

Tyson's

C O R N E R
C E N T E R



Trivia Questions (there will be a test):

The number of employees working in Tyson's Corner is ___?

The number of residents living in Tyson's Corner is ___?

If Tyson's Corner were a "stand-alone" city, it would be the ___ largest office market in the U.S.

Tyson's Corner Center Mall is the ___ largest mall in the country.

THE IMPORTANCE OF TYSONS CORNER TO FAIRFAX COUNTY



Tyson's 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

Tyson's 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

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

Tyson's Corner has 4.1 million sq ft of retail space

REGIONAL GROWTH

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

TYSONS CORNER TODAY



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

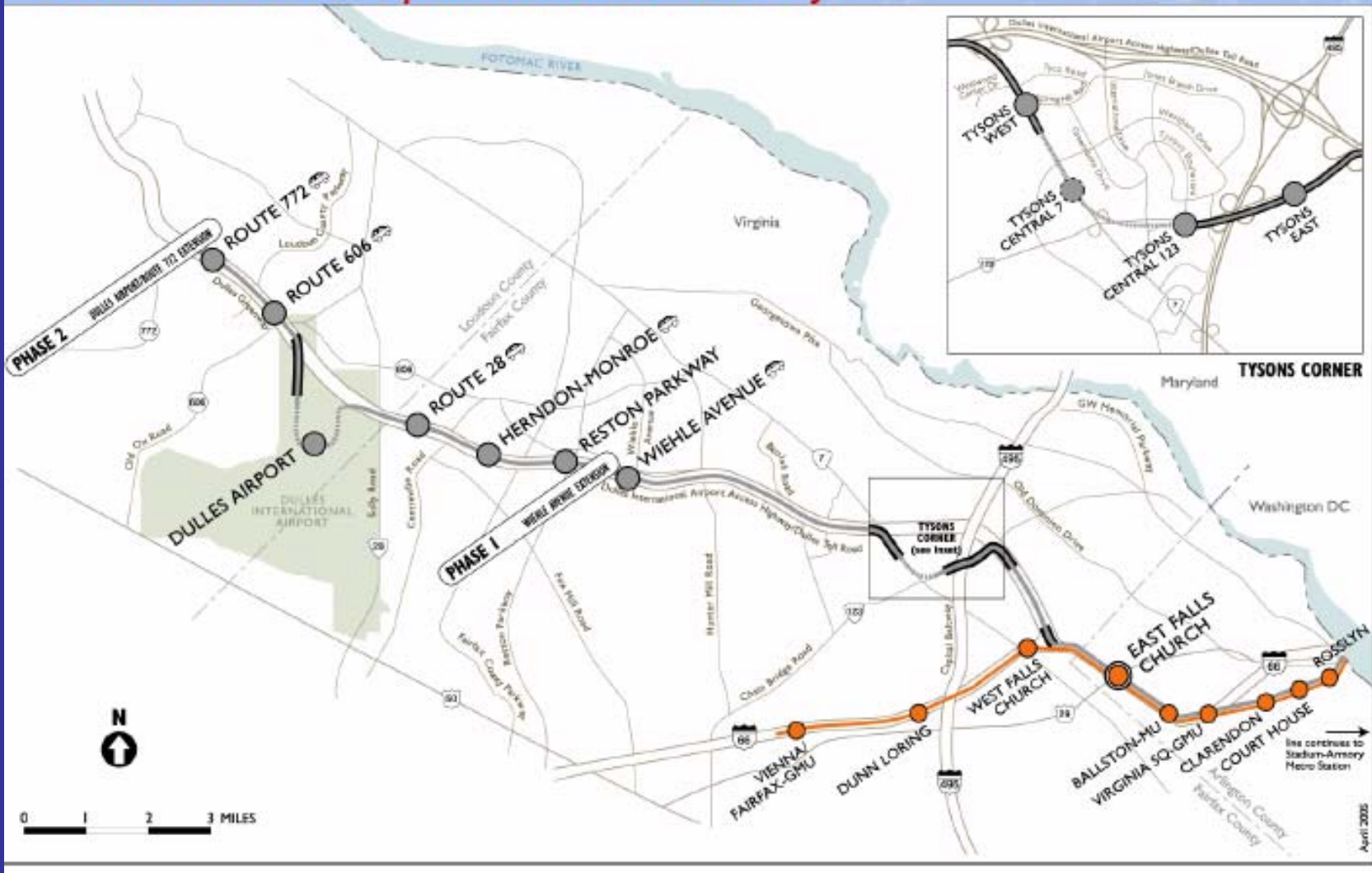
1 million sq ft of industrial space

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

Office	620,000 sq ft
Residential	475,000 sq ft (300 homes)
Hotel	234,000 sq ft
Plaza retail	10,000 sq ft
Total	1.4 million sq ft

Phase II

Office	615,000 sq ft
Residential	418,000 sq ft (310 units)
Plaza retail	50,000 sq ft
Total	1.1 million sq ft

Phase III

Residential	200,000 sq ft (200 units)
Plaza retail	11,000 sq ft
Total	211,000 sq ft

Phase IV

Office	157,000 sq ft
Residential	290,000 sq ft (165 units)
Plaza retail	50,000 sq ft
Total	497,000 sq ft

Phase V

Residential	250,000 sq ft (250 units)
Plaza retail	32,000 sq ft
Total	282,000 sq ft

Overall Totals

Office	1.4 million sq ft
Residential	1.6 million sq ft (1,250 units)
Hotel	234,000 sq ft
Retail	150,000 sq ft
Total	3.4 million sq ft

