



CONNECTING TYSONS

A COLLECTIVE STRATEGIC PLAN

DECEMBER 2023



CONTENTS

Letter from the Tysons Community Alliance	04
About the Tysons Community Alliance	05
Tysons Strategic Plan	08
Existing Conditions Assessment	10
Community Engagement	12
The Tysons Strategic Plan Themes	14
THEME 1: Cultivate and Promote Identity	16
THEME 2: Energize Place	18
THEME 3: Build Connections and Enhance Mobility	20
THEME 4: Build a Livable and Inclusive Community	22
THEME 5: Foster a Vital Economy	24
Implementing the Tysons Strategic Plan	26
Connecting to the Fairfax County Strategic Plan	27
Acknowledgments	28



DEAR TYSONS COMMUNITY AND FRIENDS OF THE TCA,

The Tysons Community Alliance is pleased to present this collective Strategic Plan for Tysons. The TCA was founded to be a community-oriented organization: The vision of an inclusive community, of the private, public, and civic sectors working together with residents, is built into our blueprint as well as part of our organizational brand. As Tysons grows and transforms, the TCA is committed to convening and collaborating with the community, driven by our belief that Tysons is made stronger by the contributions of everyone with a stake in its future.

Guided by the vision in Fairfax County's 2010 Tysons Comprehensive Plan, Tysons is emerging as a leading urban center with vibrant neighborhoods, innovative businesses, and a growing residential population drawn from across the globe. The transformational developments of recent years underscore Tysons' extraordinary potential as a regional and global destination for culture, commerce, and quality of life. TCA's Market Study, completed in the summer of 2023, provides a snapshot into this growth as well as new intelligence on the implementation of the Comprehensive Plan, and serves as a platform for envisioning Tysons' next decade. This Strategic Plan is a result of that visioning work and seeks to catalyze further progress in the years ahead.

A plan is only as successful as its ability to encompass many perspectives. Tysons is a vibrant community with diverse voices. We sought, and received, input from residents, local businesses, property owners, government officials, civic leaders, and other stakeholders. The ideas of nearly 1,000 participants in our planning process and community survey shaped the themes and directions outlined in this document.

The TCA is honored to be a representative of these multiple voices. We look forward to continuing the conversation about the strategies and ideas included in the Strategic Plan. Our core program of placemaking, research and planning, transportation and mobility, and branding and community engagement, as well as our ongoing work to convene and undertake joint ventures with stakeholders, is designed to continue Tysons' momentum toward the future envisioned within it.

We are grateful to everyone who participated in the development of this plan, including our task group leads and members and the community at large. We are excited about the journey ahead and are eager to work with all of you to create a future for Tysons that reflects the aspirations of its residents, businesses, and private- and public-sector leaders.

In partnership,

KATIE CRISTOL
CEO

JOSH WHITE
Chairman of the Board



The Tysons Community Alliance is an independent, nonprofit community improvement organization committed to the ongoing transformation of Tysons, Virginia, into a vibrant, inclusive, and globally attractive urban center.

ABOUT THE TYSONS COMMUNITY ALLIANCE

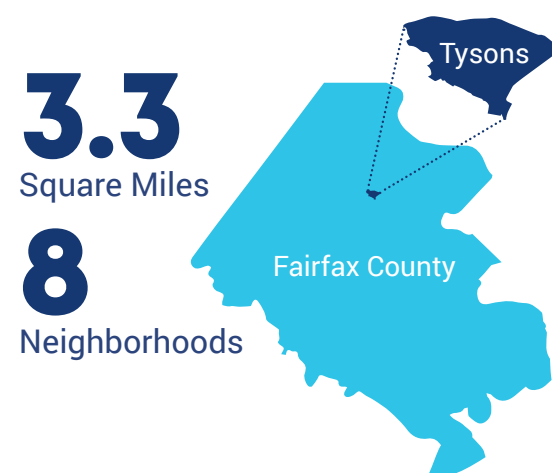
Established in October 2022, the Tysons Community Alliance (TCA) is an independent, 501(c)(6) nonprofit community improvement organization committed to the ongoing transformation of Tysons, Virginia, into a vibrant, inclusive, and globally attractive urban center. The TCA Board of Directors — composed of stakeholders from the private, public, and civic sectors — works collaboratively to improve Tysons with major activities in communications and branding, placemaking and activation, transportation and mobility, market research, planning, and business support. Through a robust community engagement program, the TCA and its stakeholders prioritize improvements that will help achieve the vision of Fairfax County's Comprehensive Plan for Tysons.

