

Planning and Urban Design for Tysons Corner

RFP07-875424-40



Submitted to:



Fairfax County, Virginia

Submitted by:



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Presentation

Edge City to 21st Century City

- Raising the bar
 - Can Tysons transcend American experience?
- Use Dulles Rail a catalyst
 - Spread the benefits
- Creating walkable vital places
 - Distinct districts
- Consensus around a great plan



La Rambla Barcelona



Potsdamer Platz Berlin



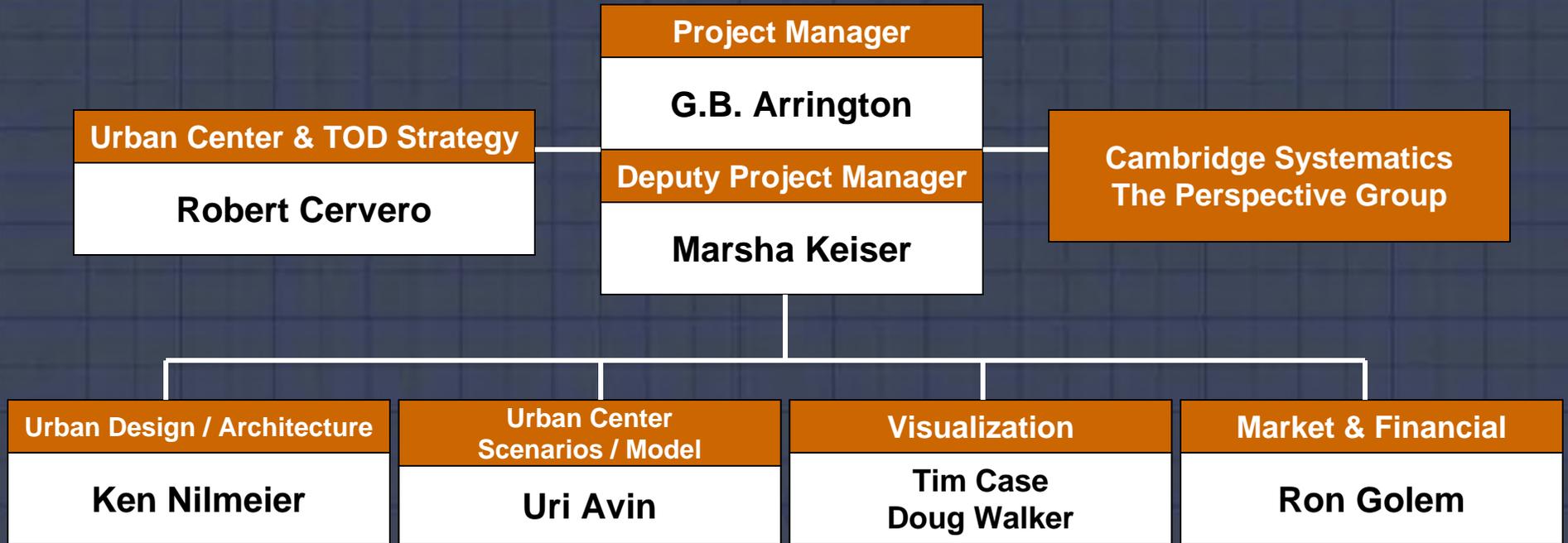
Canary Wharf London

Creating a 21st Century Tysons

- Grounded in Reality
 - balancing policy/ developer priorities
- Flexibility
 - to respond evolving markets
- Implementation
 - 30+ years of building projects
- Building blocks
 - mixed use development
 - major TOD projects



Our Core Team



- Integrated team of experts
- Collaborative approach / fresh ideas
- History of working together

PB PlaceMaking



- Intersection of transport & land use
- TOD work in over 20 States & abroad
- From policy to implementation
- Multi-disciplinary and highly inclusive

Related Experience

- Westphalia / State Center
- Bay Area Footprint
- Broward / Palm Beach
- Brentswood
- Melbourne/ Yizhuang/ Dubai



