

# Vision Examples

1. Reston - A New Town on the Metro Silver Line
2. Vision for Reston's Silver Corridor
3. Overall Vision for Tysons
4. Vision and Goals - Woodmont Triangle
5. The Future of Bethesda
6. Mount Vernon Square District

# RESTON, VIRGINIA

A New Town along the Metro Silver Line

## VISION

Reston will be a complete New Town designed for the 21<sup>st</sup> century with a balance of jobs and housing connected to the Washington Region and an international airport by the Metro Silver Line. The center of Reston will be a dynamic, linear transit oriented neighborhood linked together by three Metro stations that provide connectivity from east to west and north to south. This New Town will include a broad mix of regional retail in the Town Center, and local retail in the three Metro station areas and the village centers. Employment opportunities will include a mix of international and national corporations, national associations, centers for advanced technology, research and development companies, as well as and local services. Institutional uses will include a major hospital center and several universities. A full range of housing choices will be provided for all incomes. Cultural, educational, recreational and the natural environment will be a focus of the Reston New Town.

## PRINCIPLES

Planning for future residential and commercial development and redevelopment will consider Reston as a comprehensive unit. Projects will be evaluated based upon their ability to apply the planning principles, as well as the specific impacts of individual projects on the surrounding neighborhoods. The following principles provide guidance for development of Reston in the 21<sup>st</sup> century.

### 1. **Strive for excellence in planning, urban design, and architecture**

Endeavor to ensure that development and redevelopment will be of the highest caliber in terms of planning, design, compatibility, and livability. Design redevelopment areas as integral parts of the larger community rather than as stand-alone projects. Integrate public art into new development and redevelopment projects. Provide an appropriate balance of jobs and housing in Reston as a whole.

### 2. **Plan for environmental sustainability and green technology**

Protect the integrity of natural resources by making conservation and restoration essential and unique features of community building. Require high standards for green neighborhoods and building practices for all public and private development, incorporating green technology into their design. Preserve environmentally sensitive areas as a central planning principle. Enhance and preserve public and private open space areas including woodlands, meadows, lakes, ponds, streams, wildlife habitat, drainage and catchment areas, and other environmentally sensitive areas. Provide corridors for movement and habitats of wildlife in natural open space areas. Apply planning and design practices that provide for the best storm water management practices, eliminate invasive plants,

preserve mature trees, reduce imperviousness, provide significant tree canopy, and encourage energy conservation.

**3. Balance land use with infrastructure**

Phase and fund the expansion and modification of all modes of transportation and other infrastructure such as schools and public facilities concurrently with development. Convenient interconnectivity must be assured within the transit corridor as well as between it and the rest of Reston and across major roads, including the Dulles Toll Road. Public and non-motorized transportation should be encouraged.

**4. Concentrate development near transit**

Locate the highest densities for residential and commercial development in the three rail station areas and the Town Center. The densities should step down from the Reston Parkway Station area and the core of the Reston Town Center, to the Wiehle Avenue and Herndon-Monroe station areas, and to the village centers. Incorporate transit oriented development strategies to reduce dependence on the automobile. Support the opportunity for future air rights development to provide additional crossings of the Dulles Toll Road, to enhance access to the rail stations and to link north and south Reston.

**5. Maintain the Reston Town Center as an active central place**

Continue to develop the Town Center as an integrated and vibrant urban center for Reston and the region. Encourage mixed-use development. Concentrate the highest densities, transportation facilities and a mix of uses in the Town Center.

**6. Transform the rail-transit corridor**

Transform the rail-transit corridor from the existing industrial and office area into a linear neighborhood within Reston. Link the three transit station areas by rail, the Dulles Toll Road, Sunrise Valley Drive and Sunset Hills Road, a grid of streets, circulator buses, shuttle buses, sidewalks, and bikeways and trails. Each of the transit station areas should have a distinct role. The linear transit corridor should include plazas and mixed-use centers at each rail station. There should be a mix of retail, advanced education, government services, diverse housing opportunities, employment options, and cultural and recreation attractions. Incorporate active and passive open space into the corridor.

