



County of Fairfax, Virginia

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# Transforming Tysons

## PUBLIC INVOLVEMENT WITH BUSINESS AND COMMUNITY GROUPS

ITE Mid-Colonial District  
Annual Meeting  
April 29, 2011



# Transforming Tysons

- Time Frame for Public Involvement:
  - Over 5 Years: Spring 2005 to Summer 2010
  - Three Phases of Public Involvement
    - Coordinating Committee ( < 2 months )
    - Tysons Task Force ( 3 ½ Years + )
    - Planning Commission Tysons Committee ( 18 months)



# Opening Act

- Tysons Coordinating Committee (Spring 2005)
  - Small (about 12 people)
  - Representatives from Established County Committees (Environmental); Some Citizens
  - No Chairman Appointed
  - Most People Have Forgotten that this Group Existed



# Opening Act

- Tysons Coordinating Committee (cont)
  - Within 6 Weeks Committee Requested Expanded Membership (Not More Than 20)
    - an employer;  
a resident of Tysons Corner;  
an employee; and  
additional Countywide representation



# Tysons Land Use Task Force

- 36 members appointed by County Board
  - Citizens from Tysons, surrounding communities, and all Supervisory Districts of Fairfax County
  - Business representatives and land owners
  - Special interests (environment, bicycles, accessibility, etc.)
- Mission: Update Comprehensive Plan for Tysons Corner
  - Promote mixed use, transit-oriented development
  - Increase amount of housing
  - Make Tysons more walkable
  - Provide for community benefits



# A Team Approach

- Task Force
- County planning and transportation staff
- PB PlaceMaking: urban design and planning consultants
- Cambridge Systematics: transportation consultants
- Perspectives Group: community outreach consultants





# Task Force Public Outreach

- 20 community dialogues
  - Identifying community values
  - Led to Guiding Planning Principles





# Task Force Public Outreach

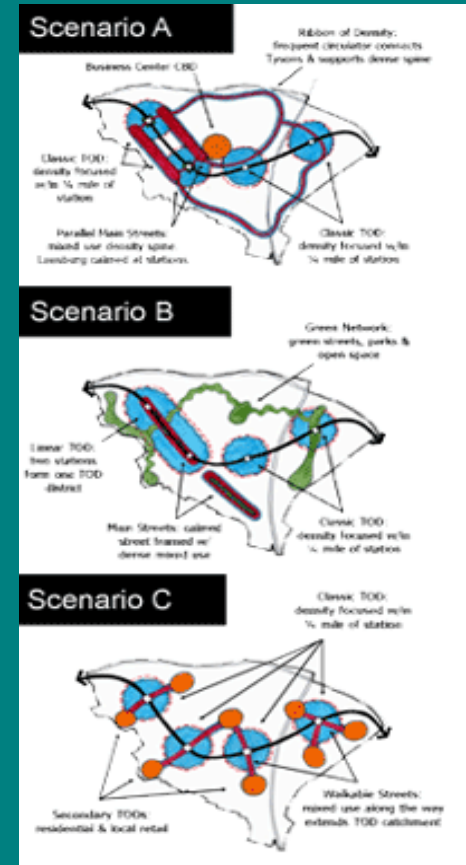
- Public workshops on 3 growth alternatives
  - 6 public workshops & 3 employee focus groups
  - Opportunities & Constraints
  - Lego Exercise - Where to put density?
  - Results were basis for 3 Test Scenarios





# Task Force Public Outreach

- Public workshops on test scenarios
  - 3 public workshops, 3 employee focus groups, & web site survey
  - 3 Test Scenarios
    - Housing Emphasis
    - Employment Emphasis
    - Pushing the Envelope
  - Results were basis for 2 advanced prototypes





# Task Force Public Outreach

- Public workshops on advanced prototypes
  - 3 public workshops & web site survey
  - Prototype A
    - Moderate growth
    - Increase density in areas within 1/3 mile of rail stations
  - Prototype B
    - Substantial growth
    - Increase density in areas within 1/2 mile of rail stations