GB Arrington *Project Manager*

Has successfully led:

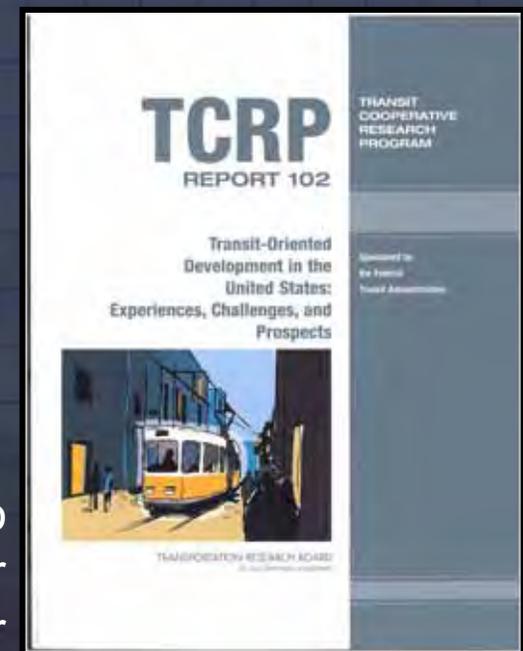
- Award Winning TOD Teams
 - Portland Westside Stations
 - West Hyattsville
- TOD Task Forces
 - DC Mayor's & Maryland Governor's
- International TOD Teams
 - Australia & New Zealand
 - Beijing, China
 - Dubai, UAE



Robert Cervero

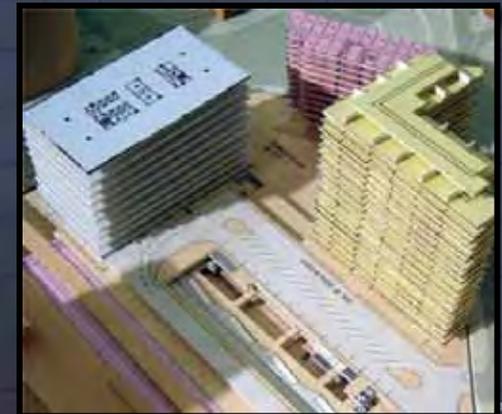
- Internationally renowned scholar, author & urban development advisor
- Linking transportation & land use
- Urban Center & Regional Strategies
 - Guide the alternatives
 - Global best practice
 - Maximize performance

Robert Cervero
Lead Researcher
GB Arrington co-author



Marsha Kaiser, *Deputy PM*

- Decade of high-level experience with:
 - WMATA, TPB, VDOT, COG, WBOT, DC and MD
- Built collaborative partnerships for complex problem solving
 - Silver Spring
 - Takoma Park
 - Westphalia
- Led Maryland in linking transportation & land use
 - Parole Town Center
 - Purple Line TOD Feasibility
 - Context Sensitive Solutions



Bay Area Economics

- Real estate economics
- National Transit-Oriented & Joint Development Study for TRB
- Washington, DC transit extensions
- Station area development strategies in San Francisco Bay Area, Portland, Seattle, Baltimore, Atlanta, Miami, Prince George's County

