

The background is a solid blue color. In the lower half, there is an abstract graphic composed of several geometric shapes. A dark blue parallelogram is positioned at the top of this graphic. Below it, a white shape resembling a stylized 'U' or a wide 'V' is partially visible. To the left, a light blue trapezoidal shape points upwards. Further left, a small green triangle is visible. The overall composition is clean and modern, with a strong sense of upward movement.

**tysons**

**PLACEMAKING  
VISION +  
FRAMEWORK**

**This Way Up.**

# WHAT IS PLACEMAKING?

*"Creative placemaking animates public and private spaces, rejuvenates structures and streetscapes, improves local business viability and public safety, and brings diverse people together to celebrate, inspire, and be inspired."*

—National Endowment of the Arts, 2011



## TYSONS PLACEMAKING VISION + FRAMEWORK

A comprehensive, implementable program to provide a refreshed sense of place and a renewed identity that corresponds with the vision of Tysons as an "inclusive, vibrant, and globally attractive urban center where all thrive."

### ORIGINS OF THE VISION

Building upon Fairfax County's 2010 Tysons Comprehensive Plan, the Tysons Placemaking Vision is guided by the five core themes outlined in the Tysons Community Alliance's Strategic Plan, released in December 2023.



## VISION FRAMEWORK

**DEFINE:** Running west to east, The WMATA Silver Line is the strongest feature for placemaking in Tysons, with four stations centering high-density development.

**CONNECT:** The coming north-south Bus Rapid Transit route will offer a second transit-based connection through the Tysons community.

**EMBRACE:** The in-progress Circuit, a continuous greenway path for pedestrians and cyclists, will link Tysons' commercial and residential neighborhoods with each other as well as with parks and public spaces.

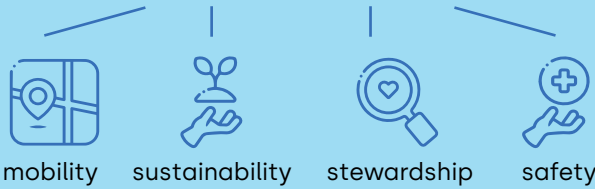
**WELCOME:** Eight transit nodes (four Metro stations; four BRT stops) let residents, workers, and visitors know they have arrived in Tysons.

**ENGAGE:** Seven locations along the Circuit invite the Tysons community to enjoy the public realm through thoughtful design and regular activation.



## CORE VALUES

integral to all efforts



A diverse and inclusive community is not simply about demographics but how Tysons approaches mobility, safety, sustainability, and stewardship.

## STRATEGIES & DESIGN DRIVERS

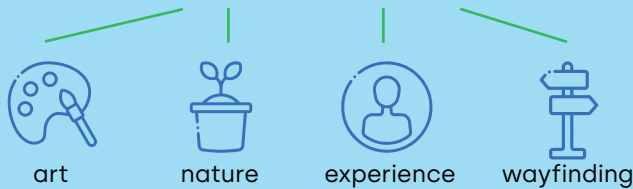
place based & dependent on context



These strategies can be approached at different scales: plant a flag with a small or temporary intervention; think surgically and address specific needs; or think big and consider entire development parcels or multiple blocks, where appropriate. Our design drivers address human needs like education, healing, entertainment, nourishment and play.

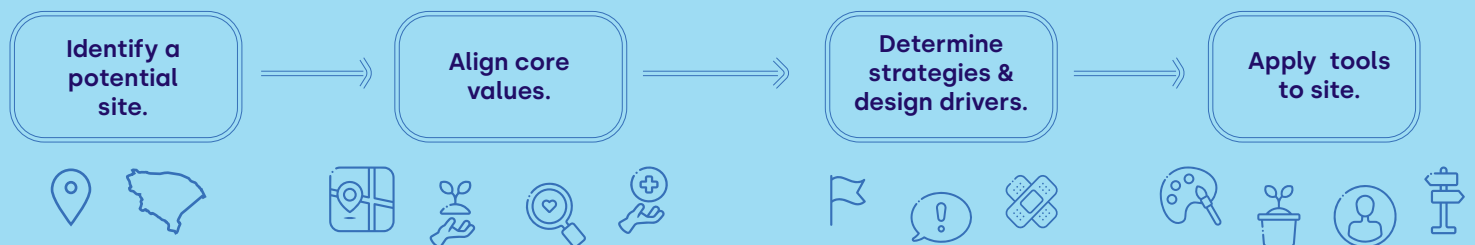
## TOOLS

program & design based



Tools may frequently overlap: Wayfinding (signage, lighting), nature (from plantings to parks), public art (murals, installations), and experiences (both passive and active, at a variety of scales).