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 Headed for a Breakdown?

Citizens' Town Hall Series - Meeting 2

Metro and Development Density

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?

George Marshall High School is at 7731 Leesburg Pike, Falls Church, VA 22043. It is located just inside the Beltway on the Tysons Corner side of I-66, and should not be confused with George Mason High, which is on the downtown Falls Church side of I-66.

www.fairgrowth.org

Town Hall Meeting

Thursday, June 23
Marshall High School
7:30-9:00 p.m.

Citizens and elected officials from all areas of Fairfax are invited. Citizens will have time to speak and be heard.



Fairfax Citizens for Responsible Growth, Inc.
www.fairgrowth.com

Great Falls Citizens Association
www.gfcitizens.com

Hunter Mill Defense League
www.hmdl.org

Options for Oakton

Southwest Vienna Citizens' Association

Fairfax Citizens For Responsible Growth - FairGrowth
FairGrowth - Transit Oriented Development with Community Input

- [Home](#)
- [Learn More](#)
- [Location](#)
- [News](#)
- [Other Groups](#)

NEW TOWN HALL MEETING: THURSDAY, JUNE 23

"Metro & Development Density - Are We Gridlocking Our Neighborhoods?"
Second of the Series, "Are We Heading for a Breakdown?"

WHEN: Thursday, June 23rd 7:30 - 9:00 p.m.

WHERE: George Marshall High School, 7731 Leesburg Pike, Falls Church

[CLICK HERE FOR MAP](#)

FOR DETAILS, GET THE FLYER
[CLICK HERE FOR MORE \(.PDF Format\)](#)

[New FairGrowth Guest Editorial: "Answering Rail's \\$4 Billion Question"](#)

To join our mailing list or contact us: fairgrowth@fairgrowth.org

Results of the April 19th Town Hall Meeting -
Development In Fairfax: Are We Heading for A Breakdown?

