

# **RESTON TOWN CENTER**

**CONCEPT PLAN  
AND PROGRAM**

**DAVID A CRANE AND PARTNERS  
PHILADELPHIA - BOSTON - HOUSTON**

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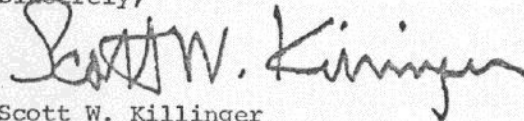
Mr. Michael Was  
Gulf-Reston, Inc.  
11440 Isaac Newton Sq. North  
Reston, Virginia 22090

Dear Mr. Was:

David A. Crane and Partners is pleased to submit this final planning report for the Town Center Concept Plan and Program Study. The materials contained in the report are a product of the planning team's efforts to sort out the first round of concepts, strategies and decisions regarding the Town Center. The work/review process, which included the Reston Staff and the consultant team, was a very key factor in achieving results quickly. It is an exciting project and the potentials for creating a unique "place" both architecturally and programatically are enormous. The reviews with the County have produced a good plan which integrates their building program with your own.

We appreciate your efforts and leadership and look forward to the next steps in this challenging effort.

Sincerely,



Scott W. Killinger  
Managing Partner

SWK/pk  
Enclosure



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## I. INTRODUCTION AND SUMMARY

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The purpose of this study of the Reston Town Center is three fold: 1) to prepare a plan program and design concept which tests the potential of the selected Town Center site, 2) to prepare an overall design concept or image which illustrates the physical form of the Town Center as it develops over time, and 3) to prepare a development strategy which is responsive to a great many variables to serve as a guide to the corporation in its decision-making processes. Many factors remain unknown or are unpredictable at this time. What is the existing and the potential market for retail commercial and office uses? How many residential units can be built into the site and what type of units should they be? What is the effect on the development of the site if the Outer Beltway is not built and what are the alternatives? What will access to the METRO line at Reston Avenue do to the development program? Finally, what should be done with the site if none of these transportation variables are realized? This report addresses these issues and suggests how they should be resolved.

First of all, a preliminary "rough-out" of the retail market indicates a minimum potential for a community shopping center of about 400,000 square feet. With the proposed reconstruction of Reston Avenue between Route 606 and Dulles Highway, adequate access capacity will exist to serve a center of this size. The plans have been structured with this as a minimum starting point. It is likely, however, that the potential is much greater than this. To put this potential in perspective and to evaluate the implications of alternate decisions on the transportation decisions, we have prepared two plans.

Plan A represents our judgment of the Maximum Development potential and is, of course, the most desirable plan so far as Reston's objectives are concerned. The ultimate retail potential illustrated in Plan A is 1 million square feet. Plan B represents a somewhat less ambitious plan, particularly so far as the retail center is concerned and represents a fall-back position if the maximum plan proves too ambitious. The retail potential illustrated in Plan B is 600,000 square feet. The most critical variable in these two plans is the sizes of the retail shopping core and whether it serves a regionally based population or a more locally based community population.

Even though both plans illustrate a fairly specific development program, in reality both are very flexible in terms of long-range growth. Both are able to accommodate wide variations in the magnitude and location of specific uses. The critical question is where to begin. The review and testing process suggested in Section V should allow the judgment between Plan A and Plan B Stage I to be made.

These two plans are based upon the planning team's judgment of the anticipated retail sales within the Town Center Trade Area, and the capacity of the highway network to deliver this population to the site. Both plans are staged over time, with each development stage keyed to related transportation improvements. We believe that in order to achieve the full development potential of either plan, a "Western Boundary Road" is essential, it must serve the site along this western edge. It must extend northward to Route 7 and southward to Routes 50 and I-66.

In the event this highway improvement is not realized, we believe the commercial center cannot expand to its full potential and have developed an option within

the Minimum Plan Concept (Plan B) as to how the site development might be terminated leaving an economically viable and visually exciting, if somewhat smaller, Town Center.

In this event, much of the land can be replanned for office and residential uses. We further conclude that the major elements of the Town Center should be programmed for completion within the next ten years. Land use decisions made beyond this 10-year period cannot now be reliably forecast. We do not believe that all of the land within the 600 acres is likely to be committed in that time period, however, and have therefore constructed a plan which establishes the 10-year commitment or "prime zone", and allows further land sales, for office and industrial uses in a "secondary zone", to continue until the entire 600 acres is committed.

