalance of public parking within the Downtown Core. Most public parking is currently located south of the railroad tracks.
- The expansion of heavy commercial uses is strongly discouraged. Ultimately, all heavy commercial uses should be relocated and the properties redeveloped for appropriate uses.

DESIGN PRINCIPLES

Downtown Core Sites

- Urban amenities, including interior courtyards and rooftop green areas, should be incorporated to offset increased densities and encourage community interactions.
- Outdoor dining and other outside activities are encouraged.
- Infill development should match the street walls of adjacent buildings unless providing space for outdoor activities such as dining.
- Redevelopment of a full blockface shall allow for a minimum of 12-foot sidewalks and utilize the Downtown streetscape design standards to provide the desired pedestrian experience.
- In situations where a street diet is imposed on an existing right-of-way, sidewalks should be expanded to a minimum of 12 feet.
- Shared use partnerships with existing parking facilities should be used to discourage the creation of new surface parking lots when structured parking is not feasible.
- When surface parking is required, it should be located to the rear of structures, and delivery areas should be sited so as not to disrupt pedestrian circulation.
- Detached residential within the Downtown Core shall be limited to the preservation and adaptive reuse of historic structures.



DESIGN PRINCIPLES

Downtown Core Buildings

- Infill and redevelopment review should include appropriate height and massing to preserve light and air penetration to the street and address shadowing of existing buildings.
- There should be no increase to the height or stories of contributing structures.¹
- New buildings that are taller than 130 percent of the prevailing height along a block face should be stepped back along that blockface so that the additional height is not visible from the street adjacent to that blockface. This stepback may provide opportunities for rooftop open spaces.
- New buildings that are significantly wider than the prevailing building width should be modulated to reflect the smaller width of historic buildings.

¹ A contributing structure is any structure more than 50 years old that represents the period in which it was built by material, design, or other physical features, or is a place of significance that preserves, protects, or enhances the character of the Historic Overlay District.

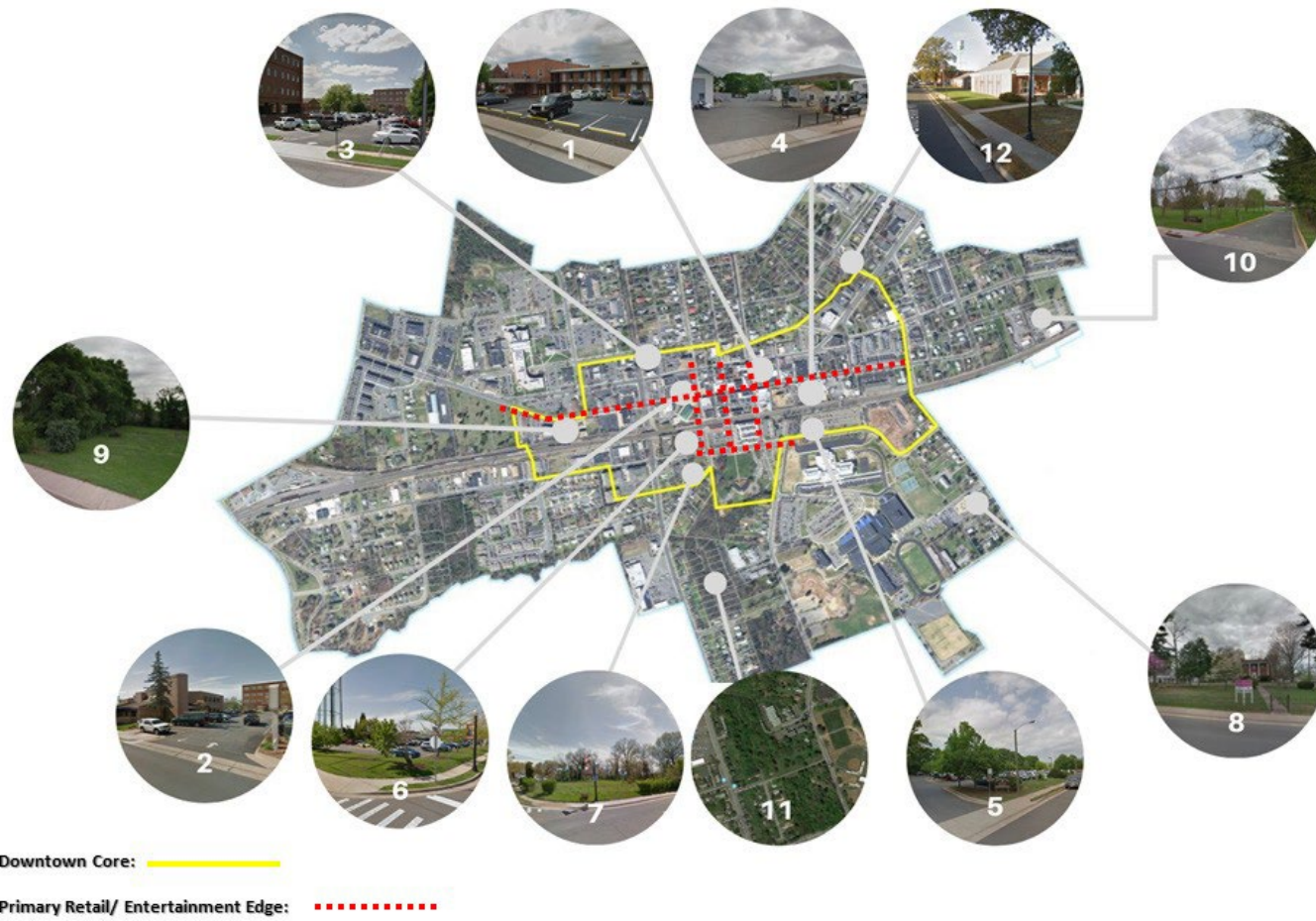
- No new single story buildings should be constructed.
- All buildings along the retail/entertainment edge (**Map 3.2**) should have retail, restaurant, or entertainment uses on the first floor; first floor ceiling heights of +/- 15 feet are encouraged to accommodate retail uses. In addition to greater first floor ceiling heights, the street level window to wall ratio should be high to provide transparency, and doors should be recessed within alcoves, to enhance the pedestrian experience.
- Awnings and other overhead pedestrian protections should be placed to provide sufficient clearance (minimum 8 feet) and should complement the building's architecture.
- Residential units on the first floor are discouraged, however, amenities associated with upper level residential units may be allowed.
- Lobby space to access upper floors should be limited so as not to minimize ground floor retail opportunities.

Downtown Neighborhoods

- Development and redevelopment within the Downtown Neighborhoods should follow the design principles of the Traditional Neighborhood character area, **except for any density limitations.** New neighborhood development should be connected to and integrated with the Downtown Core in accordance with the recommendations of the Mobility chapter.
- New development should respect the Downtown's historic context through the use of historic Manassas materials and architectural styles, consistent streetscape treatments, and pedestrian amenities. New development may incorporate a mix of modern and historic components with context-sensitive review, per the Infill Development Guidelines, 2006, as amended.
- The expansion of heavy commercial uses is strongly discouraged; ultimately, all heavy commercial uses should be relocated and the properties redeveloped for appropriate uses.