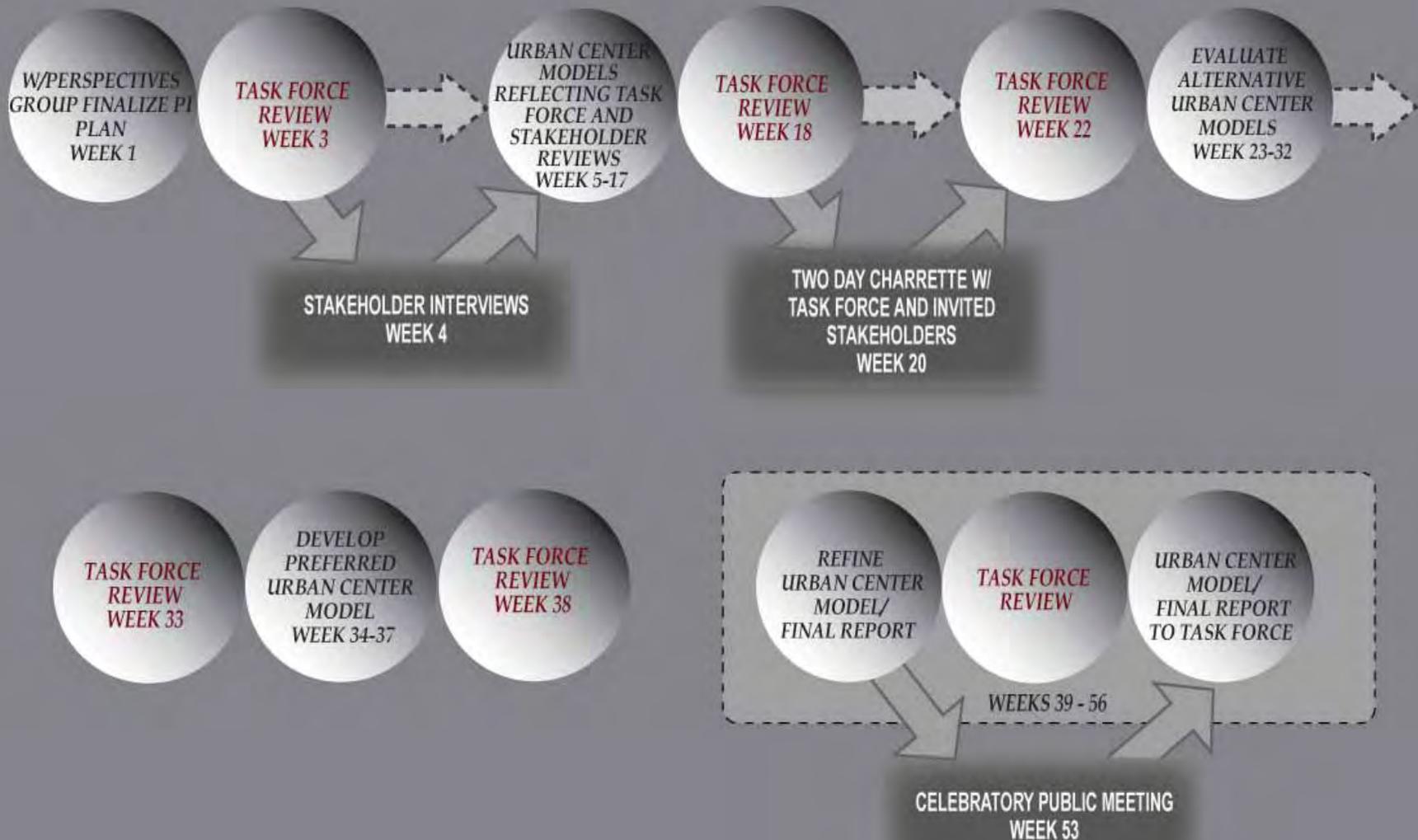


MVE

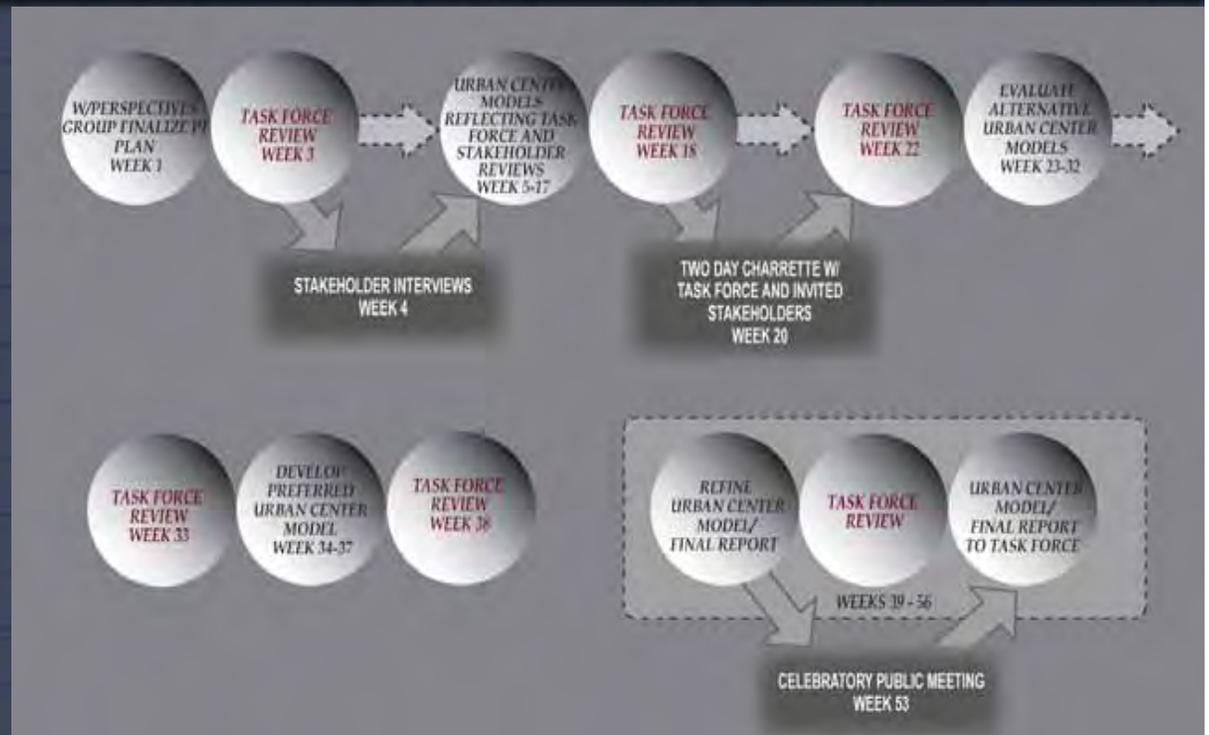
- 30+ years experience
- TOD's re-connecting communities
- Plans that are built
- Integrate live, work & play
- Mixed-use designs that respond to market trends
- Urban infill projects that restore community fabric