In terms of the development strategy, the plans and programs described in this report illustrate how we believe the site should be organized. The decisions we see ahead for the corporation are based on the following strategies and general sequence of activities.

1. The maximum plan should be "tested" now with developers, potential joint venture partners, and perhaps key potential tenants to determine the strength of the Reston site for a major retail center. This review process should begin now.
2. The commitment to the reconstruction of Reston Avenue to 4-lane standards between Route 606 and Dulles Highway has already been made and engineering is currently underway. This will provide the necessary site access capacity to serve first stage development.
3. Based on the review process, a decision can be made early in 1975 as to whether to proceed with Stage I of the maximum or minimum commercial plan as well as the next high-rise office building. A realistic target date for completion of Stage I would be about 1978.
4. Based on conditions at that time and the response to Stage I facilities, a judgment should be reached as to the reality of the Western Boundary Road. If this highway is committed, Stage II of the Town Center program can be developed. If the highway is not committed, a search for alternate routes can be undertaken or a decision to "wrap-up" the Town Center along the lines of the "Plan B Option" can be made.






There are a variety of interim decisions, of course, required to implement a concept of this magnitude. We feel a framework for these decisions has been created however and urge continuing efforts now to pursue the reality of the Western Boundary Road, the parallel roads at Dulles Highway, and the Dulles METRO line.

The plans represent the preliminary concepts for a very exciting Town Center. The "images" the plan evokes are unique and suggest that the potential of the site is enormous. It should be pursued aggressively.





## DEVELOPMENT CONSTRAINTS

-  FLOOD PLAIN
-  HIGHLY ERODABLE SLOPES
-  HIGH SHRINK SWELL POTENTIAL SOILS
-  HIGH WATER TABLE
-  BEDROCK OUTCROPS



# Reston Town Center

DAVID A. CRANE AND PARTNERS  
 ARCHITECTURE URBAN DESIGN PLANNING  
 PHILADELPHIA HOUSTON BOSTON

FIG. 1

## II. PLAN DESCRIPTION

The two plans illustrated in this section are organized physically in a similar manner. The principal organizational concepts include:

- a. A north-south pedestrian spine which links a series of activity nodes.
- b. A major open space system which extends through the entire project.
- c. An internal transit system (probably an electric mini-bus system) operating on the pedestrian spine and connecting to future METRO rail.
- d. A series of multi-use activity nodes all of which are unique in character and which serve as the main activity focal points for the proposed uses.
- e. The concept of "program packages" for staged development, each of which includes a variety of uses, so that each stage will be a microcosm of the whole and multi-use nature of the project can be consistently developed through time.
- f. The concept of remote parking areas to serve as overflow reservoirs during peak shopping periods.
- g. The concept of "densifying" the multi-use spine over time by building high-rise structures on surface parking lots and replacing the parking in structures.

Transportation facilities which serve the site are described in Section IV.

### Site Analysis Synthesis

Figure 1 illustrates the principal conclusions resulting from the preliminary site analysis undertaken as part of this work. The major buildings have been placed generally along the ridge line which parallels Reston Avenue. The multi-use spine is positioned at the point of major slope so that a two-level retail mall can be created with direct access to parking at both levels.

The areas of greatest tree cover have been reserved for open space, residential, and clustered office uses so that they can more sensitively fit into the natural environment.

### Plan A: Maximum Development Plan

Stage I, illustrated in Figure 2, includes a two-level enclosed "shopping mall" containing 600,000 square feet of retail commercial. A department store of 150,000 square feet would anchor the north end of the mall. At the southern end would be an apparel store and a second department store of 150,000 square feet. Between the two anchors would be approximately 200,000 square feet of specialty shopping on two levels. Parking adjacent to the mall would serve both mall levels directly. The principal feature of the southern "anchor" would be a "pergola" or glass roofed enclosure which would house a botanical garden on several levels. Upper levels would contain restaurants, open air markets, and other areas for specially programmed activities including entertainment.



This "pergola" also serves as the focal point in the major open space which extends laterally through the entire site. In the initial stage, this open space would be largely undeveloped but defined and reserved for development during later stages. Ultimately a "Tivoli Garden" -- like active open space -- would be developed adjacent to the pergola. Thus, the pergola and botanical garden become not only the central focus of the retail shopping core, but also of the open space system.

