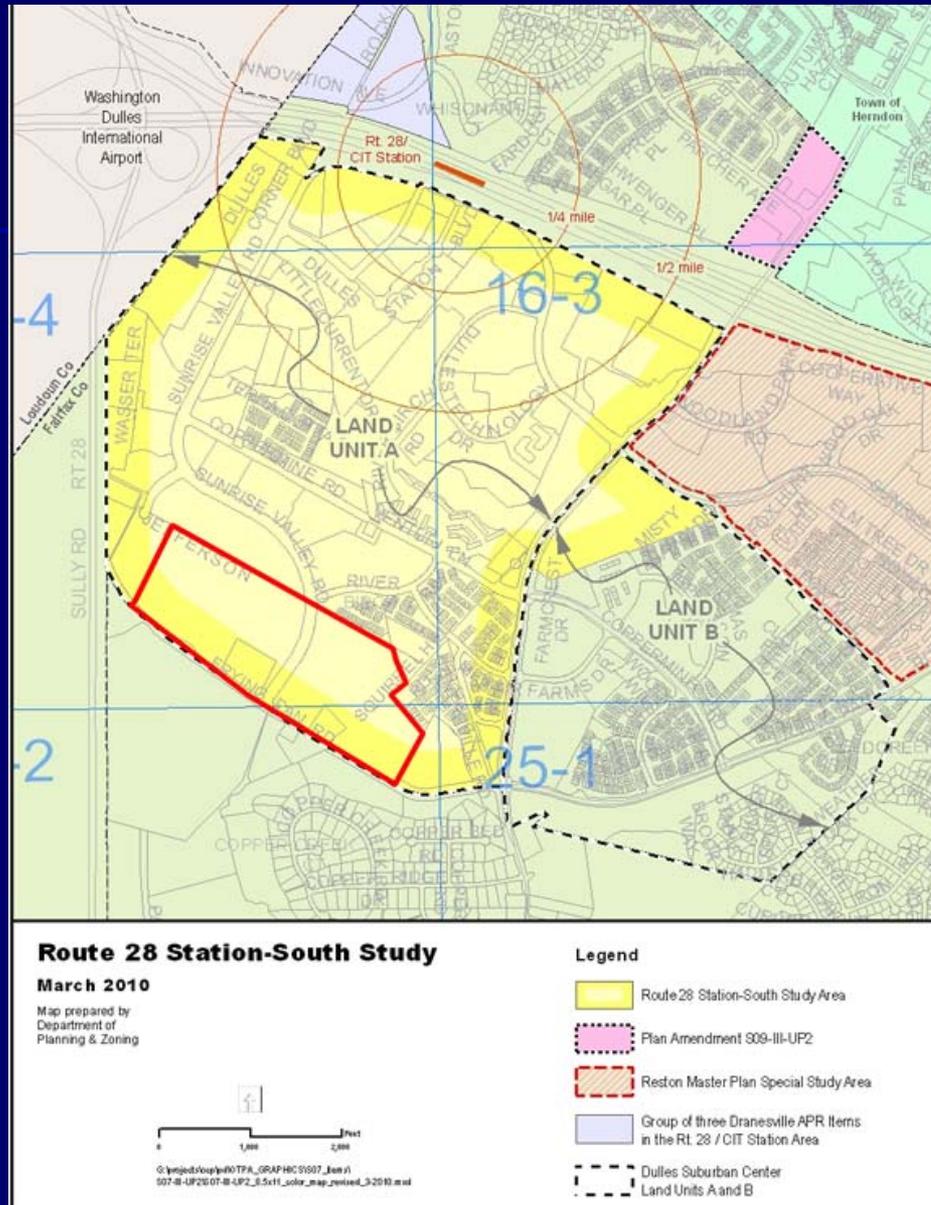


# Pomeroy/Clark Property

Presentation to the Route 28 Station  
South Study Working Group

June 16<sup>th</sup>, 2010

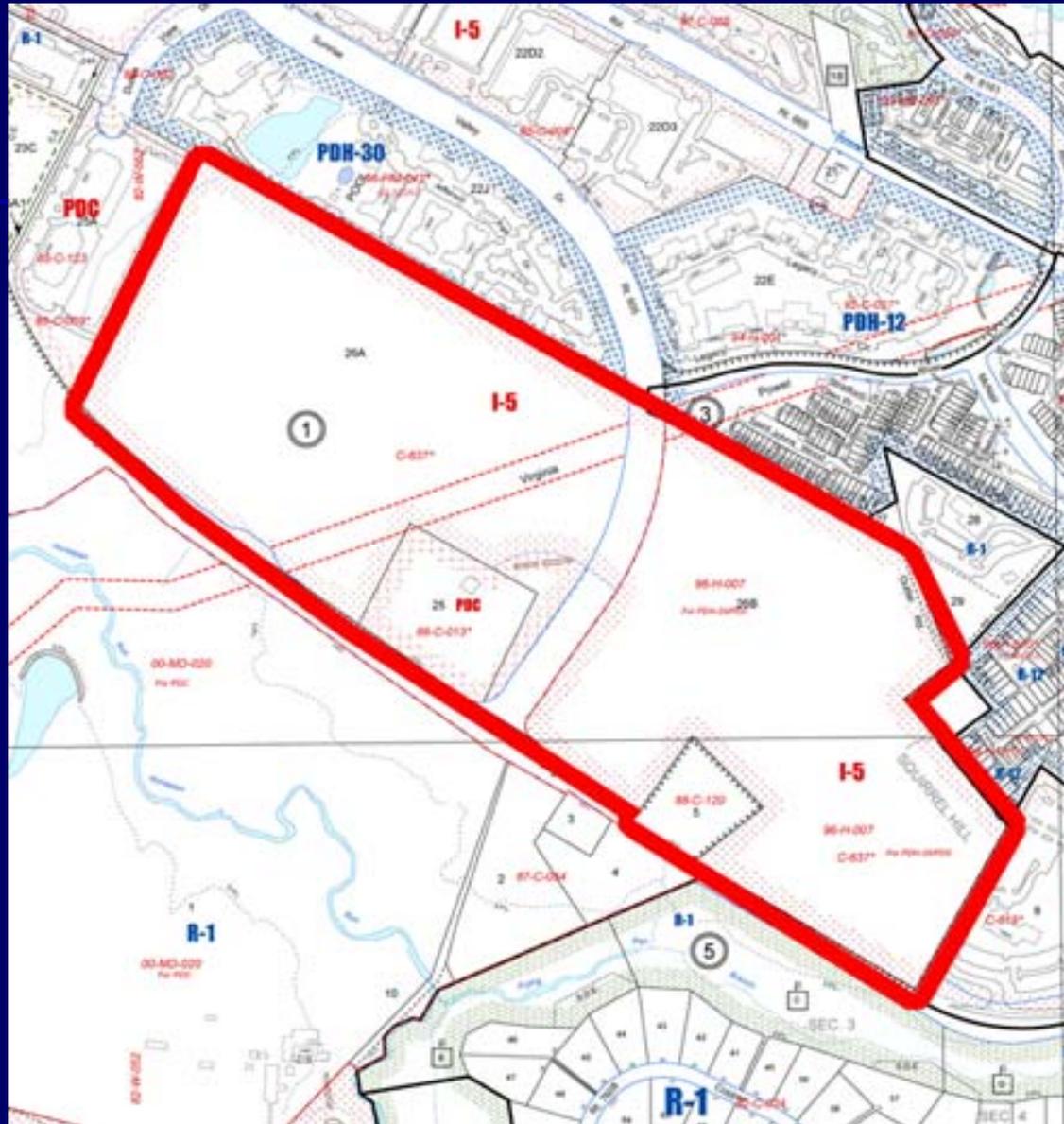
# Rte. 28 Station South Study – Proximity of Pomeroy Site



# Aerial of Pomeroy Property



# Zoning Map



# By-Right Development



Total Site Acreage: 83.4 acres

Existing Zoning: Predominantly I-5

Total Allowable Building Area: 3,632,904 sq. ft.