## PATHWAY TO PLACEMAKING



# WHAT IFS

The four placemaking examples shown on this spread and the next are conceptual test fits based on real Tysons locations and do not represent endorsement by property owners at the time of publication.



## A COMMUTER'S WELCOME

The landscape by the Greensboro Metro station, is a concrete canyon with a large scale lilies mural on the way to and from one of the most vibrant urban developments in Tysons. Placemaking interventions could define identity, improve navigation, and add joy and delight through wayfinding, art installations, new greenery, and a pop-up for refreshments, or even a mini soccer pitch for pick-up games. This passageway can be more welcoming to the commuters and visitors that traverse it.



## A PLAY SPACE FOR ALL

Next to the Tysons Metro station sits a large future development site. This space offers the chance to create a vibrant and open "heart" for Tysons until the site is developed. Thoughtful placemaking strategies could — in relatively short order, and at a fraction of the cost of a permanent facility — turn it into a place of energy and activation for all ages, days and times of the week, and seasons.



# A TASTE OF NATURE

Between Old Meadow Road and Scotts Run is a large parking lot just steps from the Scott's Run Trail. This is a logical place for a trail connection point to adjacent residential areas and the new street grid. Could this place become a destination that offers both connection to the trail and the neighborhoods beyond as well as a respite for pedestrians and bikers? How about a modest new green space/park/playground, ground murals, and a small structure to house a café, farmers market, or other neighborhood serving retail amenity?



# A COMMUNITY CIRCUIT

An idea conceived in the 2014 Tysons Park System Concept Plan and adopted in the 2017 update to the Tysons Comprehensive Plan, the Community Circuit is an opportunity to fundamentally reshape Tysons and stitch together disparate nodes the way other national urban trails have like the Atlanta Beltline, Indianapolis Cultural Trail, and the St Louis Brickline Greenway. This 4.75 mile multimodal loop would improve mobility, weaving together connections among existing and future planned trails, open spaces, streets, civic spaces and major destinations throughout Tysons. This idea improves active transportation options, provides the stage for new public life activations, creates a destination in and of itself. It could include iconic public art, wayfinding, thoughtful site furnishings and amenities, world class landscape architecture and do it all with a sense of fun, delight, and discovery. This would benefit Tysons by boosting economic development and real estate values – creating a competitive differentiator and resulting in a more cohesive, dynamic, urban, globally relevant, interesting Tysons.



# IN THE WORKS

*This vision is already in the works. Here's what we're up to.*

## TYSONS BEAUTIFICATION PROJECT

At the southeast intersection of 123 and Route 7 sits approximately two acres of unused, overgrown land. This location serves as the gateway for vehicle traffic coming from Vienna and pedestrian traffic utilizing the Greensboro Metro station. The Tysons Beautification project is cleaning up and replanting the space in two phases.

### PHASE 1:

Remove invasive plant species, dead trees, and trash.

### PHASE 2:

Replant with low maintenance, indigenous trees, and plants.



## Tyson's Beautification Project



Phase 2 Landscaping Plan

# WHAT'S NEXT

*Taking the framework and vision and bringing to Tysons.*

The TCA'S work program includes implementation of some version of these ideas on varied time horizons, as funding and staff capacity allows. There are many steps to take project visions to reality, including creating more detailed concepts, evaluating costs and feasibility, building support among relevant stakeholders and users, planning associated programming and more.

The Tysons Community Alliance is already using this framework to engage with developers, property owners, businesses, residents, and others on opportunities. We look forward to working with our partners on funding and implementing these ideas.

Contact us via email at [placemaking@tysonsva.org](mailto:placemaking@tysonsva.org)

# tysons

community alliance

## ABOUT THE TYSONS COMMUNITY ALLIANCE

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. Comprised of representatives from a wide array of stakeholder groups, the TCA is committed to being a trusted, honest broker of relationships and information. We work collaboratively to bringing the private, public, and civic sectors together, seeking to identify gaps and needs, while employing smart strategies to provide innovative solutions.

Learn more about what we do — as well as all the exciting things happening in Tysons!

**TYSONSVA.ORG**

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