Commented [CS3]: This language should be clarified to exclude density limitations for attached and multifamily units found in the Traditional Neighborhood Character Area, limitations on conversion of single family detached into multifamily,

Map 3.2 - Downtown Opportunity Areas



OPPORTUNITY AREAS

The sites and areas shown in **Map 3.2** have been identified as providing unique opportunities for redevelopment and infill that would enhance the surrounding area and support the overall vision of Downtown. These opportunity sites are as follows:

- 1) This site provides an opportunity for a new, full-service hotel, or mix of retail, restaurant, ~~residential~~, and lodging uses, with an attached parking structure and interior drop off/pickup area.
- 2) This site provides an opportunity for retail/service and vertical mixed-use to expand the Center Street retail/entertainment experience to the block bounded by West Street and Grant Avenue, and along Grant Avenue from Center Street to Church Street.
- 3) This site could be redeveloped as multifamily or attached residential, providing a transition from the Downtown Core to the residential neighborhoods to the north.
- 4) Heavy commercial and manufacturing/wholesale/distribution uses should be relocated to more appropriate character areas to allow for the development of vertical mixed-use and structured public parking. This parking can also be used to partner with private developers to enhance the critical mass of residential and office uses in Downtown without sacrificing land for surface parking.
- 5) Prince William Street from Main Street to Manassas Station Apartments could be redeveloped as office or multifamily because of the proximity to the train station. Removal of this surface parking should be coordinated with the addition of structured parking on site.
- 6) This parking lot could be redeveloped as vertical mixed-use, with office and residential uses in close proximity to the VRE/Amtrak station. Removal of this surface parking should be coordinated with the addition of structured parking.
- 7) The vacant lot at the corner of Prince William and Liberty Street represents an opportunity for residential infill development that transitions from the site to the adjacent historic Liberty Street residential neighborhood.
- 8) The relocation of the Police Headquarters, the existence of underutilized parcels along Fairview Avenue, and redevelopment potential of the Head Trauma site provide an opportunity to undertake a small master plan of this area, preserving the existing historic structures, and incorporating a range of residential densities that transition to the surrounding neighborhoods and provide high-quality amenities and open space. The viewshed and historic site features surrounding Tillett Hall should be protected.
- 9) Opportunities exist in this area to extend the Downtown Core development pattern and western entrance to Downtown, from Grant Avenue to the Cemetery and Judicial Center.
- 10) Redevelopment potential on this site could vary from the Traditional Neighborhood principles, in that a mix of detached and attached residential and public open space could be acceptable, dependent upon design and density that is compatible with adjacent uses.

~~11) Redevelopment potential in this area could vary from the Traditional Neighborhood principles, in that a mix of residential uses (detached, attached and multifamily residential) along with retail/service, office, institutional and open space uses can be accommodated, with structured parking. The portion along Main Street could be small lot single-family, with densities increasing as you move toward Grant Avenue. Preservation of mature trees and natural areas is encouraged to provide usable open space and connections between Grant Avenue, Main Street, and the Manassas Museum open space.~~

11) Redevelopment of this suburban strip commercial area along Centreville Road could vary from the Traditional Neighborhood principles, with rear-loaded, attached residential development fronting Centreville Road, dependent upon design and density that is compatible with adjacent uses.

Commented [CS4]: This has been completed through the Van Metre development and should be removed.



Mathis

DESCRIPTION

The Mathis area represents a revitalization opportunity that builds upon the strength of Downtown and the northeast access provided by Route 28.

The entire area designated as Mathis on the Character Area Map is designated as a revitalization area and meets the requirements of the Code of Virginia, Section 15.2-2303.4E(j). A portion of this area is also designated an Opportunity Zone under the Federal Tax Cuts and Jobs Act of 2017.

APPROPRIATE LAND USE

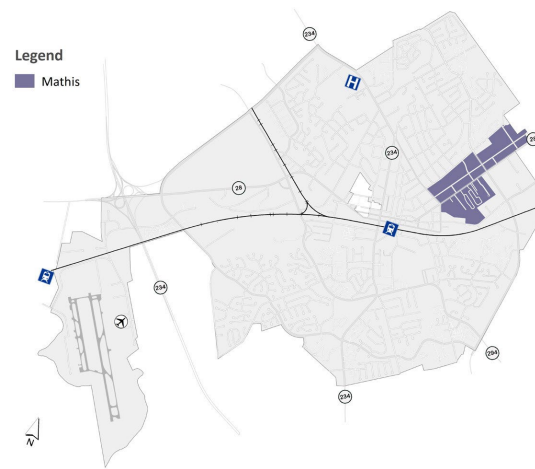
- Attached Residential
- Detached Residential
- Institutional
- Multifamily Residential
- Office
- Open Space
- Retail/Service
- Vertical Mixed-Use

FOCUS PRIORITIES

- Redevelopment to create attractive residential neighborhoods of varied densities with supporting retail/service and office uses
- Creation of higher-end housing with high-tech, eco-friendly amenities and high-quality building materials and design
- Appropriate buffers between uses
- Improved connectivity to Downtown with infrastructure and activities
- Improved accessibility and safety for pedestrians and bicyclists
- Incorporation of usable open space into the existing community fabric as redevelopment occurs
- Incorporation of public uses to anchor private reinvestment
- Relocation of heavy commercial uses to more appropriate character areas

OBJECTIVE

The vision for the Mathis area is a mixed-residential area with supportive commercial uses. While adjacent to Downtown, Mathis is a distinct area that should complement, but not mirror, the historic character of Downtown. The Mathis area provides an opportunity for a variety of high-quality residential neighborhoods – small lot single-family homes, townhouse units, and mid-rise multifamily units – within walking distance of Downtown and the VRE station. Commercial and institutional uses should be of a scale comparable to the proposed residential uses if freestanding or located on the ground floor of mixed-use buildings to create an inviting, interesting streetscape that leads to Downtown. With the exception of Centreville Road frontage north of Liberia Avenue, auto-centric uses and designs should be discouraged.



DESIGN PRINCIPLES

General

- Densities and building heights should gradually increase from the Downtown character area north toward the Liberia House property and from the Suburban Neighborhood character area along Portner Avenue toward Centreville Road. Detached and attached residential and small-scale commercial uses transition into mid-rise (four to six story) multifamily and commercial uses, with a focus on a mix of uses that create vibrant pedestrian paths along the length of Mathis Avenue and Centreville Road south of Liberia Avenue. The existing suburban commercial character of the Mathis core – aging shopping centers, assorted commercial buildings and

car lots – provides redevelopment opportunities for creating a critical mass of residential and commercial uses that can strengthen the City's historic Downtown.

- The Liberia House Historic Site presents an opportunity for community open space that can offset increased density in the Mathis area. The property can also act as a gateway into Manassas from Prince William County and points northeast; enhanced connections between the site and the Mathis area are encouraged. Special attention should be taken to buffer the property from adjacent land uses, honor the viewshed from the House, and maintain complementary building heights.

- The Centreville Road frontage north of Liberia Avenue currently consists of, and will likely retain, auto-centric uses due to the traffic volume. Community assistance with façade and signage improvements, so long as the use is deemed appropriate, will enhance the area and provide a transition from this high traffic section of Centreville to the more pedestrian-friendly section south of Liberia.
- The current development pattern is focused on automobile traffic with numerous curb cuts. This pattern is detrimental to pedestrian activity and should be replaced with improved access management, such as shared access points and side street entry points.