Overall approach: 14 months



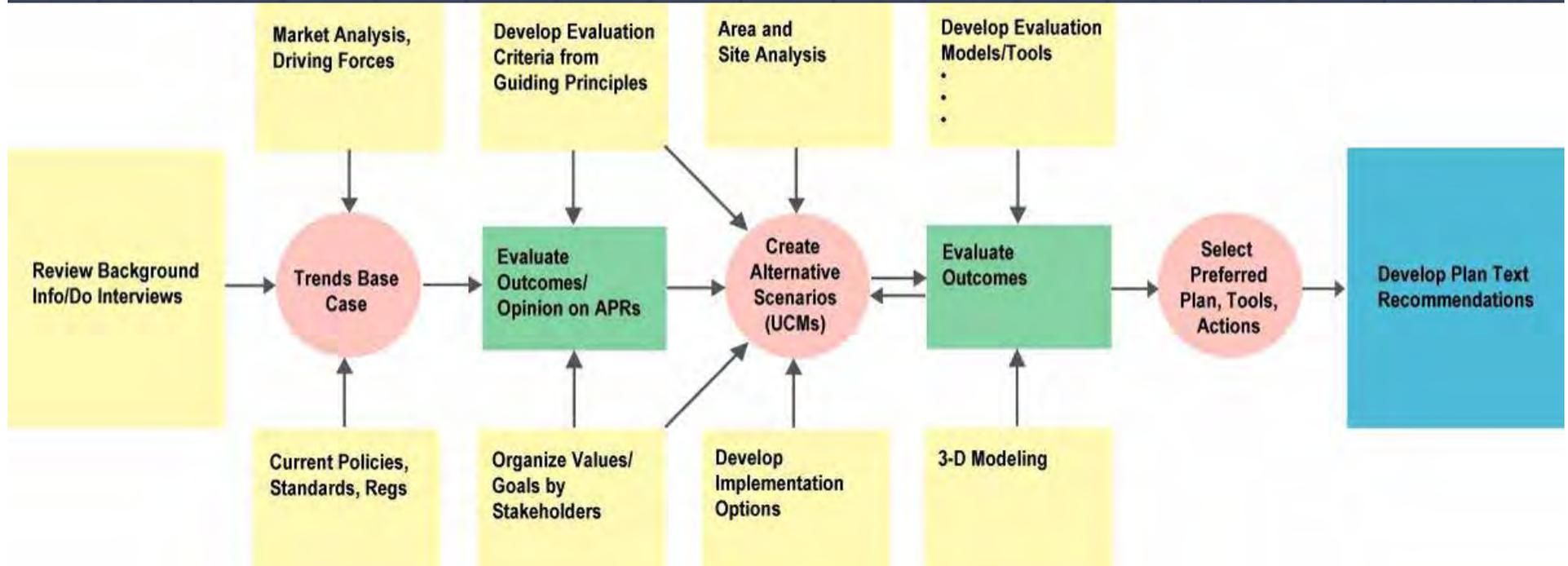
Overall approach: 14 months



- Key features

- Rigorously tested scenarios (Urban Center Models)
- “Sufficient consensus” on the final plan
- Tangible 3-D depictions

Technical Approach



- Alternatives based on different goals/desires
- Desires married to “driving forces”
- Scenarios tested for feasibility & benefits
- All compared to business as usual

Alternative Evaluation Criteria

Evaluation Criteria	Market Trends Alternative	Low Intensity Alternative	Planned Regional Center
Employment Market (J / H rate)			
Local Traffic Impact			
Regional Traffic Impact			
Infrastructure Financing / Feasibility			
Park and Open Space Impact			
Ultimate Return to County			
Neighborhood Acceptability			

Impact



Positive



Neutral



Negative

Visualization

- Smart Models – build once then reuse
- Advanced visualization methods
- CommunityViz – GIS software
- Testing in real time
 - Working at different scales



Bringing Tysons to Transit

- Before and after visual simulation
 - Urban design & scale



Jebel Ali TOD, Dubai UAE

From Suburban to Urban

- 3-D visualization
 - SketchUp & Google Earth
 - Before
 - After



Preferred TOD Plan :: Arvada, Colorado

Achieving Consensus

Our core value:

sustained “stakeholder” involvement

- Interviews establish priorities & concerns
- Performance measures will be based on Task Force Guiding Principles
 - Derived from previous community inputs
 - Will be used to evaluate the scenarios
- Preferred Alternative comes from informed consensus

Task Force & Stakeholder Driven

- Stakeholder Input Plan
 - Develop w/ Perspectives Group and DPZ
 - Review with Task Force, revise accordingly
 - Determine “Critical Stakeholders” and their involvement
 - Consider enhancements to current outreach approach



Hand-in-Glove Relationship

- County Staff
 - “kick-off” meeting tomorrow
 - Periodic meetings to share input and review next steps
 - Day-to-day contact
- Task Force
 - Presentations at key milestones
 - Consultant Liaison Subcommittee, including staff to serve as guiding force



Outreach Plan

- Outreach Plan ideas
 - Scenario building Charrette
 - Public meetings on alternatives and selection
 - Branding of project and website materials
 - Newsletters, media announcements and other public information venues



