

## Description for the March Tysons Corner Public Workshops

### ***Who is invited?***

The workshop invitation list will be inclusive - anyone is welcome to attend, as space permits. A direct mail/e-mail invitation list will be created from the mailing lists of: property owners; homeowners and civic associations; TYTRAN; chambers of commerce; interested parties/stakeholder list; and the comprehensive plan list serve. In addition, a workshop notice will be posted on the website and in local newspapers. The workshops are designed to accommodate about 500 participants over the three days they take place. Tysons Land Use Task Force members will participate in each workshop.

### ***When are the workshops?***

Six identical community workshops will be held on March 19, 20, and 21. In order to provide the public with ample opportunity to participate, attendance will be limited to one workshop per person. Each workshop is scheduled to last 3.5 hours, as follows.

WORKSHOPS	
Monday	March 19, 6:30 PM – 10:00 PM
Tuesday	March 20, 8:30 AM – 12:00 PM
Tuesday	March 20, 1:30 PM – 5:00 PM
Tuesday	March 20, 6:30 PM – 10:00 PM
Wednesday	March 21, 1:30 PM – 5:00 PM
Wednesday	March 21, 6:30 PM – 10:00 PM

On Thursday, March 22, a final “report back” session will be held at which the consultant team will report back what we heard during the first three days. All workshop participants are invited to this session.

### ***What will happen at the workshops?***

The community workshop will begin with an overview of the workshop and presentations describing: what was heard at the previous community dialogues and stakeholder interviews regarding issues and opportunities in Tysons Corner; Tysons’ role in the larger region; existing development constraints; how TOD principles can be applied in Tysons Corner; and an introduction to the land use and transportation alternatives for growth created for analysis by the consultant team.

After the presentations, the participants will be divided into small groups to identify key landmarks and areas that should/should not change in the future and to allocate land uses in Tysons Corner.

The agenda will conclude with a report back of each small group's work and a summary of next steps.

The specific agenda includes:

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|---|-------------|
| 1. Welcome  | 5 minutes   |
| 2. Workshop Overview  | 5 minutes   |
| 3. The Future of Tysons Corner (presentations on issues and opportunities, principles for success; and alternatives for growth) | 30 minutes  |
| 4. Small Group Exercise   | 120 minutes |
| 5. Report Back (facilitators give 5 minute summaries of each group's discussion)  | 50 minutes  |
| 6. Closing remarks/Adjourn/Thanks for coming  | 5 minutes   |

### ***How will people be assigned to the small groups?***

Participants are asked to register for one, and only one, workshop (when people register, they will be asked to provide their first and second choices in case their first choice is full).

When they arrive at the workshop, each person will be given a number 1-10. This number will determine which table he/she will sit at during the workshop. Each table will be randomly assigned one of the three alternatives to modify. The purpose of pre-assigning the tables is to provide diverse input at each table and to reduce the ability of one point of view to dominate a small group discussion.

### ***Who will be facilitators and note takers?***

The Perspectives Group and PB PlaceMaking will act as facilitators. The role of the facilitators is to guide the small group discussions and to report their conclusions to the larger group at the end of the workshop. The facilitator will not be an active group participant.

Fairfax County staff will serve as note takers. The role of the note taker is to document the discussion at each small group. The note taker will only interact with the table to get clarification on a specific point.

Facilitator and note taker training will occur before the workshops begin in order to ensure that everyone understands their role and the exercise.

## ***What is expected of the Task Force Members?***

Task Force members are expected to be active participants in the workshop and small group exercise. They are also encouraged to attend the “report back” session on Thursday, March 22 at 7:00 p.m.

## ***What are the “Alternatives for Growth”?***

The “Alternatives for Growth” are possible land use and transportation futures for Tysons that are worthy of pondering. They are not inevitable, merely plausible. Each can be viewed as an alternative that tells a different story about Tysons’ future. The alternatives are defined to present possible outcomes that are in extreme contrast with each other so that a range of choices is examined, not just “high, medium and low” versions of a single concept.

Each of the alternatives seeks to address the Task Force’s principles for guiding future development in Tysons. The “Housing Emphasis” alternative emphasizes residential growth, the “Employment Emphasis” alternative emphasizes employment growth and the “Pushing the Envelope” alternative emphasizes a mix of much more jobs and housing.

