



INTEGRATING FAST FERRY SERVICE IN WOODBRIDGE

TECHNICAL ASSISTANCE PANEL

DECEMBER 12, 2018

Urban Land Institute

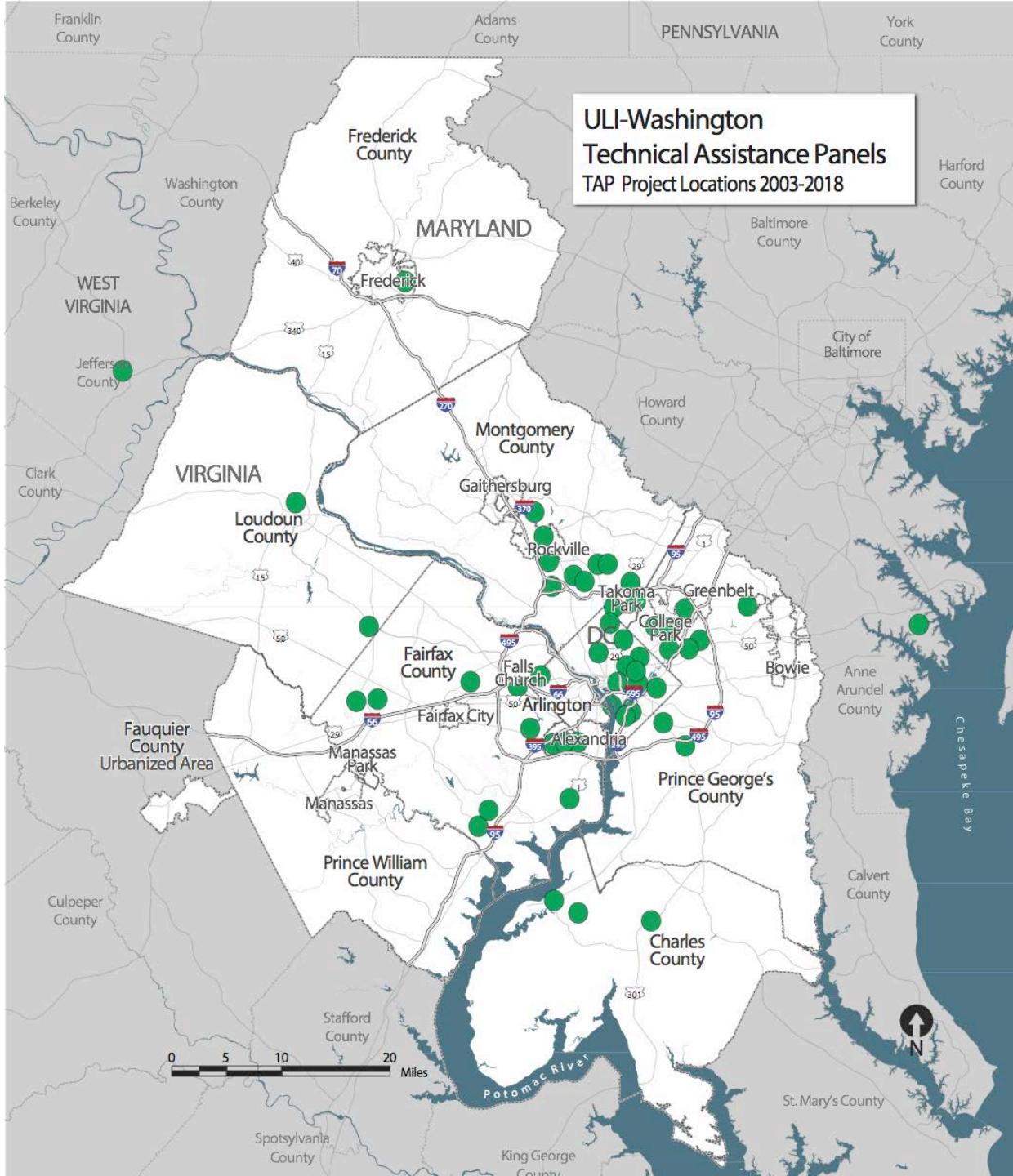
The **mission** of the Urban Land Institute is to provide **leadership** in the **responsible use of land** and in creating and sustaining **thriving communities** worldwide.

ULI Washington: A District Council of ULI

ULI at the regional level: 2,200+ Members: developers, architects, planners, public officials, financiers, students...

Emphasis on sharing best practices and providing outreach to communities

- Technical Assistance Panels
- Sustainability, Regionalism, TOD, Sustainability, Housing Initiative Councils
- Regional Land Use Leadership Institute
- UrbanPlan
- Real Estate Trends Conference
- Case Studies
- Women's Leadership Initiative

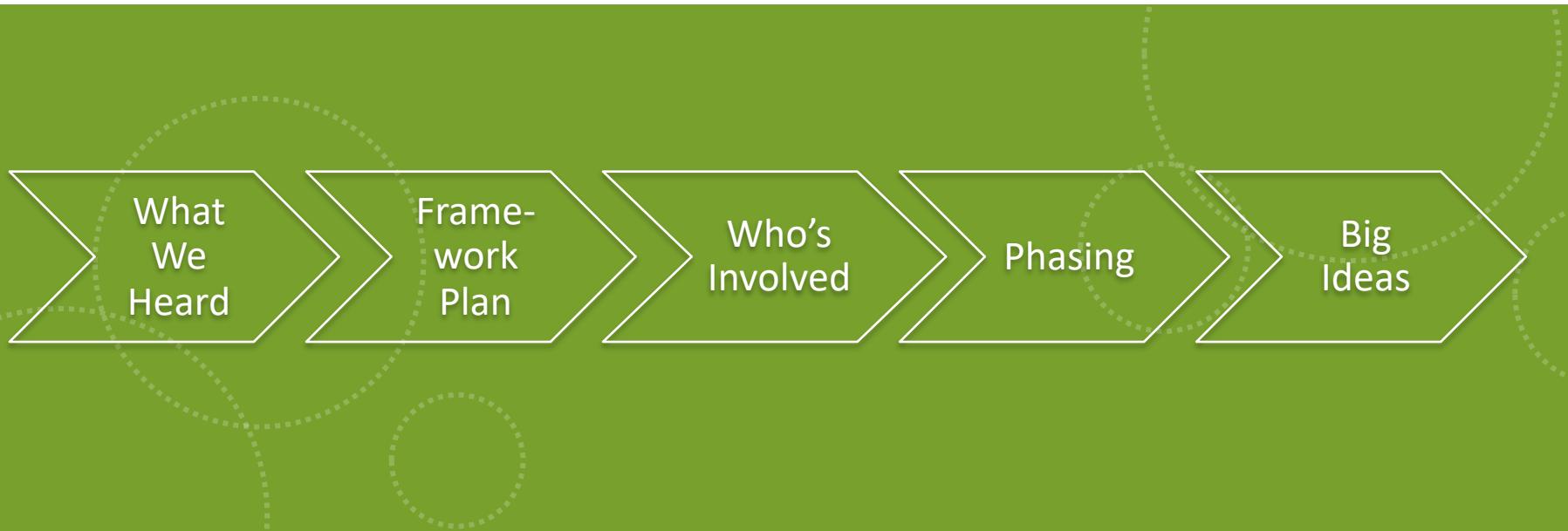




ULI Panelists

- Michael Stevens, CHAIR, Capitol Riverfront BID
- Ryan Bouma, AECOM
- Al Cox, City of Alexandria
- Cyrena Chiles Eitler, Stantec Consulting Services, Inc.
- Julia Koster, National Capital Planning Commission
- Dan Reed, Urban Planner and Report Writer
- Matt Steenhoek, PN Hoffman
- Stan Wall, HR&A Advisors
- Michael Winstanley, Winstanley Architects & Planners

Flow of the Day





Norman Garrick, a professor of Civil and Environmental Engineering at the University of Connecticut whose research focuses on sustainable transportation.

