Next Stop the suburbs... what is a suburb?

April 21, 2016

Next Stop... Urban Burbs

Suburban Washington, DC

Justin B. Schor, Principal
SUBURBAN DC EXAMPLES
TYSONS
12 miles to Downtown DC
2009
44 million GSF
2010-2015
3.5 million NEW GSF
2010-2015
8% Growth in 5 years...
mostly last 2 years
2016-2019
## Tysons Construction Pipeline

<table>
<thead>
<tr>
<th>Building Name</th>
<th>Start Date</th>
<th>Completion Date</th>
<th>Land Use (RS, O, RT, H)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MITRE Building 4</td>
<td>Nov. 2013</td>
<td>Jun. 2016</td>
<td>RS: 0k O: 340k RT:0k H:0k</td>
</tr>
<tr>
<td>Nouvelle Arbor Row</td>
<td>Oct. 2013</td>
<td>Sep. 2015</td>
<td>RS: 510k O: 0k RT:7k H:0k</td>
</tr>
<tr>
<td>Garfield Scotts Run</td>
<td>Jun. 2014</td>
<td>Jan. 2017</td>
<td>RS: 476k O: 0k RT:0k H:0k</td>
</tr>
<tr>
<td>Adaire</td>
<td>Sep. 2014</td>
<td>Jan. 2017</td>
<td>RS: 412k O: 0k RT:5.6k H:0k</td>
</tr>
<tr>
<td>Capital One Headquarters</td>
<td>Jan. 2015</td>
<td>Q3. 2018</td>
<td>RS: 0k O: 950k RT:25k H:0k</td>
</tr>
<tr>
<td>Commons of McLean</td>
<td>Feb. 2015</td>
<td>Q2 2017</td>
<td>RS: 338k O: 0k RT:0k H:0k</td>
</tr>
<tr>
<td>7915 Jones Branch</td>
<td>Nov. 2015</td>
<td>Q2 2017</td>
<td>RS: 437k O: 0k RT:2.5k H:0k</td>
</tr>
<tr>
<td>The Residences At Tysons II</td>
<td>Q4 2016</td>
<td>Q3 2019</td>
<td>RS: 722k O: 0k RT:0k H:0k</td>
</tr>
<tr>
<td>The Boro Phase 1</td>
<td>Q2 2016</td>
<td>Q4 2018</td>
<td>RS: 945k O: 400k RT:266k H:0k</td>
</tr>
<tr>
<td>Dittmar Westpark Plaza</td>
<td>Q2 2016</td>
<td>Q4 2018</td>
<td>RS: 615k O: 0k RT:13k H:0k</td>
</tr>
<tr>
<td>Tysons West Phase 2</td>
<td>Q2 2016</td>
<td>Q2 2018</td>
<td>RS: 400k O: 0k RT:50k H:0k</td>
</tr>
<tr>
<td>Lennar Tysons Central</td>
<td>Q1 2016</td>
<td>Q3 2018</td>
<td>RS: 393k O: 400k RT:15k H:0k</td>
</tr>
</tbody>
</table>

**Residential:** 5.3 Million sf  
**Office:** 2.1 Million sf  
**Retail:** 386,000 sf  

Next Stop... Urban Suburbs  
April 21, 2016
~7.8 Million GSF of New Development
2009-2019
25% Growth in GSF
What is enabling this growth?
SUPPLY VS. DEMAND SOLUTIONS

![Graph showing supply and demand curves. The demand curve is a downward-sloping line, while the supply curve is an upward-sloping line. The points on the graph illustrate how price and quantity are related.]
IF YOU BUILD IT, THEY WILL COME
Next Stop…
Urban Suburbs
April 21, 2016
4 SILVER LINE Stations in Tysons.
TOD AROUND METRO STATIONS
DEMAND SIDE SOLUTIONS
“A broad, systematic, and integrated program of TDM strategies throughout Tysons can further REDUCE PEAK PERIOD SINGLE OCCUPANCY VEHICLE TRIPS, as well as increase the percentage of travelers using transit and non-vehicular modes of transportation.”
WHAT TDM IS

