



JBG ROSENFELD RETAIL

March 17, 2010

VIA EMAIL AND HAND DELIVERY

Mr. Walter L. Alcorn, Chairman
And Members of the Tysons Corner Committee
c/o Fairfax County Planning Commission
12000 Government Center Parkway, Suite 330
Fairfax, VA 22035

Re: Comments to the Tysons Draft Plan

Dear Chairman Alcorn and Members of the Committee:

As a representative of the owner of 8595 Leesburg Pike (former Moore Cadillac dealership) in Tysons Corner, we appreciate the opportunity to speak before you tonight. First, we would like to express our gratitude to all the members of the Tysons Task Force, Draft Review Committee, Tysons Committee and Planning staff for their countless hours of hard work to create the Draft Plan we are considering tonight.

We have some suggested changes to the Draft Plan as it affects our property. Our comments include:

- Consolidation Requirement
- Land Use Designation
- Intensity
- Affordable Housing
- Infrastructure Planning Requirement

Please see the attached Draft Plan amendments and Power Point presentation that illustrate and support these items. We respectfully request that the staff and Committee review this area again and consider the following:

Consolidation Requirement

The Draft Plan requires a minimum parcel consolidation of 15 acres in order to process a rezoning in the Tysons West district. Our site is over 7 acres, which is as large as two city blocks and has the potential for over 800,000 square feet of development using the Draft Plan's suggested 2.75 FAR recommendation. Additionally, our site will include a new street (between Rte 7 and Sheraton Tysons Dr) which will add to the grid of streets in Tysons. However, as currently drafted, the Draft Plan would prevent our project from moving through a rezoning because we cannot meet the 15 acre minimum. We believe the consolidation requirement as currently drafted is an unnecessary burden on our potential redevelopment plans and may stifle developments such as ours. We strongly support the insertion language of the Task Force DRC

{A0188807.DOC / 1 8595 Leesburg Pike -- Comments to Tysons Draft Plan -- 3-17 000602 000087}

Comment box on page 178 which reads: *“However, redevelopment of a smaller land area may be considered if the proposed development demonstrates the ability to provide adequate vehicular and pedestrian access and circulation as well as provides necessary commitments to the grid of streets, parks and open space and phasing as indicated under Areawide recommendations and guidelines.”* At minimum, we believe the 15 acre requirement be lowered to 5 acres.

Land Use Designation

The Draft Plan calls for our site to be Office Mixed-Use. We believe a better designation for our property is Residential Mixed-Use as this will complete the “crescent-shaped” ring of residential density in the Tysons West South Subdistrict around the commercial core adjacent to the Metro station. Also, given the fact that many of the sites planned for Residential Mixed-Use in our Subdistrict are currently developed with newer office buildings while our site is better primed for redevelopment sooner, a designation change to residential will encourage faster delivery of much-needed residences to Tysons West. This land-use designation shift will still leave substantial Office Mixed-Use density around the Metro station.

Intensity

The 2.0 FAR disparity between the Tier 1’s 4.75 FAR and Tier 2’s 2.75 FAR is too dramatic. Typical precedents for Tiers of this type, such as downtown Bethesda, have a difference of 1.0 FAR. A 3.75 FAR in Tier 2 would encourage more TOD as well as ensuring that Tysons gets redeveloped as a whole as compared to new development just happening at Metro stops.

Affordable Housing

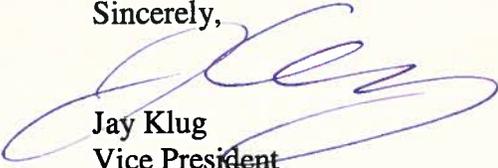
The affordable and workforce housing requirements in the Draft Plan are particularly burdensome and will result in significantly less new residential units developed in Tysons Corner. The affordable and workforce housing requirements are 66% greater than elsewhere in Fairfax County and more onerous due to having lower income tiers. We support the Fairfax County Chamber of Commerce’s equitable suggestions for affordable housing requirements and feel that they will lead to more housing and affordable housing units developed in Tysons Corner.