An additional 100,000 square feet of "convenience commercial" is programmed for Stage I with approximately 80% of this located in free standing structures along Reston Avenue. Office development in Stage I would occur in the northern parcel at the intersection of Route 606 and Reston Avenue. Approximately 100,000 square feet of low-rise speculative office space would be built as a "route building" to define and enclose the "County Green", the northern most node on the pedestrian spine. The first office tower of approximately 150,000 square feet would front on, and gain access from, Route 606. Parking for these uses would initially be surface parking. Ultimately, the surface lots would be built upon with other uses, including a hotel, and the surface lots would be replaced with a parking structure. The County Green links these office uses with the Fairfax County Site. The county property line runs approximately through the center of this open space.

The county uses to be built in the first stage include an emergency health facility (A.C.C.E.S.S.) of 10,000 square feet. Ultimately the county site will include a service center for mental health and human resources and a county hospital which will then enclose and define the west boundary of the County Green. Governmental offices and a county library are scheduled as part of the Town Center retail commercial node.

Over time, it is likely that this northern parcel will establish its own character as a "health related" node. Office space will be attractive for doctors' offices, the hotel will undoubtedly serve hospital visitors, and housing could be designed as extended care housing for the elderly.

The housing scheduled for Stage I construction is adjacent to the "Tivoli Garden" open space and would be multi-family terrace housing with access from Reston Avenue. Structured parking for the 200 dwelling units would be required. This housing forms the initial increment of a 2000 unit total program. Sites along the major open space on both sides of Reston Avenue are provided.

Finally, the western portion of the county site will be retained in permanent open space. This will be expanded on Reston owned land across the flood plain and a small lake created. This open space will extend along the retail shopping core to the "pergola" thus creating the continuous open space link through the site. This open space will contain bikeways and pedestrian paths which connect via an underpass at Route 606, with the residential area north of the Town Center. A boulevard-like road will be constructed in this open space and will be a primary entrance to the county site.

Stage II development of this plan, illustrated in Figure 3, includes the expansion of the major retail core to 1 million plus square feet. The two-level mall is extended south from the "pergola" to the W&OD right-of-way. A second hotel with full conference facilities would form the southern anchor of the extended mall. Restaurants, night clubs and ballroom facilities would front on and define one edge of the Tivoli Garden space. Parking would





again serve both levels of the mall directly. Because of topographic changes, a portion of the parking would be structured under the commercial structure. Sites would be created along the internal north-south boulevard for auto related commercial uses such as tire, battery and accessories associated with one of the department stores, a garden center, perhaps a lumber and building supply center or similar uses.

The open space, reserved but undeveloped in Stage I would be fully developed in this period. The Tivoli Garden would be intensively developed with restaurants, entertainment facilities, perhaps a theater for performing arts, an arts center, recreation and amusement facilities. This would be linked via pedestrian bridge over Reston Avenue to a petting zoo, children's playground and picnic areas. Additional housing sites would be developed east of Reston Avenue and integrated with the open space system. Housing in the western portion of the Town Center site would relate again to the open space system and link via an underpass at Route 606 to additional housing in northern Reston. In all, about 2000 dwelling units are programmed in the immediate Town Center vicinity.

In the northern parcel, at the County Green, housing specially designed for extended care elderly patients would be built on a timetable to coincide with the construction of the county hospital. A general purpose hotel/motel would be developed in this later period without conference facilities and would serve hospital visitors as well as other visitors.

In the southern portion of the site between the W&OD right-of-way and Dulles Highway, another node of office and related uses would be created. Approximately 210,000 square feet of low-rise 3-story office space would be constructed and designed to create "Railroad Square". An additional 300,000 square feet of office space in high-rise towers would be built over time and tied directly to the low-rise "route" structures. A portion of this office space could be used to create an education center serving VPI, adult and continuing education programs. As in the northern parcel, this node would be made increasingly more dense over time by constructing high-rise buildings on surface parking lots, and replacing the parking in structures. It is not known at this point exactly when or what the impact of the Dulles METRO line will be, but this southern node could ultimately become very densely developed when METRO is in operation, including possible air-rights development associated with the Reston Town Center station at Dulles Highway.

Two sites for long-term commuter parking are situated on either side of the Dulles Highway. The north site contains 800 cars and the south site 1200 cars. This commuter parking could serve the existing commuter bus service to Washington until the METRO line is extended. A transportation terminal is suggested near the METRO parking north site as the interchange point between the internal transit system and commuter buses. Possible use of this facility by regional bus operators should be investigated.

