



**NEWCASTLE**  
DEVELOPMENT GROUP

# **SPECIAL USE PERMIT #SUP 22-5**

**WARRENTON VILLAGE CENTER**

**PLANNING COMMISSION WORK SESSION  
APRIL 16, 2024**



## **WORK SESSION #2 – APRIL 16<sup>TH</sup>, 2024**

- A Product of Plan Warrenton 2040
- Warrenton Housing Market & Economic Impacts
- Architecture
- Public Improvements

## **WORK SESSION #3 – APRIL 23<sup>RD</sup>, 2024**

- Modification/Waiver Requests
- Water/Sewer Impacts
- Transportation
- Schools



# A PRODUCT OF PLAN WARRENTON 2040

# WHY HERE, WHY NOW?

## Warrenton Economic White Papers

 Plan Warrenton 2040 Economic Goals & Fiscal Sustainability

 Emphasis on *Mixed-Use Development, Infill Revitalization, Live/Work/Play*

 Creation of the New Town Character District

 Warrenton Village Center SUP Proposal



# WHITE PAPER FINDINGS – ECONOMIC BASE (RKG)

- Since the '08 Recession, the Regional economy has become more robust with more high-skilled, high paying occupations compared to Warrenton
- Three primary factors that have driven Regional economic growth, relative to Warrenton:
  - 1) Strong integration of services and entertainment venues with work locations
  - 2) Strong transportation connectivity between employment and residences
  - 3) Diversity in housing types and prices
- The strongest growth markets have created the strongest live-work-play environments
- These markets attract workers at all skill levels
- Warrenton does not offer the same amenities and housing options that draw a more diverse workforce and makes attracting companies more challenging given their respective options regionally

# WHITE PAPER FINDINGS – FISCAL SUSTAINABILITY (RKG)

- An economic model was created to determine the impact of land use decisions and the resulting economic ramifications
- The model weighed the cost of the Town’s desired capital projects against different growth scenarios:

Scenario	Intended Growth Strategy	New Housing Units (by 2039)	Annual Net Fiscal Impact
1	Minimal growth, i.e. 2010 – 2019 trends	Minimal	(\$508,808)
2	Become a stronger livable community	750+	(\$240,682)
3	Become a livable destination community	1,150+	\$102,185
4	Become a regional live/work community	2,100+	\$335,535

## RKG Conclusion:

- To achieve the level of services and amenities desired by the citizens of Warrenton, the Town must increase its development activity
- Warrenton cannot “save its way” (i.e. cut back on spending) to fiscal sustainability
- Without residential development, “the Town does not have the demand to continue to increase retail services.”






# WHITE PAPER FINDINGS – FISCAL SUSTAINABILITY (RKG)

RKG summarizes,

“Balancing the uses between residential and nonresidential uses will be critical from both a market perspective and a fiscal one. Simply put, growth in commercial development (particularly retail and dining venues) will require greater consumer spending, which primarily comes from local households... Having a high quality, well-integrated live/work/recreate community is a fundamental need to attracting these workers (and as a result, their companies).”

# PLAN WARRENTON 2040

-  The White Paper recommendations, particularly with respect to the need for additional housing, heavily influenced the creation of the Warrenton 2040 Plan
-  It is incorporated by reference into the Plan
-  The ability to satisfy this housing need is addressed throughout the Plan: **Specifically, Character Districts are envisioned to contain a variety of attainable housing types**

**H-2.2:** Increase opportunities for multi-family and mixed-use residential development by updating the commercial corridors in the Character Districts to allow for appropriate use and scale transitions into existing neighborhoods.



## New Town Warrenton District

With large lots, direct access from Route 29, and high visibility, this district could be a location for a signature office/jobs center; with greater intensity of mixed use and strong live, work, and play options. A mix of uses could be organized around an internal street network and public amenities, such as civic spaces, parks, green space, and public gathering areas.

