

Vision Vienna

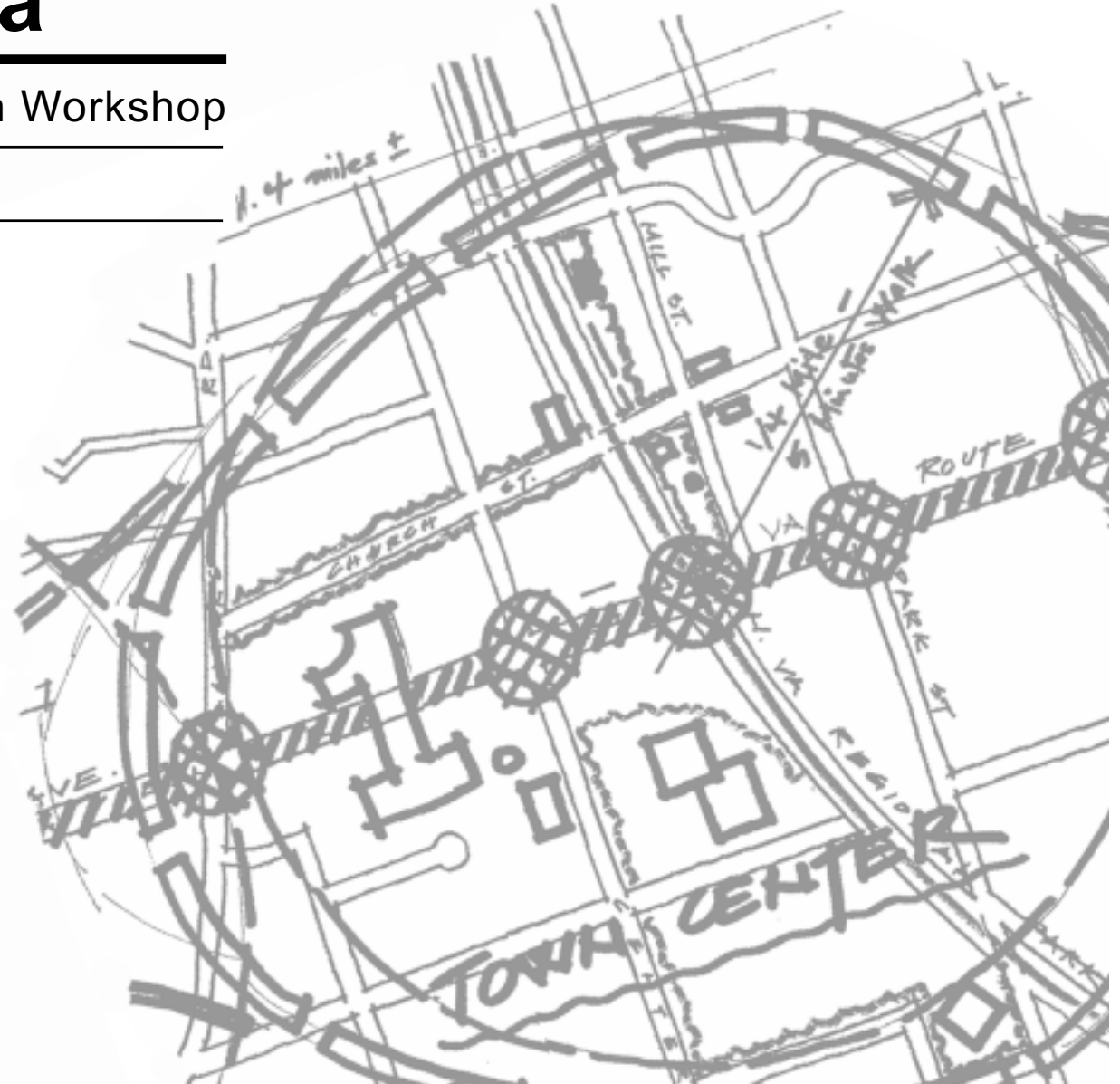
Report of the Vienna Town Workshop

November 1-3, 2001



Town of Vienna

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Acknowledgements

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The **Vienna Town Workshop** was sponsored by the Town of Vienna with assistance from the Northern Virginia Regional Commission.

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Summary of Recommendations

Vienna’s issues, traffic, suburban sprawl, lack of identifiable edges, outdated and vacant commercial development, are not unlike those of similar small towns and communities throughout the region and the country as a whole. As part of their briefing of the consultants, Town officials explained their vision of the Town, its history as an early railroad commuter village around the turn of the last century and its more contemporary growth in the latter half of the twentieth century. They informed the consultants on the Town’s zoning and development regulations and recent planning efforts such as the Church Street Vision.

The consultants praised Vienna for their efforts explaining that the community has grown and changed with the times while essentially keeping its character as a single family community with low scale commercial development. The Town government has used its planning and development tools (comprehensive plan, zoning and architectural regulations) and public works powers to enhance the

Town in a way that many other communities have not been able to achieve. Major problems that confront Vienna today are primarily traffic and parking, changes in the retail/office market and generational change and aging housing stock (which was not extensively addressed in this workshop).

On the final day of the workshop, the consultants developed a series of recommendations both short and long-term that the Town of Vienna

should follow. The recommendations included a business development plan, urban design, land use and transportation improvements.

Business Development

As part of the recommendations, the consultants first offered a description of Vienna and the area surrounding the Town. Table 1 shows office and retail space, employment, and population for Vienna itself and in a regional context.

Table 1

Regional Context

	Vienna	Tysons Corner	Fairfax Co.
Office space	2.0m sq.ft.	23.0m sq.ft.	89.0m sq.ft.
Retail space	0.9m sq.ft.	5.7m sq.ft.	36.0m sq.ft.
Employment/2000	8,000+/-	88,000+/-	367,000+/-
Employment/2020	10,000+/-	120,000+/-	510,000+/-

I-66/US 50 Corridor

	2000	2020	Change	Percent
Population	470,000	590,000	+120,000	+26%
Jobs	350,000	460,000	+110,000	+31%

Job growth pace faster than population in corridor.



Table 2

Commercial Space

What Can Be Supported?

	Vienna	Greater Vienna/Tysons	Total
Population	15,000	32,000	47,500
Retail sf (30 sf/capita)	450,000	975,000	1,425,000
Office sf (18 sf/cap)	270,000	585,000	855,000
Industrial sf (50 sf/cap)	10,000+/-	120,000+/-	510,000+/-

What Can Be Accommodated?

	Now	Future Increment	Total
Retail sq. ft.	920,000	300,000	1,200,000
Office & Tech Park sq. ft.	2,000,000	200,000	2,200,000
Industrial sq.ft.	333,000	unlikely – may lose	250,000

All significant growth/change limited to the Maple Avenue corridor

Table 2 shows commercial space in Vienna and the Greater Vienna/Tysons market and what the Town can accommodate. As part of the business plan, the consultants described the Town statistically with specific detail (see recommendation

phase, page 17) and concluded that the several scenarios are likely to continue and evolve. There will continue to be massive incremental congestion and infilling densities in all corridors along Maple Avenue. Any capacity relief along the corridor is

likely to be instantly absorbed. Market pressure for low-density office, industrial and retail areas including redevelopment of existing properties will continue in Vienna.

Telecommuting and extended staggered work hours may be the only way to reduce traffic congestion on Maple Avenue given current transportation congestion levels and lack of alternatives to relieve regional traffic problems.

Currently there are approximately 300 retail establishments including: four (4) supermarkets, four (4) drug stores, over 50 restaurants, and more than 150 retail stores. The consultants identified in conjunction with the workshop participants the following additional retail needs for the Town of Vienna: bookstore, hardware, copier establishment (Kinko's), specialty grocery, executive office suites and additional local banks.