Infrastructure Planning Requirement

The Infrastructure Planning Requirement for the first development to rezoning in a district is incredibly onerous and creates a significant disincentive to be the first project to redevelop in a district. Creating an engineering plan with dozens of different land owners over hundreds of acres of land creates a huge and unprecedented burden on a single developer. We believe that infrastructure planning is the responsibility of the County and our recommendation is that the Infrastructure Planning Requirement be deleted altogether.

We appreciate your willingness to consider our concerns. We would welcome the opportunity to participate in further discussions in an effort to ensure an appropriate allocation of TOD density in Tysons Corner.

Sincerely,



Jay Klug

Vice President

JBG Rosenfeld Retail

on behalf of JBG/Tyson's Retail, LLC

Tax Map: 29-3 ((1)) 1B and 29-3 ((20)) C1

cc: James P. Zook

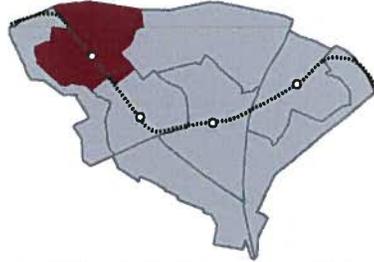
Fred R. Selden

Sterling R. Wheeler

Tysons West

Proposed Revisions by JBGR

Formatted: Font: 12 pt



Vision

Tysons West is a gateway to Tysons from Route 7 and the Dulles Airport Access Road and Toll Road. This area of industrial uses, car dealerships and offices is envisioned to transform into a new transit-oriented, mixed use destination with special emphasis as an arts and entertainment center.

To become this vibrant urban destination, Tysons West will need a diversity in land use, including office, residential, hotel and retail uses, as well as a concentration of arts and entertainment uses of the type often found in more established downtown areas. Taking advantage of the Metro station, the majority of land uses closest to the station are designated for employment uses.

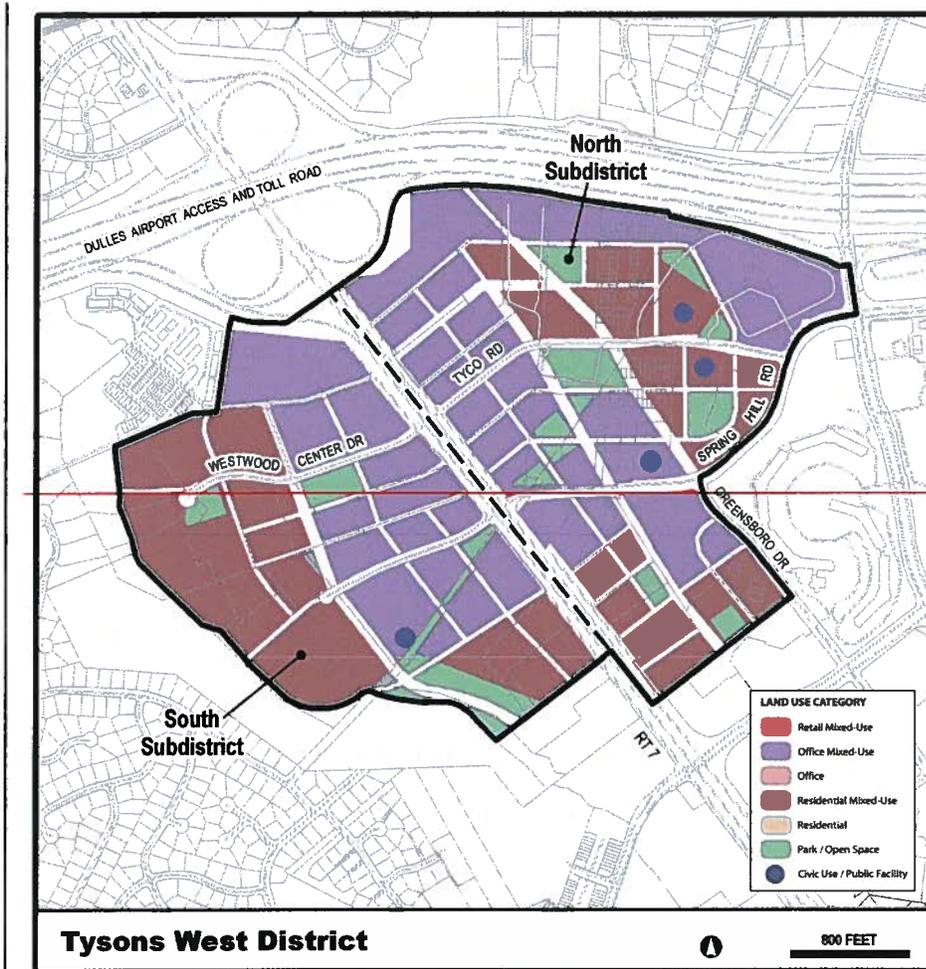
Retail uses should include restaurants and cafes, art galleries, small theaters, specialty and general retail that form the basis of an arts and entertainment center and stay open after the workday ends. Streets immediately adjacent to the Tysons West transit station are envisioned as retail streets, drawing people off Metrorail and into new residential neighborhoods. Residential buildings should front on tree-lined streets and be designed with inviting street level facades. A series of urban park spaces linked by the area's urban street grid will provide attractive places for walking and places for informal neighborhood gatherings. ~~Live/work and loft housing should integrate with or be in close proximity to arts and entertainment uses.~~