DESIGN PRINCIPLES

- Enhanced streetscapes along Mathis and Centerville (south of Liberia) that encourage activity – wider sidewalks, street trees and street furniture – are paramount to encouraging the variety of residential uses that can revitalize the area and provide increasing support to the Downtown core. Pedestrian paths should be predominantly straight and direct, and include safe, comfortable road crossings.
 - New street connections, public or private, between Portner and Mathis, and Mathis and Centerville, will break up long blocks and allow for a more walkable environment.
 - Amenities such as car sharing and shuttle services should be encouraged to take advantage of the area’s proximity to the VRE/Amtrak station.
 - A gateway should be established at the Liberia House Historic Site on Mathis Avenue. A joint gateway for Mathis and Downtown should be established at the intersection of Sudley and Centerville Roads.
 - Expansion of existing heavy commercial uses is discouraged. Relocation to more appropriate character areas, with subsequent redevelopment is encouraged.
 - Detached residential may be appropriate as transitional uses where Mathis abuts Downtown and Suburban Neighborhoods, but is discouraged in the core of the Mathis area.
 - Civic and public institutional uses are encouraged to spur redevelopment efforts.
- Sites**
- Sites should include sidewalks, pedestrian connections, lighting, shade trees, and streetscapes designed with the pedestrian in mind.
 - Buildings should be set to the edge of the sidewalk or to a designated set-to line to encourage the location of buildings closer to the street. Larger setbacks may be used to accommodate street level activities, such as outdoor seating.
 - Structured parking is encouraged for multifamily uses; parking lots should be located to the side or rear of the structure.
 - Landscaping should be provided within the parking lot itself and between parking lots, buildings and the street.
 - Improved access management, such as shared access and interparcel connections, are encouraged to minimize impacts on pedestrian activity and improve traffic flow.
 - Consolidation of parcels is encouraged to facilitate redevelopment.
 - Site design should incorporate usable open space, such as plazas and parklets, as well as streetscape amenities.
 - Site densities shall be sensitive to adjacent character areas and the Liberia House.

DESIGN PRINCIPLES

Buildings

- Building form along any block face should create an interesting, inviting, and safe pedestrian experience. Building openings should be set back from the building line and the use of street level windows should create interest. Articulated massing, fenestration, texture and color should be incorporated to create interest and discourage blank facades along pedestrian paths. Awning, canopies, trellises and cornice treatments should be added for interest and pedestrian protection.
- Midblock passages between buildings should be incorporated to facilitate pedestrian movement to and from rear parking. If single buildings on a block are appropriate, they should incorporate undulating facades, stepbacks, and a mix of materials along the block face to minimize bulk.
- Vertical mixed-use structures are encouraged, with institutional, office and retail/service uses on the ground floor, and office, service, and/or residential uses on the upper stories.
- Building design should not attempt to mirror the historic buildings in Downtown; design should complement Downtown while reflecting a more contemporary atmosphere.
- Building heights should peak between Mathis Avenue and Centerville Road and transition down toward Portner Avenue, Sudley Road, and the Liberia House Historic Site.
- Multifamily residential buildings should incorporate modern amenities and usable open spaces, to include, when practical, rooftop gardens.
- Attached residential uses should incorporate rear loading garages to maintain pedestrian flow along street frontage.
- Development within the Liberia House viewshed should be subject to Architectural Review Board approval to limit conflict.
- Building construction should adhere to sound environmental principles that include energy-efficient design and technological amenities. LEED construction standards are encouraged.
- Façade and sign improvements should be encouraged for existing uses that are consistent with the Mathis area.



Sudley Medical

DESCRIPTION

The Sudley Medical area is the northern gateway to Manassas and is anchored by a major economic driver and community asset, the Prince William Medical Center.

The tendency for medical offices and services to co-locate near hospitals creates a unique economic development opportunity and land use dynamic that requires special focus on connectivity and the interaction of uses. Currently, the area represents a horizontal mix of institutional, office, and retail/service uses and surface parking with significant opportunities for infill, redevelopment, and revitalization.

APPROPRIATE LAND USE

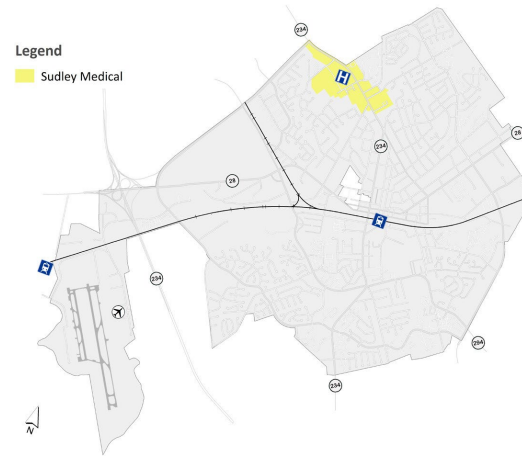
- Institutional
- Office
- Open Space
- Research and Development
- Retail/Service
- Vertical Mixed-Use

FOCUS PRIORITIES

- Creation of a critical mass of medical facilities and associated businesses
- Recognition and enhancement of interdependent and compatible healthcare, residential, and retail/service uses
- Redevelopment to create an attractive destination, with a mix of office, residential, and supporting retail/service uses
- Promotion of community-wide health and wellness through use, design, and function
- Improved accessibility and safety for pedestrians and bicyclists
- Integration of open space and public amenities

OBJECTIVE

The Sudley Medical area will be a strong and vibrant community center focused on medical, health, and wellness. Redevelopment of this area provides an opportunity to create a mixed-use center that capitalizes on the hospital as the core, with improved architecture, usable open space, and well-connected bicycle and pedestrian infrastructure. Ultimately, the area should be an attractive gateway and distinct, identifiable magnet for medical facilities, distinguished professionals, health and wellness services, and amenities that enhance quality of life.



DESIGN PRINCIPLES

Sites

- Sites should be designed and integrated to support the creation of a distinct destination.
- Lot sizes range from large institutional and campus settings to smaller-scale office condominiums. Consolidation of lots is encouraged to promote redevelopment.
- Redevelopment and infill should improve pedestrian access and safety, reduce impervious area by incorporating stormwater management practices, increase landscaped areas, and increase opportunities for usable open space.
- Shaded pedestrian and bike connections should be provided to promote safety, access, and walkability
- Sidewalks, intersection crosswalks, and streetscaping (landscape and street furniture) should connect sites to each other and connect these areas to adjacent residential character areas.
- Sites should include sidewalks, pedestrian connections, lighting, shade trees, and streetscapes designed to create a comfortable pedestrian environment and that emphasizes safety and ease of access for medical patients.
- Trees and colorful landscaping should give visual interest along buildings, streets, and within and between parking lots.
- Site design should incorporate usable open space, such as plazas and parklets, as well as streetscape amenities.
- Signage and lighting should be consistent throughout the district.
- Parking should be to the side or rear of buildings to provide easy customer access to businesses while maintaining an engaging streetwall. Shared structured parking is encouraged.
- Improved access management, such as shared access, is encouraged to improve traffic flow on major roadways and minimize impacts on surrounding residential character areas.

DESIGN PRINCIPLES

Buildings

- New buildings should be oriented toward the street to create a comfortable pedestrian environment.
- A cohesive image for the area should be created using a consistent “visual texture” for the street wall with complementary arrangements of floor lines, window and doors openings, and other features.
- Buildings should provide a visually rich and detailed architectural façade and be constructed of quality, enduring materials.
- Vertical mixed-use structures are encouraged, with ground-floor uses and designs that create a continuous, permeable relationship between the buildings and sidewalk.
- Building construction should adhere to sound environmental principles that include energy-efficient design and technological amenities. Sustainable construction standards are encouraged.
- Façade and sign improvements should be encouraged for existing uses that are consistent with the Sudley Medical area.





Godwin Technology

DESCRIPTION

The Godwin Technology area encompasses the western entry points into Manassas at Godwin, Prince William Parkway, and Wellington and abuts the Innovation Park in Prince William County. The area also includes the Landing at Cannon Branch, a planned mixed-use development on the south side of Route 28.

The district includes a mix of very large and small lots with good regional access via railroad, highway, and/or airport. Local streets are wide and designed to accommodate heavy truck traffic, with adequate foundation and turning radii.