The consultants identified the need to establish a strong Vienna Town Center that would "collect" the historic



places, meeting areas, public spaces and trails connecting the Town Center. The Town Center needs to be physically defined with “orientation, announcement and celebration.” Currently, those passing through the Town on Maple Avenue usually miss the Town Center area. Since redevelopment is currently underway in many areas of the Town, the time is appropriate to coordinate a defined Vienna Town Center.

Other specific recommendations made by the consultants include:

- Program space more aggressively in a “Town Center enterprise.”
- Change occupancies in industrial areas to the north of Town.
- Improve and widen W&OD trail crossing at Maple Avenue.
- Improve and widen the W&OD trail and other pathway lighting.
- Develop pathway boards to orient the public using the trails
- Launch a Business Improvement District (BID) concept in

Town as part of a business alliance/association initiative.

Transportation & Urban Design

Maple Avenue, east to west, is a multi-faceted roadway that is both Vienna’s “main street” and a major regional highway. The Maple Avenue corridor, only 1.5 miles through Vienna, is the economic engine for the town. In the corridor, ninety-five percent, 870,000 sq. ft., of Vienna’s retail is located and thirty-five percent, 700,000 sq. ft., of all office development. Fifty-one percent, 4,000 jobs, of Vienna’s employees/jobs are here. Finally, between twenty-five and thirty-five percent of the Town’s revenues, \$5,425,000, are generated in the corridor.

Yet, Maple Avenue is also VA. Rt. 123 with 50,000 vehicles per day, which will easily more than double in the coming decades with little or no room for improvements.

Transportation

Vienna is going to have to work closely with the Virginia Department of Transportation (VDOT) and Fairfax County to reduce the huge impact of through traffic along Maple Avenue. Improving access to I-66 and the Vienna Metro Station along Nutley Street would significantly help the situation. Commuters traversing Vienna to the Tysons Corner area are probably not going to be inclined to divert to I-66, but commuters who are traveling to locations inside the Beltway may be lured to better access along the I-66 corridor and not go through Vienna.

As an incorporated Town, Vienna has control over its local streets and the Town has made an excellent start in traffic calming in the neighborhoods. The Town should review the recommendations made by E. L. Tennyson, P.E., in the Town of Vienna Traffic Calming Study and may wish to consider a broader array of traffic calming tools such as: “neckdowns”,



small circles, and temporary or limited blocking of streets during key traffic times. The Town should continue its excellent sidewalk program.

Bus service to and through Vienna is minimal. Service is infrequent with headway time much too great to encourage bus use as an alternative to the car. Vienna should work with both Fairfax County and Metro to develop feeder service to the Vienna and Dunn Loring stations and look at regional bus service between the Fairfax City area and Tysons Corner as a way of reducing through traffic on Maple Avenue. Finally, the Town should work with major employers such as the Navy Federal Credit Union and federal offices in the Vienna Technology Park to consider incentive programs for employees to use mass transit.

Urban Design

As explained, the consultants praised the urban design work done by Vienna such as “Church Street Vision.” This same process can be used to plan other sections of the

Town. The plans must be both short term and long term. Short term to immediately kick off these programs to show the residents, the businesses, and others throughout the region that Vienna is serious. Long term because these improvements cost money, may require acquisition of rights-of-way or other property and working with a number of stakeholders. In turn, Vienna is building its future and to do it right requires time and effort.

Maple Avenue can be divided into three nodes; East (from the eastern Town line to approximately Glyndon Street); Town Center (between Glyndon Street and Lawyer Road); and West (between the western Town line and Lawyers Road). (See Figure 2.)

The Town should concentrate its efforts in the Town Center area, but not to the exclusion of the other two areas. The Town Center area is the historic downtown of Vienna and has the best collection of major elements (roads, businesses, historic trails and buildings) for creating an unique

identity. The Town should extend its successes on Church Street and carry them over to Maple Avenue. The historic intersection of the Washington & Old Dominion (W&OD) railroad with Maple Avenue offers a key focal point. A Town green, one suggested name was “Maple Court,” can be placed at the north corner for gatherings, performances, and as a rest stop for walkers or bikers along the W&OD trail. The consultants felt that a significant water feature should be included in such a park to offer a cooling respite for the pedestrian and a pleasant sight for the passerby. In addition, the sound of running water will help to cover the noise of passing traffic. A small amphitheatre would be the hosting place for performances, lectures, etc. Nearby businesses could be encouraged to sponsor events in this green. Public facilities such as water fountains and restrooms should be included in the design.

The actual crossing of the W&OD trail needs to be emphasized. At present, a driver comes upon the trail and may



not understand that they are indeed at an intersection and why there is a stoplight. In turn, the walker or biker on the trail has no sense of arrival as they come up to Maple Avenue. As an immediate action, the Town should work with the Northern Virginia Regional Park Authority (NVRPA) to look at opening up the area along the trail on the south side of Maple Avenue as it approaches the road. The trail would then cross Maple Avenue by the Town green or “Maple Court” past the Freeman House on Church Street. (See Figure 1.)

Many participants in the workshop expressed interest in grade separating the W&OD trail from Maple Avenue. The consultants looked at two options, an overpass and underpass. (See Figure 4) The consultants recognized that separating vehicular traffic along Maple Avenue and pedestrian/bike traffic along the W&OD trail would enhance safety but asked the workshop participants to consider a number of factors. The cost of such a facility (either an under or overpass) would be considerable. For example,

the utilities would have to be relocated in order to create an underpass or overpass. Additionally, the trail would have to start transitioning (raising or lowering) more than one or two blocks back from Maple Avenue. This separation could further isolate the user of the trail from the new central green and activities on Maple Avenue. The traffic situation on Maple Avenue would not significantly improve by eliminating only one light. The consultants felt that the opening up of the W&OD trail (as noted above) would address some of the safety issues by allowing the driver to see pedestrians and bicyclists.

Workshop participants were more interested in a below grade solution rather than bridging the W&OD trail over Maple Avenue, but recognized this would be a long term project due to the cost.

There are a number of general urban design recommendations that apply to the entire length of Maple Avenue and not just the “Town Center.” A major program for Vienna would be to

significantly increase the amount of plantings along Maple Avenue and, indeed, live up to its name. The consultants recognized that due to traffic demands the Town and VDOT could not convert the road median back to a planted strip, but substantial street trees could be added along the sidewalks and in adjacent properties to create the image of a town in the trees.

The Town’s regulations presently permit buildings to be 35’ in height. This would generally permit three story structures. The workshop participants discussed allowing buildings as high as 45’. This would be adequate to meet the space needs of most businesses in Vienna and yet keep the building short enough to still be under a canopy of trees.

Design review should be required early in the development process to enable the Town staff to explain to builders/developers the Town’s standards before they have made significant investments. As expressed in this report, Vienna has experienced



many different periods of development. Architectural guidelines and standards should not dictate a single theme; rather they should be reflective of the 1880s to the 1930s and even today.

Parking

Parking is an unglamorous, but essential planning feature for contributing to Maple Avenue's transportation requirements, urban design plan, and meeting the needs of businesses and the desire of their patrons. At present, parking is free and every business or activity has to meet its parking needs on its property. A central parking facility could be very advantageous by opening up more of each parcel for development and/or green space, channeling traffic to a central manageable site, and making more parking available to the Town Center area. However, parking facilities are costly and would have to be paid for through fees. This may be a hard sell in a community like Vienna, which is accustomed to free parking when one goes to the store, restaurant, or Town Hall. In turn, it may actually disadvantage those businesses that

are dependent upon central parking in comparison to those who have free parking on their property.

The consultants recommended that at least as an immediate step and maybe longer term, the Town work with businesses and other activities such as churches to develop a program of shared parking where parking lots within blocks would be grouped together and the parking shared by all the businesses in that block. As illustrated in Figure three, this affords better utilization of existing parking, where businesses that may have different demand hours could use the same parking area. For example, a bank's busiest hours are usually morning to mid-day and a restaurant's greatest demand for parking may be late afternoon to evening. If the two share parking, duplication of parking lots can be avoided. Combined parking lots also allow for better traffic management by reducing and better placing entrances and exits. Finally, landscaping can be improved.

