

Potomac Shores

Town Center

JULY 24, 2018



HART HOWERTON
NEW YORK • SAN FRANCISCO

Background

- Potomac Shores was approved by Prince William County in 2013
- Rezoning of 1,885 Acres
 - Master Zoning Plan (MZP)
 - Proffers
- Special Use Permit (SUP) for Town Center
 - SUP Plan
 - SUP Conditions
 - Town Center Design Guidelines



2013 - 2018

Potomac Shores

- Residential community development (roads, utilities, lots, etc.)
- Potomac Shores Golf Course, and Clubhouse, Ali Kreger Park, Covington-Harper Elementary School, trails, riverfront park, offsite intersection improvements
- Offsite Potomac Shores Parkway Extension/Route 1 and 234 Improvements Design



2018

Potomac Shores Town Center

- Potomac Shores Parkway and VRE Access Road (Potomac Station Way) under construction
- Grading of roadways and building sites (including The Delaney site)
- VRE Station House design
- Preliminary Design of VRE Station
- Roadway and Utility Design



Resort Hotel Site

Investment: Over \$4 million

Result: A buyer for the site was not found



Athens Group Marketing

Hotel Site Marketing

Commercial Land + Hotel
JLL Ongoing Marketing Effort

Investment: ± \$450,000 to date

Result: LCS contracted to purchase a 10 acre site for a continuing care retirement facility but an office buyer was not found.

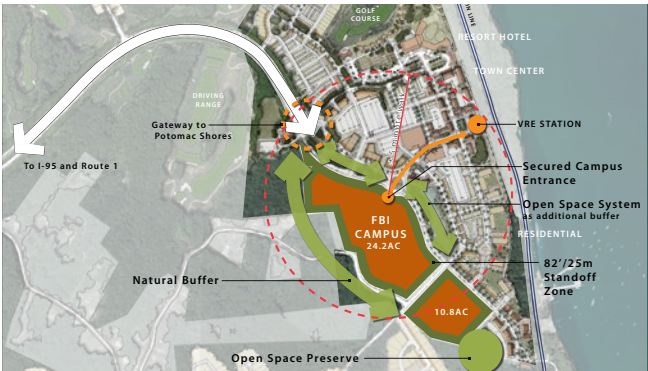


JLL Hotel Marketing

JLL Office Site Marketing



Ongoing Commercial Marketing Efforts – \$5 million



FBI Campus

Investment: \$75,000

Result: the site was not selected by this user



Station House Retail

Investment: \$15,000

Result: A restaurant operator was not found



Amazon Campus

Result: A site has not yet been identified by Amazon



Data Center

Result: Potomac Shores lacks the infrastructure that is required for a data center.

Objectives of Updated Plan

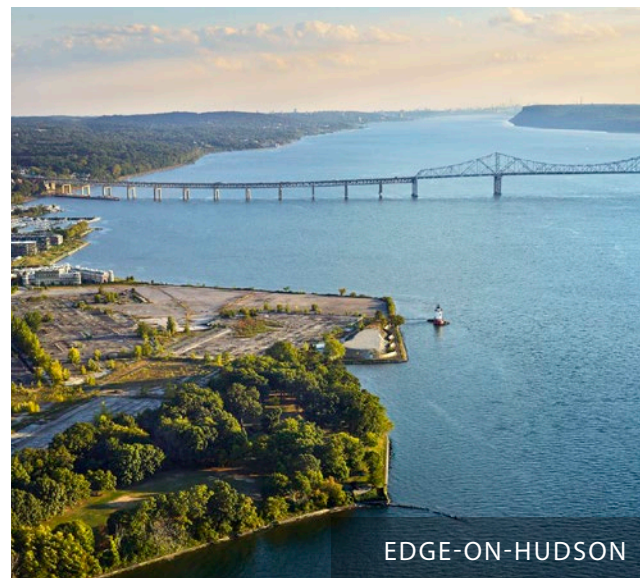
- Retain Town Center as mixed-use center of Potomac Shores
- Retain the village-scale and walkability
- Enhance opportunity for retail uses
- Detail amenities that attract residents and visitors and support retail activities
- Reinforce design character of Town Center with Station House and VRE Station Design