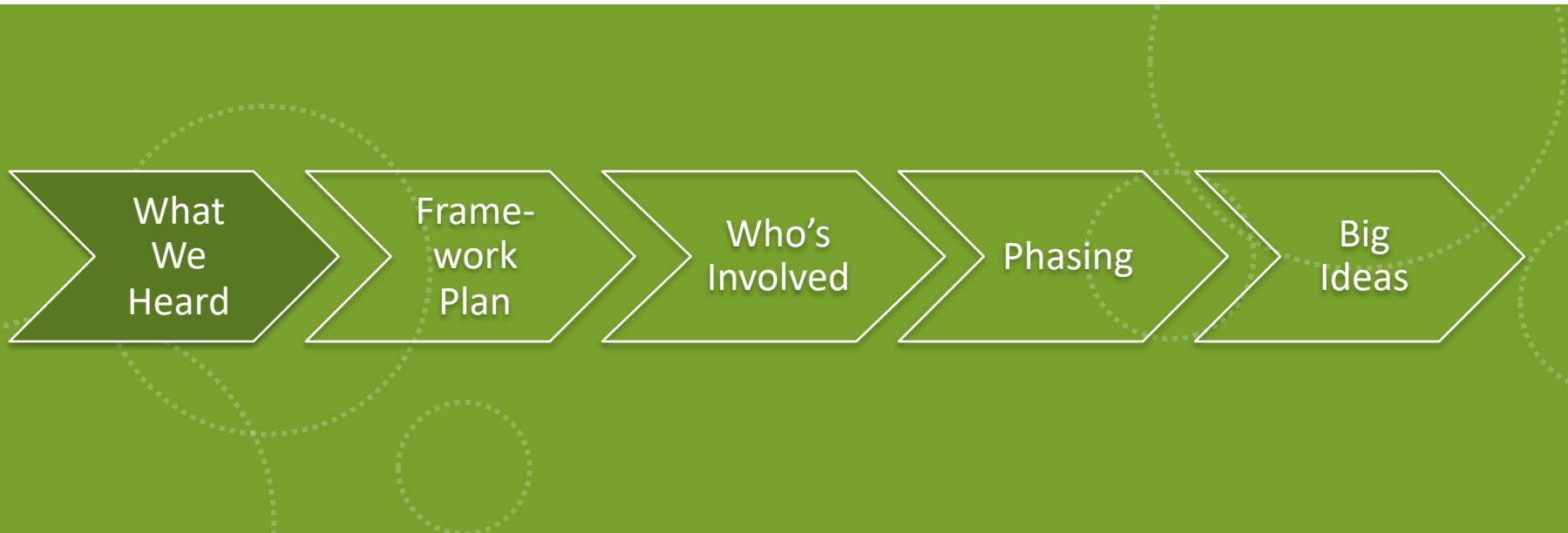
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“[High speed ferries] take pressure off other forms of transit, serve transit ‘deserts’ like older waterfront industrial zones, and complement on-land transit systems.”

“It’s a sexy trip. The commute by boat can be a winding-down time.”

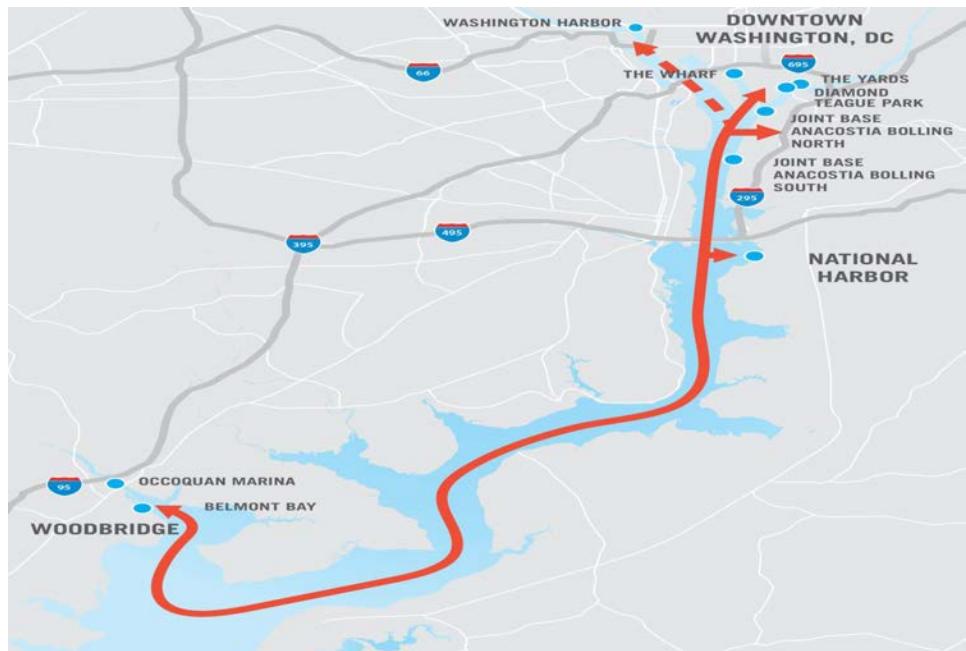
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Flow of the Day



What We Heard

- We want a ferry!
 - Lots of studies, support
- Multi-modal options to serve growing commuter needs
- Area is transit-rich
- Occoquan Marina is the appropriate place
- Engaged stakeholder group



What We Heard

- There are impediments:
 - Lots of parties controlling different aspects
 - “Like a dance”- who makes the first move?
 - Substantial investment to launch
- Expand commercial tax base
- New multi-family residential development, potentially more on the way



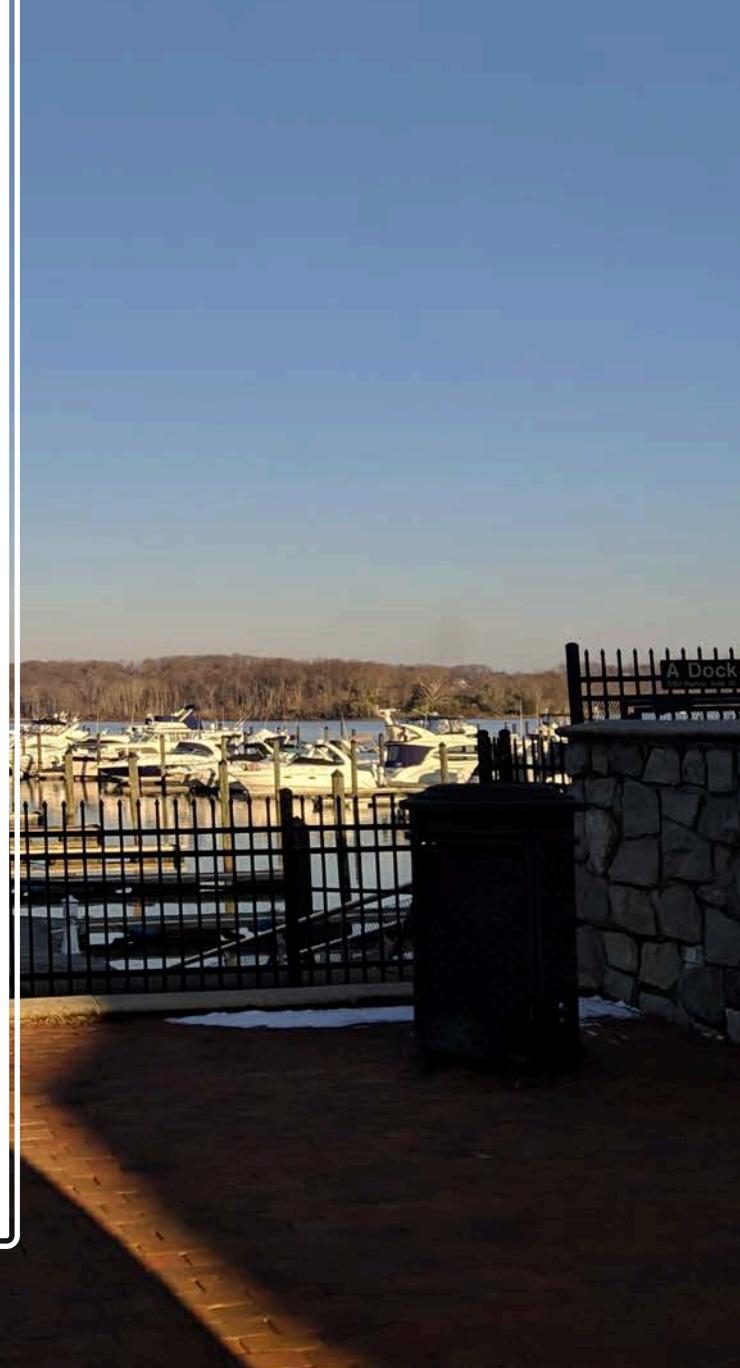


But is the Tail Wagging the Dog?

