

## Telling the Tysons Story

### *Presentation Outline for July Public Workshops* \*\*\*\*draft\*\*\*\*

*Note: the following is a work in progress. The outline is designed to read like a book - with each "chapter" being a different length. Some are brief - one slide, quick overview - and others require more details - multiple slides with a more in-depth narrative. The specific content of the slides will be modified as the analysis becomes complete.*

#### Theme/Question to Answer:

What will the new Tysons Corner be like? How can Tysons grow into a world-class center without being strangled by traffic? Changing Tysons from an "edge city" to a "real city" means enhancing its economic development while borrowing from the best examples of marrying new transit investments with development from around the world.

How is the dream of a better Tysons, a more walkable Tysons being achieved with the Test Scenarios?

The Task Force principles provide a measure to help answer those questions and see how the Test Scenarios perform. When we started we didn't expect the Test Scenarios to work well - they are crash test dummies for us to learn from. The purpose of the Test Scenarios is to explore the impacts of three extreme patterns of growth. We have more testing and refinement before us to get to a consensus on a great plan.

Based on the feedback we get from the community and the Task Force we will take the "best bits" of the Test Scenarios forward and develop two "advanced scenarios" for further refinement and testing between now and November.

#### Chapters in PPT

1. Overall process - where are we now / what are we going to do
  - Community Dialogues
  - Stakeholder interviews
  - Six planning workshops - March '07
  - Test & refine 3 test scenarios
  - Three planning workshops - this week
  - Test & refine 2 advanced alternatives - July - November
  - Community workshop on implementation - September
  - Community workshops -December '07
  - Test & refine preferred alternative - December - January '08
  - Recommendations - early '08
2. Path to 21<sup>st</sup> Century Tysons
  - Task Force Principles set the direction
    - i. Focus growth within Tysons & around transit
    - ii. Mix of uses for an active 24-hour place

- iii. Increase connectivity & walkability
  - iv. Preserve & enhance natural features
3. Where are we trying to end-up
    - In March you said the new Tysons should be
      - i. Different kind of place - more walkable, more mixed-use, more open space ...
      - ii. Happily you have great examples to learn from through out the DC region
    - DC examples
  4. Scenarios by the numbers
    - Residential
    - Total
    - People
  5. Process to create test scenarios
    - In March we asked community to allocate growth and tell us what was important
    - From that we had guidance to build 3 Test scenarios
  6. Going Beyond Classical TOD
    - Looked at TOD best practice
    - Beyond circles of growth in Comprehensive Plan
    - 3 different spatial models
    - test in relation to Comprehensive Plan
  7. Test Scenarios
    - Purpose of test scenarios is to explore three extreme patterns of growth
    - Crash-test dummies - not designed to survive the analysis
    - Not expected to work well
    - More refinement necessary
  8. Test Scenarios
    - Global / National / Regional Best Practice
    - A - Hierarchy of TOD & transit
    - B - Classic wedding cake TOD
    - C - Extended TOD
  9. Asking you to help us go the next step
    - Take these 3 and go down to 2
    - What gets decided now / later
      - i. Now
        1. go to smaller set of alternatives (from base + 3 Test Scenarios to 2 Advanced Alternatives)
        2. narrow the range of growth we are planning for
        3. input on transportation
      - ii. later
        1. finalize growth range

2. define preferred alternative
3. land use map
4. urban design guidelines
5. comprehensive plan changes
6. transportation package
7. implementation

10. Adding More Detail

- Plan for Tysons will need to reflect its scale & complexity
  - i. Transportation / land use
  - ii. Urban design / open spaces
- Neighborhoods of Tysons

11. Walkable districts ....

12. 21<sup>st</sup> Century Tysons: many places

- One plan with a series of unique parts
  - i. Working Tysons
  - ii. Living Tysons
  - iii. Shopping Tysons
  - iv. Playing Tysons
- Each area with its own mix

13. 21<sup>st</sup> Century Tysons: many connected places

- Like different rooms in your house
  - i. may use all of your house, but not at the same time
- Need to design
  - i. each "room" for its unique needs
  - ii. how the rooms connect to each other to make a house
- rooms help to understand parts of Tysons
  - i. rooms to start to break Tysons down into a more manageable scale for planning and analysis
  - ii. Basis to describe the results

14. 21<sup>st</sup> Century Tysons: a very big place

- Depending on the Test Scenario "people" in Tysons range from 212,000 to 343,000 (all jobs and population)
- Chart w/ jobs / residents for each

15. 21<sup>st</sup> Century Tysons: many livable places

- Think of Tysons as an 8 room house
  - i. 4 rooms with Metro
  - ii. 4 rooms w/o Metro
  - iii. each room has its own personality, varies between scenarios

16. 21<sup>st</sup> Century Tysons: many compact places

- a series of places
  - i. A room with Metro might have \_\_\_ jobs & \_\_\_ residents
    1. equivalent of \_\_\_\_\_ (DC region example)

- ii. Zoom into the area within a 3 to 4 minute walk of the station there might be roughly 13,000 jobs and 7,000 residents all --- use visualization here

#### 17. The Test Scenarios

- Map of each
- Common characteristics
  - i. Focus growth around transit stations
  - ii. Protect the neighborhood on the edges
  - iii. Create mixed use centers

#### 18. Test Scenarios - A - Hierarchy of TOD & transit

- Allocates more growth around Metro stations and along high quality, frequent transit circulators.
- Main street environment on two streets that parallel Leesburg Pike.
- Many non-TOD locations absorb high levels of development because of the overall high development goal.
- Chart: total residents / jobs; TOD / non-TOD
- Scenario concept map
- Photos illustrating unique design character elements

#### 19. Test Scenarios - B - Classic wedding cake TOD

- Density concentrated around the Metro stations and tapers off as you move away from the station.
- Green network of green streets, parks and open space
- Chart: total residents / jobs; TOD / non-TOD
- Scenario concept map
- Photos illustrating unique design character elements

#### 20. Test Scenarios - C - Extended TOD

- Density focused around transit stations, with secondary TODs providing residential and local retail services.
- Mixed-use walkable streets connect the larger TODs with the smaller secondary TODs to extend the TOD catchment
- Chart: total residents / jobs; TOD / non-TOD
- Scenario concept map
- Photos illustrating unique design character elements

#### 21. Understanding the analysis - risk of planning by numbers

- Not everything that can be counted counts
- Staggering around of data
- Going from data to knowledge

#### 22. Transportation Testing - up to 6 slides

- Told you in March we did not know if the future transportation system could handle as much growth as we are testing
- Built a future system to use for testing - description, characteristics

- 23. What did the testing tell us
  - How much growth can come to Tysons and have the new Tysons work
  - Tried to look at “working” 5 different ways
    - i. Getting to and from Tysons
    - ii. Getting around in Tysons
    - iii. Creating active places
    - iv. being a good neighbor
    - v. Need for public facilities
  
- 24. Getting to and from Tysons - up to 2 slides
  - .....
  
- 25. Getting around In Tysons - up to 2 slides
  - .....
  
- 26. Creating active places - up to 2 slides
  - .....
  
- 27. Being a good neighbor - up to 2 slides
  - .....
  
- 28. Need for public facilities - up to 2 slides
  - .....
  
- 29. .... next steps / synthesis / assignment for working groups