## GOALS

**H-1: Ensure equitable, attainable housing opportunities across residents of all ages, incomes, and abilities by catering to the needs of a diverse community, including young families, professionals early in their careers, essential workforce, and those entering retirement.**

### POLICIES & STRATEGIES

**H-1.1:** Encourage development of the “Missing Middle” housing types beyond traditional single-family homes, townhouses, and apartments by updating the Zoning Ordinance to create a beneficial mix.

**H-2: Character Districts will accommodate a balance of available housing typologies that are compatible to existing neighborhoods in scale, character, and transition.**



## WHY HERE, WHY NOW?

The Warrenton Village Center SUP proposal is the desired result of a lengthy process of review, comparison analysis and decision making by the Town of Warrenton – from the White Papers through the Plan Warrenton 2040 drafting and adoption – and will serve as the building block upon which to create a highly desirable live/work/play community that is the goal of the Plan Warrenton 2040 New Town Character District





# WARRENTON HOUSING MARKET & ECONOMIC IMPACTS

# IMPACT OF THE WARRENTON HOUSING SUPPLY

- As forecast by the White Papers, the lack of housing supply and typology has had impacts that we can see on today's Warrenton housing market and overall economics:
  - Potential renters who are employed locally must often rent outside of Warrenton
  - Commuters to D.C. based jobs can't consider Warrenton when searching for relocation options
  - Area employers have challenges attracting new employees
- Due to the scarcity of rental units, potential renters do one of three things:
  - 1) pay above market rents for the few desirable units available
  - 2) resort to leasing less desirable units
  - 3) look elsewhere, outside of Warrenton
- These outcomes are all detrimental to the Warrenton economy and the existing community

# CURRENT RENTAL ENVIRONMENT

## 1) APARTMENT COMMUNITIES

- There are six (6) apartment communities in the Warrenton area that are income and/or age restricted
- There is one (1) market rate apartment community in Warrenton
- Per a 4/4/24 search, there were zero (0) apartment units available for immediate occupancy in any of Warrenton's apartment communities

Apartment Communities	Year Built	Total Units	Available Units*	Age Restricted	Income Restricted
Moffett Manor	2007	98	0	Senior (55+)	50% & 60% AMI Programs
Steeplechase	2000	56	0	Senior (55+)	50% & 60% AMI Programs
The Oaks	1996	111	0	Senior (55+)	50% & 60% AMI Programs
Highland Commons	1994	96	0	No	50% & 60% AMI Programs
Warrenton Manor	1985	98	0	Senior (55+)	30%, 50%, 60% & 80% AMI Programs
Academy Hill	1983	31	0	No	USDA Section 515 Rental Program
Victoria Gardens	1979	24	0	None	None – Market Rate
Totals		514	0		

\*Per Apartments.com results taken on 4/4/24

# CURRENT RENTAL ENVIRONMENT

## 2) SINGLE FAMILY OR CONDO RENTAL DWELLINGS

- Per a 4/4/24 search, there were eight (8) rental units available for immediate occupancy in single family rentals and condo buildings
- With the exception of a single unit built in 2006, all available units are 30+ years old

Unit Type	Condo Apartment	Townhomes	Houses	Total Units
1-Bedroom	2 Units \$1,500 (1975) \$1,665 (1949)			2
2-Bedroom		3 Units \$1,600 (1993) \$1,750 (1975) \$1,750 (1980)		3
3-Bedroom			2 Units \$1,695 (1978) \$2,875 (1986)	2
4-Bedroom			1 Unit \$3,500 (2006)	1
Totals				8 units

\*Per Zillow.com results taken on 4/4/24

# RENTAL SUPPLY VERSUS DEMAND

## RENTAL SUMMARY

- Assuming current growth trends (i.e. “status quo” with no increased growth plan), the Warrenton rental market area will have a rental housing demand of 1,100 units between 2022 and 2027\*
- As of 4/4/24, there were eight (8) available rental dwelling units in all of Warrenton and only one pipeline apartment community in the market (Vint Hill Lofts, 183 units)

Demand: 1,100

New Units: 183

**Rental Shortage: 917** This number will go up significantly if Warrenton continues to encourage live/work/play environments that will attract new companies and additional renters