- Transit is not the engine that will drive this area
- An efficient system brings people back and forth, forth and back
- Need a return trip to this destination
- Let's talk about HERE

The Assignment Reimagined: A Broader Context

- What we envision can help achieve success with fast ferry
- Creates a successful town center, neighborhood places where people want to be
- A destination that grows the economy, creates the opportunity for mixed-use, enhances the market, adds residents
- New open space and access to River begins to define a new sense of place
- Begins to solve larger transportation challenges of connectivity

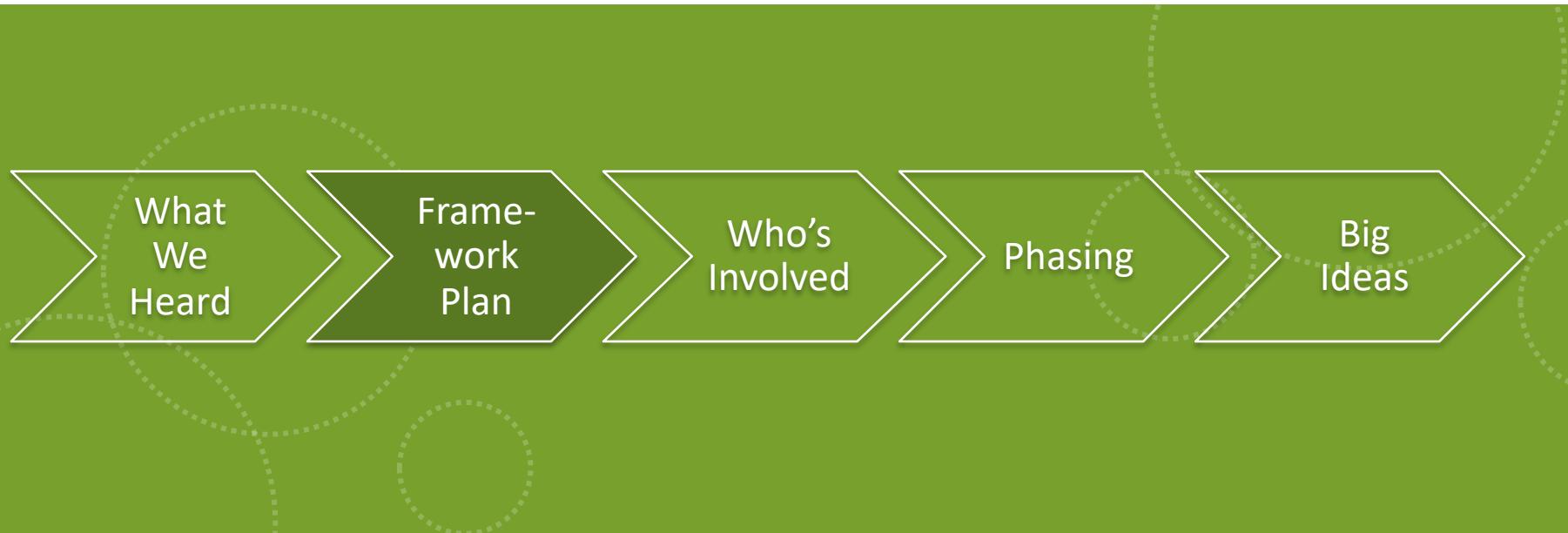


Ferry Oriented Development Principles

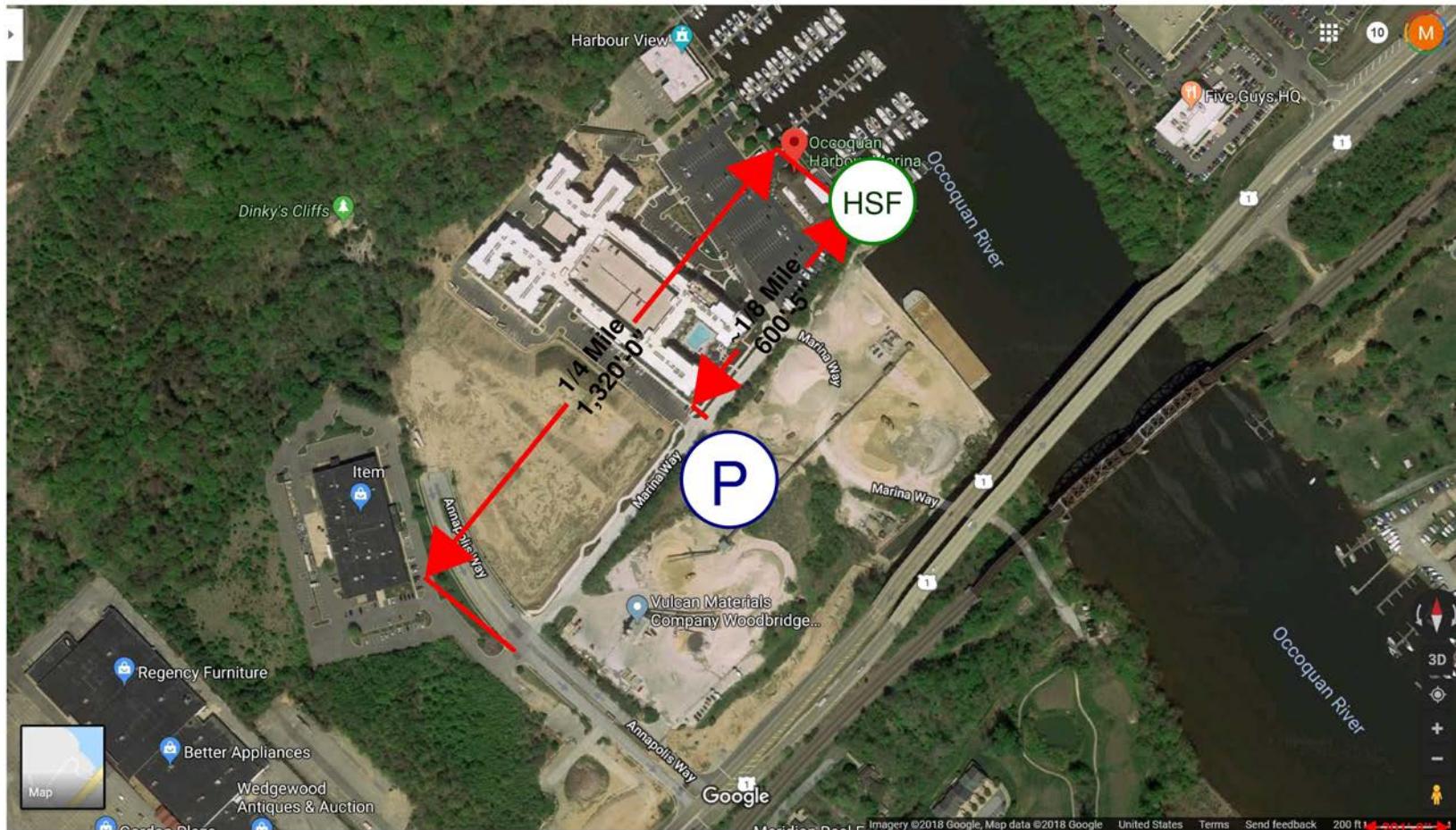
Ensure infrastructure and frequency of transit service gives developers confidence to invest