The highly visible corner sites in the three remaining quadrants of the intersection of Reston Avenue with Dulles Highway should be reserved for "job intensive" users who want highly visible sites and who will construct high quality "image" structures. The plan is illustrative of very preliminary thinking along these lines. It may be desirable to impose height limitations on these structures to protect the views of the International Center and the gateway/signature towers at Railroad Square and on Reston Avenue. It is frankly less important when these sites are developed than are the intensity and the quality of the development. The timing of these structures is not

related to construction sequencing along the multi-use spine. These sites should be held until the proper user is identified.

Remaining areas of the plan designated "industrial sales" are designed to be parcelled in a variety of ways, sizes and configurations to suit prospective smaller developers. The uses envisioned here include campus type office users similar to those at Isaac Newton Square. None of the areas are suitable for heavy industry. Conceptually these areas could be thought of as a series of office complexes of 100,000 to 200,000 square feet in size each with some special feature or amenity built into the complex. For instance, each could contain one or more of the following special amenities: rental space for conferences, board meetings, display space, office technical services, cafeterias, convenience retail and the like.

At full development, the distances involved from one end of the Town Center to the other are about 2500 feet, a distance too great to walk. An internal mini-bus system is suggested to operate within the main pedestrian spine. The vehicles could be as small as 15-20 passenger type, could operate frequently (say every 5 minutes) and could travel along the pedestrian path making frequent stops. The retail mall has been designed to accommodate a two-way system at the lower shopping level. Preliminary analysis of such a system is contained in a previously prepared working paper on transportation. At full development, the system appears feasible at 10¢-15¢ per ride, or the operating costs could be recovered through rent premiums of 24¢ per square foot for office uses and 10¢ per square foot for commercial uses. This system becomes the principal internal link with the METRO line. The transit stop located between the commercial center and the county site is designed as a transfer point with other potential interesting transit lines.

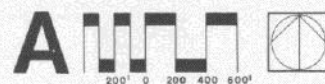




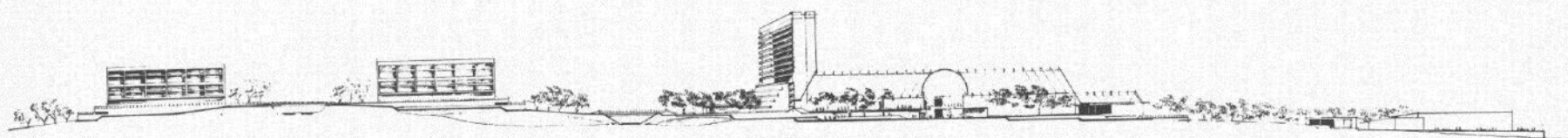
**PLAN A: MAXIMUM  
DEVELOPMENT PLAN**

# Reston Town Center

FIG. 3



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ELEVATION THROUGH MAJOR OPEN SPACE

FIG. 5



#### Plan B: Minimum Development Plan

Conceptually the organization of this plan is similar to Plan A. The retail commercial program is somewhat smaller in Stage I and in total, reflecting a "fall-back" plan in the event further analysis shows the Plan A commercial program to be ambitious. This will become known only after a series of reviews and further market research has been undertaken. In the event, however, that research shows that Plan A is too big, this plan represents our best judgment as to what is currently a minimum marketable program. The office, residential, open space and community facilities program is the same as Plan A; and this section of the plan description will identify only the principal differences with Plan A.

In Stage I illustrated in Figure 6 the enclosed retail mall contains 400,000 square feet organized on two levels with adjacent parking serving each level directly. The northern anchor is a department store of 150,000 square feet. The south anchor of the mall is a 60,000 square foot specialty apparel or junior department store and an arts center. This first stage could be viewed as a community shopping center serving principally Reston residents. It has the same 100,000 square foot convenience center as Plan A with the supermarket, drug store, and bank located along Reston Avenue.

In Stage II illustrated in Figure 7, if the market for retail facilities warrants expansion, the mall would be extended from the "pergola" to the W&OD right-of-way to include 200,000 additional square feet of retail commercial.