## ■ WHEN PEOPLE CAN'T FIND HOUSING IN WARRENTON...

- The new commercial amenities and services that are so desired by the existing community are not fiscally achievable without the economic improvement generated by an increase in residents
- Not only will new and improved retail not come to Warrenton, existing retail will continue to decline and deteriorate
- Consumer spending is trending down, commercial vacancy is trending up – these trends will continue
- Existing retailers will continue to see diminished business activity, leading to potential viability concerns
- New potential retailers will choose alternative destinations outside of Warrenton







# WARRENTON POPULATION & EMPLOYMENT GROWTH

- Warrenton's population has remained relatively stagnant over the last 15 years
- An increased growth rate is not anticipated going forward
- Lack of growth is largely due to lack of available housing
- Warrenton's employment increased by 574 jobs between 2006-2019—a growth rate of 0.4% per year
- Over that same period of time, the Northern Virginia Region increased its jobs by 1.9% annually—**nearly five times the Town's growth rate**




Year	At-Place Jobs	# Change	% Change
1990	4,830		
2000	6,670	1,840	38.1%
2010	9,622	2,952	44.3%
2011	9,721	99	1.0%
2012	9,784	63	0.7%
2013	9,829	(28)	(0.3%)
2014	9,831	47	0.5%
2015	9,857	(34)	(0.3%)
2016	9,891	60	0.6%
2017	9,898	69	0.7%
2018	9,949	51	0.5%
2019	10,038	89	0.9%
2020	10,043	5	0.1%
2021	10,174	131	1.3%
2022	10,197	23	0.2%
2023	10,274	77	0.8%
2024	10,351	77	0.8%
2025	10,428	77	0.7%

\*Source: [Worldpopulationreview.com](http://Worldpopulationreview.com)

## ECONOMIC IMPACTS

-  The Market and Fiscal Impacts Analysis performed by S. Patz & Associates, Inc. concluded the following:
  -  The project will have a Net Fiscal Benefit to the Town of Warrenton—meaning that the taxes generated by the project (both direct and indirect) will outweigh the capital expenditures connected with the project
  -  At full buildout, residents will generate \$26.4M in direct annual consumer expenditures (i.e. business activity)
  -  The project, along with the increased business activity that it generates, will yield 476 new full-time jobs in the community

## AFFORDABLE DWELLING UNITS

-  In accordance with the Plan Warrenton 2040 guidelines, the proposal conditions that 10% of all units will be leased to households earning less than 80% of AMI and rents will be capped at 80% AMI rental rate limits
-  80% AMI income and rent limits are defined as the current Fauquier County Area Median Income published by the U.S. Department of Housing and Urban Development (HUD)
-  10% of the units within each individual residential block will be allocated as affordable dwelling units



# ARCHITECTURE

# WARRENTON VILLAGE CENTER DESIGN STORY

WARRENTON, VIRGINIA | FEBRUARY 14, 2024





## DESIGN OBJECTIVE

To transform the existing Warrenton Village retail center into a thriving, walkable, mixed-use, community destination with a sense of place that celebrates the character of Warrenton, while introducing a new, fresh, modern aesthetic.