Comment [W1]: This is very specific for Plan text. It is well known that live/work units can be difficult to market.

Along Route 7, a transformed streetscape will create a wide tree-lined boulevard with inviting street level facades below high-rise buildings. This redesign should result in a calming of traffic through the area while maintaining the roadway capacity of Route 7.

Moving out from the station, planned intensities will provide transitions in scale, mass and height to the surrounding areas, such as on the west to the Old Courthouse Spring Branch Stream Valley Park and on the east to planned and existing residential areas in the North Central District.

The land use concept for the Tysons West District is shown in the map below.



Revise land use designations so that parcels identified as 20-1 ((1)) 10D and 29-3((1)) 1B are recommended for Residential Mixed Use, rather than Office Mixed Use.

Comment [W2]: Given the fact that much of the western part of the South SubDistrict that is planned Residential Mixed Use is developed with relatively new office structures, there is little likelihood of its conversion to predominately residential use. Parcels 10D and 1B have greater potential for redevelopment and providing significant residential uses. Planning them for Residential Mixed Use still maintains a significant office core adjacent to the station entrance.

On the southeast end of the district, office buildings along Route 7 create a strong business environment. People should be able to move easily back and forth between the Tysons Central 7 and Tysons West TOD Districts to take advantage of both transit stations and the supporting services planned for the ground floor of the office buildings and future residential buildings in this area.

Adjacent to the Dulles Airport Access Road and Toll Road and east of Route 7, office uses are planned to take advantage of the visibility from the Toll Road and to continue the planned and existing office focus found in the North Central District located to the east.

Comment [W3]: West of Route 7 are existing residential and hotel uses. The ramps have these properties set back from the Toll Road, so residential, office and hotel may all be appropriate west of 7.

The land use concept for the Tysons West district is shown in the map below. The district is composed of two subdistricts separated by Route 7: South and North Subdistricts.

Guidance for evaluating development proposals in each subdistrict is contained in the Areawide Recommendations and the following subdistrict recommendations. Redevelopment options are dependent on the degree to which necessary public infrastructure can be provided and Plan objectives and development conditions set forth in the Areawide and subdistrict guidance can be satisfied by development proposals.