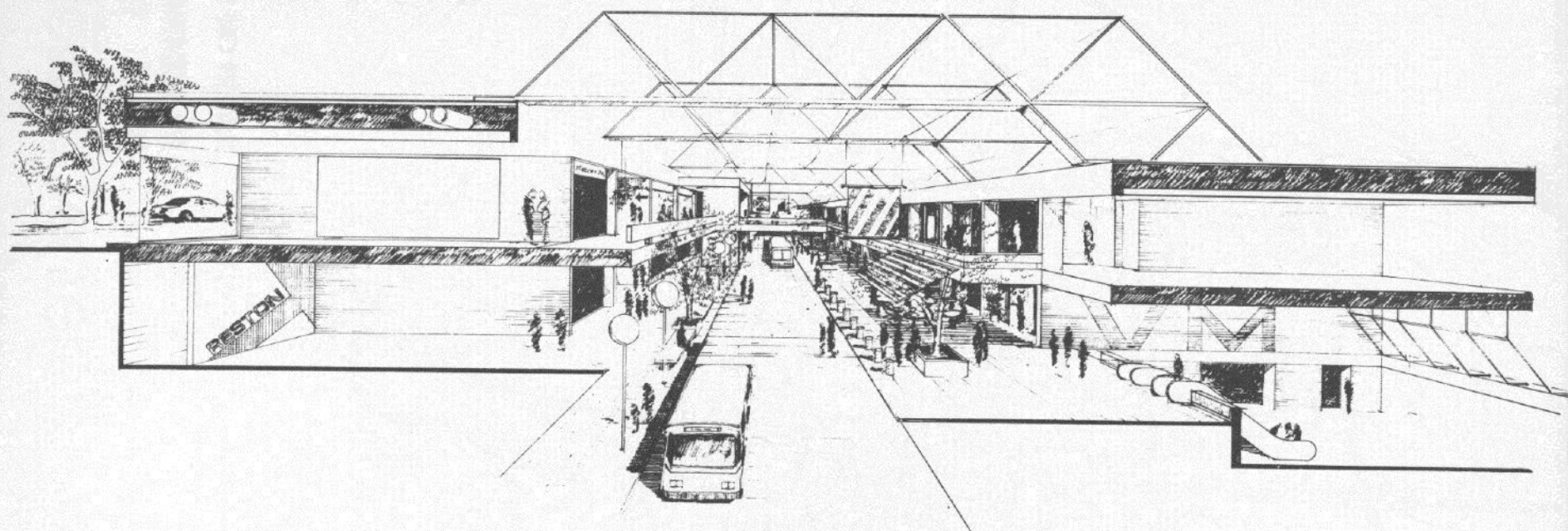
Again, parking would serve both upper and lower levels, and because of topographic conditions, would be partially structured under the commercial structure. An Ecumenical Center could be located between the commercial center and the office center on the southern parcel. This facility could house several denominations in a structure which allows shared use of spaces.

#### Optional Stage II for Plan B: Minimum Development Plan

In the event the market for expanded retail facilities does not warrant expansion of the retail mall, Figure 9 illustrates the plan to complete the Town Center. Instead of extending the retail mall, the site between the "pergola" and the W&OD right-of-way would be used for office and hotel uses. In effect, a portion of the program for the office center on the southern parcel is moved northward to extend the commercial center. This provides a terminus to the retail mall and in effect completes the Town Center Development. In this scheme, the office and medical center around the "County Green" is the same as the plans described previously. This option represents the smallest program for the site and would become a reality only in the event the market for a regional retail center did not materialize, and it was determined that the Western Boundary Road will never be built.







SECTION THROUGH RETAIL MALL

FIG. 8





Selected parcels totaling 29.7 acres have been programmed for general industrial use with an option for residential use. These represent swing parcels whose commitment would depend on long-range market conditions. Two hotels are programmed. The first is a high quality conference facility closely integrated with the shopping spine. The second smaller facility is related to the county medical facility on the County Green. The leisure time program include a variety of facilities for education, performing and visual arts, commercial recreation and entertainment, library, religion, and a museum and ecology center.

2000 housing units are programmed for the Town Center area. Densities range from 20 units per acre on peripheral sites to 65 units per acre on small parcels close to the shopping spine.

The Transportation Center program includes surface parking for 2000 cars related to the METRO stop and a bus terminal for commuter, regional and interstate bus service.

County facilities other than the library and open space have been grouped under "8.0 PUBLIC FACILITIES" along with day care and other public services.