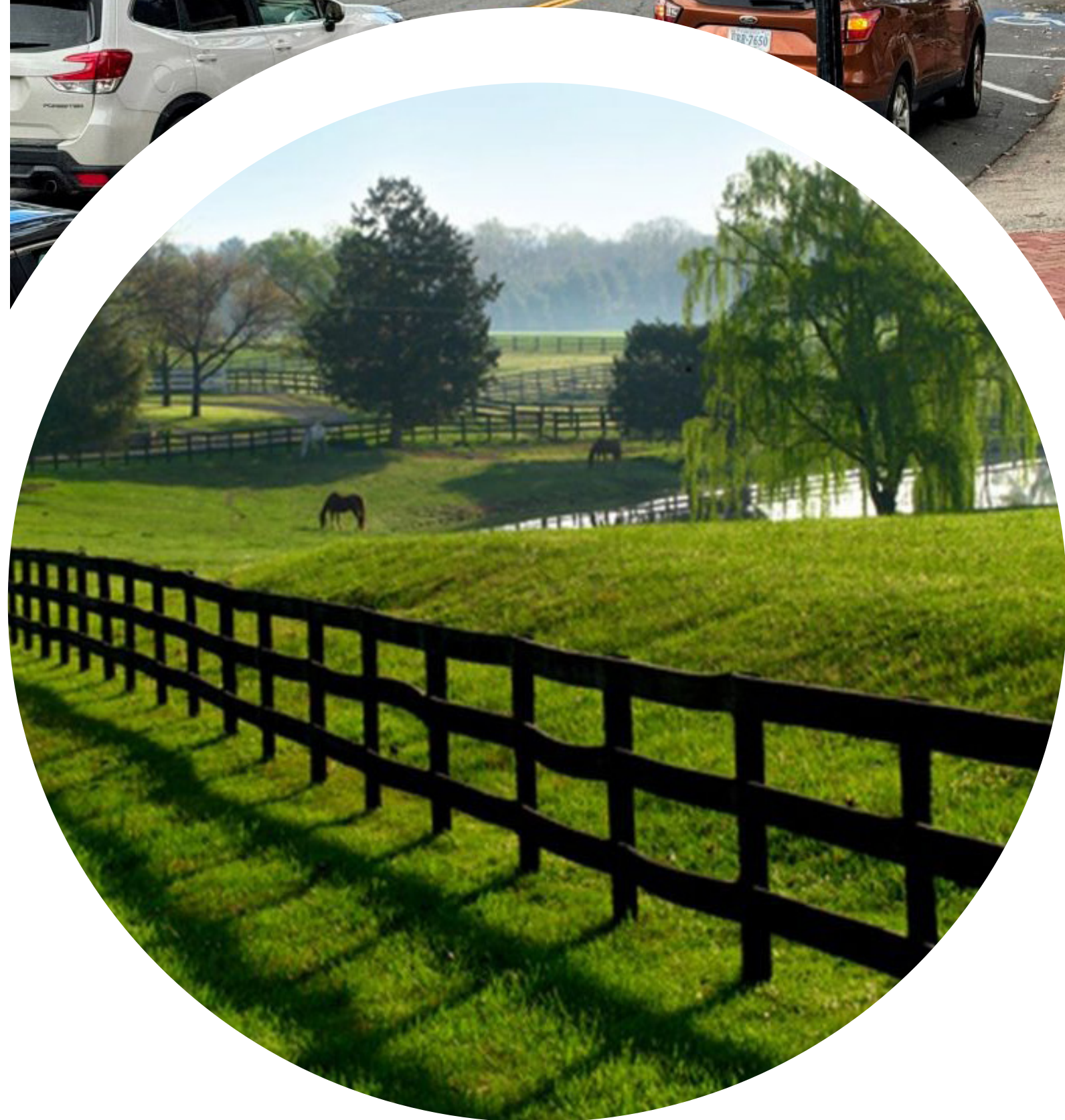




## DESIGN IMPLEMENTATION

- Purposeful integration of new buildings to create a Live/Work/Play community in line with the goals of the 2040 Warrenton Plan.
- Revitalization of the existing retail with new public gathering spaces, pedestrian connectivity, reduced vehicles speeds, a new Central Plaza for village events, enhanced green spaces, and activated streetscapes.
- Fusion of a new contemporary aesthetic with the warmth of local and historical design influences.