Transportation Demand Management
Single Occupant Vehicle

TRAVEL BEHAVIOR

What’s On the Outside

*Image Source: The Clean Air Campaign*
SOV TRAVEL BEHAVIOR

What's On the Inside

*Image Source: The Clean Air Campaign
TDM
TRAVEL
BEHAVIOR

What’s
On the
Inside

*Image Source: The Clean Air Campaign
## Tysons Corner Trip Reduction Goals

<table>
<thead>
<tr>
<th>SQUARE FEET OF GSA IN TYSONS</th>
<th>Distance from Metro Station</th>
<th>TRIP REDUCTION GOAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0 to 1/8 Mile</td>
<td>1/8 to 1/4 Mile</td>
</tr>
<tr>
<td>Up to 65,000,000</td>
<td>45%</td>
<td>35%</td>
</tr>
<tr>
<td>65,000,000</td>
<td>50%</td>
<td>40%</td>
</tr>
<tr>
<td>84,000,000</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>90,000,000</td>
<td>58%</td>
<td>48%</td>
</tr>
<tr>
<td>96,000,000</td>
<td>60%</td>
<td>50%</td>
</tr>
<tr>
<td>105,000,000</td>
<td>63%</td>
<td>53%</td>
</tr>
<tr>
<td>113,000,000+</td>
<td>65%</td>
<td>55%</td>
</tr>
</tbody>
</table>
What will this look like?
Next Stop…
Urban Suburbs
April 21, 2016
How will it feel?
Next Stop… Urban Suburbs
April 21, 2016
Is this happening elsewhere?
WHITE FLINT
12 miles to Downtown DC
2010
2,321 Residential Units
5.49 million SF Commercial Retail
2010 - 2015
1,900 residential units
1.2 million SF of office space
570,000 SF of retail
1 boutique hotel
8-screen movie theater
250-seat performing arts venue
Future - Approved
2,220 Residential Units
1.8 million SF Commercial Retail
Future - Proposed
9,800 Residential Units
5.69 million SF Commercial
Retail
What is enabling this growth?
Metro Station adjacent
Non-Auto Driver Mode Share

The Plan’s Phase 1 requires achieving a Non-Auto Driver Mode Share (NADMS) of 34 percent for the Plan area. This report recommends a Transportation Management Plan for White Flint as a way for public and private stakeholders to work toward achieving this goal.

The Plan’s Phase 2 increases the NADMS to 42 percent and in Phase 3, the NADMS goal is 51 percent for residents and 50 percent for employees. The North Bethesda Transportation Management District will complete its update of North Bethesda’s NADMS later this year.
What will it look like?
How will it feel?
MOSAIC DISTRICT
13 miles to Downtown DC
32 acres
>170,000 SF of Class A office
138 townhomes & 782 apartments.
520,000 square feet of retail
148-room hotel
1 art house movie theatre,
one-acre park
What is enabling this growth?
Metro Station 1 mile away
<table>
<thead>
<tr>
<th>Development</th>
<th>TOD Locations</th>
<th>Non-TOD Locations (More than 1/2 Mile from Station)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0 to 1/4 Mile from Station</td>
<td>1/4 to 1/2 Mile from Station</td>
</tr>
<tr>
<td>Office</td>
<td>Baseline*</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>TDM Goal**</td>
<td>45% - 35%</td>
</tr>
<tr>
<td>Residential</td>
<td>Baseline</td>
<td>30%</td>
</tr>
<tr>
<td></td>
<td>TDM Goal</td>
<td>45% - 35%</td>
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</tbody>
</table>
What will it look like?
How does it feel?
Next Stop… Urban Suburbs
April 21, 2016
What is the magic formula?
(3xD)+MMA
Density
Diversity
Design
+
Multi Modal Access
Can this formula work elsewhere?