Maximum Building Height: 75 ft. for Office  
under I-5 Zoning



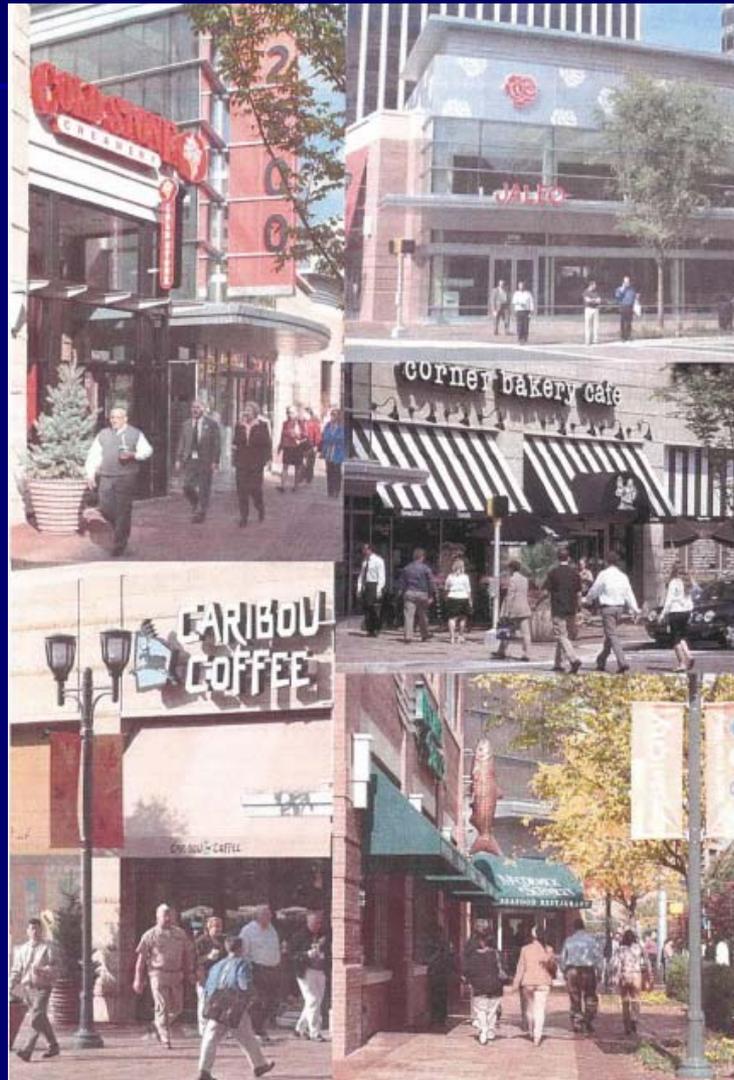
# Advantages of Planned Mixed Use Development over By-Right Development

- Mixed use development will produce less trips on the surrounding road network than by-right development.
- Mixed use allows for people to live, work and play in the same community.
- Mixed use development allows for internal trip capture.
- Need to maintain incentive to enter the approval process to rezone the property.

# History of Property and Opportunities

- Original party in the multi-million dollar privately funded tri-party agreement that funded the construction of 6 lane Sunrise Valley Drive and 4 lane Frying Pan Road and other significant now existing infrastructure.
- The property is 83.4 acres which is one of the largest remaining undeveloped tracts of land within Fairfax County.
- Significant opportunity to create a “gateway” mixed use project that is transit oriented.
- Fulfill the need for supportive retail that is lacking in this vicinity.
- Opportunity to set a high standard for development that will bring extensive tax revenue, jobs and housing options to Fairfax County.

# Transit Oriented Pedestrian Design



# Objectives

- Maintain existing Comprehensive Plan recommendations with a few modifications.
- Compact recreational space can be incorporated into the pedestrian oriented design in lieu of large park dedication.
- Development program will be market driven.
- Residential/Office components have equal market share with subordinate retail.
- A mixed use project produces less traffic than an office project.