- Passenger Experience
 - Ease of understanding trip journey and fare payment
 - Seamless transportation network
- Operations
 - Align networks for easy transfer
 - Do systems talk with one another, i.e. delays
- Connectivity through Infrastructure
 - Physical links between systems to support seamless transfers
 - Planned mobility hubs
 - Adequate facilities
 - Pedestrian, cycle, scooter, shared ride, pick up and drop off, layover

Flow of the Day

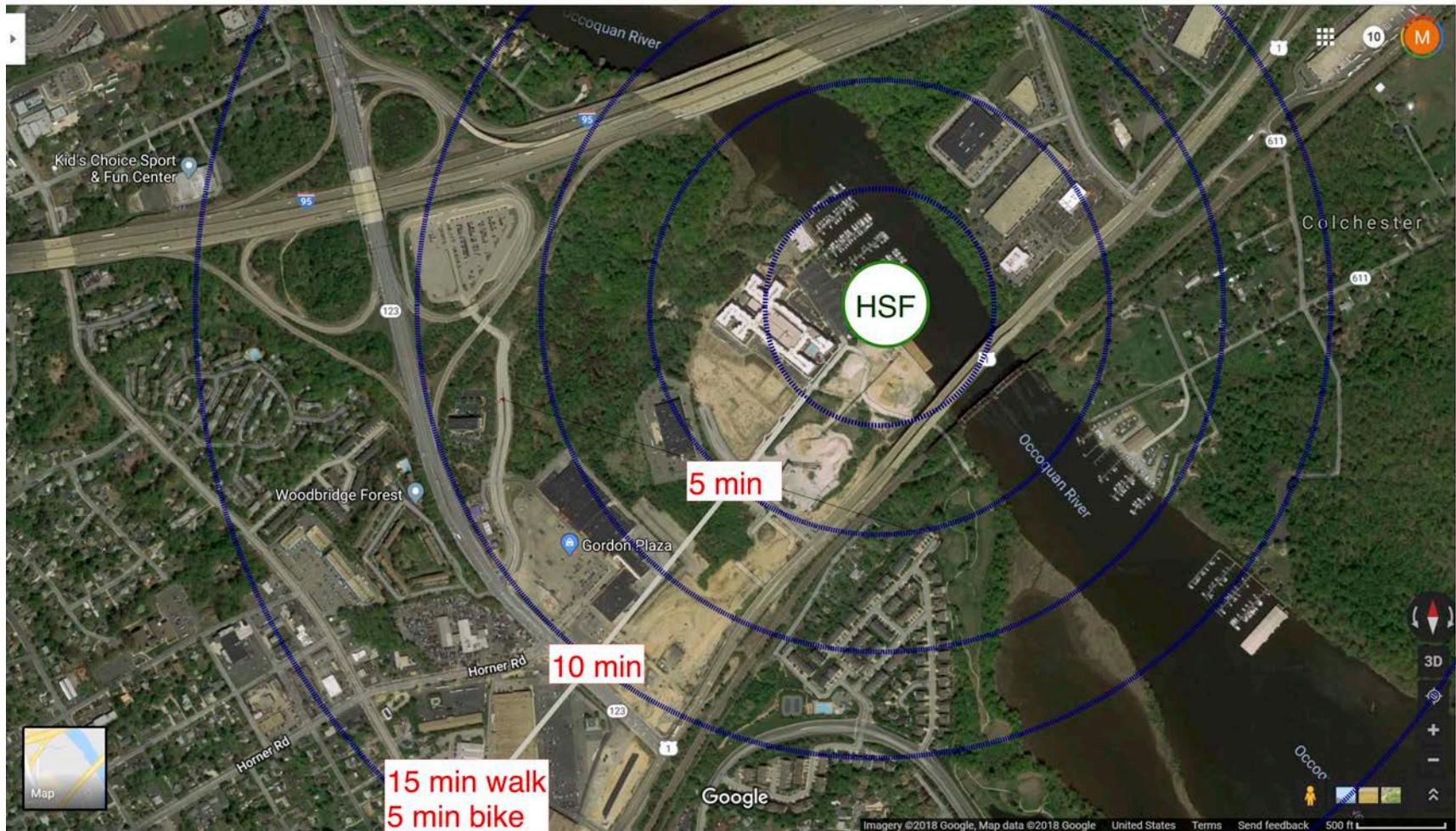


Existing Conditions



2-3 min walk from HSF Parking location
Under 5 min walk from all locations in Riverfront Zone

Existing Conditions



5 min & 10 min Walkshed from HSF on Marina Way

Setting the Context



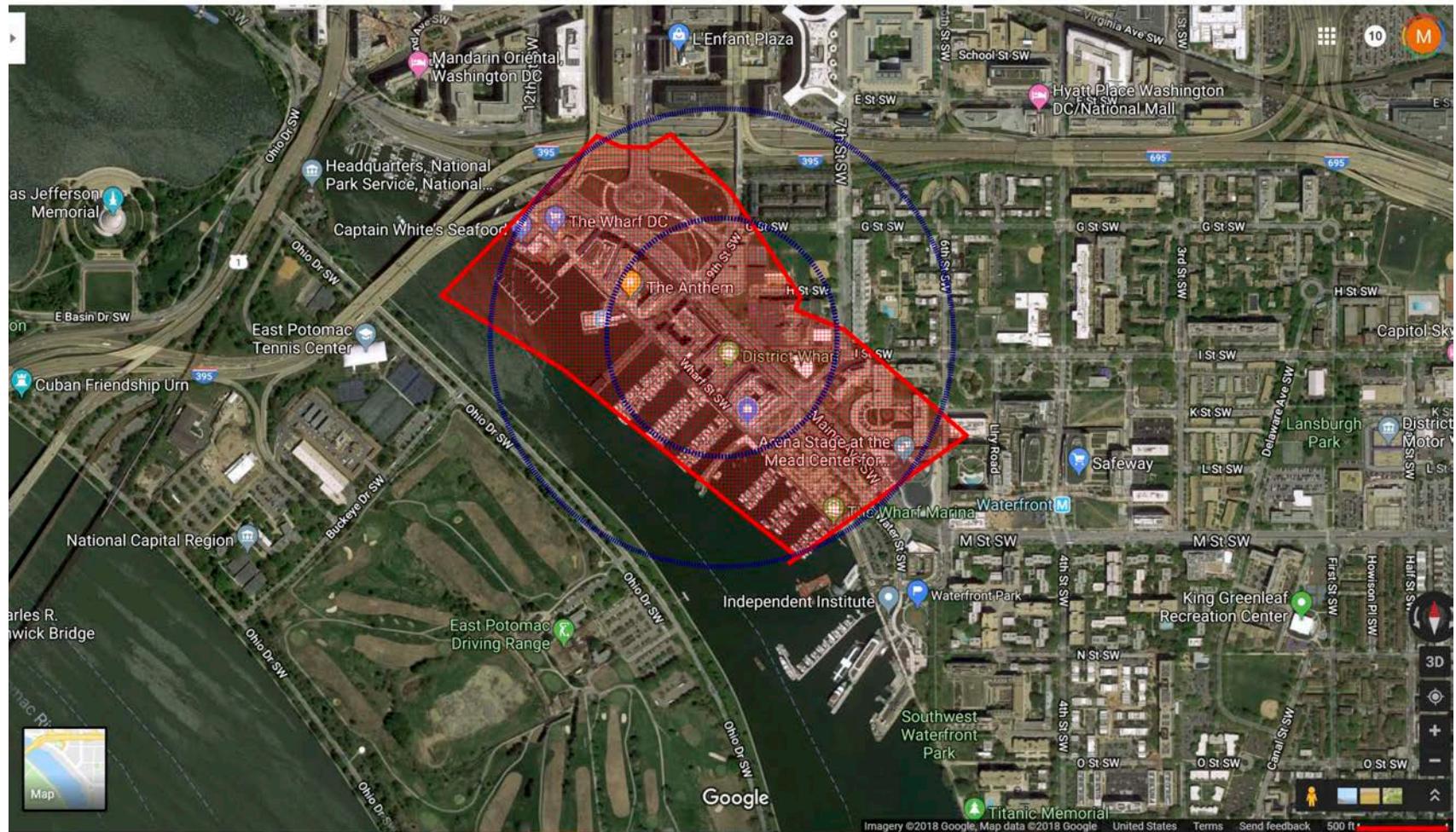
Midlands & Riverfront Zones, 1/2 Mile edge to edge