The alternatives are:

1. **“Housing Emphasis”** This mixed-use alternative includes a much stronger residential base, which will improve the sub-regional jobs-housing balance in Tysons. Having Tysons absorb more of the regional housing demand will increase two-way Metro flows to and from other major nodes along the transit system. Greatly increasing the number of residents in Tysons will support the 18-hour atmosphere and amenities that go with a live-work-play community. Proper land use and urban design arrangements will encourage more residents to reduce their auto commutes and increase their internal multi-modal commutes. Jobs are not increased above current zoning in order to minimize the gridlock stemming from massive morning peak hour in-commutes or evening peak out commutes.
2. **“Employment Emphasis”** As the economic engine of Fairfax County, Tysons must continue to emphasize job growth to remain the dominant center in the region after D.C. This mixed-use alternative assumes that a relatively high percentage of work trips will arrive by transit and will make this job growth sustainable. Additional housing is also necessary to maintain a better balance between jobs and housing, to increase two way transit flows from the Tysons stations, and to support a vibrant environment that does not shut down at the end of the work day.
3. **“Pushing the Envelope”** This alternative tests the upper limits of a development program for a Tysons address and provides a means to explore the ultimate limits of sustainable growth in Tysons with regard to traffic, transit and provision of other infrastructure. This alternative also assumes an atypically high use of transit, strong incentives to live near work, and other highly proactive policies and incentives to fulfill these targets. This alternative would result in higher FARs and more jobs and housing than the other two mixed-use concepts.

During the presentation of the alternatives, details will be provided about each, including the number of housing units, number of jobs, density, and other data that indicate how the alternative will function in the future.

### ***How will the small group exercise work?***

Participants will be placed into small groups of 6-8 people, with a facilitator and note taker to support each table. The small group exercise will include the following steps:

1. **Introductions** -The facilitator will introduce him/herself and the table note taker, and will ask everyone to introduce him/herself, why they came, who they represent, and where (on the map) he/she lives. As each person introduces him/herself, he/she will write his/her name on the map. This encourages participants to feel comfortable writing on the map and also documents who is at each table. The facilitator will also familiarize the table with the materials: base map, pens, etc. This includes reviewing the map to make sure that everyone understands what the symbols mean.
2. **Identify key landmarks** -The group will be asked to identify major landmarks (popular restaurants, notorious intersections, favorite parks, etc.) in the area. These landmarks will be identified on trace paper laid over the map.
3. **Identify issues and redevelopment opportunities** - In a brainstorming format, the facilitator will ask the group what should be preserved in future alternatives and what needs to change. On the same map which the landmarks were identified, the participants will identify what is important to keep (i.e., specific land uses, views, streets, pedestrian networks, etc) and what needs to change (i.e., land uses, connections). These may be site specific (i.e., commercial doesn't work at the intersection of 1<sup>st</sup> and Main) or general (need more park land).

If the group is identifying things that need to change but does not mention why they are a problem, the facilitator will probe deeper and ask what the constraints are that have resulted in the change not happening. If there are issues identified that are not related to physical planning but are more a function of implementation (such as stores being open later), the notetaker will write those down on a separate piece of paper for review by the consultant team later.

4. **Explain alternative for growth and allocation exercise**- Each table will be assigned one alternative for growth. The facilitator will review the alternative for growth that the table will be modifying. He/she will explain that the alternative was designed to represent the extreme planning concept and this is the opportunity for the participants to modify the alternative to make it more functional while still maintaining the general theme of the alternative. For example, a table with the employment focus alternative will be asked to allocate all the jobs in the employment focus alternative, but participants can allocate them to different locations or land use types.

The facilitator will explain the different tools available for the land use allocation:

- Districts - each base map will be divided into 10 districts, some with subdistricts, in which land use allocations can be made. The purpose of the

districts is to keep the discussion at a conceptual level. Getting down to parcel specific allocations would require everyone to have an intimate knowledge of all the sites in Tysons Corner and would take too long. Allocation by district will also allow for easier comparison and analysis by the consultant team for Thursday's report back session.

- Legos - development will be represented by different lego bricks (residential, retail, non-retail) at pre-determined densities. A menu or palette of different densities will illustrate the "value" (i.e., jobs/housing units) of each lego brick separately and combined (i.e., stacked) and include photos of similar densities. Each table will start out with a set of legos that is representative of the alternative they are using. More legos will be available if different/more land uses are desired.
5. **Allocation of land uses for one alternative** - as a group, the participants will begin to allocate the housing and employment to each district by placing the appropriate number of legos on the map. During this exercise, participants will be able to move land uses around the map and try different land use combinations. The facilitator will act as a guide, asking questions, prodding for the explanation of why certain land use allocations are made, providing input on the potential impacts of certain land use allocations (e.g., reiterate TOD principles explained during opening presentations), and seeking input from those who are passive participants. The note taker will be taking notes of the discussion. The facilitator and note taker are not active participants. The desire is that the small group participants are all active, hands-on participants.
  6. **Discussion of policies/actions for implementation of alternative** - the facilitator will lead a brief brain-storming discussion of the small group responding to the question "what would make this plan successful?" The discussion should identify policies or actions beyond the physical planning that are needed to implement the alternative.

### ***What will happen at the Thursday night report back session?***

The invitation list for the Thursday night report back session will be the same as the community workshops. Anyone who participated in the community workshops will also be invited to attend. The report back session will be an opportunity to hear what happened at the six community workshops. There will be limited opportunity for community input at this workshop.

The Thursday night session will include a report back of the issues and ideas raised earlier in the week. Although we will talk in general about the next steps, the report back session will not be specific about how the ideas generated during the workshops will be used to refine the alternatives.