APPROPRIATE LAND USE

- Attached Residential
- **Institutional**
- Manufacturing/Wholesale/Distribution
- Multifamily Residential
- Office
- Open Space
- Research and Development
- Retail/Service
- Vertical Mixed-Use

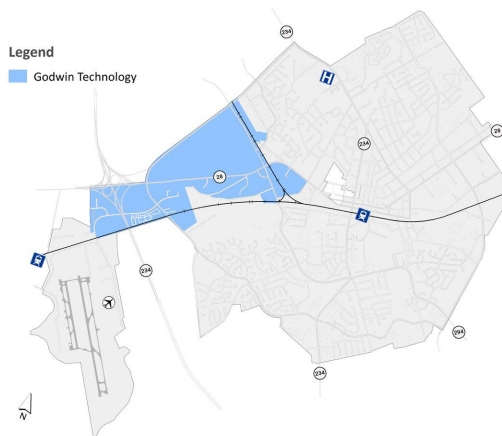
FOCUS PRIORITIES

- Support a concentration of technology-related industries that offer quality employment opportunities
- Encourage high-quality development and redevelopment
- Promote energy efficient design, sustainable development practices, and environmentally-sound processes
- Improve the definition of the character of the City's western gateway
- Provide appropriate buffers and transitions between uses
- Provide access to regional transportation networks to efficiently move goods

Commented [CS5]: Included Institutional as an appropriate land use. Places of worship are included as institutional and should not be excluded from a character area.

OBJECTIVE

The Godwin Technology area reflects the City’s “modern beat” and provides a high-quality, regional employment center with opportunities for residents to live, work, and play. The area accommodates a range of high-tech, high-wage land uses, often in a campus setting. Supporting residences and retail/service uses are centered at the Landing at Cannon Branch mixed-use development and are connected to employment, open space, and transit opportunities by a network of shared use paths and greenways. The district is anticipated to be designed in a “park-like” setting and may include multiple small business campuses. Consolidation of lots is encouraged to accommodate various sized operations.



DESIGN PRINCIPLES

Sites

- Residential uses are limited to the Landing at Cannon Branch subject to the Manassas Landing Design Standards.
- The placement of buildings on lots varies, but central locations are common. Variation in setbacks is permissible.
- On-site stormwater management should be utilized with large landscaped surface parking areas in coordination with City policies for stormwater management in the area.
- Naturalized or manicured open spaces should be included to offset the intensity of the impervious surfaces needed to accommodate the large format buildings and significant surface parking areas for employees.
- Manufacturing/wholesale/distribution operations should be well screened with walls or dense landscaping and located out of view from residential areas or major corridors.
- Outdoor display, sales, or storage is not appropriate in this district.
- Surface parking areas should be broken up by internal planting islands.
- Significant landscaping should be used to unify sites within the district and promote a quality appearance.
- Sites should be designed to incorporate sustainable development practices, including stormwater management, energy management, and alternative energy sources.
- Proactive management of emissions and pollutants should be of high priority in facility design and site design.
- Pedestrian and bicycling trails or facilities should be provided within the district to connect to the local network, and within business areas offer amenities to employees during breaks.
- Redevelopment/development in these areas should address the relationship to adjacent areas and provide buffering to internal residential and institutional uses and adjacent residential character areas.

DESIGN PRINCIPLES

- Redevelopment should implement enhanced access management principles and provide road capacity capable of maintaining high levels of service and business activity.
- Subdivisions should have flexible design to accommodate a range of scale and types of business uses.

Buildings

- Architectural styles are anticipated to be unique to their use and buildings will vary from multi-story office buildings of brick to very large footprint buildings designed to accommodate manufacturing operations.
- Building materials should be high-quality, durable and low maintenance, complementing the demands of large format manufacturing, wholesale, distribution, and office construction.
- Buildings should be designed with energy efficient components.





Airport

DESCRIPTION

The Airport is located at the western edge of Manassas and offers a unique and important economic development opportunity. Aviation-related uses dominate the district, and buildings are strictly regulated to maximize the efficient use of the airport and limit encroachment into the airspace.

APPROPRIATE LAND USE

Any of the following land uses should be of aeronautical use and support operations at the Airport:

- Heavy Commercial
- Institutional
- Manufacturing/Wholesale/Distribution
- Office
- Open Space
- Research and Development
- Retail/Service

FOCUS PRIORITIES

- Create a high-quality, safe, and sustainable Airport consistent with the goals and strategies identified in the latest Strategic Plan adopted by the Airport Commission
- Maintain land for expansion of airport facilities and identifying overlay areas for protection from incompatible development
- Prevent encroachment of incompatible land uses by coordinating the development of this area with nearby County plans

OBJECTIVE

The Airport offers accessibility to the region and many business uses can take advantage of the proximity to support business growth. This area offers tremendous opportunity for economic development. However, it will be important to foster development that is the best business use for the area and compatible in design with the airport.



DESIGN PRINCIPLES

Sites and Buildings

- This area shall be designed in accordance with all applicable regulations required by the Federal Aviation Administration and be consistent with the Airport's Master Plan, as updated.
- Site and building standards shall be in accordance with the City's Design and Construction Standards Manual as it pertains to Airport facilities.





Gateways and Corridors

DESCRIPTION

The Land Use Chapter has focused on creating and preserving well-designed and distinct neighborhoods and non-residential areas. These areas are tied together into an integrated community character through a series of gateways and corridors that overlay the other character areas.

Gateways are entrance features, such as signs, public art, or special landscaping. These features may indicate the entrance into the City or into a special area. Corridors are the linear paths leading into and through an area that help establish identity.

The appearance and functionality of the City's gateways and corridors create a strong impression for the overall community and are important components to the overall community character.

FOCUS PRIORITIES

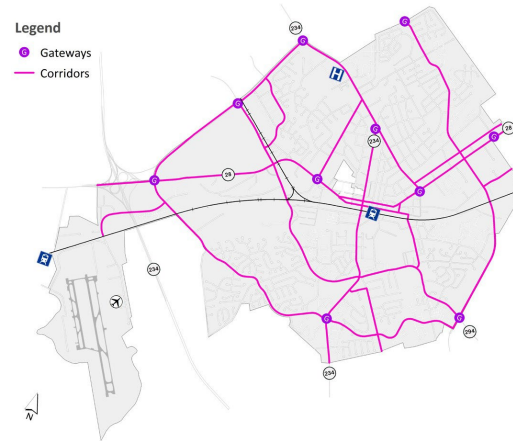
- Create strong impression for overall community character
- Provide orienting framework
- Improve community aesthetic
- Establish corridor connectivity
- Encourage multiple travel options
- Create symbolic entrances
- Support a wayfinding signage system

OBJECTIVE

This network of corridors and gateways will serve as the orienting framework in which the neighborhood and non-residential areas are located. The primary gateways and corridors are illustrated on the Character Area map. The specific qualities of the corridors and gateways will depend on the unique qualities of the character area in which it is located, the scale or type of corridor, and the functional and engineering requirements of each corridor. The goal is to have a series of connected corridors that are designed for functional efficiency, encourage multiple travel options, and improve community aesthetics.

The corridor network should connect a system of gateways that serves as symbolic entrances into and between the areas of the City. Through such a system, the City will reinforce and strengthen a sense of quality community character, identity, and pride.

A consistent set of design standards should be put in place for gateways and associated corridors. The standards should apply to the treatment of the public realm and the private realm including standards for street types and cross sections, tree plantings, lighting, street furniture, sidewalks, pedestrian paths, and signage.