**7. Create, Augment and Enhance the Village Centers**

The village centers will serve as important building blocks of the Reston community, and they should be a focus of each neighborhood. They should include a mix of retail, housing, community buildings, central gathering places, and provide a limited amount of employment. Redevelopment and new development should be pedestrian-oriented and provide adequate transition to the surrounding neighborhoods. Pedestrian and bicycle trails and convenient public transportation options, such as regular shuttle buses, should link the village centers to each other, to the Town Center, and to the transit stations.

**8. Maintain the character of the existing residential neighborhoods**

Maintain the existing residential neighborhoods, which include a variety of housing types and serve all income levels. Provide adequate transitions between new development and adjacent existing neighborhoods to maintain the essential character of the neighborhood. Provide traffic calming measures, residential parking permit programs and street lighting to preserve the traditional character and safety of residential neighborhoods.

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**9. Provide diverse housing opportunities**

Continue to accommodate people of all ages, ethnicities, physical abilities, and economic circumstances, as well as families of all sizes and stages.

**10. Connect the Reston community**

Enhance the intra-community accessibility by providing and augmenting a wide range of high quality transportation options and facilities including roads, bridges, sidewalks, bikeways, trails, and transit services that link activity centers, open spaces, parks, schools and recreational facilities. Provide frequent and visible transportation connections to the new rail stations and strengthen the local feeder/circulator bus system including linear Town Center service. Use transportation management strategies to reduce the reliance on the automobile.

**11. Provide high quality, active public open space**

Expand and enhance the quality of publicly accessible and active open space through development and redevelopment. Active public open space in the transit corridor should include public plazas, outdoor recreational facilities, bikeways and trails. Active public open space does not include paved areas for vehicles or private spaces closed to the public. The Town Center, transit station areas and village centers should include a variety of active public spaces such as plazas for entertainment and spaces for small playgrounds. All such areas should be designed and managed to attract residents, office workers and visitors by offering a variety of activities in an attractive setting. Recreation areas outside the transit corridor, such as ball fields and golf courses, should be preserved and enhanced.

**12. Emphasize transit oriented development**

Enhance the character of the streets, open spaces and buildings - the public realm - by providing buildings with active fronts on streets and avoiding the use of parking structures and surface parking lots in the front of buildings facing streets. The public realm should be designed to encourage pedestrian travel and safety. Incorporate and adhere to the Transit Oriented Development principles adopted by Fairfax County.

**13. Address economic needs**

Provide sufficient incentives to encourage property owners to pursue appropriate redevelopment opportunities, including making proffers that benefit the community in order to create the transit and pedestrian-oriented, mixed-use environment desired for Town Center, the rail station areas, and the village centers. Timely completion of infrastructure by State and County authorities and private developers with development is critical to promoting development and to protecting residents from adverse impacts from development.

**14. Encourage public participation**

The cumulative impact of development and staging redevelopment should be assessed and evaluated by the community and Fairfax County. Meaningful community review of new projects will be a hallmark of the public participation.



# RESTON'S SILVER CORRIDOR

## VISION FOR RESTON'S SILVER CORRIDOR

The Metro Silver Line and the growth planned along its path through Reston will convert the great barrier between north and south into part of a dynamic linear village complete with cultural, educational, recreational and natural amenities intertwined with significant, well-designed residential, office, hotel and appealing retail development. The silver corridor thus dynamically joins the formerly separated parts of Reston. The corridor goes from Monroe Street on the west all the way to Hunter Mill Road on the east, bordered along the south by a grand, green boulevard—Sunrise Valley Drive.