Conclusions

Again, the consultants praise Vienna for its ability to change with the times while essentially keeping its character as a single family community. The problems Vienna is facing, while vexing, are manageable. The Town is addressing these issues with insight and common sense. The consultants hope that their findings and recommendations assist the Town in its future work.



Summary and Structure

The Vienna Workshop

The Vienna Town Workshop was a special three-day workshop designed to consider plans for the future of the Town of Vienna. Led by a team of consultants, workshop participants engaged in an in-depth look at the issues, challenges and opportunities facing the Town and the options for meeting these challenges in the future.

A principal focus of discussion was the Vienna “Town Center” consisting of the Maple Avenue and Church Street corridors from Lawyers Road to Park Street. Subject areas included transportation, urban design, economic vitality and quality of life. The Washington and Old Dominion Trail received special attention as well.

The workshop was sponsored by the Town of Vienna with assistance from the Northern Virginia Regional Commission. The consultant team included Dave Wilcox from Economics Research Associates’ Los Angeles

office; Frank Fuller, Field Paoli Architects, San Francisco; and Kevin Heanue, a transportation consultant from Alexandria, Virginia

The workshop was held on the first three days of November 2001 in the Town Council Chambers. Each of the three days had a theme. The first day, Thursday, was called “the Information Phase” because it focused on understanding the Town’s current reality. Day two was called “the Analytic Phase” because this was the period where important issues were highlighted and options for future action were developed. The third day was called “the Recommendation Phase” where preferred concepts were presented and discussed.

The Information Phase

The sixteen participants began the process Thursday morning with introductions and a description of workshop goals from Mayor Jane Seeman, Planning Commission Chair Kevin McNiff, Town Business Liaison Committee Chair Carole Wolfand, Northern Virginia Regional Commis-

sion Executive Director Mark Gibb, and Workshop Facilitator Dave Wilcox.

An orientation process followed, during which there was discussion of the issues and opportunities in the following categories: existing businesses, major intersections, vacant properties and other development opportunities, historic sites, open space, and amenities.

A working lunch focused on a discussion of technical issues and a review of previous planning studies.

The first afternoon session was devoted to a review of the goals of the Vienna business community in the subject areas of transportation, development/design, economics and business, meaning and area, and uses. The second afternoon session was a panel discussion of technical issues facing the Town by members of the Town Council, the Planning Commission, and the consultant team.

In the evening, a public input forum was held to identify issues of importance to the general public.



The Analytical Phase

The morning of the second day was devoted to the identification of issues for further study in such topic areas as: land use and densities, urban design, transportation and traffic, public transportation, amenities, heritage preservation, business development, parking, and financing. The afternoon sessions were structured around the theme of “Building the Agenda.” Targeting transportation, development and design, and business development issues, participants created the agenda by 1) identifying policies to guide future actions; 2) identifying the people or agencies that can effect change, and what actions are desired; 3) identifying funding or financing issues that will need to be addressed; and 4) preparing an implementation strategy.

The Recommendation Phase

On the final day of the workshop, alternative land use scenarios and action agendas were presented and discussed. Questions were raised and addressed. Finally, a preferred concept, or “Vision Vienna” was presented and videotaped.

Structure of Report

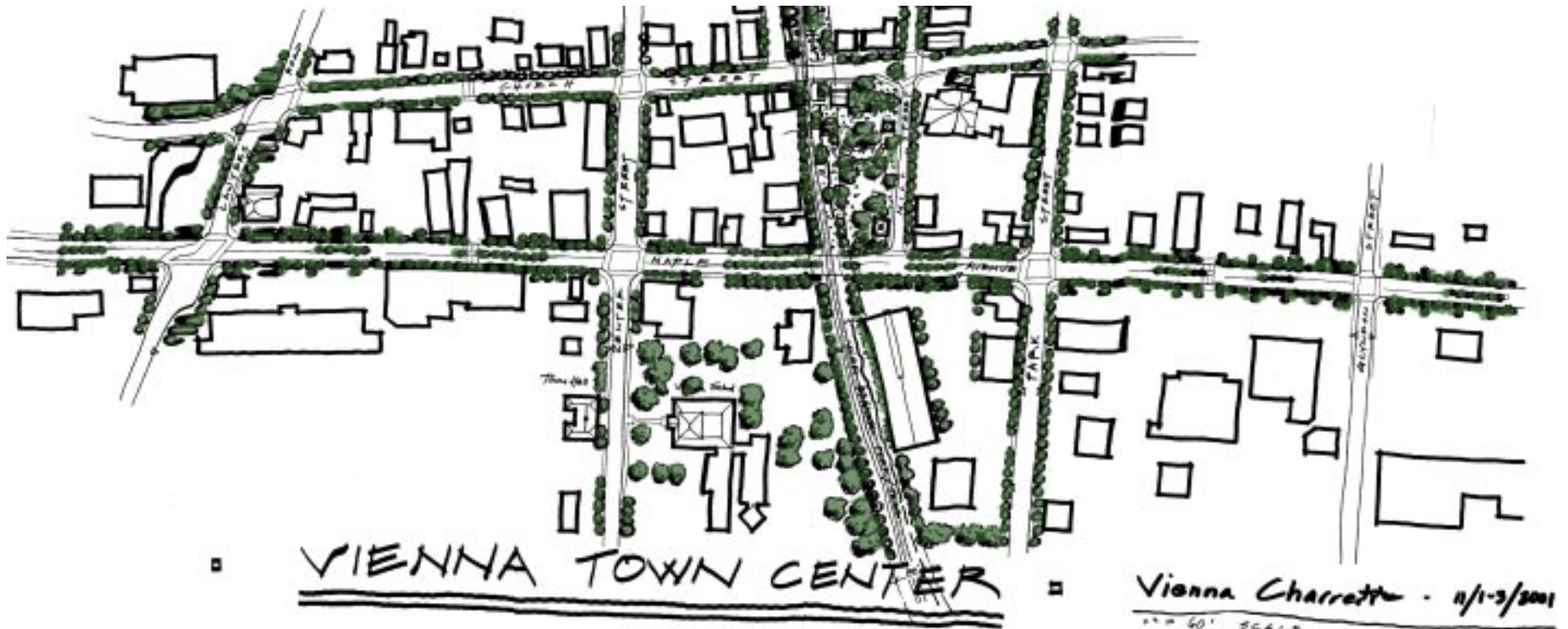
This report serves to document the experience of the Town of Vienna Workshop from the initial ideas and concepts on Thursday morning to the findings and conclusions presented Saturday afternoon.

The main body of the report is a transcription of all of the flip-chart material, both the notes taken of issues raised, as well as those containing the findings and recommendations. These are presented in chronological order, so that the findings, recommendations and conclusions are at the end of the report.

This report also contains the graphics prepared during the course of the workshop to illustrate key concepts as well as the broad vision.