Comparative Analysis



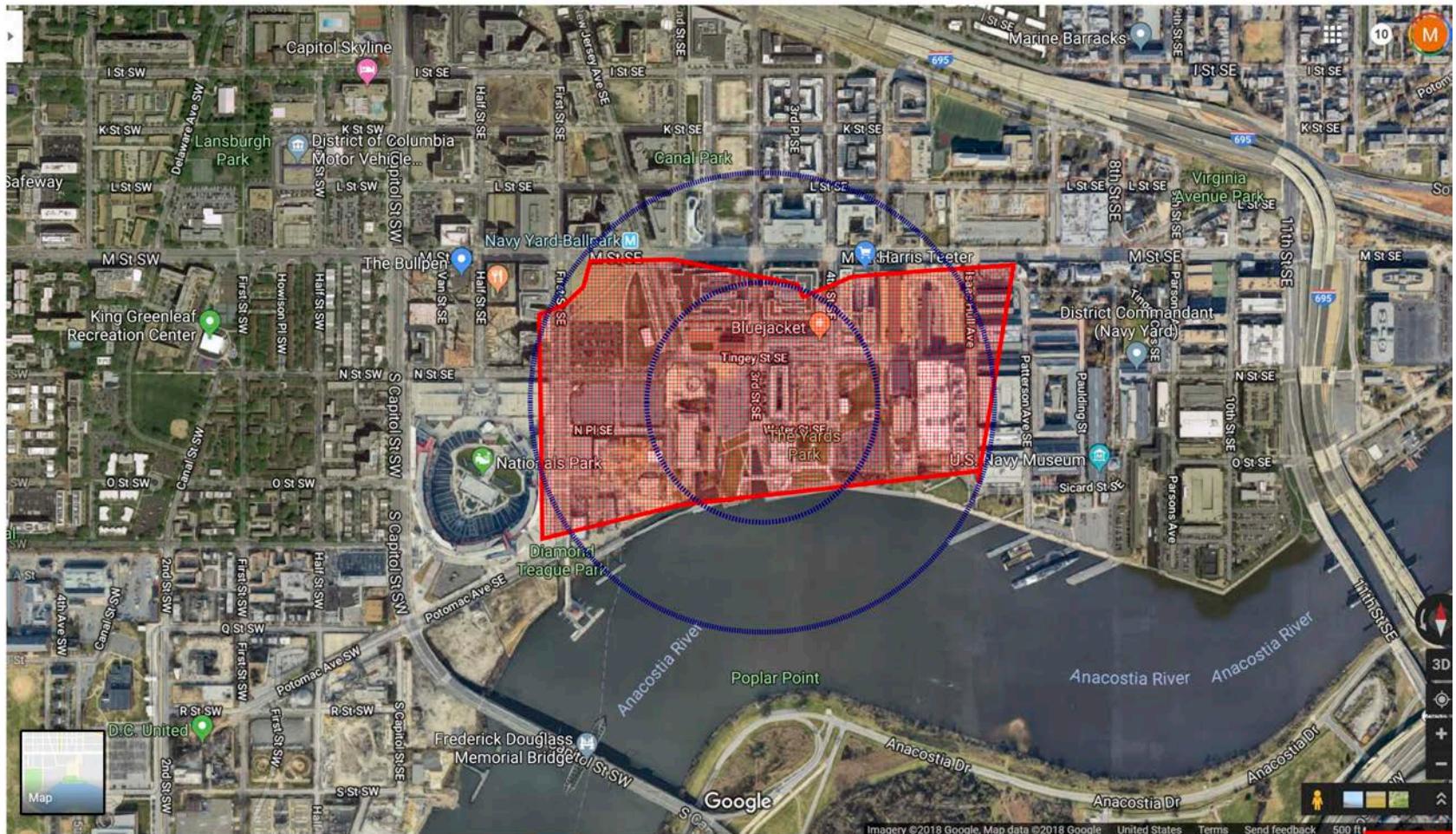
Overlay on Pike & Rose, White Flint MD

Comparative Analysis



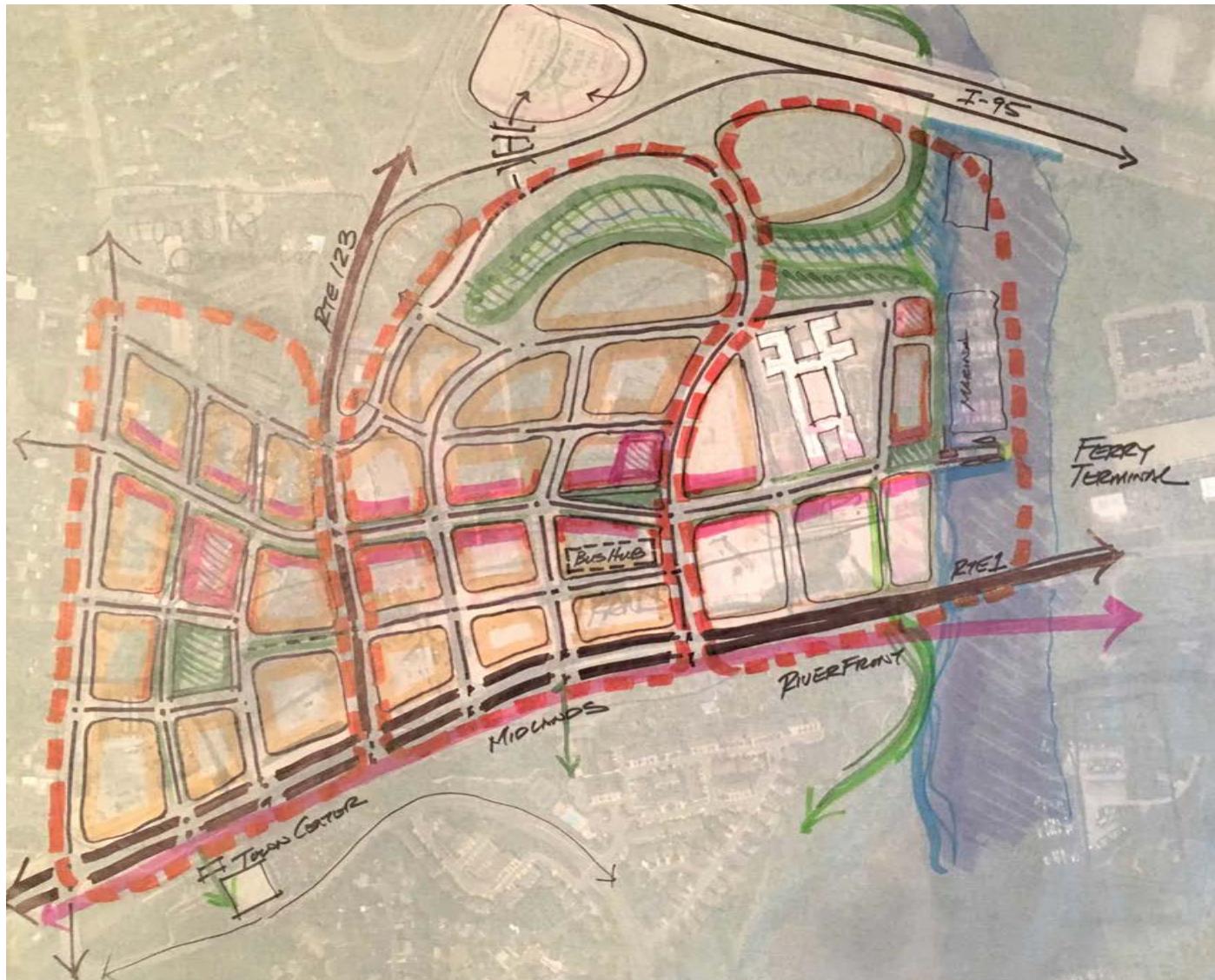
Overlay on District Wharf, Southwest DC

Comparative Analysis



Overlay on Yards, Southeast DC

Framework Plan



Preliminary Development Program

Summary	TOTAL	Riverfront	Midlands	Town Center
Vertical GSF	6,654,000	1,598,000	2,685,000	2,371,000
Parking GSF	4,277,000	1,382,500	1,067,500	1,827,000
Total GSF	10,931,000	2,980,500	3,752,500	4,198,000
Resi (gsf)	4,361,000	941,000	2,520,000	900,000
Resi (unit)	4,735	1,050	2,725	960
Hotel (gsf)	175,000	175,000	0	0
Hotel (keys)	300	300	0	0
Office	1,515,000	315,000	0	1,200,000
Retail	288,000	87,000	105,000	96,000
Cultural / Anchor	315,000	80,000	60,000	175,000
Parking	13,350	3,950	4,180	5,220
Acreage	150			
Total Site Area	6,534,000			
Developable Site Area	3,593,700			
FAR	3.04			