The TCA team works tirelessly to organize events and activations, conduct research and disseminate findings, execute placemaking projects, and promote walkability and connectivity through transportation demand-management activities, tactical mobility projects, and collaboration on local and regional transportation infrastructure.

ABOUT TYSONS

The Tysons area boundaries were delineated through the Tysons Comprehensive Plan in 2010, an inclusive process that was several years in the making. When fully implemented, the Comprehensive Plan will catalyze that transform Tysons into a walkable, green urban center by 2050. The Comprehensive Plan was developed to take advantage of the area's longstanding status as a retail mecca and employment center for the Washington Capital Region, increasing residential population, and transit-oriented development planned for the four WMATA Silver Line Metro stations that would arrive in 2014.

Since the plan's adoption, Tysons has made significant progress toward these goals. Several major mixed-use developments have arisen near the Metro stations, creating a distinct sense of place around a set of smaller, walkable neighborhoods. And people have taken notice: the Tysons residential population has grown by 2.6% annually over the last half-decade, more than nine times the county average. More about the Tysons Comprehensive Plan is available at fairfaxcounty.gov/tysons/comprehensive-plan.

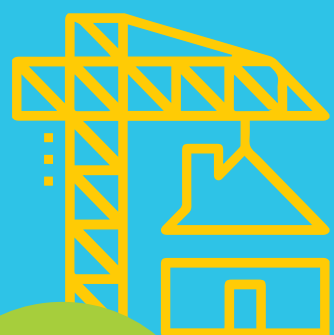


TYSONS FAST FACTS

RESIDENTIAL

29,000
RESIDENTS

with a goal to grow to 100,000 by 2050



1.6K

housing units under construction

625

are affordable housing

2.6%
average annual population growth

9x

the Fairfax County average

OFFICE WORKFORCE

28.3M

square feet of office space

116K

workers



5 FORTUNE 500 COMPANIES

2ND LARGEST single regional employment center outside downtown D.C.

TRANSPORTATION

57 Average WalkScore

+4 points in three years



50%

INCREASE in car-free households since 2019

HOSPITALITY

14
hotels

3.2K
rooms



PARKS

125 ACRES

of publicly accessible green space

RETAIL

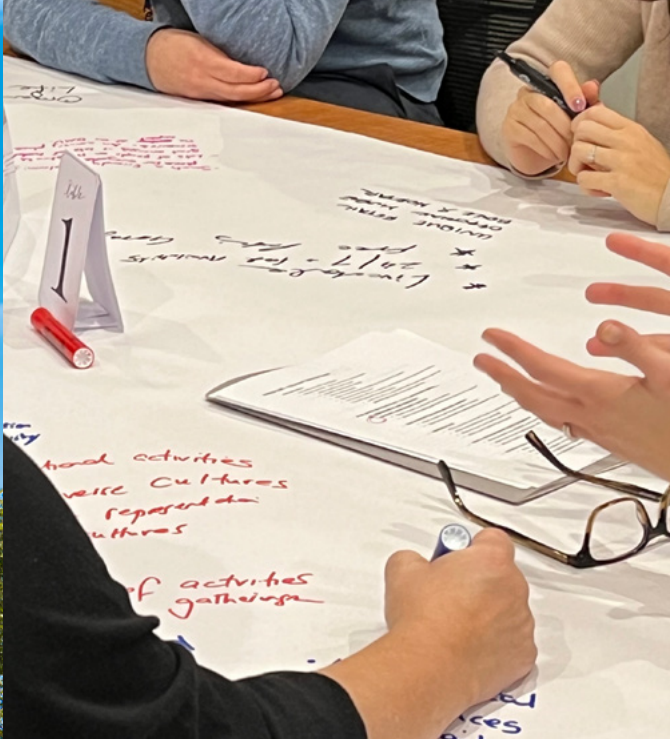
2 of the top-performing shopping malls in the U.S.