Vision Vienna: Town Center Illustration *Figure 1*





Vision Vienna: Town Center, Maple Avenue West, and Maple Avenue East *Figure 2*

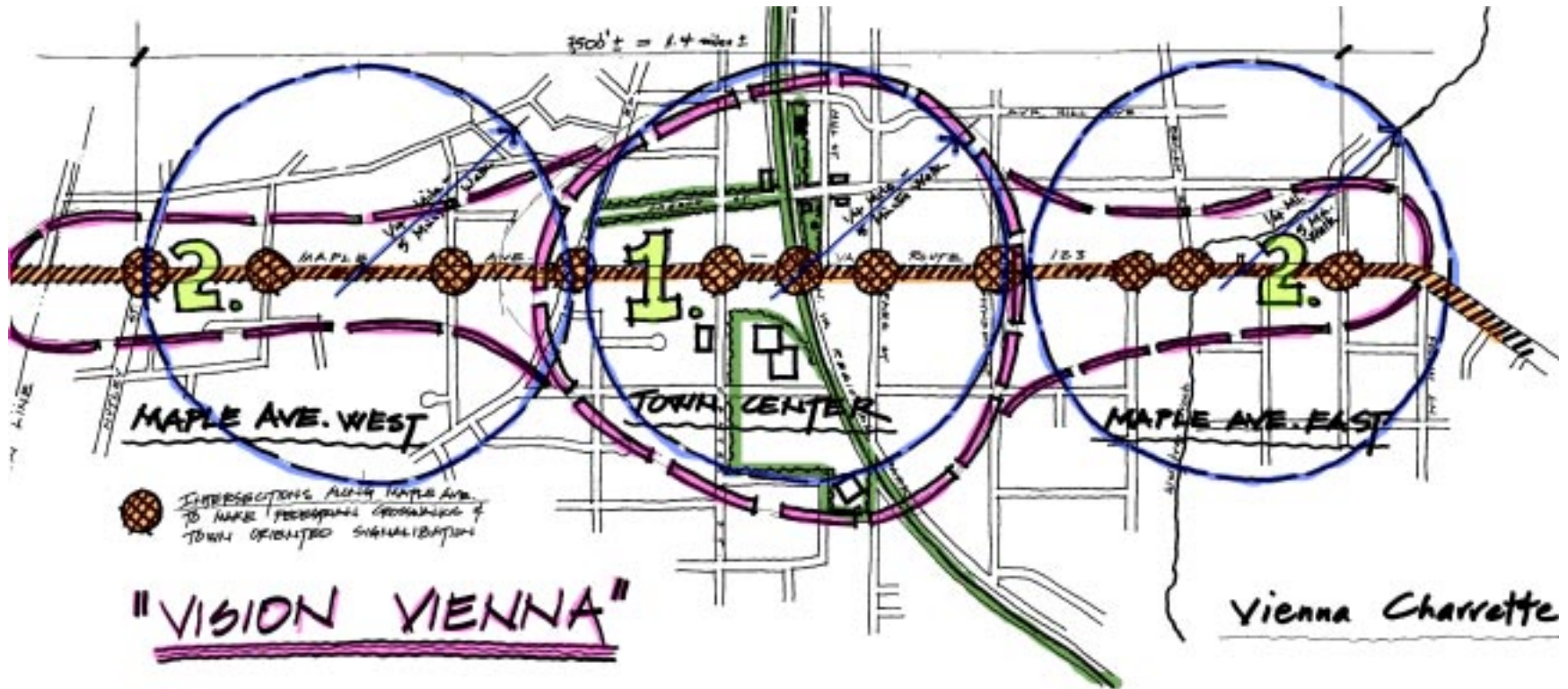
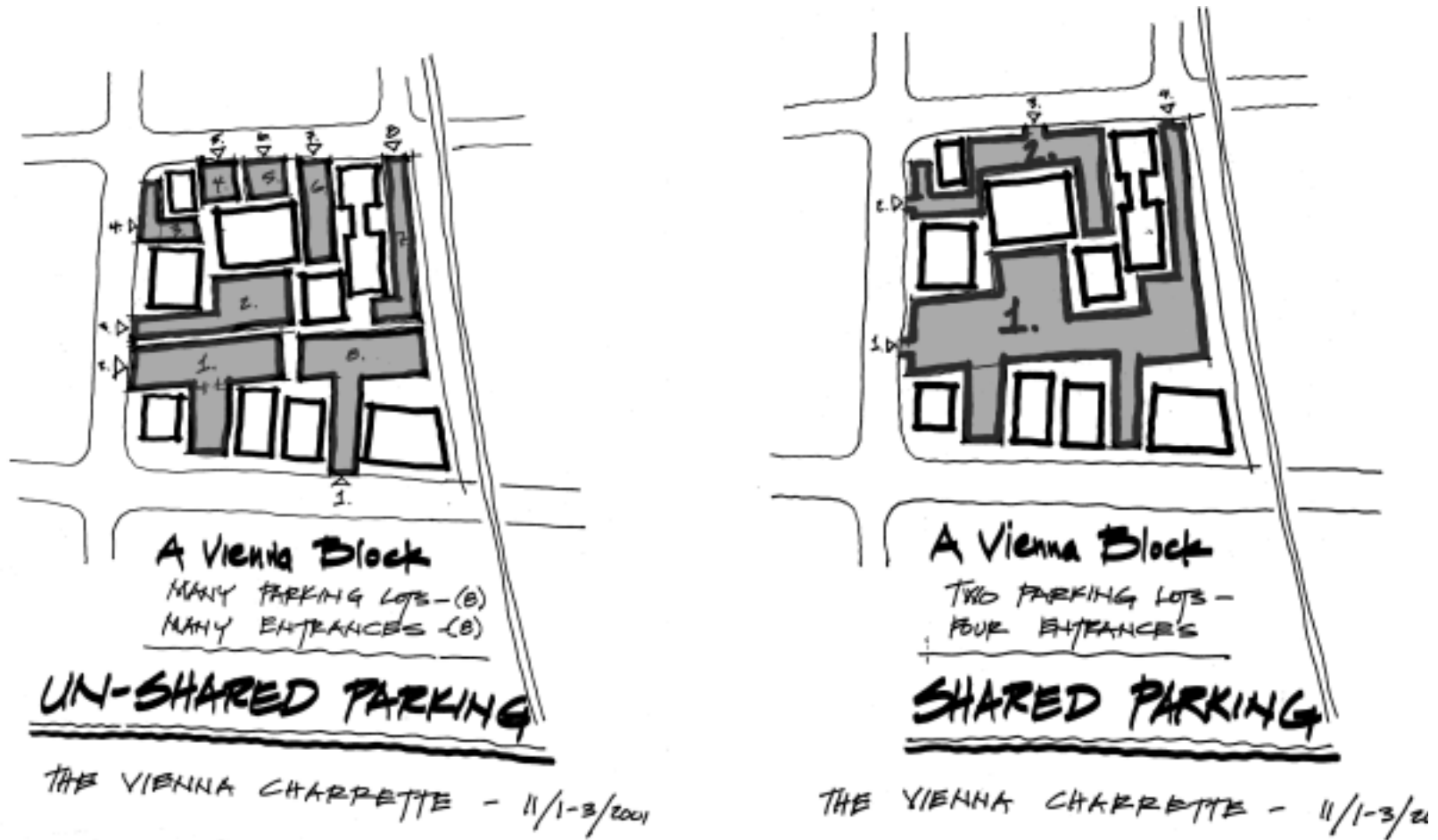