Town Center



Town Center

- Mixed-use site with highest density
- Gateway site from VRE
- Town green with multi-seasoned programmed uses
 - Art fairs
 - Festivals
 - Farmers markets
 - Skating rink
- Reserved site for cultural/civic use (library, school)
- Extension of Marina Way to Occoquan Road creates retail spine

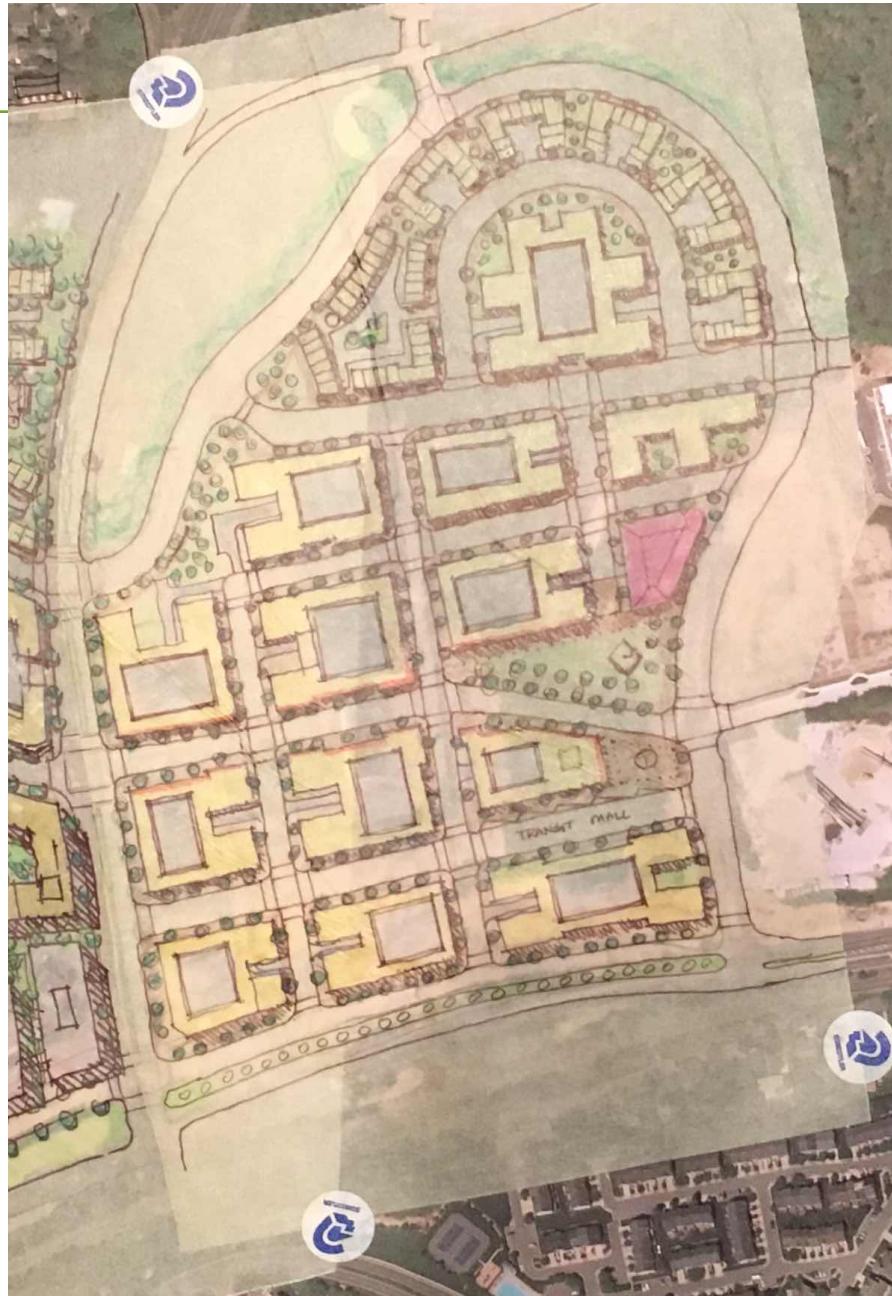


Midlands



Midlands

- Lower neighborhood scale
- Town green with civic building (library, rec center, fire station)
- Limited neighborhood scale retail
- Townhouses closer to park
- Bus transit center for Prince William County bus and Fairfax County BRT



Riverfront Zone

- Public park where Marina Way
- Loop Road is the new Riverfront Access on north side of Rivergate
- Connect Belmont Bay to Occoquan by way of the Marina Riverfront
- Embrace the stream valley as an amenity

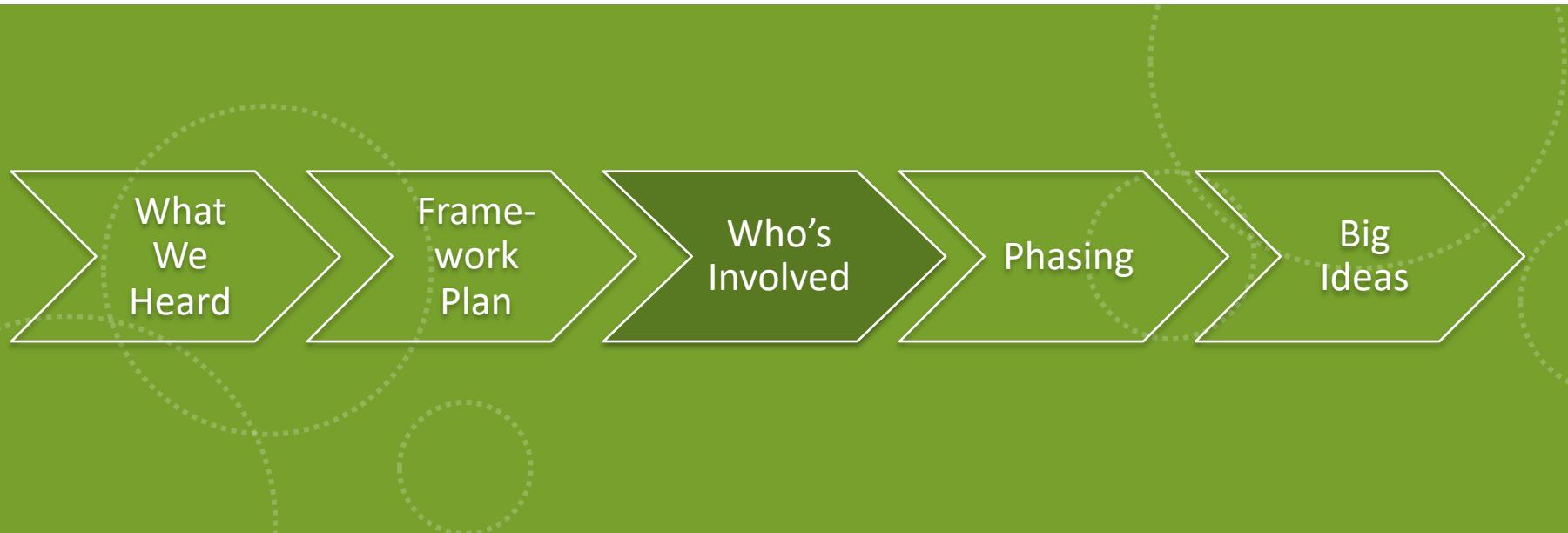


Public Riverfront

- Public park where Marina Way reaches the water with Ferry pier and entertainment amenities
- Reposition Riverfront development for residential, retail, and enhanced event venue
- Multiple opportunities for Ferry parking