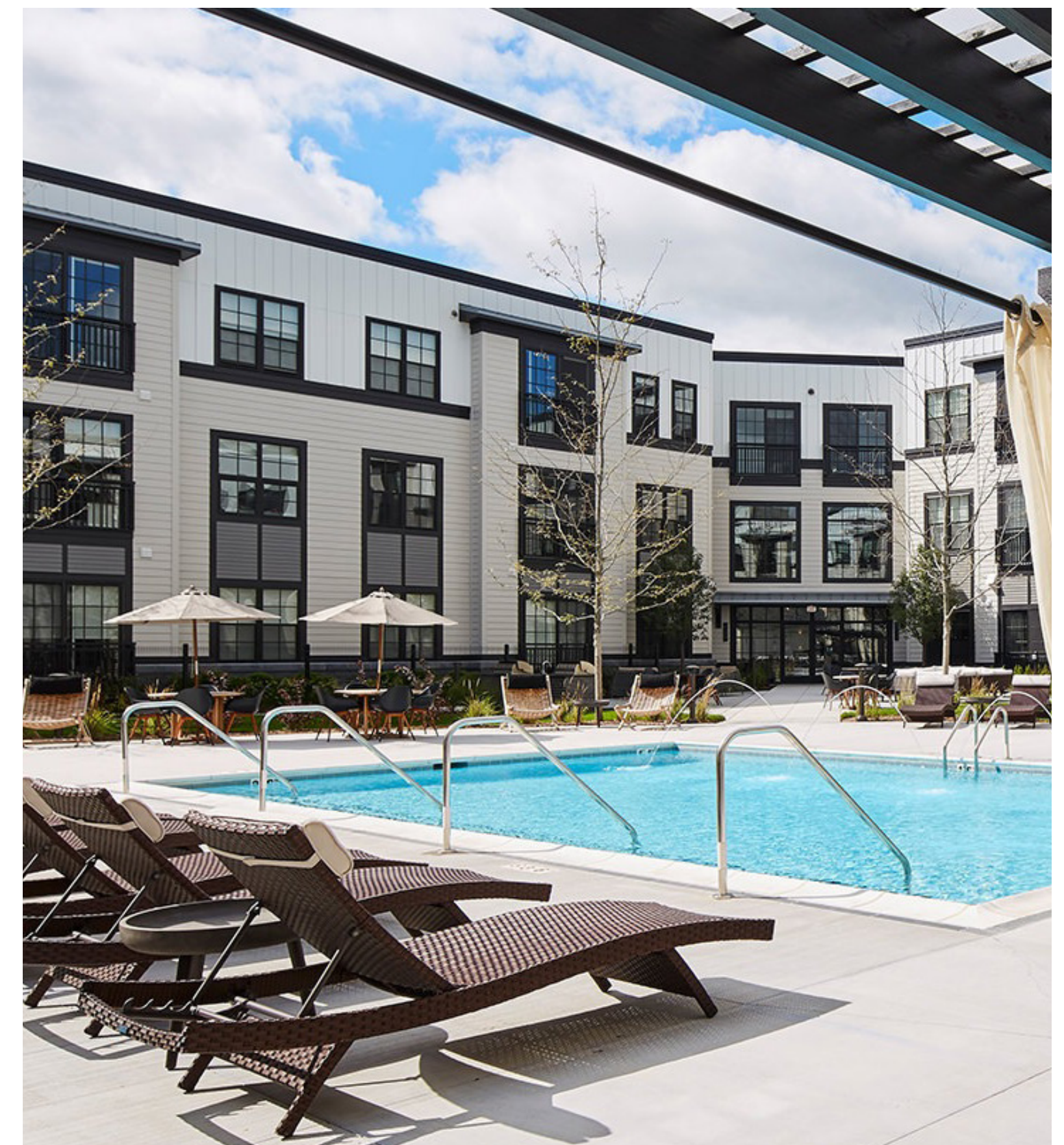




## WARRENTON CONTEXT

- Historical downtown Warrenton provides inspiration with its textures of brick and stone, dark metal accents and awnings, historical lighting fixtures, traditional lap siding, classic masonry banding and detailing, large windows with dark mullions, and pedestrian friendly streetscapes.
- The greater Warrenton area has deep equine and agricultural industry roots, featuring iconic horse farms and celebrated bucolic landscapes. Inspirations include classic equestrian design features, rich colors and textures, dark metal accents, warm woods, and farmhouse inspired lap siding and stone.