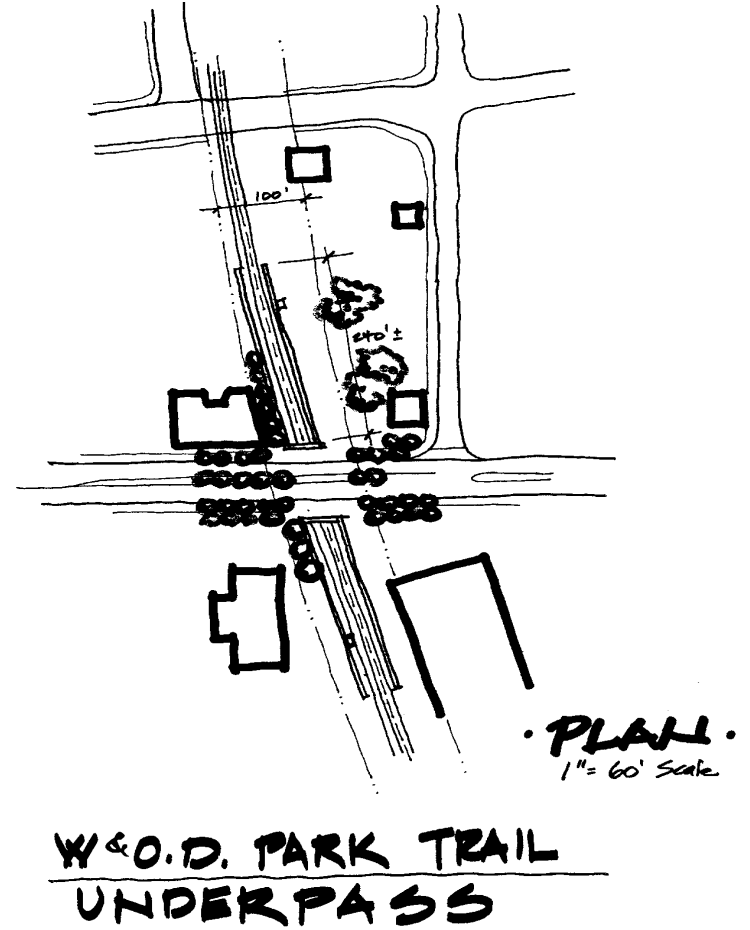
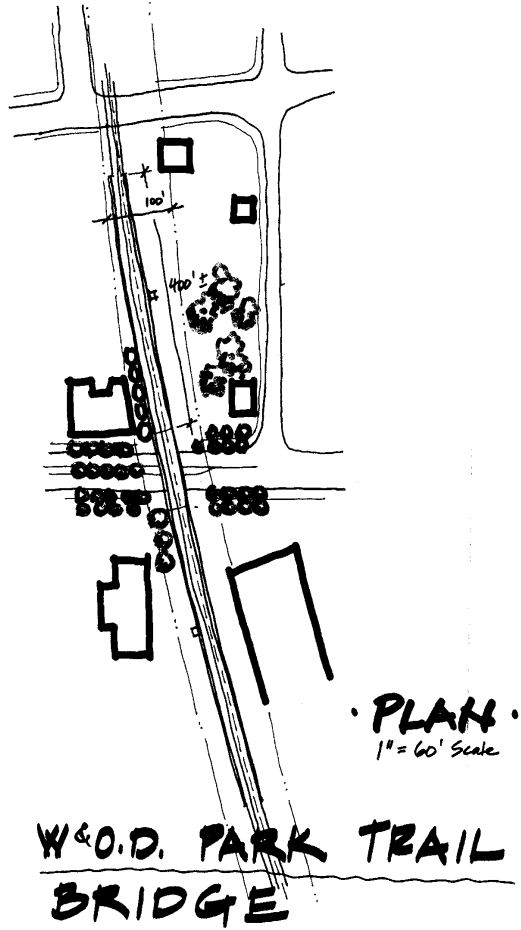


Illustration of Concept of Shared Parking *Figure 3*





Options for Grade-Separating Maple Avenue and the W&OD Trail *Figure 4*





Workshop Information, Analysis and Recommendations

The Information Phase

Part 1: Orientation

Thursday Morning, 9:00 AM

Principal focus – Maple and Church?

1. CHO – Nutley also: 2 yards – NE and NW
2. Dominion and Mill Street to the North of Maple – Development?
3. Site of Drug Store – Lawyers and Maple, on Maple? not historical.
4. Transitional or Mixed Use – not in zoning, next to residential
5. “Cigarette Lots” – 25’ +/- wide, north and east of here – drive entrances
6. “Townhouse philosophy” – containment policy
7. Pedestrian accessibility – move around on foot in town! Maple and crossing and traffic.
8. Residential – “Old SE” – 1950’s and 1960’s growth to original housing additions
9. 1966 – zoning rewritten comprehensively
10. Infill lots – Vienna Woods – popping the tops – SE and SW
11. “Mansionettes” – larger homes on 1 or more lots
12. “Island in a sea of development” – sense of place – 2015 - identity open space – dwellings over stores
13. Single-family community with commercial corridor – identifiable
14. Age of retail – 500,000 sf +/-, 150 stores +/- on Maple; strategic plan for retail?
15. Local to national chains – in downtown?
 - a. Drugstore, coffee – to date
 - b. Eckerds, Starbucks
 - c. \$2 – 2.25/sf rent/mo
16. Small shops to Mill and Dominion? and Church? Chains on Maple.
17. Young people – need apartments – over retail
 - a. Returning young people
 - b. 3-story
18. Open space – Maple and Mill? Other? Way to pay for it
19. Drainage and topography – Nutley and Maple flooded in August ‘01
20. I-66 – Beltway – Tysons Corner; Public surface transportation – traffic
21. Traffic calming – is implemented with traffic signal timing
22. Traffic – Maple and Mill – overflow to Mill and Dominion from Maple
23. Parking – parking and walk – on-street – too many curb cuts.
24. EDA? none in Vienna. Do you need one? Water and sewer.
25. Town is Municipal Corporation
26. Services on Mill – repair - “Light Industrial” – car care. Lower rents on Mill for retail? (than Maple)(\$12-13/sf versus \$24-25/sf)
27. Herndon/Reston – retail and service? “Light Industrial”
28. “Melded Occupancies” – rent variations – needed? Sustainable?
29. Dominion – back one block to Ayr Hill only?
30. Maple Avenue – sidewalks – 1991 start; 50,000 cars/day; 1700 (I) + 2500 (II) + (III)?
31. Historical character? Brick crosswalks, sidewalks, lights, trees
32. Trees and commercial signing
33. Public versus private investment: much public – private – none to disinvestments
34. “Vienna?”
 - a. Vienna from “Ayr Hill”
 - b. Doctor from Vienna, NY before 1890.
 - c. P.O. – railroad station, at Mill Street
35. Unique – intangible – Vienna – civic pride
 - a. Citizen interest, participation – group and individual
 - b. Not just bedroom community
36. Age – 30-40 in leadership?
 - a. Need to include more younger people
 - b. Related to single-family ownership zoning and housing?
 - c. 40 is start of civic participation?



37. People and spirit versus, or in contrast to, buildings and physical environment
38. Downtown – did not exist, young people want it.
39. Historical buildings - Civil War and black cemeteries, railroad stations, Vienna School, Planter's house, Jeremiah Moorefield house)
40. Wolf Trap - Center for the PAAs – not in Vienna town
41. Low-Income Housing – apartments – immigrant housing – Cedar Lane
42. 2000 Census – change?
43. County – affordable housing?
 - a. Spanish – homeowners? growing?
 - b. Include in workshop?
44. Historic
 - a. Historic district – Ayr Hill
 - b. Windover Homes? Hill?
 - c. American Legion – Civil War Fort
 - d. Town versus suburbs – back 100 years
45. Events - Parade – Halloween – last week
 - a. Closed Maple Avenue – once/year
 - b. Church Street – closed for winter event after Thanksgiving - July 4th
 - c. W&OD Trail programming? to Leesburg
 - d. H.S. Homecoming – closed one lane

46. Traffic signals – all streets including Maple – control by Town in VA – coordinate with VDOT
47. Traffic – blessing and a curse for businesses on Maple
 - a. Saturday – all day long
 - b. Weekdays – morning and evening
48. Bridge on Maple Avenue at bike and pedestrian trail – tie north and south of town
49. Beltway and I-66 intersection – through town traffic to avoid intersection.
50. Little League facility – one of the largest in the U.S. – would be affected by I-66 expansion
51. I-66 expansion – thinking, not yet planning?
52. Maple Avenue – medians, lanes, ROW, trees?
 - a. to town from west, east.
 - b. VDOT.