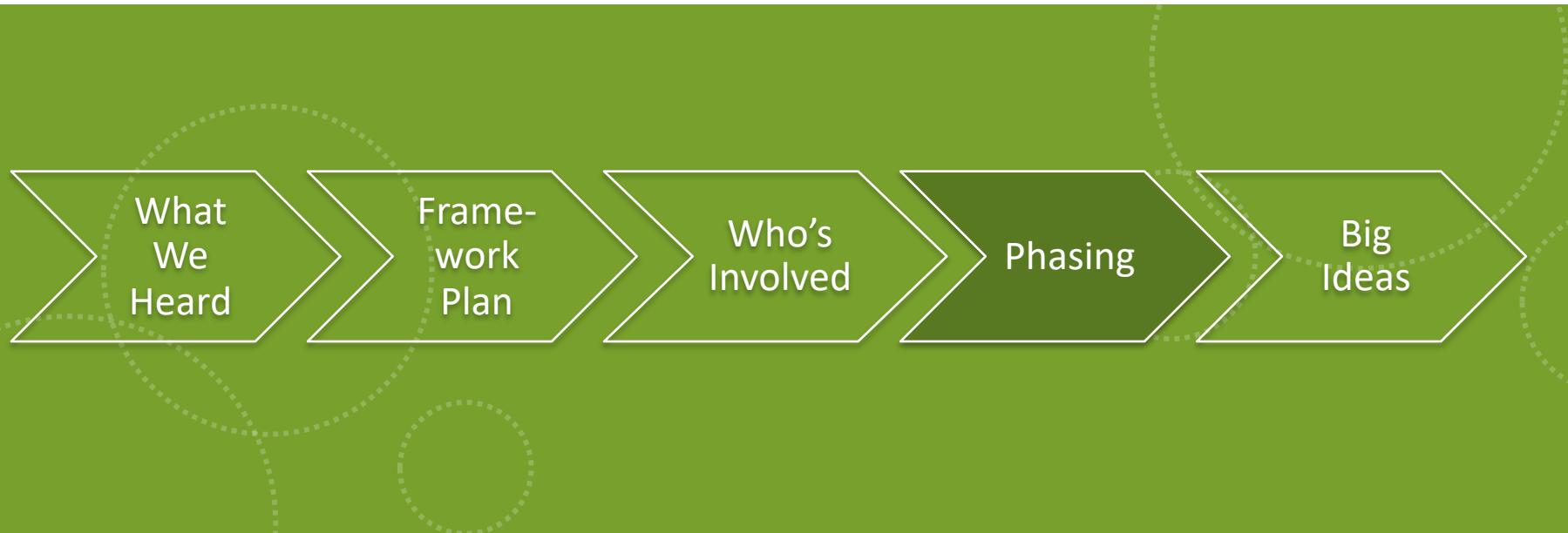
Flow of the Day



Strategic Partners

- Existing stakeholder group
 - Regional organization
 - Federal, State, and Local Government
 - Private Industry
- Transition to a single coordinating Task Force
 - Local, State, Federal, Private sector
 - Senior organization decision makers with program support and financial resources
- Formal entity to oversee Ferry operations
- Creation of a Business Improvement District (BID) Board of Directors
- County-assigned, full-time dedicated staff person

Flow of the Day



Overarching Ideas

- These recommendations help this area redevelop. Ferry service is a component.
- This is a great area with multiple transit options. Strengthening a transit network benefits each of the transit services and all transit users
- The transit triangle is a great opportunity for:
 - Redevelopment and Gateway
 - Connect people to the water
 - Rethink transportation connections
 - Create a destination that exemplifies identity, place and community
- Invest in the civic/public pieces ASAP. Work with the private sector as opportunities arise. Prioritize getting to the river and the riverfront development.

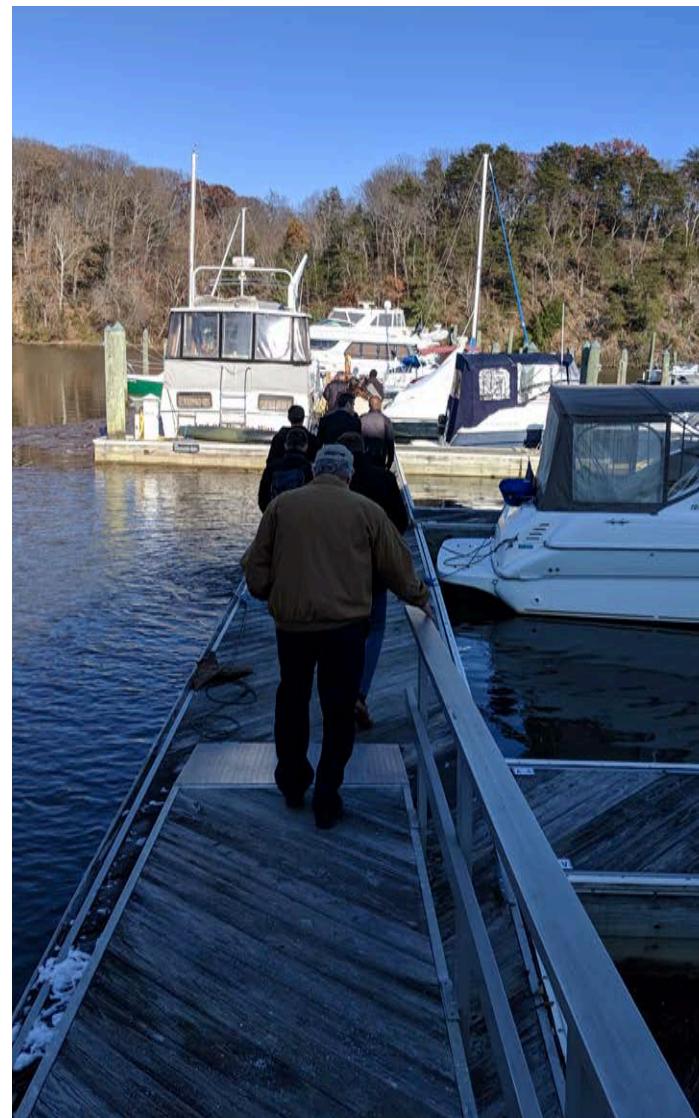


Early Phase (1-5 years): Key Plan & Policy Steps

- Start planning for a multimodal transit center in town center
- Identify and move on key public land acquisitions (civic, open space network)
- Develop a capital improvement plan
- Adopt into plans:
 - Street grid concept
 - Continuous shoreline access between Belmont Bay and old Occoquan
 - Any necessary zoning adjustments

Early Phase (1-5 years): Ferry & Riverfront

- Move the ferry dock to the east to make Marina Way the terminus of a street grid spine and locate the operational activities closer to the industrial uses
- Make the ferry dock a substantial public access pier – a recreational dock
- Interim parking for ferry – multiple options to consider
- Run the ferry for proof of concept: JBAB, National Harbor (target populations, tourism).
- Invest in a civic/urban park space at the ferry dock edge, including amenities for ferry passengers and residents
- Develop a small boat launch on west edge.
- Start with a shuttle system to connect transit triangle
- Start public investments to acquire other open spaces and potential space(s) for civic use



Mid-Range Phase (5-15 years)

- Redevelopment model/BID is up and running
- Redefine riverfront as a mixed use space with public access to the river
- Build the transit hub. Bus service to transit station established
- Build the street grid network
- Build the series of experiences (connected walkable streets and open spaces) in the river front/midlands/town center
- Make civic investments (school, library are key examples)
- Build the wetlands loop to connect upriver and uphill
- Evaluate ferry service as to effectiveness periodically
- Make adjustments as necessary