**DESIGN APPLICATION**  
Warrenton's past becomes Warrenton's future. The rich palette of historic materials, textures, and architectural details are reclaimed with a fresh perspective and contemporary context.



# RESIDENTIAL DESIGN

The three and four story massing of the residential development is designed to emulate the scale of a walkable town center. A clean, light modern aesthetic is grounded with rich masonry and architectural detailing. The street level is activated with resident access, generous sidewalks and rich landscaping. The articulated façade and generous fenestration break down the scale of the buildings and create visual interest for pedestrians.



## MATERIALS

- Stacked stone
- Masonry with banding and detailing
- Exterior reveal panel system
- Classic lap siding
- Brick masonry with contemporary color palette
- Wood tones to infuse warmth





## ACCENT FEATURES & STREETScape

- Metal accents & awnings
- Equestrian inspired light fixtures
- Large windows with dark mullions and lintels
- Architectural detailing to provide visual interest at pedestrian level
- Residential street level entries activating the sidewalk
- Pedestrian Connectivity
- Walkable Environment





Leasing/Entry



Clubroom



Fitness



Co-Working



Color Palette



Mailroom

**INTERIOR DESIGN CONCEPT**  
Urban Farmhouse aesthetic blends classic, timeless materials and natural textures with crisp, clean lines, neutral color palettes and light, open spaces. Old is blended with the new to provide spaces that are comfortable and approachable with a nod toward the trends of tomorrow.





## SIGNAGE

Signage and wayfinding are designed to combine key historical elements or notable community themes with clean, sophisticated materials, fonts and applications, bridging the old and the new.





# RESIDENTIAL BLOCK 1

*Leasing entrance at intersection of Oaks Springs Drive & Hastings Lane*





# RESIDENTIAL BLOCKS 1 & 2

*View from intersection of Oaks Springs Drive & Hasting Lane  
\*Block 1 (Apartment Bldg.) on right; Block 2 (2-Over-2s) on left*





# RESIDENTIAL BLOCK 1

*View from intersection of Oaks Springs Drive & Broadview Avenue*







# RESIDENTIAL BLOCK 1

*View from Broadview Avenue entrance into Warrenton Village Center*





# RESIDENTIAL BLOCKS 1 & 2

*View from Hastings Lane out towards Oaks Springs Drive entrance  
\*Block 1 (Apartment Bldg.) on left; Block 2 (2-Over-2s) on right*







# RESIDENTIAL BLOCK 1

*View from within Center out towards Broadview Avenue entrance  
\*Block 1 (Apartment Bldg.) on right; Block 3 (Townhomes) on left*





# RESIDENTIAL BLOCK 2



*View from Oak Springs Drive*





# RESIDENTIAL BLOCK 3



*View from Broadview Avenue*



# RESIDENTIAL BLOCK 3










*View of townhomes from within the Center*



# PUBLIC IMPROVEMENTS



# LIST OF IMPROVEMENTS FOR PUBLIC USE & BENEFIT

-  Central Plaza
-  East & West Plazas
-  Dog Park and Picnic Area
-  Oak Springs Drive Pedestrian Crosswalks
-  Completion of outer sidewalk ring around Warrenton Village Center
-  Internal pedestrian system – sidewalks, crosswalks, wayfinding, vehicle slowing measures
-  Hastings Lane extension

# CENTRAL PLAZA



*Bird's eye view of Central Plaza*





# CENTRAL PLAZA



*Alternate bird's eye view of Central Plaza (Note Blocks 1 & 2 in background)*





# CENTRAL PLAZA

*View of splashpad at Central Plaza*







# CENTRAL PLAZA



*Ground level view of Central Plaza*





# CENTRAL PLAZA



*Ground level view within Central Plaza (Note Blocks 1 & 3 in background)*





# CENTRAL PLAZA



Ground level view of pedestrian access to Central Plaza (Note Block 3 in background)





# CENTRAL PLAZA



*Ground level view of Central Plaza*



# WEST PLAZA



*Ground level view of West Plaza*





# EAST PLAZA



*Ground level view of East Plaza*