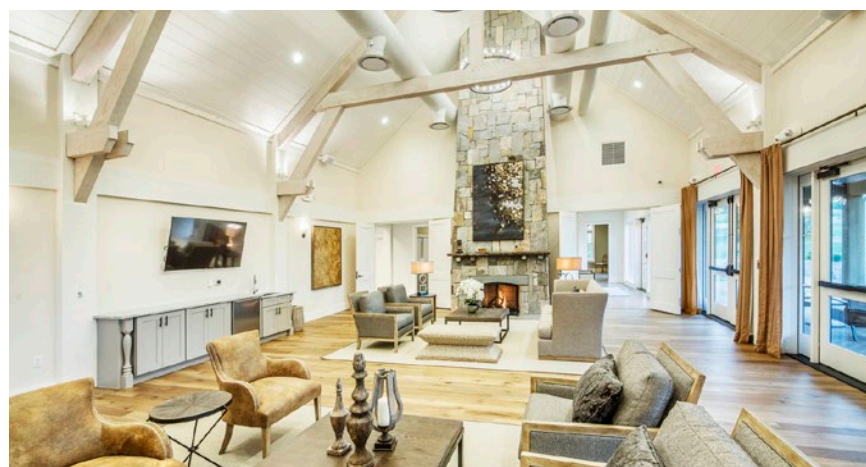


2017 - 2018

Reassemble Design Team to Study Options

Hart Howerton is a group of planners, architects, landscape architects and interior designers, headquartered in New York and San Francisco with a network of regional offices throughout the United States and internationally. Our practice is Designing Complete Environments™—exceptional buildings, communities and places—in special situations, where a unique historic or natural environment requires an especially thoughtful and innovative solution.





An Implemented Vision

HART HOWERTON



Existing Potomac Shores Town Center



Places for People





Places for People





Open Space



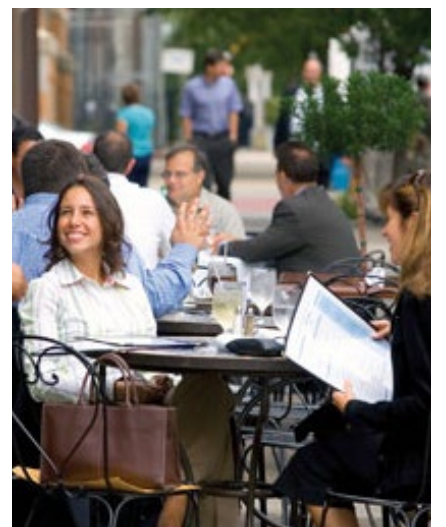
Key Elements



Key Elements



Creating Destinations





Land Use Plan | VRE/Retail



Land Use Plan | Mixed Use and Multi-Family



Land Use Plan | Office and LCS



Land Use Plan | School



Land Use Plan | Townhome and Stacked Condominium



Land Use Plan



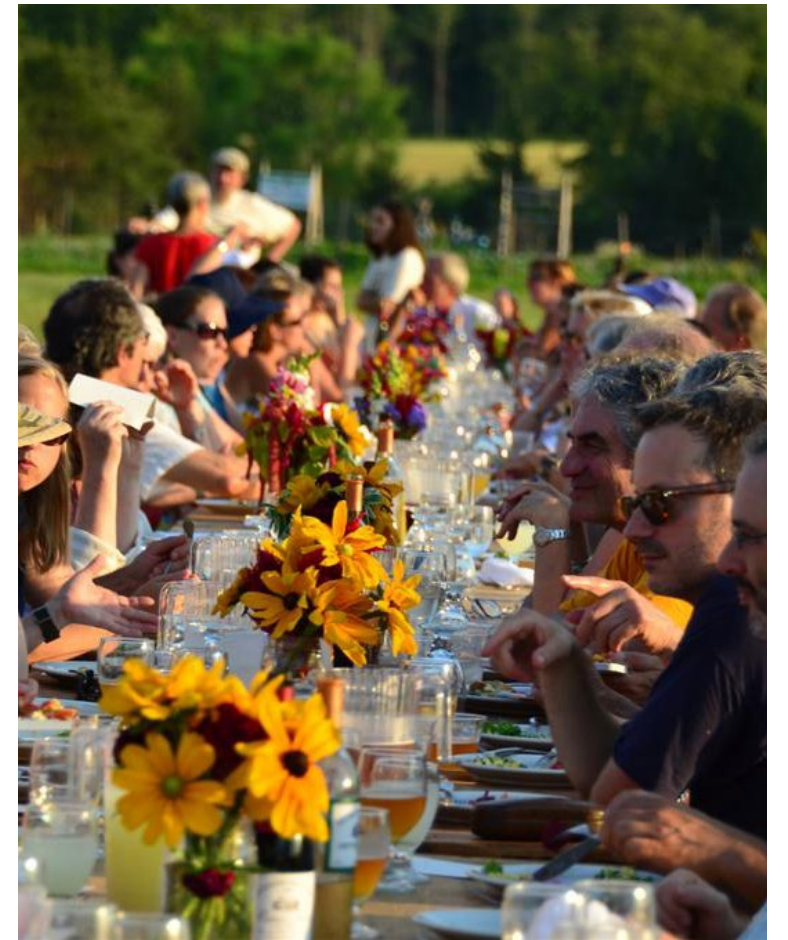
Connecting to the River





Riverwalk





Community Gathering Places



Town Square

- Open Market Pavilion
- Farmers Market Plaza
- Public Green
- Surrounded by Active Uses