The path to a walkable Tysons

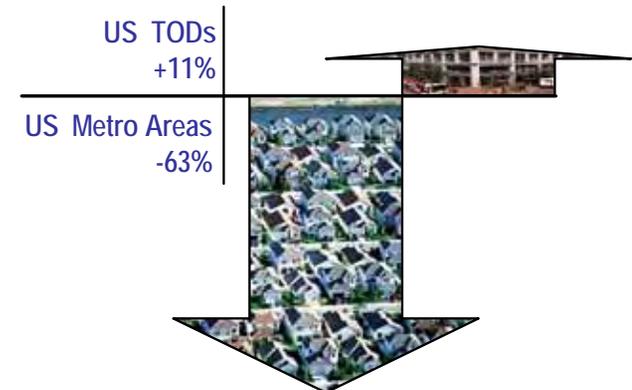
- A great Urban Center for Tysons
 - Direct attractive connections between districts
 - Walking, biking, driving & transit
- Cambridge Systematics: working partner
 - Advice on new transportation network
 - Evaluate transportation impact of scenarios
 - Coordinating key land use & transportation decisions

Capturing TODs benefits

- TOD residents are:
 - Twice as likely not to own a car as US Households
 - 5 times more likely to commute by transit than others in region
- Self-selection:
 - Responsible for up to 40% of TOD ridership bonus

TODs Perform Better

Transit Share of Commute Trips 1970 - 2000



Portland Travel Behavior

Area	Transit Modal Share	Non-auto Modal Share	VMT per Capita	Auto Ownership per Household
Mixed Use / Good Transit	11.5%	41.9%	9.80%	.93%
Remainder of Region	1.2%	12.7%	21.79%	1.93%
Difference	942%	230%	45%	48%

Metro 1994 Travel Behavior Study

Walkable Centers



Vision + Market Fundamentals

- Long-range plan covering many economic cycles
- Near-term strategies that reflect market realities
- Assess current market conditions
- Market inputs into scenarios & base case
- Reflect both current Tysons Corner markets and untapped markets (e.g., urban living)
- Draw lessons from other suburban centers transformed by transit access
- Analyze financial feasibility of proposed uses

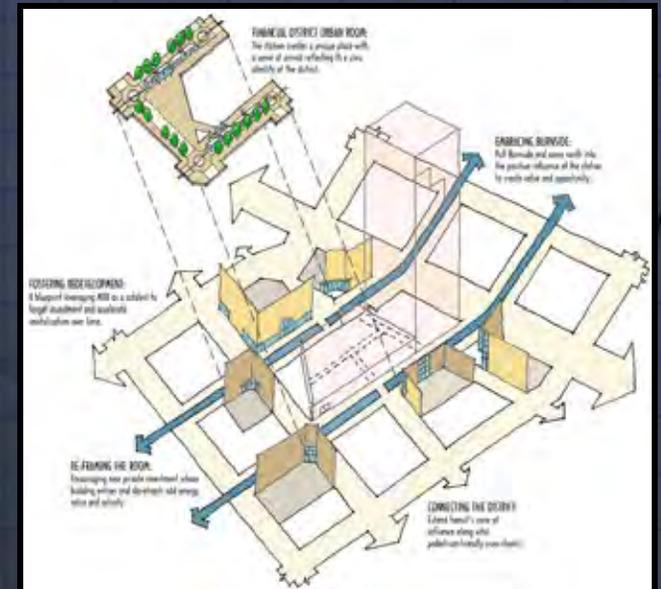
Final Plan

- Preferred Alternative
 - Vision
 - Land Use
 - Amendments to Comp Plan
 - Station Access /Circulation
 - Urban design guidelines / regs
 - Parking
 - Implementation
 - Plans, graphics, 3D visualization
- Camera ready document



Key Deliverables

- We will deliver:
 - A feasible, consensus based plan for the New Tysons
 - Comprehensive Plan amendments w/ accompanying development pattern guidelines
 - Phasing plan



The result

- Stakeholder & Task Force Driven
- Technically sound / visually clear
- Use scenarios to achieve consensus
- Market testing of alternatives
- Create ownership of the vision



Committed to Your Success

- West Coast team:
 - Fresh ideas + tried & tested techniques
 - Global experience
- Leaders in TOD
- Strong DC area experience with TOD & transit
- Excited by the opportunity