SOUTH SUBDISTRICT

The South Subdistrict is comprised of about 104 acres and is bounded by the Dulles Airport Access Road (DAAR) and Toll Road/Route 7 interchange on the north, Route 7 on the east, the North Central 7 Subdistrict on the south and the West Side District on the west.

Base Plan

Auto sales use is the predominant land use along Route 7; the frontage properties also include two high-rise hotels and several office buildings. This area is planned for and developed with auto sales and office use with support retail and service uses at intensities between 0.7 FAR and 1.0 FAR.

Office use is the predominant land use on Westwood Center Drive and Spring Hill Road; this area away from Route 7 also includes several auto sales uses as well as two low-rise hotels. This area is planned for and developed with these existing uses. The hotels and office uses have intensities between 0.5 FAR and 0.7 FAR.

Redevelopment Option

This subdistrict is envisioned for substantial redevelopment to create a mixed use TOD with significant office, residential and retail components. Planned land uses include office, hotels, residential and retail uses. Retail should include such uses as restaurants and cafes, art galleries, small theaters, specialty and general retail that can help form the foundation for an arts and entertainment center. ~~Live/work and loft housing should be~~

~~integrated with or be in close proximity to arts and entertainment uses.~~ A series of urban parks should be provided and be linked by the street grid; this green network will provide places for people of all ages to walk and enjoy parks and open space.

To achieve this vision, development proposals should address the Areawide Recommendations, and provide for the following.

- The vision for this subdistrict is to redevelop with significantly higher intensity near the Metro station as well as to become more diverse in land uses and incorporate an arts and entertainment focus. The intensities and land use mix should be consistent with the Areawide Land Use Recommendations.
- Logical and substantial parcel consolidation should be achieved; should result in well-designed projects that function efficiently on their own; should include a grid of streets and public open space system; and should integrate with and facilitate the redevelopment of other parcels in conformance with the Plan. In most cases, consolidation should be sufficient in size to permit redevelopment in several phases that are linked to the provision of public facilities and infrastructure and demonstrate attainment of critical Plan objectives such as TDM mode splits, green buildings and affordable/workforce housing. If consolidation cannot be achieved, as an alternative, coordinated proffered development plans may be provided as indicated in the Areawide Land Use Recommendations.
- Consolidation or coordinated proffered development plans should include a minimum of ~~15~~ 5 acres; this land should be located in the first intensity tier (within 1/8 mile of a Metro station) and the second intensity tier (between 1/8 and 1/4 mile of a station).

Tyson's Land Use Task Force Draft Review Committee Comment. The committee recommended adding this paragraph after the above bullet:

However, redevelopment of a smaller land area may be considered if the proposed development demonstrates the ability to provide adequate vehicular and pedestrian access and circulation, as well as provides necessary commitments to the grid of streets, parks and open space and phasing as indicated under Areawide recommendations and guidelines.

- Redevelopment should occur in a manner that fosters vehicular and pedestrian access and circulation. Development proposals should show how the proposed development will be integrated within the subdistrict as well as the abutting districts/subdistricts through the provision of the grid of streets. The major vehicular circulation and access improvements in this subdistrict are the extension of Boone Boulevard and planned new ramps from the Dulles Airport Access Road connecting to Boone Boulevard.
- Redevelopment along planned street alignments should provide right-of-way, construct portions of the street integral to the development, and further the

implementation of streets serving the development. Other streets should create urban blocks, and pedestrian and bike circulation improvements should be provided, including multi-use trails along the adjacent stream valley park land and the Dominion Power easement. The ability to realize planned intensities will depend on the degree to which access and circulation improvements are implemented consistent with guidance in the Areawide Urban Design and Transportation Recommendations.