The plan calls for a transition to a true linear community along the Metro Silver Line with great connectivity from east to west and north to south, as well as grids of streets assuring safety and comfort for walking and bicycling as well as motor vehicles for internal flow. To achieve this miracle of easy movement within and linking to the larger Reston community, the plan calls for several crucial north-south connections for pedestrians, bicycles and motor vehicles as well as bicycle and pedestrian paths and trails winding through the linear village connecting to the W and OD trail and Reston's marvelous pathway system. The Reston Silver Line Corridor will include a robust internal circulator bus service as well as bus lines serving the broader community.

# OVERALL VISION TYSONS

Imagine the future Tysons as a different, better place than today. Clusters of high density buildings surround the four Metrorail stations, and tree-lined streets connect neighborhoods. This vision for Tysons is not just about tall buildings. It is about creating a place in which people are engaged in their surroundings and a place where people want to be. Imagine seeing people at sidewalk cafes, walking or jogging down tree-lined boulevards, enjoying public art and outdoor performances, and playing in the parks. Over the long term the vision calls for:

- 75% of all development to be located within an easy walk (1/2 mile) of Metro;
- An urban center that could include 200,000 jobs and 100,000 residents;
- A jobs/housing balance of approximately 4.0 jobs per household;
- A sustainable Tysons with restored streams, a green network of public parks, open spaces and trails, and green buildings; and
- A redesigned transportation system with circulator routes, community shuttles, feeder bus service, and vastly improved pedestrian and bicycle routes and connections.

## GUIDING PLANNING PRINCIPLES

The vision for Tysons is grounded in the following Guiding Planning Principles.

1. Move Tysons forward within its existing boundaries as the employment and commercial economic engine of the region and an expanding contributor to the tax base of Fairfax County.
2. Retain compatible transitions at the edges to adjacent neighborhoods through a combination of use, intensity, scale and/or building heights.
3. Transform Tysons from a suburban office park and activity center into a 24/7 urban center marked by the diversity of residents and workers, a wide range of ideas, opportunities, and activities, the quality of buildings, aesthetics, and open spaces, and connections and accessibility for all.
4. Reduce the time, cost, and inconvenience of accessing and moving within Tysons by promoting a functional and accessible system of pedestrian walkways, trails, shuttles, bike routes, a grid of streets, transit connections, and standard principles of trip reduction.
5. Reduce the suburban focus on isolated buildings, surface parking and moving vehicles through Tysons to somewhere else and connect new buildings, urban parks, structured parking, and pedestrian and bicycle accommodations to form engaging streetscapes and connected neighborhoods.
6. Attract mixed use transit-oriented development and private investment to Metrorail station areas and transit connection locations throughout Tysons, including increased housing supply, choices, and price points, service opportunities, and office space.

7. Engage people, communities, institutions, and the private sector with government to include in Tysons the distinctive architecture, civic focal points, cultural and educational institutions, places of worship, medical facilities, entertainment and recreation, libraries, and public safety facilities that mark environmentally sound, safe and inclusive urban communities.
8. Respect the unique natural features and topography of Tysons in all plans, expand useable and publicly accessible open space and improve the existing natural environment.

## THE FRAMEWORK TO TRANSFORM TYSONS

The guiding principles provide a framework for the future of Tysons – one that envisions a highly livable place for residents, employees and visitors. The framework includes six elements that are essential to future development. While the exact details of each element will evolve over time, none can be ignored and all must be in place and working together for the vision to be realized. The six elements of the framework are described below.

