Trivia Questions (there will be a test):
The number of employees working in Tysons Corner is ___?
The number of residents living in Tysons Corner is ___?
If Tysons Corner were a “stand-alone” city, it would be the ___ largest office market in the U.S.
Tysons Corner Center Mall is the ___ largest mall in the country.
Tysons is the economic engine that drives Fairfax County

The number of employees working in Tysons Corner – 115,958

- 39.4% - professional, scientific and technical services industries
- 11.7% - retail
- 10.5% - financial service

Number of business establishments in Tysons Corner – 5,916

- 92 firms have over 200 employees
- Two Fortune 500 companies – Capital One and Gannett
- Third Fortune 500 company in McLean – NVR

Tysons Corner is the 15th largest office market in the U.S.

- 25.6 million sq ft of office space
- This represents 25+% of all of Fairfax County’s office space

Tysons Corner is the 10th largest mall in the United States, serving 20 million shoppers each year

Tysons Corner has 4.1 million sq ft of retail space
COG projects the Washington Metropolitan Region will gain 2+ million residents and 1.6+ million jobs over the next 25 years.

Fairfax is projected to grow nearly 42%, from 1.09 million to 1.55 million by 2030.

During that time, the employment base is projected to jump by 65%, from 848,000 to 1.23+ million.

The Board of Supervisors has a stated policy of focusing density around transit nodes.

The 4 stations slated for the Tysons Area are the perfect opportunity to plan for this growth.

The alternative is to do nothing – people will likely move south and west, adding even more congestion to I-95, I-66, Route 50 and all other arterials.
The fundamental imbalance of Tysons (and how it impacts transportation)

116,000 work in Tysons
17,000 live in Tysons

The 1994 Comprehensive Plan allows a total of 60 million sq ft of development without rail to the core areas and 68 million sq ft with rail

Today, about 45 million sq ft of development exists:

28 million sq ft of office
6 million sq ft of retail
2.2 million sq ft of hotel space
1 million sq ft of industrial space
over 9 million sq ft of residential
Project Map

Phase 1 to Tysons Corner and Reston
Phase 2 to Dulles Airport and Loudoun County
## TYSONS CORNER CENTER – REZONING SUMMARY

75 acres; existing mall – 2.4+ million sq ft

### Phase I

<table>
<thead>
<tr>
<th></th>
<th>Office</th>
<th>Residential</th>
<th>Hotel</th>
<th>Plaza retail</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>620,000</td>
<td>475,000</td>
<td>234,000</td>
<td>10,000</td>
<td>1.4 mi.</td>
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</tbody>
</table>

### Phase IV

<table>
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<th>Office</th>
<th>Residential</th>
<th>Plaza retail</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>157,000</td>
<td>290,000</td>
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### Phase II

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<th>Office</th>
<th>Residential</th>
<th>Plaza retail</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>615,000</td>
<td>418,000</td>
<td>50,000</td>
<td>1.1 mi.</td>
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</table>

### Phase V

<table>
<thead>
<tr>
<th></th>
<th>Residential</th>
<th>Plaza retail</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>250,000</td>
<td>32,000</td>
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### Phase III

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<th>Residential</th>
<th>Plaza retail</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>200,000</td>
<td>11,000</td>
<td>211,000</td>
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### Overall Totals

<table>
<thead>
<tr>
<th></th>
<th>Office</th>
<th>Residential</th>
<th>Hotel</th>
<th>Retail</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.4 mi.</td>
<td>1.6 mi</td>
<td>234,000</td>
<td>150,000</td>
<td>3.4 mi.</td>
</tr>
</tbody>
</table>

Five phases over a 10-15+ year period

Consistent with the County’s Comprehensive Plan – 2/3’rds of our program is dependent on the funding of rail
TRANSPORTATION

- Road improvements
- Rail
- Metro bus service & system
- Tysons bus & shuttle system
- Creation of live-work-walk environment
- Transportation Demand Management (“TDM”) Programs
Urban Land Institute’s 10 Principles for TOD

- Make It Better With A Vision
- Apply The Power of Partnerships
- Think Development: When Thinking About Transit
- Get the Parking Right
- Build A Place, Not A Project
- Make Retail Development Market Driven, Not Transit Driven
- Mix Uses, But Not Necessarily In the Same Place
- Make Buses A Great Idea
- Encourage Every Price Point to Live Around Transit
- Engage Corporate Attention
Tysons Corner Center - TDM Components

- Creation of a Transportation Coordinator
- Opening of a Transit Store in the Mall
- Staggered Work Hours
- SmarTrip Cards Provided to the Residents
- Telework Center Onsite
- Branding and Marketing of the Transportation Program
- Intra-Tysons Shuttle
- Taxi Stand
- Zip Car/Flex Car Availability Onsite
- Bike and Pedestrian Access – Designed & Encouraged
- Carpool/Vanpool Preferential Parking
- Commuter Matching Assistance
- Transportation Events
- Residential Units Wired for High-Speed Internet Access
- Residential Unit Application Fees Waived if Working in Tysons Corner
- Residential Parking Spaces Sold Separately from Units
- Creation of a Commuter Club with Discounts for Local Services
ATMOSPHERICS, CITIZENS & POLITICS

• Good times inflame the naysayers; Citizen activism is currently on a meteoric rise
  
  - Fairlee
  - Fair Growth

• Interesting and unprecedented “alliance” of development community, “reasonable” smart growth advocates, many public sector Planning & Zoning & Transportation Staffs and even a number of leading politicians

• The internet – changing how we all do business

• If we don’t get involved and help one another - shame on us!
Are we gridlocking our neighborhoods?

Join us for an important “Town Hall” meeting to address growing concern about the level of density at existing and proposed Metro stations in northern Fairfax County.

A panel will discuss projects directly affecting communities in Vienna, Tysons, McLean, Reston, Oakton, Merrifield and Great Falls. Topics will include: transit options, gridlocking our roads, neighborhood impacts, and more.

Citizens Ask Questions and Share their Views

• Supporters say a Tysons-Reston-Dulles Metro line would ease traffic. Critics say it will spawn horrific gridlock. What are the facts?
• Will the proposed new Metro line overload or enhance existing service?
• What does urban development around Metro stations mean for neighborhoods in the surrounding 2-3 miles?
• How will recent federal decentralization plans (BRAC) affect neighborhood land use planning and transit solutions?

www.fairgrowth.org
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Citizens For Better Life – www.citizensforbetterlife.com
Dulles Area Transportation Association – www.datatrans.org
Dulles Corridor Rail Association – www.dullescorridorrail.com
National Association of Industrial and Office Properties – www.naiop.org
Northern Virginia Building Industry Association – www.nvbia.com
Tysons Corner Center – www.tysonsfuture.com
Urban Land Institute – www.uli.com
Proposed TDM Measures

- Assign Transportation Coordinator/Manager
- Meet with partners - WMATA, FFX CO, etc.
- Develop & Implement TDM Strategic Plan
  - SmarTrip Program
  - Pedestrian/Bicycle Plan
  - Telework Plan
  - Monitoring & Evaluation Plan
  - Transportation Mode Split Survey
- Create Operating Budget
- Brand Transportation Program
- Develop Collateral Materials
- Develop Website for Branded Program
- Open Transit Store
- Implement Commuter Connections/RideSources Program
- Assign and Train TC for Each Facility/Use
- Form Transportation Organization/Committee
- Submit Annual TDM Report to County
- Conduct Traffic Counts/Trip Generation