Two U.S. Congressmen, A State Senator, Several State Delegates & Candidates, Vienna Town Council Members, School Board Members And One County Supervisor Were Among The Officials On Hand to Hear The Concerns Of Approximately 600 Citizens. As Fairfax County Citizens, We Are:

- **Dedicated to Empowerment and Inclusion**
- **Demanding Accountability**
- **Deserving of Recognition as Stakeholders**

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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

Metropolitan Washington Council of Governments – www.mwcog.org

National Association of Industrial and Office Properties – www.naiop.org

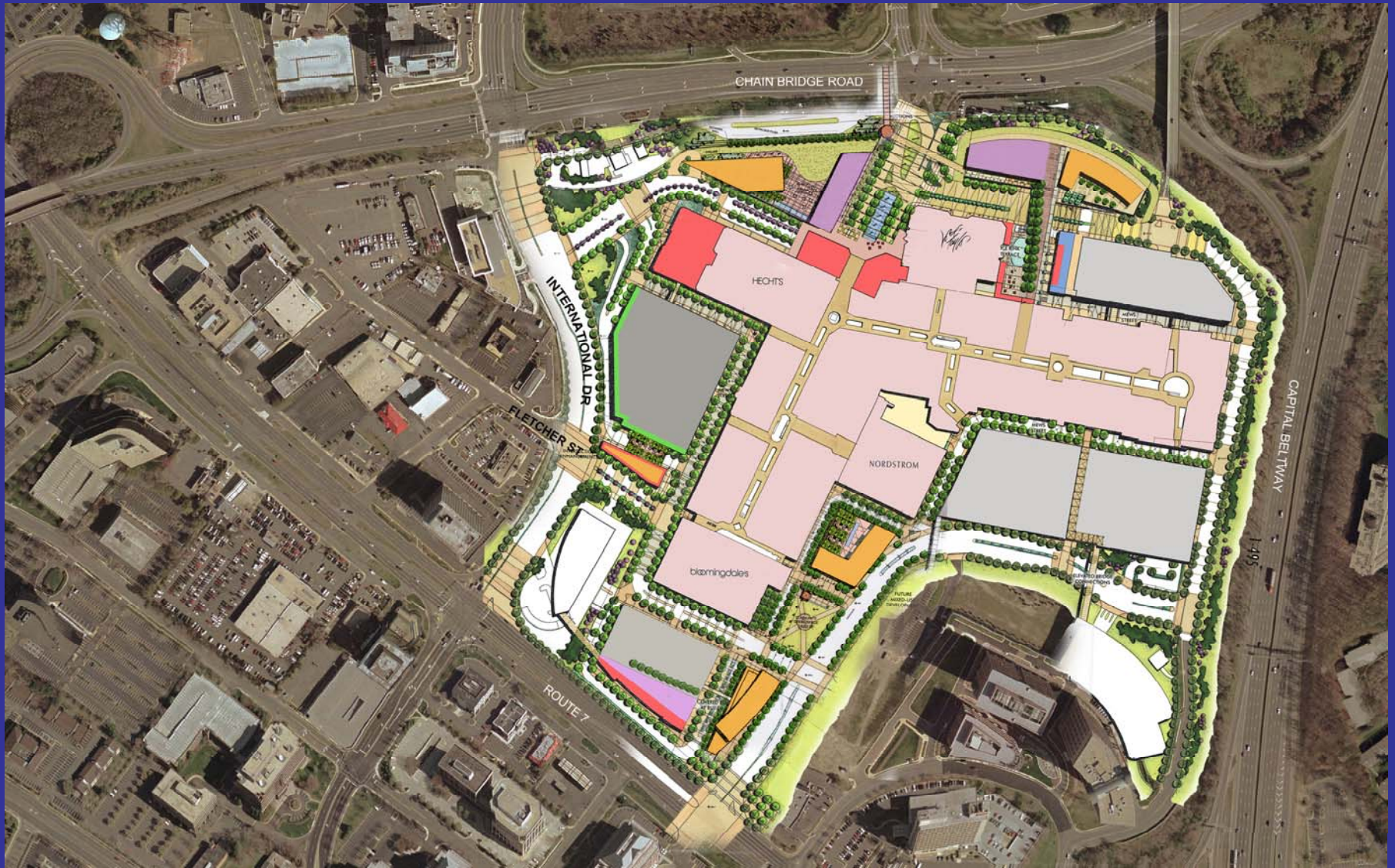
Northern Virginia Building Industry Association – www.nvbia.com

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