1. **Creating a people-focused urban setting.** The Tysons of tomorrow will be a place for people. A people-focused urban setting will be created by providing mixed use, transit-oriented neighborhoods that promote pedestrian, bike, and transit use. The new transportation and land use concept for Tysons creates a people-focused urban setting by:
  - Encouraging Transit-Oriented Development (TOD)
  - Improving the Jobs/Housing Balance
  - Providing Diverse and Affordable Housing
  - Creating Defined Neighborhoods
  - Protecting the Edges
  - Incorporating Community Benefits
  - Creating Excellence in the Public Realm
2. **Redesigning the transportation network with a strong focus on transit.** The creation of a multi-modal transportation system within Tysons will provide diverse and accessible transportation choices. The choices will encourage people to walk, bike or take transit to destinations within Tysons. Ultimately, Tysons could be a place where owning a car may be unnecessary and certainly not essential. The transportation network should:
  - Encourage Mobility within Tysons
  - Establish and Construct a Grid of Streets
  - Create a System of Circulators
  - Promote Regional Connectivity
3. **Placing a strong focus on the environment.** The plan to transform Tysons recognizes the long-term value and importance of protecting and enhancing the environment; this can be achieved through such goals as reducing greenhouse gas emissions, restoring streams, encouraging sustainable development, and promoting the efficient use and conservation of resources. Some key features of environmental stewardship are:
  - Low Impact Development Techniques to Control Stormwater
  - Supporting the Creation of Environmentally Sustainable Buildings

- Creating a Network of Parks, Open Spaces and Trails
  - Conservation of Resources such as energy and water
4. **Developing a vibrant civic infrastructure.** The transformed Tysons will include facilities and programs for arts and culture, recreation and education. These will be part of the essential fabric of a livable Tysons, and should be included in the initial planning for new development. Such facilities and programs should:
- Build upon Educational Excellence
  - Provide Urban Recreation Facilities within Tysons
  - Meet the Community's Needs for Cultural and Arts Facilities
  - Provide Public Art for Public Places
5. **Enhancing Tysons as the County's major employment center and regional economic engine.** Fairfax County is the heart of the Washington area technology sector and Tysons is its economic and employment center. Further, Tysons is one of the nation's largest employment and retail centers. The transformed Tysons is expected to continue to generate significant increases in revenues to the county from real estate taxes, sales taxes and business licenses. The County should continue to capitalize on Tysons' growth as a regional economic engine.
6. **Creating an implementation strategy that provides the flexibility, accountability, and resources necessary to achieve the vision, including the creation of an entity to focus on implementing the vision for Tysons.** A strong implementation strategy will make the vision of a transformed Tysons a reality. The implementation strategy should specify an approach that guides and coordinates individual projects with the phasing of urban infrastructure and community benefits that are necessary to achieve the overall vision. The balancing of opportunities for development with needs for appropriate infrastructure will provide certainty for landowners as well as county residents that the vision will be implemented as desired. The implementation strategy should include:
- Detailed planning that links infrastructure provision with development
  - Creation of an implementation entity
  - Establishment of a funding strategy for public infrastructure

## **ACHIEVING THE VISION**

The vision of the future Tysons is one of greater density, a synergistic mix of uses, more pedestrian and transit friendly, and sustainable in design and function. This new Tysons will be highly attractive with residential communities where people will want to live, raise families, and retire. Tysons will be an active 24-hour place, providing a variety of residential, office, retail, civic and entertainment uses that will attract tourists and other visitors. Pedestrian-friendly connections and frequent transit service will enable people to move easily within Tysons or to other portions of the region on Metrorail's Silver Line. High quality parks and open space will give people a variety of places to gather and socialize.

The auto-oriented streets of Route 7 and Route 123 will be transformed to tree-lined boulevards designed to calm traffic through the most urban parts of Tysons while still moving

traffic. People will be able to walk or bike safely within Tysons to nearby businesses. Circulator routes will provide frequent transit access to almost all areas within Tysons. These elements will constitute a new and forceful example of how to realize automobile trip reduction.

### **Planning Horizon**

While the transformation of Tysons is expected to occur over a period of 40 or more years, this iteration of the Plan focuses on a 20 year period of redevelopment. This initial increment of growth should prioritize high-intensity, mixed use projects located near the Metro stations that will take full advantage of the investment in rail transit. Development occurring during this time period should also significantly advance the urban street grid, parks and open space, and public facilities that will provide a framework for growth that will occur beyond 2030. Development, infrastructure, and public facilities should be monitored regularly and subsequent planning efforts should continue to move Tysons toward the ultimate vision.