The study area totals 634.1 acres. Slightly over 18% of this is located in public open space. Of this parks constitute 31.6 acres in Program A and 30.8 acres in B; the Regional Trail (B&OD right-of-way) constitutes 9.4 acres and major road rights-of-way, 37.3 acres. The industrial program constitutes 46.5% of the land leaving about 22% of the study area in retail, spine related office, hotel, leisure time, residential, and Transportation Center uses.

TABLE 1

PROGRAMS A AND B SUMMARY:  
FLOOR AREA, DENSITY, AND ACREAGES BY LAND USE

Land Use	Program A			Program B		
	Floor/Area Units	Density	Acres	Floor/Area Units	Density	Acres
1.0 Retail						
1.1 Regional	1,000,000	FAR .44	52.7	600,000	FAR .36	37.9
1.2 Convenience	100,000	FAR .23	9.8	100,000	FAR .23	10.1
1.3 Extensive	25,000	FAR .15	3.7	88,000	FAR .15	11.7
2.0 Office						
2.1 High Rise	450,000	FAR .61	16.9	450,000	FAR .61	16.9
2.2 Low Rise	310,000	FAR .53	15.2	322,500	FAR .48	17.4
Support Com.	40,000			40,000		
3.0 Hotel	700 Rms.	86 RMS/AC	8.1	700	77 RMS/AC	9.1
4.0 Leisure Time	213,000	FAR .15	33.0	250,000	FAR .16	35.6
5.0 Residential	2,000 Units	21 Unit/AC	65.0	2,000 Units	31 Units/AC	65.0
6.0 Transportation Ctr.	2,000 Cars		18.3	2,000 Cars		18.3
7.0 Open Space						
7.1 Parks			31.6			30.8
7.2 Regional Trail			9.4			9.4
7.3 Road R.O.W.			37.3			37.3
8.0 Public Facilities	274,000	FAR .17	38.2	274,000	FAR .17	37.9
9.0 Industrial Park						
9.1 General	1,010,000	FAR .20	116.0	967	FAR .20	116.0
9.2 Prime	1,366,000	FAR .21	149.2	1,366	FAR .21	149.2
9.3 General or Residential	258,000	FAR .20	29.7	258	FAR .20	29.7
Total			634.1			634.1

NOTE: Multi-use sites have been allocated in proportion to relative program amounts.

General program quantities in terms of floor area, density, and acreages are summarized in Table 1. Parcellization, program allocations made in the plan, and assumptions about timing of major elements are discussed and illustrated in the following sections.

#### Town Center Regional Retail Potentials

Independent rough estimates by DACP and Gladstone indicate a potential for a regional center of 1 million square feet within the ten-year period. This would start with 600,000 square feet in 1978, the earliest likely date that such a center might open.

This large regional center is the basis for Program A. For several reasons, a smaller sub-regional center starting with 400,000 square feet and increasing to 600,000 square feet has been programmed as alteration Program B. Among these are the unpredictable response of major stores, shopping center developers, changing merchandising approaches, adverse economic conditions, and uncertain transportation access improvements.

Retail potentials have been estimated in terms of their location, direction, and their relation over time to transportation improvements. The primary trade area corresponds to COG planning analysis districts within a 15-minute driving time of the Town Center site. The only major existing regional center near this area is Tyson's Corner. Potential additional competition exists through expansion of Tyson's Corner and proposed new centers to the south. (See Figures 10 and 11).

Trade area households and population have been estimated based on COG projections adjusted to reflect probable growth in Reston households. By 1978, the number of households in the trade area is projected at 37,500 and population at 120,000. By 1984 these increase to 41,600 households and 155,600 population. (See Table 2).

TABLE 2

#### TRADE AREA HOUSEHOLDS AND POPULATION

Year	Reston Households	Trade Area Households Outside Reston	Total Households	Population Per Household	Population
1978	15,000	22,500	37,500	3.20	120,000
1980	18,600	23,000	41,600	3.14	130,600
1984	26,848	24,400	51,248	3.04	155,800

Source: DACP estimates from COG, Census, and Reston "probable" projections

Fairfax County is among the nation's most prosperous, with an average after tax household income of \$20,130. The Washington SMSA had the highest per capita income in 1973 of the ten largest metropolitan areas and was second in per household income and retail sales. Retail expenditures in 1973 constant dollars by households in the trade area are estimated at \$325 million in 1978, growing to \$547 million by 1984. These estimates are based on a 2.5% annual increase in real disposable income and an annual decrease of 1.6% in the portion spent on retail sales. (See Table 3).