Part 2: Economics/Business

Thursday Morning, 11:00 AM

Business Issues

1. Businesses: licensed by Town of Vienna – 1,400 +/-, including home businesses
2. “Home businesses?”
 - a. 15% of household income through home businesses
 - b. Beyond Mary Kay and Tupperware

- c. Consultants, insurance agents...
3. Businesses on Maple, Church, Mill – 90% of Town?
 - a. Multi-talented projects – 145+
 - b. Lowes to Whole Foods
 - c. Eckerd Drugs from Steak & Ale
4. Medical, Doctors, Dentists, Veterinarians
 - a. 307 Maple West – Medical Office
5. Big Box? Young – Youth shopping? PetCo, Home Depot....
6. Retail – personal services versus big box
 - a. age-sensitive issue?
 - b. and economic, rent issue?
7. Retail – community versus regional
 - a. Vienna retail should be oriented toward community or region?
 - b. Can it be both?
8. Value and “Experience” Shopping
 - a. Is it both for all ages?
 - b. Fairfax Hardware versus Restoration Hardware
 - c. ...plus Home Depot?
9. Is Retail Important Fiscally?
 - a. Need for sales tax in town budget?
10. Retail Wanted by Residents
 - a. Different than what is here now?
 - b. More: CDs, books, hard-



- ware?
- c. Less: auto, mattresses?
- 11. Parking and Retail
 - a. Dominion Building – 4 tenants in building
- 12. Organizations – Business-oriented
 - a. Vienna – Tysons Chamber of Commerce
 - b. T/BLC
- 13. BID - Business Improvement Districts?
 - a. Assessments? mandatory? (OK in VA law)
 - b. To property owners or businesses (both – choice OK?)
- 14. Businesses as a Group?
 - a. Restaurants – yes – past 8 years growth – decrease now in recession
 - b. Meals tax?
- 15. Growth Forecast
 - a. 3.5 to 5.0 percent growth in economy in Washington DC region?
 - b. Forecasts since September 11 2001
- 16. Threatened Retail?
 - a. Rents, Tysons malls
 - b. Clothing, shoes, hardware
 - c. Movies, men’s & women’s apparel, accessories
- 17. Home – retail
 - a. Copies
 - b. Computer
 - c. Apparel

- d. Hardware (lost 2)
- 18. Yes
 - a. 2 clock stores
 - b. Vacuum store
 - c. Upscale foods
 - d. Ethnic foods
- 19. Need
 - a. Pedestrian-oriented
 - b. Experience
 - c. Unique identity?
 - d. Town Center? Cluster?
- 20. Have
 - a. Medical – cluster
 - b. Scattered – personal services
 - c. Financial, real estate – yes
 - d. Accounting, auditing – office – yes
- 21. Need – parking structure?
 - a. Near Church Street?
 - b. With park – near trail?
 - c. On south side too?
 - d. Help crossing Maple
- 22. Parking
 - a. Town has not built parking to date.- lots or structure
 - b. Saturdays – not out of parking
- 23. Parking Structure
 - a. Costs \$25,000/space
 - b. Structure between Church and Maple?
 - c. Church incentive zoning and parking
- 24. Zoning – changes other than

- Church?
- 25. P.R. – Town – logo? – advertising? identity?
 - a. Church Street logo? other?
 - b. Vienna?
 - i. logo? other symbols
 - ii. repetitions in many places?
- 26. Maple Avenue Intersections
 - a. Beulah & Branch? traffic
 - b. Lawyers and Church, Lawyers and Maple
 - c. Image now: a long strip center?
 - d. Accidents – mapping
- 27. Youth Sports
 - a. Soccer, football
 - b. Regional draw

Part 3: Development/Design
Thursday Afternoon, 2:00 PM

- Amount and character of development**
1. Development envelope – 35’ height – zoning
 2. Parking requirement
 - a. Church Street
 - b. 1/3 less allowed
 - c. Perception: easy, convenient
 3. “Model” – real estate model of Vienna
 - a. Walking distances
 - b. Density – 301 Maple – 6 stories, set back
 - c. Not Arlington, not Manassas
 4. Drainage: a problem



5. Residential – keep zoning as is?
6. Vienna as a niche market of Washington, DC
7. Building codes
 - a. Allow mixed-use?
 - b. Restorations
8. Consolidation of parcels: clustering of parking and buildings
9. Incentives for private investment
 - a. Clusters of pooled investment
 - b. Main Street USA program
10. Relation of property values and...
 - a. Allowed zoning, buildings area...
 - b. ...And rent levels.
11. Demand for retail and medical is strong.
 - a. Growth in Vienna difficult now
 - i. Tenants – retail and medical office
 - ii. 1940s and 1950s buildings on Maple
 - b. Herndon – Elden Street
12. Medical space – demand
 - a. 26-28/sf/year rent
 - b. Could say 50
13. Retail – scale and design that fits
14. County zoning versus Vienna zoning: density/acre - residential
15. Town scale? Town infill?
16. Residential – OK as is? zoning levels
17. Commercial
 - a. Change zoning
- b. Allow use over retail – office or housing?
- c. Zoning and design
- d. Lofts considered – Mill and Dominion
18. Timeline: 5 years, 10 years, 20...
 - a. Metro line:
 - i. on Trail?
 - ii. to Tysons
 - iii. on I-66 to other places
 - b. More connections
 - i. Buses to stops
 - ii. Non-spoke Metro lines
19. What is the Commercial Town? the place? the character?
 - a. in Fairfax County
 - b. with Tysons Corner
 - c. 1930s town, 1950s, 1960s?
 - d. Aesthetics are important
 - e. Address issues to not be absolute
 - f. Same effort as Church Street plan? for Maple?
20. Start is 4 buildings on Church and Maple of new future? @Lawyers Rd.
21. Town role – parking and streetscape
 - a. Parking structure – Leesburg – good example
22. Downtown Vienna
 - a. Not old downtown, not new town
 - b. Models?
 - i. Not broken
 - ii. Not Stanton
 - iii. Not Arlington
23. Changes to date
 - a. Whole Foods – juice bar
 - b. Want walk down to town and find different places
24. Walkability – not Tysons Corner – yes Vienna?
 - a. But...across Maple? Yes...yes at W&OD Trail
 - b. Maple...add management, fewer curb cuts
25. Site at Park and Maple
 - a. Need commercial and/or great treatment on Maple
26. Massing at street/along Maple/ Lawyer to Branch
 - a. Parking behind buildings
27. Shopping centers on Maple Avenue with parking behind – e.g., Giant Foods Center
28. Vision exercise – for Town as was done for Church Street – guidelines for redevelopment 20/20 to 20/30 – 2020 to 2030

Part 4: Goals/Agendas

Thursday Afternoon, 3:00 PM

Issue Categories

1. Transportation
2. Development/design
3. Economics/business
4. Uses



Transportation

1. Public Transportation: improve to improve traffic
 - a. Frequency of buses – up
 - b. Parking at Metro
2. Maple Avenue
 - a. Rough surface?
 - b. Efficient to get through Town?
 - c. Other routes:
 - i. I-66 and Gallows interchange
 - ii. Widen 66 through Arlington
 - iii. Improve Dulles Toll Road
3. Employment Clusters
 - a. Dulles Toll Rd
 - b. Tysons Corner

Development/Design

1. Businesses learn as they grow
2. Density
 - a. Demand/consolidation.
 - b. Ideal is appropriate for town, not city.
 - c. Incentive for development.
3. Time Line:
 - a. 5 year/20 year?
 - b. Related to transportation.
4. Congestion/traffic: maybe OK, need it, can cross Maple
5. Design:
 - a. Massing and location
 - b. Along street
6. Parking:
 - a. Near stores.
 - b. Behind buildings.
 - c. Central parking.

- d. Collectively made.
7. Vision for Church – expand –Nutley to Branch on Maple
 - a. Town vision
 - b. Business/corporate
 - c. Town and private roles
 - d. Guidelines – parcels – curb cuts
 - e. “Setbacks” but along street on parkway.
8. Infill – e.g., medical – grow and stay?
 - a. 2000 – OK
 - b. 7,000 – not in Vienna
 - c. 10,000
 - d. 50,000 – Tysons
 - e. Setback and height – to allow slightly larger infill?