DESIGN PRINCIPLES

- Unique landmarks, landscapes, and signage should be present at key entries into the City.
- Streetscapes (landscape and street furniture) in the public rights-of-way should be configured in response to the primary function of the development on which they front, and the type of street. At a minimum, streetscaping should be provided between the curb of the street and the sidewalks to promote a safe pedestrian environment.
- Development at gateways and along corridors should be designed to minimize the removal of existing mature trees along the frontage of sites.
- Trees should be sited and spaced so as to avoid conflicts with overhead and underground utilities and lighting fixtures.
- Utilities should be located underground by coordinating improvements to the area with redevelopment opportunities.
- Off-street parking lots located adjacent to the rights-of-way of corridors should be screened from off-site views through the use of a mixture of plant types, heights, and shapes.
- A wayfinding signage system should be provided.
- Signage at gateways and along corridors should be regulated with strict control of lighting, color and design to complement the character area. Coordination of commercial signage with the architecture of the buildings should be required.
- Adequate easements of rights-of-way for streetscaping should be provided through development review and site plan approval.

DEVELOPMENT COMPATIBILITY & SITE TRANSITIONS

The Town of Leesburg will have opportunities to support infill development and redevelopment in the future. And, it is important new buildings, open space, parking lots, landscaping, or outdoor facilities in new neighborhoods or activity centers complement existing development intensities and patterns to avoid incompatible adjacencies. Areas to prioritize new rules, requirements, or procedures that address development compatibility or site transition issues should include the “Areas to Transform or Evolve” presented on the General Growth Framework Map for the Town Plan (see pages 70-71 in the document).

On smaller infill or redevelopment sites where existing development patterns are established and expected to remain in the future, the massing and scale of new buildings should be compatible with nearby surrounding buildings. On larger infill or redevelopment sites, new lots or buildings that are significantly different in mass or scale from adjacent development should be located toward the center of the site, with lots and building sizes near the perimeter graduating to transition to the massing or scale of existing surrounding development.

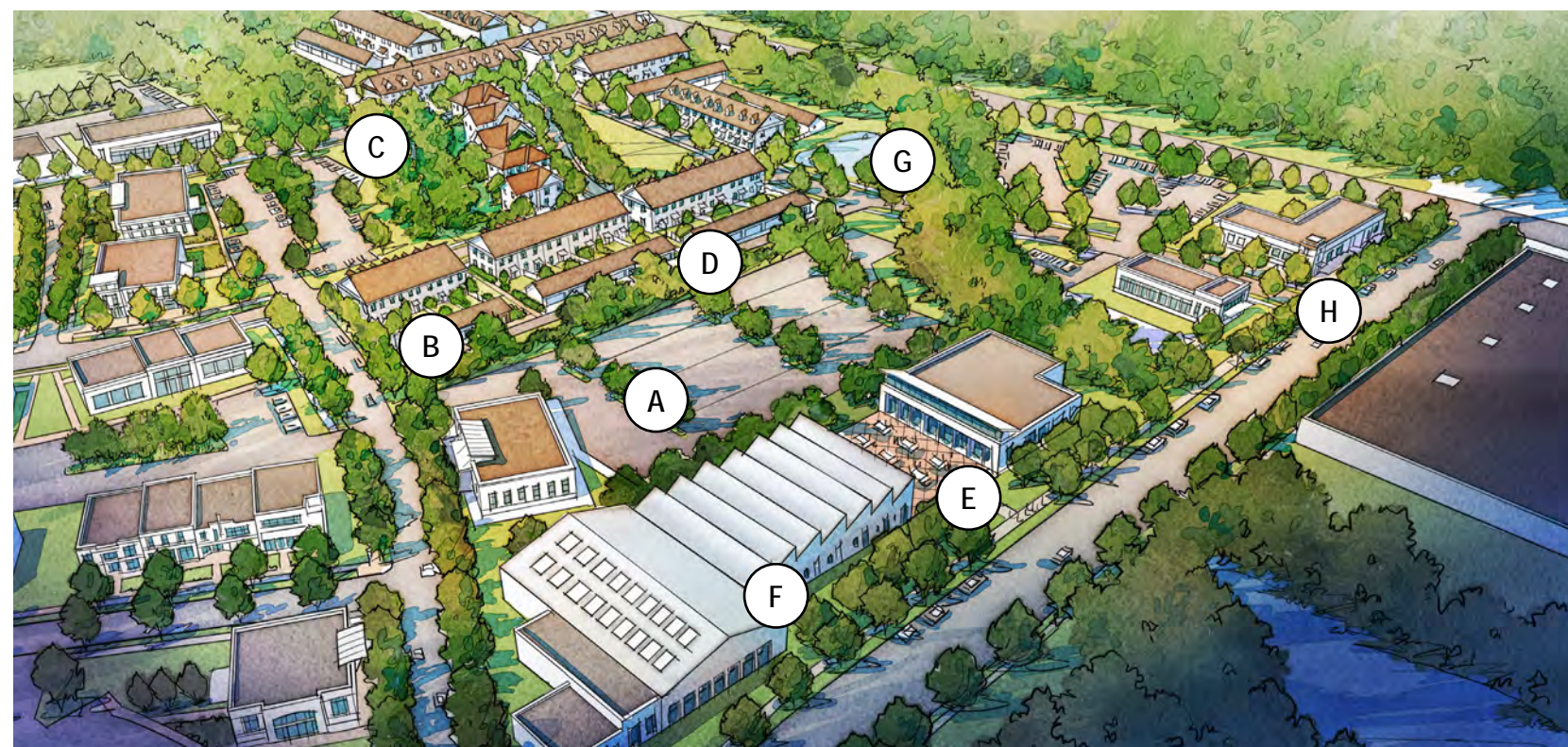
Where possible, new residential development should not be permitted in areas adjacent to new and/or existing light industrial and flex space developments. In those cases where this is not possible, new commercial, light industrial, or flex space developments in close proximity to residential areas should work to mitigate potential negative impacts, to the extent possible on nearby neighborhoods. The design of new activity centers should also transition effectively between residential and non-residential uses, and include safe and

convenient pedestrian and bicycle access for nearby residents. Future development in larger activity centers should focus density and intensity around existing or new street intersections on or adjacent to the site, and provide appropriate transitions to less intense edges of the site compatible with existing development.

New development across the street from existing development should be complementary in lot size, building mass, and placement. Development in the Town’s identified Areas to Transform or Evolve should specifically follow a “like vs. like” approach, where buildings facing each other are similar in scale and massing. Changes in scale or massing may take place along the face of a street.

For example, taller, more dense buildings may occur at one end of the street (like in an activity center), with medium, less dense buildings in between, and smaller, low-density buildings further away from the activity center (as a transition to adjacent neighborhoods). Transitions may also take place at the rear lot line (especially in a site with alleyways), where one side of a block may have a different character and intensity than the opposite side of the block.

Architectural elements should also serve as important transitional features for new infill development or redevelopment sites. Where a clearly established building character is expected to remain in an area of Leesburg, new buildings and site design elements should be similar in size and architectural detail, including roof types, windows, doors, awnings, arcades, cornices, façade materials, outdoor furniture, or other building and site details.



- A** An interior parking lot provides separation between light industrial or flex space uses in the buildings along the primary street and nearby townhomes interior to the site.
- B** Rear-facing garages serving the townhomes provide a physical and visual barrier between private home space and the parking lot.
- C** A community green with an abundance of trees (potentially a tree save area from the site’s original condition) provides separation between single-family detached homes and a parking lot and adjacent low-profile office buildings.
- D** Bicycle and pedestrian access between buildings provides safe and efficient connections between destinations in the activity center and nearby homes.
- E** Public space is integrated into the overall design of the activity center, providing connected “outdoor rooms” for employees, residents, and visitors.
- F** Architecture for non-residential buildings in the development (in this case flex space/makers space) is interesting and complements more historic elements from older building periods.
- G** Stormwater features on the site are designed to be community amenities and include green space or walking trails adjacent to activate the space.
- H** Building heights in the new activity center reflect the condition of existing development across the street.