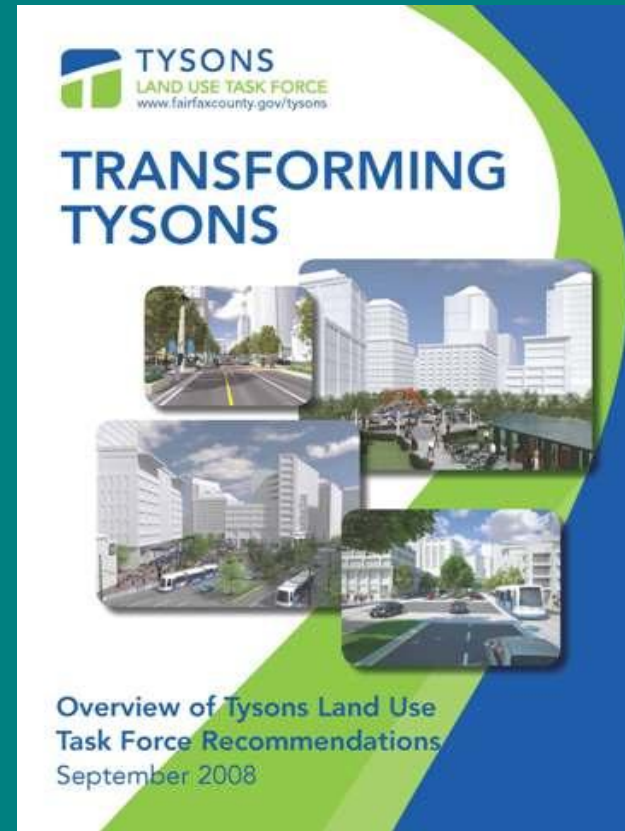
# Task Force Community Outreach

Jan. & Feb. 2006	Community Dialogues
Jan. 2007	Community Leader Presentations
Mar. & Jul. 2007	Employee Focus Groups
Mar. 2007	Workshops on Growth Alternatives
Apr. 2007	“Making Tysons Work” Dr. Cervero
Jul. 2007	Workshops on Test Scenarios
Sep. 2007	Implementation Presentation
Nov. 2007	Transportation Analysis Presentation
Jan. 2008	Seminar on Density
Feb. 2008	Workshops on Land Use Prototypes



# Task Force Report – Sept. 2008

- Land Use Concepts
  - Highest Density (6.0 FAR)  
within 1/8 mile of Metro
- Mix of Uses
- Requirements for Development
- Implementation Strategies





# Headlines

Washington Post

Sept. 2008

- Green City-Style Tysons Plan Wins Fairfax's Approval
- Tysons Plan Faces Persistent Doubts  
Critics Say Case Hasn't Been Made



Letter:  
Unrealistic  
Densities in  
Tysons Report



# Planning Commission Tysons Committee

- November 2008 – May 2010
- Charge to Planning Commission to Work with Staff, Task Force to Draft Plan Text
- Chairman Had Inclusive Approach
- Tensions Early in This Phase



# Tyson's – The Politics

- **TYSON'S TOMORROW  
MEDIA RELEASE**
- **TYSON'S TOMORROW DECRIES “SAME OLD,  
SAME OLD” FROM FAIRFAX PLANNING  
STAFF**
- *Advocacy group believes exciting vision  
for a new Tyson's will be lost if current staff  
recommendations are approved*
- (February 12, 2009 - McLean, VA)



# Tysons –The Politics

- ***Greater Tysons Citizens Coalition (GTCC) Press Release***  
**Feb. 23, 2009**

## **County Traffic Data Deal Severe Blow to Tysons Development Plan**

*Bottlenecks Thwart Task Force's Vision, Officials Say; Citizens Urge End to 'Denial'*

A task force's plan to dramatically increase urban density at Tysons Corner received a devastating setback last week, when Fairfax County planners said that even an expanded Tysons transportation network could handle only a small fraction of the proposed expansion.



# Planning Commission Tysons Committee

- Conducted listening sessions with stakeholders and public facility providers
- Reviewed three “straw man” drafts of Plan text
- Received recommendations from County staff and Task Force’s Draft Review Committee
- Initiated “Demonstration” Project
- Explored Innovative Solutions



# Plan Adoption

- Planning Commission worked through issues for 18 months
- Planning Commission Approval May 2010
- Board of Supervisors Approval June 2010
- Remarkable Degree of Consensus on Final Plan Language



# Generally Positive Headlines & Reactions

- **Washington Business Journal:**

Fairfax board approves landmark Tysons Corner Plan

- **Fairfax Times:**

Although some residents of the communities surrounding Tysons Corner, as well as some developers, said during a four-hour public hearing Tuesday that they still have some concerns about the Tysons plan, the final product was relatively well-received.



# For More Information

- <http://www.fairfaxcounty.gov/dpz/tysonscorner/>