- Urban design amenities, such as streetscapes, plazas, courtyards, landscaping, public art, lighting and seating should be provided consistent with the Areawide Urban Design Recommendations
- The green network planned for this area includes use of the existing Dominion Power easement as a pedestrian and open space amenity that links the Old Courthouse Spring Branch Stream Valley Park to the Tysons West Metro station, as well as to several urban parks. This area should also include one planned civic plaza (urban park), at least one acre in size and located within ¼ mile of the Metro station. This plaza should be large enough for open-air activities such as farmers' markets and musical performances by small groups for residents and workers in this area. A common green urban park of at least one acre should also be located in the subdistrict to provide active and passive recreation and leisure opportunities for residents and workers.
- For active recreation, about four to six acres of new park land to support two athletic fields should be established in the area between existing park land and the Boone Boulevard extension. The land for these athletic fields may also be located in part in the abutting Tysons Central 7 District. Publicly accessible open space and recreational facilities should be provided consistent with the guidance in the Areawide Environmental Stewardship Recommendations.
- When redevelopment includes a residential component, it should include recreational facilities and other amenities for the residents, as well as affordable/workforce housing as indicated under the Areawide Land Use Recommendations
- Public facility, transportation and infrastructure analyses should be performed in conjunction with any development application. The results of these analyses should identify needed improvements, the phasing of these improvements with new development, and appropriate measures to mitigate other impacts. Also, commitments should be provided for needed improvements and for the mitigation of impacts identified in the public facility, transportation and infrastructure analyses, as well as improvements and mitigation measures identified in the Areawide Recommendations.
- In addition, a second electrical power substation will need to be constructed near the Dominion Power easement which contains a high voltage line. This

improvement will need to be located either in the Tysons West District or in the abutting Tysons Central 7 District. From the second substation to the existing substation on Tyco Road, the high voltage line should be placed underground, in order to ensure a pedestrian friendly environment or as an alternative to providing underground, the high voltage line could be relocated to an alignment away for the Metro station entrance.

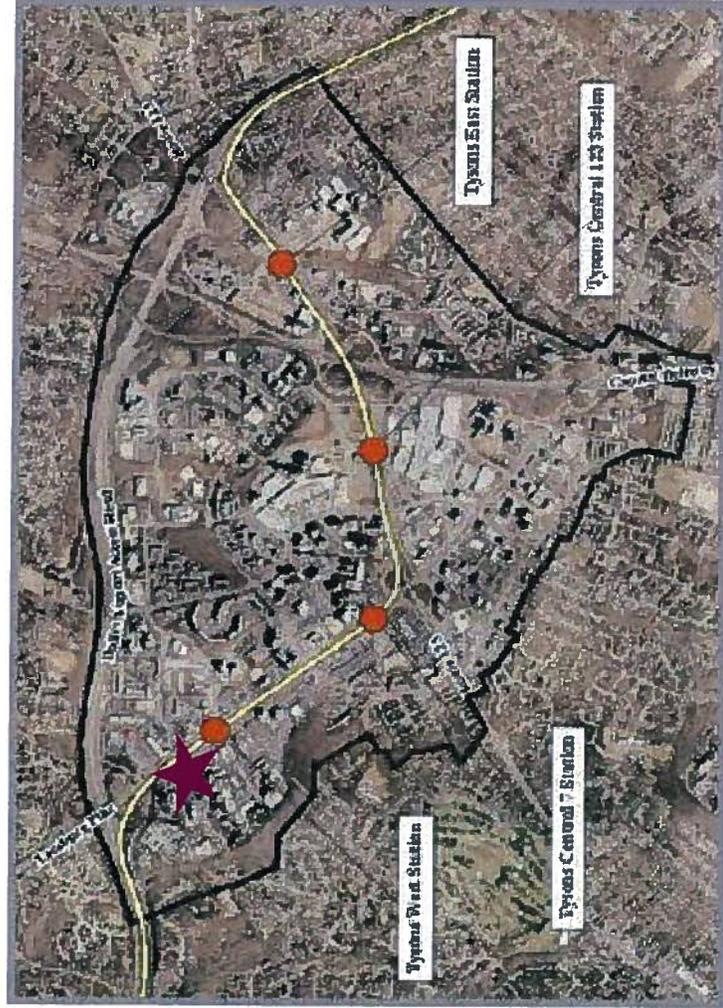
- Under this option, building heights may range from 105 feet to 400 feet, depending upon location, as conceptually shown on the Building Height Map in the Areawide Urban Design Recommendations. The tallest buildings should be closest to the Metro station where building height is planned up to 400 feet. Building heights (generally between one-eighth and one-quarter mile from the Metro station) should be between ~~150, 175~~ and 225 feet. Beyond one-quarter mile, buildings should have lower heights, with areas along Route 7 to the south at 175 feet and areas at the western edge of the subdistrict having heights up to 105 feet. The exception is the Tysons Sheraton Hotel, which is ~~a gateway landmark at 215 feet in height; property abutting to the east and south should not have buildings exceeding 150 feet in order to maintain this building as an existing gateway to Tysons Corner.~~ Building heights should be consistent with the guidelines in the Areawide Urban Design Recommendations.
- Exposed parking structures adjacent to the Dulles Toll Road should not be visible to the residential neighborhoods north of the Toll Road.