Long Range (15 + years)

- Build continuous waterfront access. Figure out crossing over rail track and highways
- Re-evaluate 123 interchange
- Long term redevelopment options at Vulcan site
- Complete street network and grid development

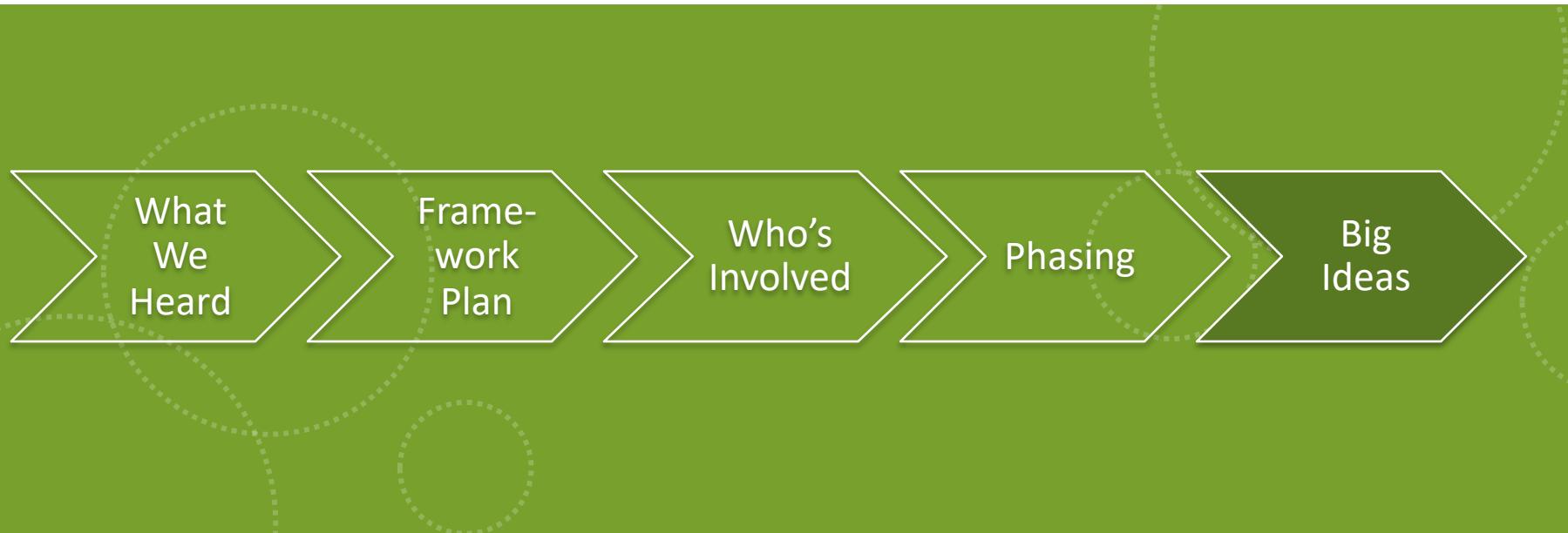
Funding Strategies

Phase	Capital Investment	Major Elements
1 - Early	\$35 Million	Establish BID, Interim Parking, Planning for Future Facilities, Land Acquisition, Recreational Pier, Riverfront Park,
2 – Mid-range	\$80 Million	Multimodal Transit Facility, Dockside Promenade, Midlands Park, Library Community
3 – Long-range	\$100 Million	Town Center Park, Public School, Bike/Ped River Trail, Nature Trail
Totals	\$215 Million	

Potential Funding Sources

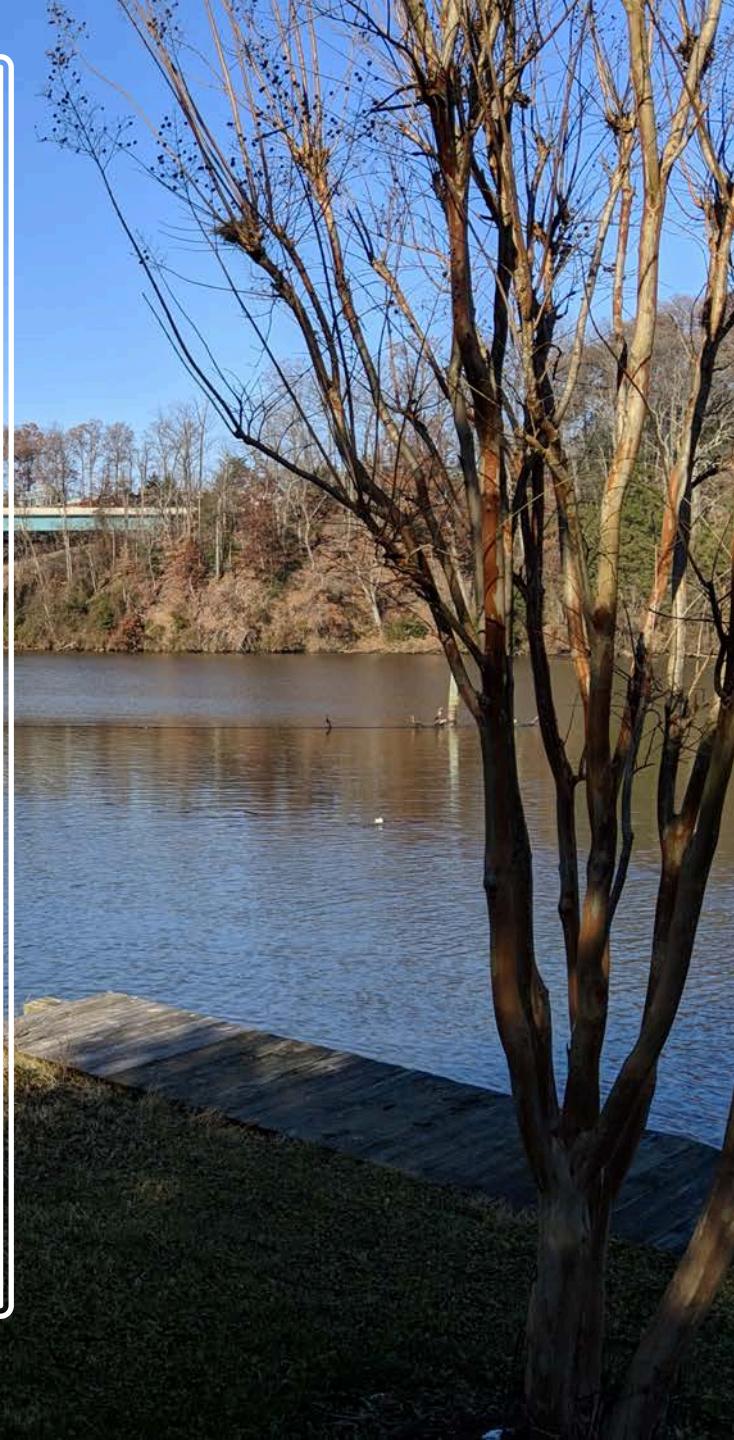
- Direct County Investment (for early public infrastructure), \$1 billion mobility bond
- Private Investment (Opportunity Zones)
- Federal Transit Administration (Ferry Infrastructure, Future Multimodal Center)
- Tax Increment Financing District (public infrastructure investments)
- BID (ongoing maintenance and activation)

Flow of the Day



Big Inspiring Ideas

- Open space and access to the River
- A dock that is more than a ferry terminal
- A street grid that is urban and creates urban walkability
- A series of experiences through well-designed and well-programmed parks
- A transit hub that unites other modes of transportation
- Investment in public infrastructure to leverage private redevelopment
- North/South v. East/West and designing a corridor with a Town Center



Keep the future in mind

- Transportation: ridehailing, autonomous vehicles, even scooters
- New ways to work: connected, mobile, shared workspace, telework
- Resilient development
- Bring together and celebrate diverse community





Thank You and Questions

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