OLDE TOWNE INN

Community Conversation Summary

July 14, 2023



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Project Overview

The City of Manassas in collaboration with the urban design/planning firm of Rhodeside Harwell facilitated a public workshop on Thursday, June 9th, 2023, and Tuesday, June 13th, 2023. These community engagement sessions focused on sharing information about the City's recent acquisition of the Olde Towne Inn site, and gaining insight from community members, including: property owners, business owners and residents in order to inform the site's future use and development character.

The two workshops were held in an open house format where participants were encouraged to browse project background displays that included information regarding the overall planning process, the site's history and existing physical conditions, overarching regulating factors (such as Zoning, Comprehensive Plan recommendations, and Downtown Historic District Guidelines), as well as conceptual site opportunities. Each workshop included a formal presentation that reviewed materials shown on the graphics displayed around the room. Following the presentation, participants gathered into smaller breakout groups to discuss their vision for the site.

Approximately 71 people participated in the two-day workshop (approximately 37 on June 9th and 34 on June 13th). The following summary provides an overview of feedback garnered from these sessions.



Report-out from the June 9th Community Conversations workshop

Breakout Group Discussions

The consultant team (Rhodeside Harwell) and City staff facilitated four breakout group discussions during each of the two workshops. The following six questions were used to initiate conversations with participants. The questions served to gather feedback around critical issues regarding the site's future land use, function, scale, and overall aesthetic qualities.

1. When you heard that the Olde Towne Inn was closing, what were your thoughts about what may be an appropriate replacement?
2. What are your thoughts about the proposed concept you see on display this evening? What do you like about it, and what would you like to see changed?
3. There has been some discussion about the possibility of having a mix of land uses on this site --- perhaps a hotel and some residential units, or street level retail and restaurants with a hotel or apartments above. What is your opinion about the land uses that you think would be appropriate for this site?
4. Several of the buildings within view of the Olde Towne Inn site are substantially taller than that building. What do you think would be an appropriate maximum number of stories for a building on this site?
5. What are your thoughts on: (a) the streetscape/form of the structure, (b) having any floors over 3 stories that are stepped back, (c) keeping the main building orientation towards Center Street and Main Street, and (d) other key design considerations?
6. Is there anything else you want to say about this site and its future design and use?

A summary of feedback from meeting participants for each question is highlighted on the following pages.



Question 2

What are your thoughts about the proposed concept you see on display this evening? What do you like about it, and what would you like to see changed?

SUMMARY OF FEEDBACK

1. **Height:** Feedback was mixed regarding height. However, most groups opined that a six-story building is too tall especially without adequate setbacks¹, architectural modulations, and stepbacks².
2. **Architecture:** Build on Old Town area architectural details to ensure the development fits within the district's historic character.
3. **Parking:** Too much surface parking is shown in the concept. On-site surface parking should be eliminated for structured or underground parking options. Off-site parking options should also be considered.
4. **Ground floor/streetscape:** Participants preferred the concept of outdoor dining and enhanced streetscape amenities such as street trees.
5. **Public space:** Integrate open spaces such as gardens, plazas, and rooftop public spaces.
6. **Graphic Content:** Participants would like to view the concept in a 3D context with surrounding buildings.
7. **Development Procurement:** Consider a design competition to determine a developer for the site.

Definitions

1. **Setbacks:** Limit how much one can build to the property boundary line. Setback standards are controlled by Zoning regulations.
2. **Stepbacks:** A step-like form of a building wall or building frontage that is recessed back from lower floors.

Question 3

There has been some discussion about the possibility of having a mix of land uses on this site --- perhaps a hotel and some residential units, on-street level retail and restaurants with a hotel or apartments above, etc. What is your opinion about the land uses that you think would be appropriate for this site?

SUMMARY OF FEEDBACK

Desired Uses:

- Hotel including resident-accessible amenities such as a spa, indoor pool, and rooftop restaurant). A mixed-use hotel (with some commercial uses) is preferred.
- Residential (including affordable housing) and commercial mixed use
- Conference center
- Boutique market/grocery store
- Structured parking
- Restaurants/food hall
- Retail
- Movie theater/event venue
- Open space, parklets, splash pad
- Sustainable 'green' infrastructure

Undesired Uses

- A few groups opined that residential, office, and stand-alone hotel uses might not be appropriate for the site.

Question 4

Several of the buildings within view of the Olde Towne Inn site are substantially taller than that building. What do you think would be an appropriate maximum number of stories for a building on this site?

SUMMARY OF FEEDBACK

Opinions regarding height are generally varied. Some participants were comfortable with three- to four-story development, while others were comfortable with five stories, and several mentioned seven stories. Regardless, there is consensus that height should not limit sunlight and should not become an eyesore within the historic Old Town context. In addition, the proposed development should include adequate setbacks, architectural modulations, and stepbacks.

Question 5

**What are your thoughts on the streetscape/form of the structure?
Having any floors over 3 stories that are stepped back? Keeping the
main building orientation towards Center Street and Main Street?
Other key design considerations?**

SUMMARY OF FEEDBACK

1. Include a consistent streetscape that is consistent with the rest of Old Town, including street trees and outdoor dining.
2. Provide an active setback for the building from the street. Provide wider sidewalks along busier corridors. Make the site as pedestrian-friendly as possible.
3. Orient the building's most active edges to Center and Main Streets. Step the building height down toward Main Street and up toward East Street/Messenger Place.
4. Provide vehicular access from East or Church Streets.
5. Explore creative right-of-way uses, including converting one-way streets to two-ways and reducing travel lanes.
6. Include sustainable 'green' infrastructure.
7. On-site buildings should be comprised of a mix of architectural building materials.
8. Consider a series of smaller buildings on site instead of one monolithic structure.
9. Precedent developments (examples):
 - The Mosaic District, Merrifield, VA (active public realm)
 - Old Town Winchester (Main Street pedestrianization)

Question 6

Is there anything else you want to say about this site and its future design and use?

SUMMARY OF FEEDBACK

1. Eliminate one-way streets.
2. Survey existing businesses to understand area needs.
3. Consider construction impacts on area businesses.
4. Consider deed restrictions to control site development.
5. Avoid creating another development like Messenger Place, which lacks streetscape amenities and architectural detailing compatible with Old Town.
6. Foster small businesses on site.

Appendix

Workshop Presentation and Graphic Displays



Workshop Presentation



OLDE TOWNE INN

Community Conversation

June 2023



Welcome!