Comment [W4]: The Tier 2 range is 175 – 225.

Comment [W5]: The Sheraton Hotel is not of high enough quality architecture that we should want to highlight and maintain it as a gateway. There is no reason to limit adjacent buildings to 150 in order to emphasize the Sheraton.



Tysons West



CREATING AND PRESERVING REAL ESTATE VALUES
SINCE 1960

Consolidation



Proposed Consolidation

Requirement: 15 Acres

Moore Cadillac Site: 7 Acres

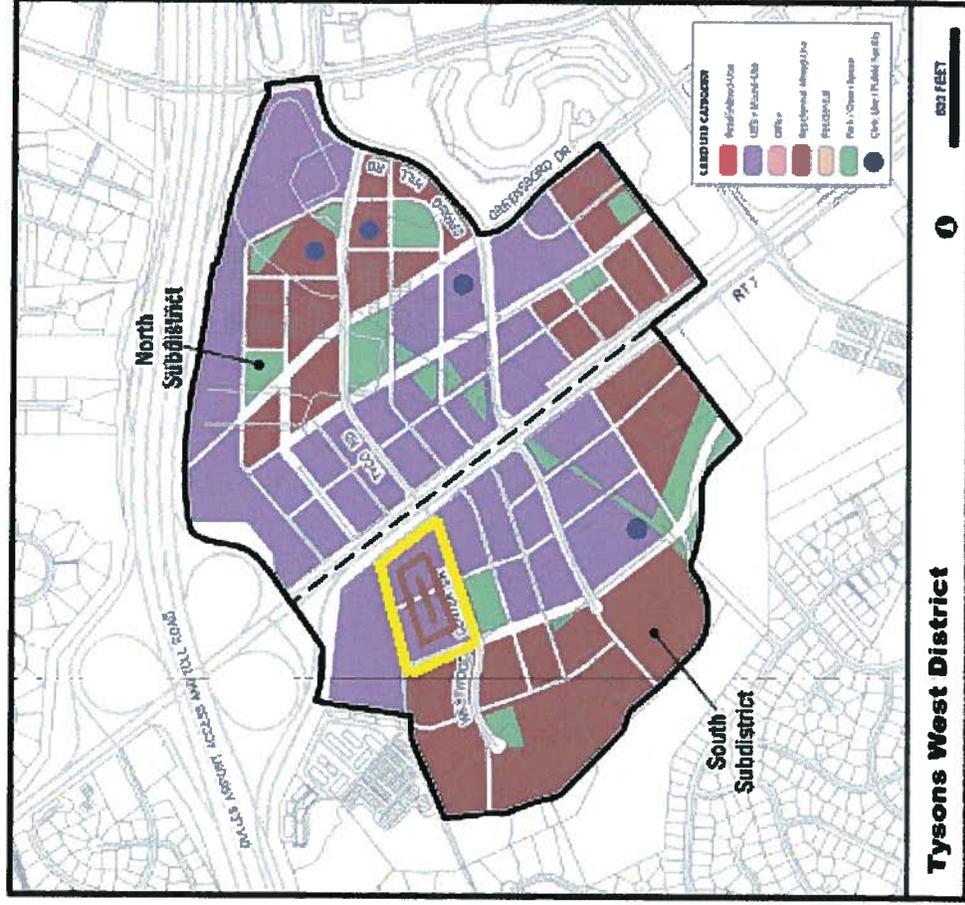
At 2.75 FAR, Moore site can develop up to 840,000 square feet, which is a large development by any standard