Summary of Summary

1. Target certain properties?
 - a. Public/private – strategy
 - b. Giant/Safeway/Magruders? owners?
 - c. 2 story? Fairfax to Arlington?
2. Infill? Growth
3. Pedestrian? To go? Far to go?

Economics/Business

1. Traffic – good and bad for business
2. Businesses wanted
 - a. Books, stationery, office supply
 - b. Multi-generational
 - c. Upper-middle income
 - d. Regional, by reputation and service
3. Knowledge of Businesses
 - a. Need numbers, growth
 - b. T/BLC – survey

4. Lending – not any more – local lending
5. Gone:
 - a. Full Cry
 - b. Abbers
 - c. Chanticleer
 - d. Hit or Miss
 - e. Cosmetics Center
 - f. Millers
6. 4 Supermarkets – OK
7. Computers – Friendly’s – need more?
8. Clusters – stores needed at activity clusters
9. Targeting retailers? Satellite spaces? Niche?
10. Luggage, appliances? “Right start.”

Uses

1. Commercial and Residential
 - a. Split, balance of land
 - b. Generally OK
2. 20 Years
 - a. Residential – mix of price
 - i. Affordable hoped for
 - ii. Entry housing
3. Town Square Concept
 - a. Vienna Identity
 - b. Linked to Church, railroad station, Freeman House, W&OD Trail
 - c. Not a strip center of Maple
 - d. Focal point – sense of community
 - e. Central parking facility
4. Residential – market forces



- a. Not to control affordability
 - b. Not to control “mansionization”
 - c. No “proffers,” except in new land, and Vienna has no new land.
5. Social services
- a. Maybe to deliver a site? – citizens

Part 5: Public Workshop/Discussion

Thursday Evening, 8:00 PM

Issues and Observations

1. Pace of Economic Growth – slowing?
 - a. Yes, but not considerably in Washington, DC region.
2. Is the 40 years age in Vienna a trend to get older?
 - a. Yes, probably, and reflected in housing in town
3. Restaurants
 - a. 82 in Town
 - b. Related to meals tax
 - c. Capital improvements
 - d. And employees?
4. Vienna and good food – capitalize for Town
 - a. “Finest dining in Northern Virginia”
 - b. Shuttles to Vienna from employment around the area – Tysons Corner...
5. Bus or other service from Vienna Metro to Vienna
 - a. Navy Credit to Vienna
 - b. Buses from Dulles to Tysons

- c. Employees – shuttles – noon – 11 – 2 (e.g., DASH)
6. Metro – spoke system – should it not be more of a web or matrix? not a wheel
7. Properties susceptible to change – in next 10 years on Maple
 - a. Church to Maple – west of center
 - b. Vienna Theater – east of center
 - c. Magruders Food Market – west of center
 - d. Taco Bell Block – east of Park
8. Convenience and Service Economy in Vienna
 - a. Can businesses change or will they hold on?
 - b. Will ADA force change?
9. Natural Environment – Amenity
 - a. Creeks – visible – trails – parks
 - b. W&OD Trail – railroad station and at Community Center – gathering/staging – Fresh Fields and Freeman House also
10. Maple Avenue Streetscape/Environment
 - a. Trees – columnar – visibility?
 - i. Maples for Maple

- ii. windows and signs and canopy of trees
- b. Underground utilities
 - i. Costs, vaults
 - ii. Laterals versus all utilities
- c. Signage on Maple Ave.
11. Identity – Vienna Crossing – Place
 - a. Town Center – Reston has one/made one - density
 - b. Where is the center of town?
 - c. Place to meet, get involved, families go
12. Where do you meet in Vienna?
 - a. Trail/Mill/Dominion and Maple
 - b. Railroad crossing
13. Uses at the center of Vienna – entertainment – gathering
14. Public – town green/ Private – buildings around it
15. Maple Avenue
 - a. Median possible?
 - b. Trees to east and west of Vienna
 - c. Streets
16. Antique shops
 - a. Organized?
 - b. Church Street
 - c. Advertising?
17. Plans to State, Federal, County? Comments – yes; veto – no.
18. Chesapeake Bay Foundation
 - a. Funding?



- b. Trails/creek restoration
- 19. History of Vienna
 - a. Walking map - ? Not now
 - b. Civil War Trail Map – yes
 - c. Freeman House – meeting (20-25)
 - d. Railroad station – owned by Northern Virginia Regional Park Systems
 - e. Historic administrator – grants
- 20. Grants –find them, get them
 - a. NVRC will help after charrette/workshop
 - b. TEA21/ISTEA – by the Town

- a. 10 percent nest 5 after 0 percent for first five years.
- b. 25 percent maximum lot coverage
- c. Incentive/abatement for younger families
- d. Effect on schools and property taxes
- 6. Multi-family Housing
 - a. Apartments: RM-2
 - b. Townhouse: RTH
- 7. Zoning
 - a. Last major change: 1966 - comprehensive rewrite
 - b. Changes since then; e.g., Church Street
 - c. No large changes needed now.
- 8. Diversity of Commercial - ?
 - a. Large floor plate office?
 - b. Small floor plate office?
 - c. Structured parking?
 - d. Uses other than retail/professional office?
 - e. Medical office?
 - i. Open to 9:00 PM, Saturday, even Sundays
 - ii. Surgeons coming
 - iii. 10,000 square feet (plus or minus)/floor is good
 - f. Incubator space?
- 9. Magnitude
 - a. What is the gross square footage of building area in Vienna? Home? tech? Maple +?

Urban Design

- 10. Board of Architectural Review
 - a. Signage, landscape, colors; e.g.,

- Eckerd Drugs
- b. Evolution from signage to broader design picture of Town.
- c. Fit with zoning, planning, etc.
- d. No established guidelines – not 1970's strip mall
- e. Variation, creativity in architecture
- f. Not single-family detached homes
- g. Church Street: projects skip two boards (BAR and Planning Commission) and go to Town Council
- 11. Architecture: Materials
 - a. Materials on Church Street specified: lights, bus shelters, brick – streetscape
- 12. Architecture: Historical (late 19th and early 20th centuries)
 - a. 1873: Presbyterian Church
 - b. 1890: Masonic Temple
 - c. 1859: Freeman Store
 - d. 1940: Money and King
- 13. Architectural Review
 - a. Leverage? not much
 - b. “Not garish or bizarre”
 - c. When are projects brought to Town? e.g., Eckerd’s brought designs late to Town.
 - d. First Board not in historical district, as in Arlington.
 - e. State legislation pioneering; followed by other towns in Northern Virginia.
 - f. Early submittal to Town for projects, as a recommendation to Town
 - g. Expand Church Street visioning
 - i. To commercial areas -
 - ii. To all or part of Maple, Mill,

The Analytical Phase

Part 1: Issues and Analyses

Friday Morning, 9:00 AM

Land Uses and Densities

- 1. Building Height: Building height is measured as the average height from grade [ground] level.
- 2. Mixed Uses
 - a. Only on Church Street?
 - b. Through incentive zoning
- 3. Expand the kind of zoning allowed on Church Street - ?
- 4. Residential
 - a. 25% coverage maximum
 - b. 10,000 square feet per lot minimum
- 5. Tax on Home Improvements/Expansion



- iii. Process and products
- iv. Coordinate with Virginia laws and legislation.

