



CoStar Group

Developer of Massive New Prince William Planned Community Wins Zoning Changes

By **CoStar Research**

July 18, 2013

The Prince William County Board of Supervisors unanimously voted to approve a zoning amendment requested by Potomac Shores developer SunCal for the 1,920-acre master-planned community along the I-95 corridor south of Washington, D.C.

Under the zoning amendment approved this week enables developer SunCal to rearrange some of the major components in its updated plan for the \$2 billion project to consolidate much of the commercial density planned for the project in a town center based on transit-oriented development (TOD) principles. A modified special use permit approved for the town center allows the concentration of various uses in this area.

The County voted to maintain the previously approved development caps on residential and non-residential uses and kept the number of homes and the amount of commercial development previously approved under the original plan.

David Soyka, SunCal senior vice president of public affairs said the developer had long sought changes to the master plan to concentrate businesses in the town center area, creating what he called "ideal conditions for a large-scale corporate campus."

In doing so, SunCal sought to reconfigure the project's land use guidelines in order to attract major employers to the development's town center area, close to the project's planned VRE station where higher density mixed-use development is planned.

Located 30 miles south of downtown Washington D.C. near Interstate 95 with two miles of shoreline along the Potomac River, Potomac Shores is a transit-oriented, mixed-use development that some have billed the 'New Reston' with largescale residential, commercial, hospitality and marina uses clustered around a new in-site

Virginia Rail Express (VRE) commuter rail station.

The project also includes a Jack Nicklaus Signature golf course, a 450-slip marina, two schools and several miles of hiking and biking trails. SunCal is one of the largest privately held land developers in the U.S. and is based in Irvine, CA.

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