City of Manassas

- Patrick J. Small, Economic Development Director
- Matt Arcieri, Director, Planning and Community Development
- Micah Kemp, Asst. Director, Economic Development
- Greg Bokan, Asst. Director, Planning and Development
- Ben Walker, Planner II

Rhodeside Harwell

- Deana Rhodeside
- Ron Sessoms
- Eden Marek
- Dominic Ruiz



Workshop Presentation

Meeting Agenda

- 1 Purpose & Goals
- 2 Site History
- 3 Existing Conditions
- 4 Regulating Framework
- 5 Site Opportunities
- 6 Breakout Session
- 7 Report-Out & Next Steps



Olde Towne Inn

Community Conversations | June 2023 | 3

Purpose & Goals

- Manassas 2040 Comprehensive Plan Opportunity site
- Olde Towne Inn acquired in 2023 by the City of Manassas
- 1-acre city block
- Two community engagement sessions to discuss:
 - Future site use
 - Function
 - Scale and height
 - Building massing



Olde Towne Inn

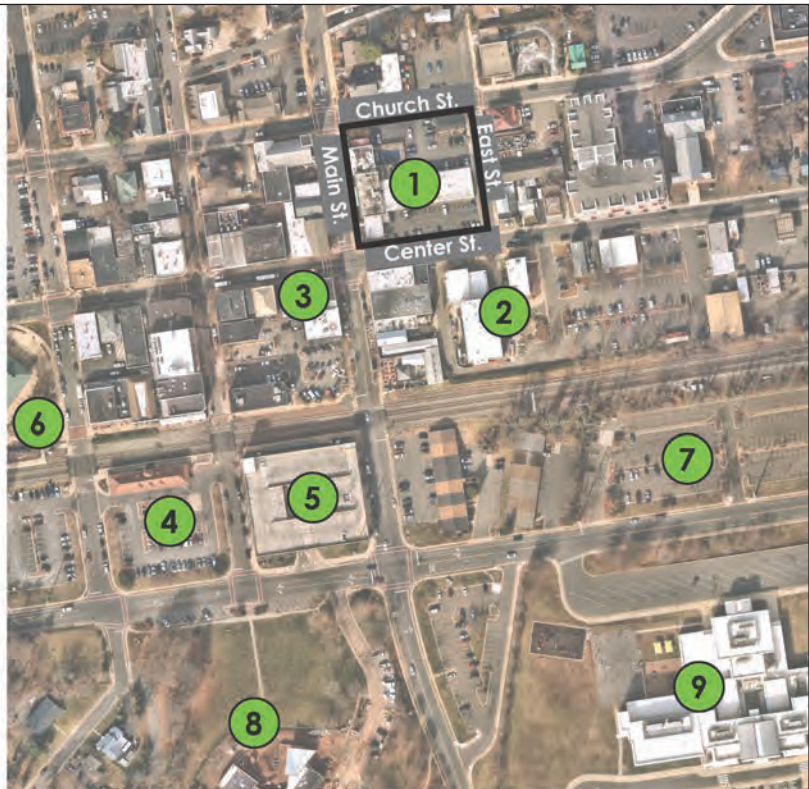
Community Conversations | June 2023 | 4

Workshop Presentation

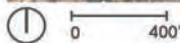
Site Context

Within a 10-minute walk:

1. Olde Towne Inn
2. City Hall Complex
3. Centerfuse
4. Manassas Station
5. Parking Garage
6. Harris Pavilion
7. Farmers Market
8. Manassas Museum/
Baldwin Park
9. Baldwin School



Olde Towne Inn



Community Conversation | June 2023 | 5

Site Evolution



1907

- Residential use
- Two-stories



1912

- Manassas Inn / Stonewall Jackson Hotel
- Three-stories
- Pitt Theatre (1936)
- Additional retail along Main St.



1936

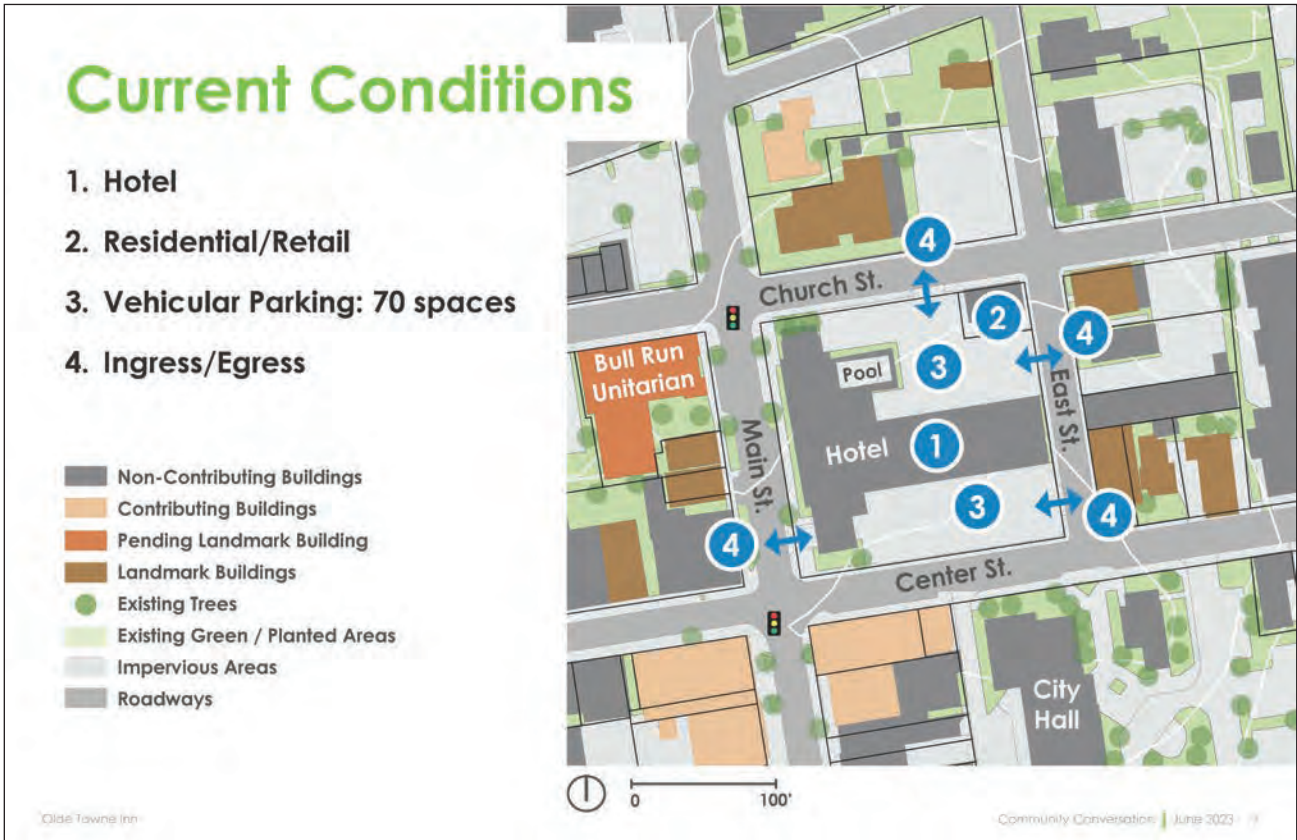


1964

Olde Towne Inn

Community Conversation | June 2023 | 5

Workshop Presentation



Workshop Presentation

Contextual Building Heights



Olde Towne Inn

Community Conversation | June 2023 | 9

Regulating Framework

Manassas 2040 Comprehensive Plan

- **Downtown Character Area**
 - Increase activities and services for residents and visitors.
 - Ensure a lively, distinctive, arts-oriented Downtown
 - Center & Main St. as the primary retail/entertainment edge
- **Olde Towne Inn Opportunity Site**
 - New, full-service hotel
 - Mix of retail and restaurants
 - Residential uses
 - Attached parking structure and interior drop off/pickup areas



Manassas 2040 Land Use Character Areas

Gateways	Downtown	Mathis
Corridors	Godwin Tech.	Neigh. Business
Airport	Sudley Medical	Suburban Neigh.
General Bus.	Heavy Comm. / Suburban Bus.	Traditional Neigh.