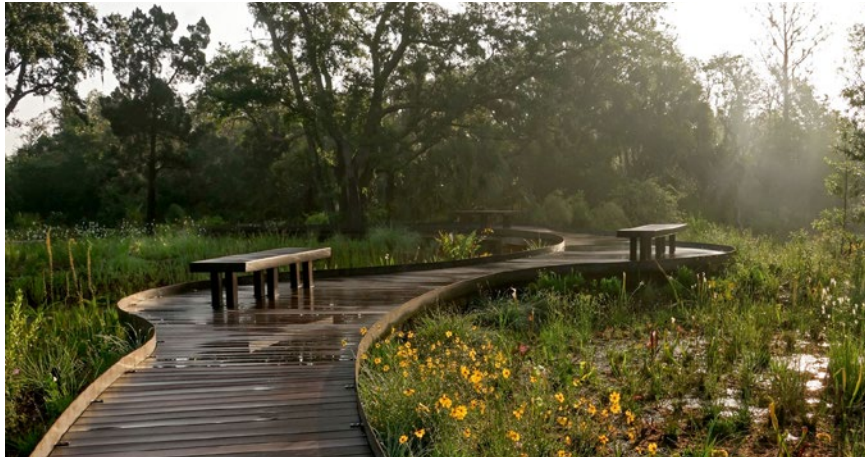




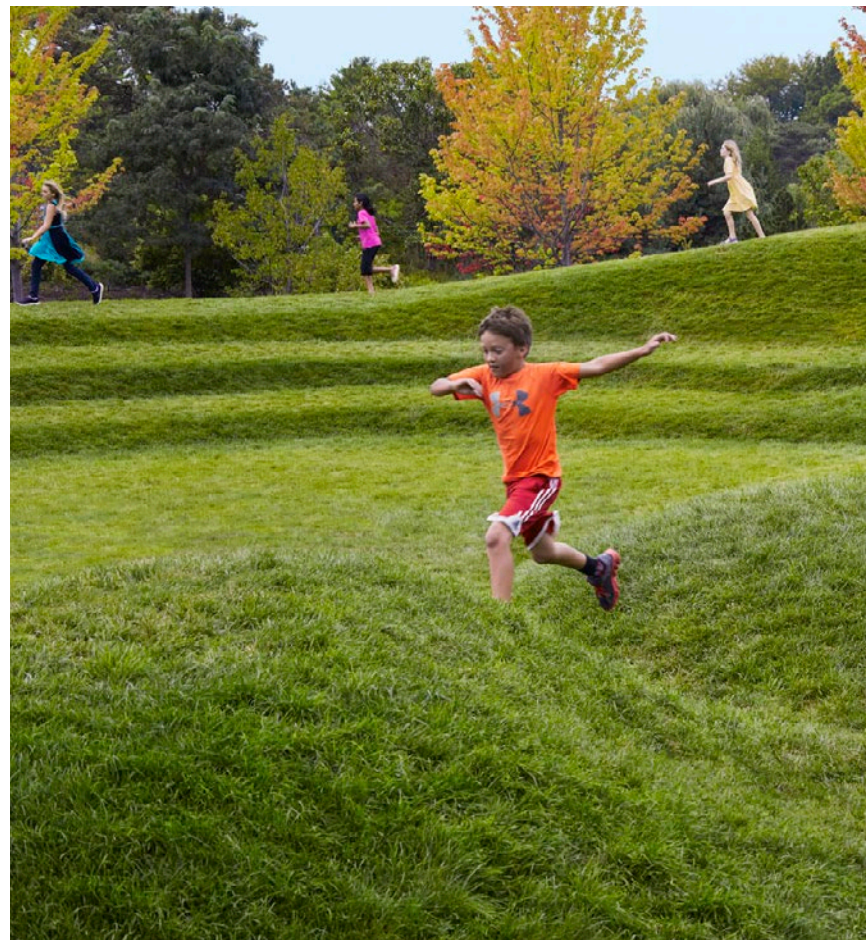
★  ★ TIDEWATER MARKET ★

Potomac Shores

MCCAN

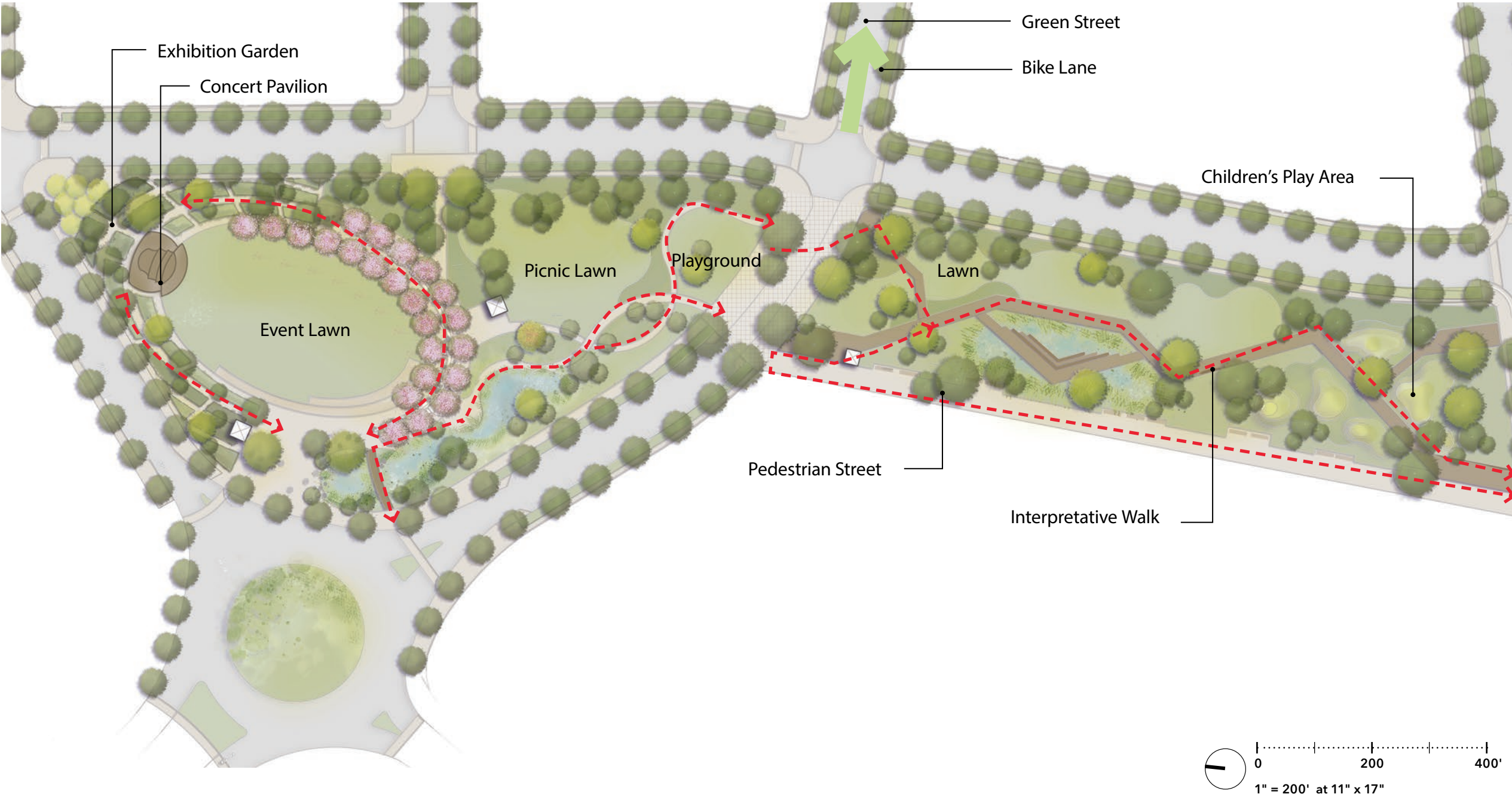


Healthy Living



Central Park

- Event Lawn and Concert Pavilion
- Exhibition Gardens and Interpretive Walk
- Picnic Area
- Playground and Play Areas





M E C A N N ' 1 8



Town Center Vision



Next Steps

An aerial photograph showing a golf course in the foreground with several holes and a clubhouse. A large body of water, likely a lake or reservoir, occupies the middle ground. In the background, there are more trees and distant hills under a clear blue sky. The text "Thank you" is centered over the water.

Thank you