## VISION AND GOALS - WOODMONT TRIANGLE

### VISION

This Amendment envisions the Woodmont Triangle Study Area as a vibrant urban, mixed-use neighborhood that emphasizes residential small-scale retail, the arts and public amenities. One-of-a kind small-scale specialty retail stores, art galleries and studio space, and people strolling on pedestrian-friendly local streets characterize this neighborhood.

### GOALS

The goals of this Amendment include the following:

- **Housing** – Provide opportunities to increase the supply of housing to serve a variety of income levels.
- **Small-Scale Retail** – Provide opportunities to retain existing businesses and expand opportunities for new businesses.
- **Arts and Entertainment District** – Enhance the existing public arts programs in the Bethesda CBD and provide opportunities for both the visual and performing arts.
- **Safe and Attractive Streets** – Focus on improving the safety and character of the existing streets. Establish Norfolk Avenue as the main street in the Woodmont Triangle Study Area.
- **Public Amenities** – Increase the flexibility in providing the public use space through the Optional Method of Development by allowing off-site and on-site fulfillment of this requirement, and by identifying a list of priority public amenities.

# THE FUTURE OF BETHESDA

## 1.1 VISION

The future Bethesda will be a bustling downtown ringed by quiet neighborhoods, where residents can watch a play or visit an artist's studio, eat at an ethnic restaurant or sit at an outdoor café, meet friends while shopping on the main street or the farmers' market, listen to a band concert in summer or ice skate in winter in the center of town. They can catch the Metro to the nation's capital or walk to work on brick sidewalks under leafy trees.

Bethesda already has many of the elements of this vision. It is a mature suburban downtown for Bethesda-Chevy Chase and southern Montgomery County; a major concentration of office employment; a regional destination for restaurants, specialty goods, and services; a neighborhood convenience shopping center; a government services and educational center, and a transportation hub. Bethesda is fast becoming both a prime urban residential neighborhood and a focus for culture and the arts.

This Sector Plan is a fine-tuning of earlier Sector Plans, a reevaluation of original goals and the resulting environment rather than a radical change of direction. Consistency of County policy helps create a community that is confident in its future and whose citizens are committed to improving that community. (See Figure 1.1, Aerial of Downtown Bethesda.)

Much of the Core development around the Metro station is in place. While preserving what is successful, the Plan provides opportunities for new development. A key component of the Plan is to complete the Metro Core, still intended as the focus for most intense development, with high-quality infill structures, green open space, and streetscape improvements such as trees, special paving, and seating. The Plan expands its vision to include commercial and residential districts surrounding the Core. It aspires to give each a distinctive character through less intense redevelopment and incremental improvements, while knitting them together into a complete fabric.

The vision includes expanded opportunities to live in the downtown in a variety of settings, from single-family neighborhoods to high-density apartments, at varied price ranges. The Plan also preserves surrounding neighborhoods, which contribute to a sense of continuity and community.

Bethesda will continue to play a major role in regional and local markets. The Plan seeks to increase the diversity of employment and shopping opportunities to serve current and future workers and residents. The strong retail sector, with its special shops and restaurants, is expected to expand, reinforced by cultural spaces and activities. The Plan endorses the concept and vision of Bethesda as a "cultural district."

**Mount Vernon Square District**  
Washington, D.C.

**Project Goals**

The project will include an analysis of Mount Vernon Square District with the following goals in mind:

- Creating a destination that attracts visitors from the Convention Center, Downtown, the National Mall and other neighborhoods in the city
- Creating value through strategic public investments that will benefit the District's investment in the area, surrounding properties- existing and proposed, and the adjacent neighborhoods
- Enhancing the rich physical and cultural heritage of the surrounding neighborhoods
- Integrating with the city's transportation network via inter-modal connectivity and improved pedestrian access
- Building a compelling "great place" through unique public space design, programming and adaptive reuse

**Reston Vision**