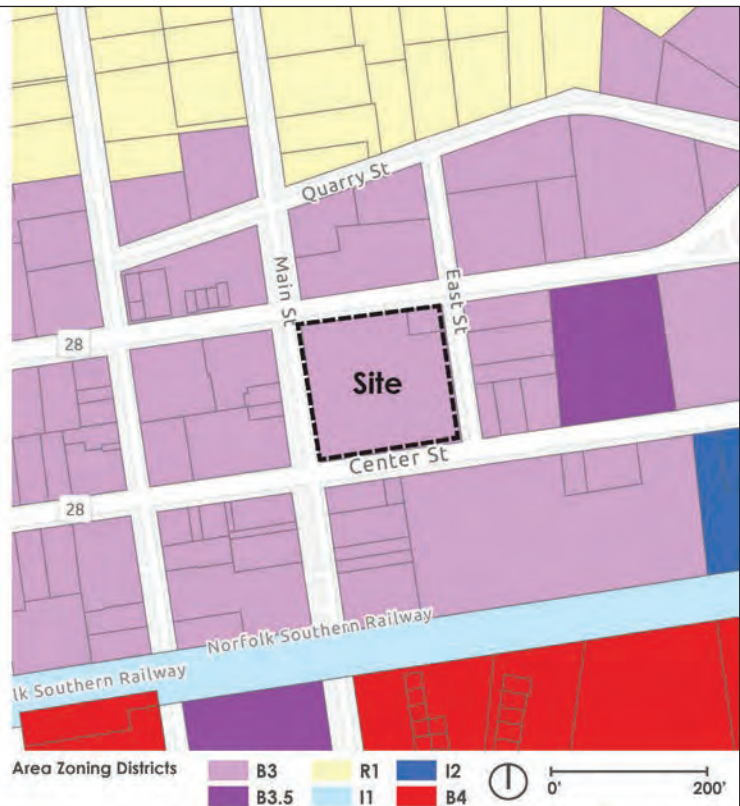
Olde Towne Inn

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Workshop Presentation

Regulating Framework Zoning

- B3- City Center Commercial
- Height
 - 55' max., approx. 4 stories
- Setbacks
 - Front: Less than 22'
 - Sides/Rear: None
- Permitted Uses
 - Retail
 - Office
 - Institutional
 - Open space
 - Hotel



Olde Towne Inn

Community Conversations | June 2023 | 11

Regulating Framework Historic District Design Guidelines

- Adopted in April 2022
- Provides detailed urban design and architectural guidance
- Ensures compatibility with the historic context including:
 1. Scale and massing
 2. Facade modulations
 3. Upper floor step-backs
 4. Porches, porticoes, and decorative features



Harris Building II: 9414 Battle St. (Project Example)

Olde Towne Inn

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Workshop Presentation

Key Site Opportunities

Examples from other communities...



Olde Towne Inn

Community Conversations | June 2023 | 13

Site Opportunities

Initial Urban Design Concept

- Not a development proposal
- Site "Test Fit" of potential redevelopment opportunities
 - John E. Hetzel Architects
- Incorporates Manassas 2040, Zoning, and Historic District Guideline recommendations
- Uses
 - Hotel: 60 rooms
 - Residential: 22 units
 - Retail/restaurant: 6,500 sf.
 - Parking: 73 on-site, 14 on-street



Olde Towne Inn

Community Conversations | June 2023 | 14

Workshop Presentation

Site Opportunities

Initial Urban Design Concept



Note: The concept represents a site "Test Fit" of potential redevelopment opportunities and is NOT a development proposal.

- 1. Height: 6 stories
- 2. Step-backs: At second story
- 3. Setbacks: 10'
- 4. Balconies, porticoes, & architectural features
- 5. Open space

Olde Towne Inn

Community Conversations | June 2023 | 15

Site Opportunities

Initial Urban Design Concept



Note: The concept represents a site "Test Fit" of potential redevelopment opportunities and is NOT a development proposal.

- 1. Surface parking lot
- 2. Parking lot screening
- 3. Additional on-street parking

Olde Towne Inn

Community Conversations | June 2023 | 16

Workshop Presentation



Break-Out Group Discussions: 45 Min.

1. When you heard that the Olde Towne Inn was closing, what were your thoughts about what may be an appropriate replacement?
2. What are your thoughts about the proposed concept you see on display this evening? What do you like about it, and what would you like to see changed?
3. There has been some discussion about the possibility of having a mix of land uses on this site --- perhaps a hotel and some residential units, or street level retail and restaurants with a hotel or apartments above. What is your opinion about the land uses that you think would be appropriate for this site?
4. Several of the buildings within view of the Olde Towne Inn site are substantially taller than that building. What do you think that would be an appropriate maximum number of stories for a building on this site?
5. What are your thoughts on the streetscape/form of the structure? Having any floors over 3 stories that are stepped back? Keeping the main building orientation towards Center Street and Main Street? Other key design considerations?
6. Is there anything else you want to say about this site and its future design and use?

Workshop Presentation

Ground Rules for Discussion

Listen actively

Each person is given opportunity to speak

Express opinions and disagreements with respect

Do not interrupt someone else when they are speaking

Stay on point

Stay on time

Olde Towne Inn

Community Conversation | June 2023 | 19

Meeting Next Steps

- Break-out group report out
- Brief discussion and address questions

Post Meeting Next Steps

- Summarize meeting findings
- Present meeting findings to City Council



Olde Towne Inn

Community Conversation | June 2023 | 20

Workshop Presentation



Workshop Graphic Displays

Welcome!

MEETING AGENDA

7:00 - 7:20	Sign In and Browse Room
7:20 - 7:45	Introductions and Presentation
7:45 - 8:30	Break-Out Group Discussions
8:30 - 8:50	Report Back
8:50 - 9:00	Next Steps and Additional Q&A



OLDE TOWNE INN
Community Conversation
June 2023




Site Overview

Site Context


Within a 10-minute walk:

1. Olde Towne Inn
2. City Hall Complex
3. Centerfuse
4. Manassas Station
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0 400'

Site Evolution




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- Residential use
- Two-stories




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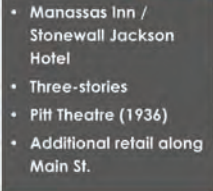


1936

- Pitt Theatre (1936)
- Additional retail along Main St.




1964



1936

OLDE TOWNE INN
Community Conversation
June 2023



Workshop Graphic Displays

Site Overview

Current Conditions

1. Hotel
2. Residential/Retail
3. Vehicular Parking: 70 spaces
4. Ingress/Egress

- Non-Contributing Buildings
- Contributing Buildings
- Pending Landmark Building
- Landmark Buildings
- Existing Trees
- Existing Green / Planted Areas
- Impervious Areas
- Roadways

Center St.

Main St.

Church St.

East St.

OLDE TOWNE INN

Community Conversation
June 2023

Regulatory Framework

Zoning

- B3- City Center Commercial
- Height
 - 55' max., approx. 4 stories
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 - Office
 - Institutional
 - Open space
 - Hotel

Contextual Building Heights

2-3 Stories
Hibbs and Gidding Building

3 Stories
Grace Methodist Church

3 Stories
Freemason Building

3.5 Stories
Hopkins Candy Factory

4 Stories
City Hall

5 Stories
Messenger Place

OLDE TOWNE INN

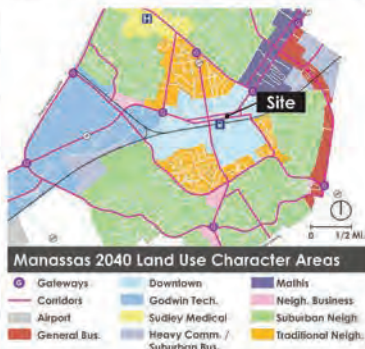
Community Conversation
June 2023

Workshop Graphic Displays

Regulatory Framework

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Historic District Design Guidelines

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Initial Urban Design Concept

Key Site Opportunities

Examples from other communities...



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OLDE TOWNE INN

Community Conversation

June 2023



OLDE TOWNE INN

Community Conversation

June 2023