Grid of streets will be addressed within our 7 acre redevelopment

Parcel Consolidation of a minimum 15 acres for the Moore site is unnecessary

Strongly support adoption of the Task Force DRC's language on page 178, or at minimum, lowering the consolidation requirement to 5 acres

Land Use Designation



Moore Cadillac site should be zoned Residential Mixed-Use

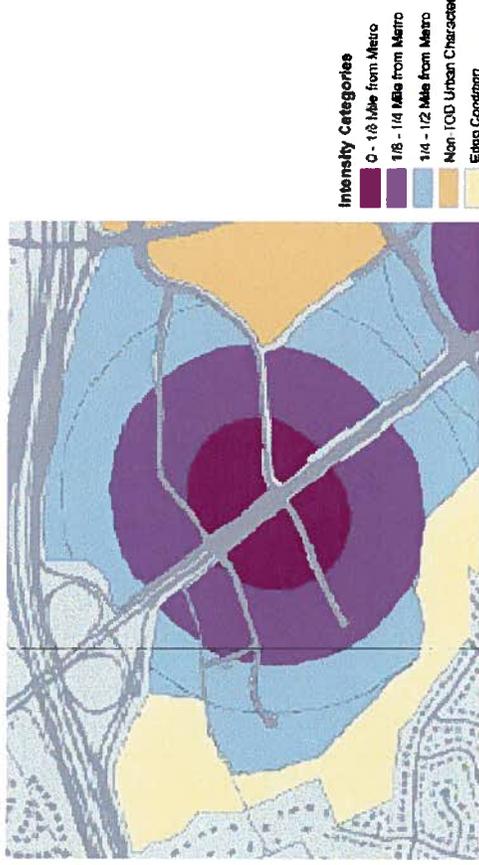
These properties are better positioned for more immediate residential redevelopment than many of the existing office buildings which are designated Residential Mixed-Use

Continues crescent pattern of residential MU around metro station

Creates buffer between existing townhouse and new office uses

Intensity

Tysons West



Difference from Tier 1 to Tier 2 is too dramatic (2.0 FAR)

1.0 FAR difference would be in-line with precedents such as downtown Bethesda

Tier 2 FAR should be at least 3.75 to encourage TOD

Intensity Tier	Distance from Metro	Recommended FAR (before bonuses)
Tier 1	0 - 1/8 mile	4.75
Tier 2	1/8 - 1/4 mile	2.75
Tier 3	1/4 - 1/2 mile	2.0

Ultimately, a 2.0 FAR difference will lead to more by-right development in Tier 2 ring



Affordable Housing

- From a developer's perspective, the 20% density bonus for affordable housing does not offset the additional cost of providing the units due to the income tiers provided
- The affordable and workforce housing requirements are 66% greater than elsewhere in Fairfax County and more onerous due to having lower income tiers
- The Fairfax County Chamber of Commerce's suggestions for affordable and workforce housing requirements are reasonable and will result in more housing and affordable housing units developed in Tysons Corner

Infrastructure Planning Requirement

The requirement for the first development in a district to plan the infrastructure for the entire area is onerous and will create a significant disincentive to rezoning

For example, the Tysons West district consists of hundreds of acres with many different property owners

It is unclear how coordination would occur between property owners on this requirement

Responsibility for infrastructure planning should be borne by the County, which has more experience in planning exercises of this scale