5.5M

square feet of retail space

65% of all retail is within a quarter-mile of Metro



The values that guide the Tysons Community Alliance: sustainability, equity, diversity, and community engagement.

TYSONS STRATEGIC PLAN

The Tysons Strategic Plan process began in the spring of 2023. This project focused on key aspects of economic and community development and included broad engagement among Tysons stakeholders, including private and public sector leaders as well as residents.

TASK GROUPS

The TCA Executive Committee established a set of six task groups to guide the development of a set of interrelated planning efforts, focused on key aspects of economic and community development:

- Office & Workforce
- Residential
- Hospitality
- Retail & Entertainment
- Transportation & Mobility
- Parks & Community Amenities

Task group chairs regularly participated in a coordination committee, led by TCA Board member David Schneider, to ensure cross-sector collaboration and coordination.

TYSONS STRATEGIC PLAN ENGAGEMENT STRUCTURE



EXISTING CONDITIONS ASSESSMENT

To set a base level of knowledge from which the TCA and its task groups could begin to make sound planning decisions, the organization assessed existing conditions in Tysons to understand how various market and civic sectors are currently functioning – especially important as the world moves into a reality that is quite different from early 2020 and the trends and norms of the pre-pandemic years.



THIS ASSESSMENT

led by real estate and economic development consultancy HR&A Advisors, in partnership with transportation consultant Wells & Associates and planning, engineering, and landscape architecture firm Toole Design Group, took a three-pronged approach in order to meet the needs for the six Strategic Plan task groups:

- **A market study** on various conditions in the private real estate market as well as economic conditions more broadly. This study covered the large majority of informational needs for sectors of Office & Workforce, Residential, Retail & Entertainment, and Hospitality.
- **An analysis** of transportation infrastructure conditions.
- **An inventory** of existing and planned parks, open and green spaces, and community and cultural centers.

ASSESSMENT HIGHLIGHTS

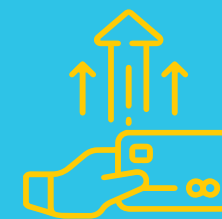
Highlights from the Tysons Market Study, released in July 2023, are shown here. The full report is available at tysonsva.org/tysonsmarket-study.

ECONOMIC ACTIVITY



Tysons is **1%** of Fairfax County's area but generates **8%** of its tax revenue

RETAIL



Shopping visitation is at **92%** of the 2019 average, and spending is over **\$2.4 BILLION ANNUALLY**

RESIDENTS



To meet the projected growth of **15,000** new renting households **4,400** additional housing units are needed by 2032.

GREEN SPACE



Since the 2010 adoption of the Tysons Comprehensive Plan, park space has grown by **38%** bringing the total acreage of publicly accessible green space to **125 ACRES**

COMMUNITY ENGAGEMENT

The TCA is committed to fostering meaningful community engagement and establishing robust channels through which Tysons residents, workers, business and property owners, and visitors can contribute their insights to our initiatives. We created a community survey that ran in tandem with the Strategic Plan process.

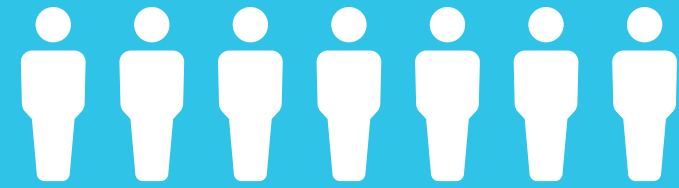
Collaborating closely with urban planning consultants, task group chairs, and county staff, we crafted a comprehensive set of questions that spanned a wide spectrum of topics relevant to the six task groups, as well as open-ended questions for respondents to provide detailed feedback and suggestions. Demographic data was also collected to better understand the profile of survey respondents, enabling the TCA to make necessary adjustments to ensure the survey's demographic representation aligned with Tysons' overall demographics.