# Redevelopment Alternatives



## PROGRAM

### WEST

950 K Office  
 150 K Hotel  
 80 K Retail  
 820 K Residential (680 DU)

**2000 K TOTAL**

### EAST

600 K Office  
 100 K Retail  
 1000 K Residential (830 DU)

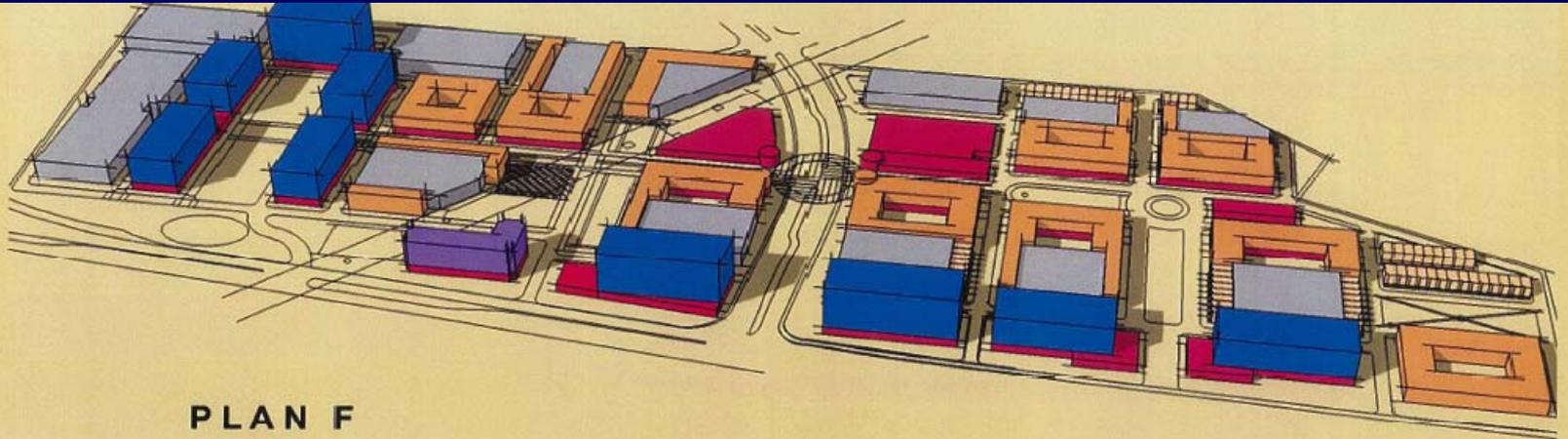
**1700 K TOTAL**

### TOTAL

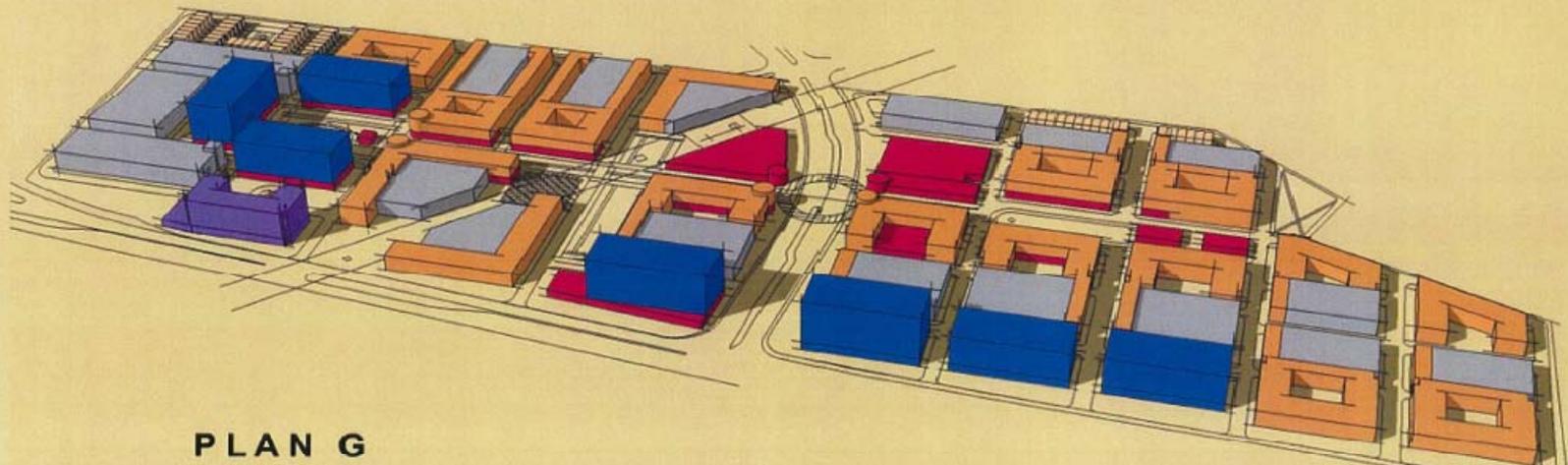
1550 K Office  
 150 K Hotel  
 180 K Retail  
 1820 K Residential (1510 DU)

**3700 K TOTAL**

# Redevelopment Alternatives



PLAN F



PLAN G

# Questions and Comments

# Existing Comprehensive Plan...

- Parcels 15-4((1))25, 26A, 26B and 24-2((1))5, which are located northeast and northwest of the intersection of Sunrise Valley Drive and Frying Pan Road, are planned for mixed use, which may include office, hotel, community serving retail, and residential uses, at .50-1.0 FAR. A maximum of 300,000 square feet of retail use may be appropriate. However, no more than 150,000 square feet of retail use should be located in either quadrant. The retail use should be an integrated component of a mixed use development. Any development proposal should adhere to the Urban Design Guidelines for the Dulles Suburban Center and the general recommendations for Land Unit A. In addition, the following conditions should be met
- Any community serving retail uses should be physically and functionally integrated with other uses on the property. Portions of the retail component should be structurally combined with office, hotel, and/or residential structures;
- Community serving retail uses should incorporate a site design, a mixture of uses and the public spaces necessary to ensure that the retail component functions as an activity center that provides services to the area's residents and appropriate spaces for gathering and interaction;

# Existing Comprehensive Plan continued...

- A mixed use concept should be designed such that the more intense commercial, retail, hotel, and office uses are appropriately buffered from adjacent residential use to the north. Similarly, the residential components of a mixed use development located at or near edges of the property should incorporate a general bulk, mass, design and architecture that ensures compatible transitions to adjacent residentially planned, zoned or developed properties;
- Opportunities for shared parking between uses with different parking needs should be explored in order to use valuable land more efficiently and to reduce the amount of impervious surface;
- Efficient and convenient pedestrian access should be provided among all uses on the property; and