Notably, the survey results largely validated the overall direction and priorities established by the task groups. Survey highlights are provided at right. A detailed report of survey findings will be published in early 2024.



COMMUNITY SURVEY HIGHLIGHTS

831
RESPONSES



57%
TYSONS
RESIDENTS

38%
WORK IN
TYSONS

60%
VISITED/PLAYED
IN TYSONS



A top priority: Improving walking and/or biking conditions and connectivity.

Retail survey showed strong desire for **more neighborhood-serving retail.**



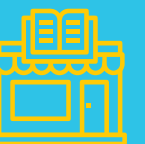
Tyson's' central location and proximity to work, Metro, shopping, dining, entertainment.



77%
residential survey respondents who did not already live here **said they would consider moving to Tysons.**

TOP 4 RESPONSES

- ✓ **SMALL BUSINESS SPECIALTY STORES/SERVICES**
- ✓ **GROCERY/ FOOD STORES**
- ✓ **BOOK STORES**
- ✓ **BODEGAS/ CORNER STORES**



Work survey respondents who work and live in Tysons highly prize **proximity of office to home.**

Most frequently suggested **community amenities for Tysons.**

COMMUNITY CENTER

LARGE CENTRAL PARK

MUSEUMS
or other cultural institutions

PUBLIC POOL



Park most cited as respondents' favorite:
THE PERCH

CONNECTING THE DOTS

INTRODUCING THE TYSONS STRATEGIC PLAN THEMES

To kick off the planning process, the TCA organized task groups around key focus areas: Office & Workforce; Residential; Hospitality; Retail & Entertainment; Transportation & Mobility; and Parks & Community Amenities. As discussions among and between the task groups evolved, five themes, each of which highlights the interconnectedness of the task groups, became clear. These themes support Tysons' growth into a dynamic, 24/7 urban center.

The five Strategic Plan themes, listed at right and described more fully on the following pages, demonstrate these connections.



EACH THEME has a set of corresponding strategies. While these are not meant to be comprehensive or final, it is here that the dots are connected, as a number of strategies appear across multiple themes.

THEME 1: CULTIVATE AND PROMOTE IDENTITY

Build an identity that reflects Tysons' evolution into a 24/7 urban center made up of unique and supporting neighborhoods.



STRATEGIES:

Market, promote, and enhance the brand of Tysons as a vibrant, mixed-use place.

Organize a comprehensive coordinated and integrated set of marketing campaigns.

Focus on the need and opportunities for creating identifiable, unique, and livable neighborhoods.

Part of themes **1** **2** **4**





STRATEGIES:

—

Improve Tysons' attractiveness, sense of place, and neighborhood connectivity.

—

Focus on the need and opportunities for creating identifiable, unique, and livable neighborhoods.

Part of themes **1 2 4**

—

Use investments in transportation to enhance placemaking and safety.

Part of themes **2 3**

—

Ensure the timely delivery of needed community facilities.

Part of themes **2 4**

—

Expand the types of retail options and entertainment experiences.

Part of themes **2 5**



THEME 2: ENERGIZE PLACE

Upgrade and activate the public realm to organically draw in people to play, work, shop, relax, and socialize in Tysons' neighborhoods.

THEME 3: BUILD CONNECTIONS AND ENHANCE MOBILITY

Increase multimodal connections to, from, and within Tysons to enhance mobility and increase quality of life.



STRATEGIES:

— Connect Tysons through a multi-modal network.

— Continue to improve access to, from, and within Tysons.

— Use investments in transportation to enhance placemaking and safety.



THEME 4: BUILD A LIVABLE AND INCLUSIVE COMMUNITY

Invest in initiatives that provide a safe, equitable, and sustainable community for all ages, abilities, and incomes. Encourage participation from, and engage in outreach to, the full community in order to create a sense of belonging.



STRATEGIES:

Support an increased diversity of housing stock.

Enhance the parks system.

Increase the amount of affordable and attainable housing.

Focus on the need and opportunities for creating identifiable, unique, and livable neighborhoods.

Part of themes 1 2 4

Ensure the timely delivery of needed community facilities.

Part of themes 2 4





THEME 5: FOSTER A VITAL ECONOMY

Grow the economy by building on market trends, supporting diverse retail, cultivating innovation and entrepreneurship, and spurring workforce development.

STRATEGIES:

Attract and retain office- and residential-serving businesses.

Enhance the workforce experience.

Capture a more diverse hotel market.

Increase the capacity to host community gatherings, large meetings, and conferences.

Expand the types of retail options and entertainment experiences.

Part of themes 2 5



CONNECTING TO THE FAIRFAX COUNTY STRATEGIC PLAN

From the beginning, TCA board and staff were unified in the vision that the Tysons Strategic Plan should complement and help advance the broader Fairfax County Strategic Plan and One Fairfax Policy. The result of the six-month, collaborative planning process is a seamless alignment that is both direct – see below – as well as supportive of the other Fairfax outcome areas, especially Cultural and Entertainment Opportunities and Healthy Communities.

This confluence of shared goals is beneficial to the continued evolution of Tysons, which in turn benefits Fairfax County as a whole.

FAIRFAX COUNTY COMMUNITY OUTCOME AREAS

Economic Opportunity

Housing and Neighborhood Livability

Mobility and Transportation

TYSONS COMMUNITY ALLIANCE THEMES

Foster a Vital Economy

Build a Livable and Inclusive Community

Build Connections and Enhance Mobility

IMPLEMENTING THE TYSONS STRATEGIC PLAN

The Tysons Strategic Plan sets forth a road map to guide Tysons' evolution into a premier urban center, with oversight provided by the executive committee, and with input and guidance provided by the TCA. Just as all stakeholders were instrumental in setting the course for the plan, so are they instrumental in its implementation. The Strategic Plan is intentional in its alignment with goals outlined in the Fairfax County Strategic Plan, and as a result complements and will accelerate the county's efforts in Tysons.

The TCA is committed to the stewardship of this plan. Implementation will require the commitment of numerous public- and private-sector partners to successfully advance the actions called for in this document.

Once such example of this commitment is the TCA's integration of the plan's strategies into its Work Plan to facilitate implementation-related activities. For example, comprehensive coordinated and integrated marketing initiatives are a key strategic goal that is housed within the organization's Communications and Branding Program. Initiatives that focus on fostering an updated sense of place and identity for an evolving Tysons community will be executed through the Placemaking Program. The maintenance and expansion of a robust archive of Tysons data and information resources will provide a valuable service to members and stakeholders via the Research and Business Program.

The TCA will continue to advance, monitor, and share the Strategic Plan's progress on a regular basis, and will propose updates to this living document as Tysons continues to evolve. The plan's success will be visible and experienced in the Tysons of the coming decade and beyond.





ACKNOWLEDGMENTS

The Tysons Community Alliance thanks everyone who participated in the development of the Strategic Plan. This forward-thinking document would not have been possible without their support, spirit of collaboration, and hard work.

STRATEGIC PLAN RESOURCE TEAM

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Rebecca Moudry, Fairfax County Government

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The committee included the chair from each task group. Additional participants: **Scott Sizer** and **Laura Baker**, Fairfax County Government.

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“This Strategic Plan is the fruit of the countless volunteer hours spent by the diverse stakeholders of the Tysons Community Alliance – from the public and private sectors to nonprofits to residents and surrounding areas – and will serve as a foundational document for all partners to use in the implementation of the collective vision for Tysons.”

—**David Schneider**, Holland + Knight
Chair, Strategic Plan Coordination Committee

Tyson's

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