Transportation, Transit and Traffic

14. Traffic
 - a. Signal times, signalization controlled by Vienna, not by VDOT
15. W&OD Trail at Maple – 123
 - a. Emphasis, announcement of crossing
 - b. Bridge – NVRP – bridge design, appearance, ADA compliance, safety, beauty.
 - c. Bridge or not?
 - i. Pros and cons
 - ii. Sketches
 - iii. Park Street
 - iv. Creek
 - v. Signage
 - vi. Trail: “The Maple Avenue of Bike Trails”
 - vii. VDOT funds/Federal matching funds?
 - viii. Move bridge in plan?
 - ix. Consider ramps? straight ramps?
 - x. Underpass? less clearance
 - xi. no ramps? gateway only?
16. Metro
 - a. Extend to Chantilly
17. Buses: Dunn Loring and Vienna and others
 - a. Connected to Metro better
18. I-66 Widening and HOV East of Beltway
 - a. Eliminate HOV east of Beltway
 - b. Short-term gain for Vienna
19. Congestion and delay
 - a. Green to 66 on Nutley – max time?
 - b. Discourage through traffic on Maple?
 - c. Beulah, Lawyers, Park... almost at peak. Do not widen? Would hurt with extra traffic.
20. Transit
 - a. 30-minute headway at commuting area not effective
 - b. Not a network yet
 - c. Credit union – transit? incentives?
 - d. Metro and buses – not a network for busy people or families
21. Traffic Calming
 - a. Now 2 years in operation
 - b. Evaluate, look at other possibilities
 - c. Traffic circles, narrowing, landscaping
22. Traffic (continued)
 - a. Priority: local versus through
 - b. Not punitive
 - c. Beneficial ideas to favor Vienna
 - d. Vienna and Tysons traffic and transportation: talking to each other?
 - e. Tysons Corner – approximately 32,000 more employees?
 - f. Safety – credible – interests of regional residents
23. Sidewalks
 - a. Residential and commercial sidewalks
24. Utilities – Maple Avenue
 - a. Under sidewalks, generally
 - b. 2’ to 4’ under surface – top layer
 - c. Sanitary sewer/water under that
 - d. No plans to tear up Maple or utilities.
25. Signalization (continued)
 - a. Not costly to experiment
 - b. Try it – various solutions – for a couple of weeks – change it one or more times
 - c. Now – best it has been in quite a few years
26. Traffic counts
 - a. Maple: 50,000 trips/day, increasing to ?
 - b. I-66: 250,000 trips/day, increasing to ?

Amenities

27. Types of Amenities
 - a. Drinking fountains, trees, clock(s), chimes, sidewalks, toilets, flowers, seasons, water...
 - b. Public restrooms – port-o-potties or more – Freeman House, Community Center
 - c. Visible, non-visible, psychic, spiritual, social – amenities?
 - d. Mayor’s Advisory Committee
 - e. Signage – commercial, political, public
 - f. Banners – logos – trees – symbols
 - g. Seasonal and events: flowers, plantings, banners, special amenities, calendars (yearly)
28. Historical Buildings



- a. Old church
 - b. Moorefield House
 - c. Library
 - d. Historical Houses
29. Map of Commercial Attractions?
- a. Food, antiques, Church Street, all retail?
 - b. Posters, directions, flyers.
30. "Walk on the Hill" walking map
- a. Windover Hill Historical Area
 - i. Lewis to _____ (Lovers?) to West Street
 - ii. Historic homes
31. Bike Trails in Town
- a. Fairfax Connector to W&OD
 - b. Tabled for now

Business Development

32. Office Space
- a. 600,000 square feet known office space
 - b. + 100,000 square feet added
 - c. = 700,000 square feet of office in town
 - d. 2,000,000 square feet in Vienna
 - e. 2,800,000 square feet: Fairfax Co. EDA
33. Cedar Lane Safeway site
- a. Dittmar is developer
 - b. Southeast corner on Cedar Lane
 - c. Korean Church, Older African American Community
34. Benchmark Statistics
- a. p. 18 Comprehensive Plan
 - b. Area Business Report – Fairfax County EDA

- c. Use for trends – look back and forward
35. Parking
- a. Explore parking structure
 - b. Team to discuss options, ideas, and costs
36. Organizations Involved in Business Development
- a. Chamber of Commerce – Tysons and Vienna together
 - i. Grow, reorganize, and revitalize
 - ii. Invigorate relationship with Town?
 - iii. 300-500 members, \$100,000 - \$200,000, Vienna-Tysons Regional Chamber
 - b. Volunteer Organizations – merchants in Chamber and area organizations
 - c. Property owners
 - d. Chamber of Commerce (continued)
 - i. 70% of 300 in Vienna
 - ii. ___% of property owners?
 - iii. 30 of 82 eating and drinking establishments in Vienna are in Chamber of Commerce
 - e. Town Council & Board of Chamber of Commerce
 - i. Need to meet?
 - ii. Informal meetings – breakfasts
 - iii. Liaison committee TBLC and Chamber?
 - iv. Non-profit members
 - f. Model of Chamber of Commerce organization
 - i. Visions of Vienna, Tysons, etc.

- ii. Variety of approach

Part 2: Building the Agenda

Friday Afternoon, 2:00 PM

Building the Agenda

1. Components
 - a. Transportation
 - i. Auto
 - ii. Transit
 - iii. Pedestrian
 - b. Development and Design
 - i. Historical
 - ii. Heritage
 - iii. Amenities
 - c. Business development
 - i. 5 years...to
 - ii. ...Long term
2. Aspects
 - a. Policy
 - b. Who and Actions
 - c. Funding & Financing
 - d. Implementation
3. Development and Design
 - a. Policy
 - i. Maple Avenue Vision (as with Church Street Vision)
 - ii. Connection to Church Street
 - iii. Interaction/engagement with stakeholders in process
 - b. Increments
 - i. 1st Increment – core, Town Center [Church, Dominion, Mill, Park, Maple (length of Maple from Lawyers to Glyndon)]
 1. Skating: boards, ice,



- rollerblades
- 2. Fountains: water, play...
- ii. 2nd increment –Maple Avenue and west town boundary to curve at East End
- c. Who/Actions
 - i. Stakeholders – add to Church Street
 - ii. Use Church Street model – Committees
 - iii. Time: not 4 years, 1 year
 - iv. Start with Town Center
 - v. Start soon
 - vi. July is fiscal year start – staff?
 - vii. NVRC: grants, VDOT
 - viii. Chamber of Commerce
 - ix. Implementation
- 4. Transportation
 - a. Traffic Calming
 - i. Concerns: speeding and volume (safety and delay) on local streets
 - ii. Tennyson study partially implemented
 - 1. signals on Maple Avenue
 - 2. speed bumps
 - 3. ongoing – with TSC
 - 4. in near-term: next cycle of effort by TSC
 - 5. other enhancements in traffic calming from Tennyson menu
 - iii. TSC – Public Works and Police, appointed by Town Council and Mayor
 - iv. City staff and budget
 - v. Experiment s/Construction
 - b. Buses/Transit
 - i. Policy: maximize usage
 - ii. Metro connections – Dunn Loring, Vienna
 - iii. Fairfax-Vienna, George Mason University
 - iv. 17 trips/day, 214 passengers
 - v. Wash COG – routes
 - vi. Route - ? (Vienna Station – Vienna – Navy – Dunn Loring)
 - vii. Rail to Dulles – 5 years +/-
 - c. Highways/Arterials system
 - i. Signalization
 - 1. VDOT coordination
 - 2. Difficult to do
 - 3. Policies specified
 - 4. Peak/Off-peak
 - 5. Maple and secondary streets
 - ii. Funding not large
 - iii. But not best-trained or enough people – nationally
 - iv. designations controlled by Vienna Town Council
 - v. Bypass
 - 1. No routes, especially in-town
 - 2. Not in Vienna
 - 3. Cedar
 - d. Bridge/tunnel/underpass/grade
 - i. Tunnel
 - 1. Larger – center to Park/Glyndon
 - 2. Engineering, cost, demand
 - 3. Character, stores, scale
 - ii. Transit – to 25% - good
 - 1. Talk with Tysons
 - 2. demand to use 123
 - iii. Streetscape – good
 - 1. amenity – softening traffic
 - 2. early intervention
 - iv. Signalization
 - 1. by weekday and weekend
 - 2. daily cycles
 - v. Systems – directing traffic – GPS – “never lost”
 - e. Parking
 - i. Now: free parking everywhere
 - ii. Garage
 - 1. financed with paid parking?
 - 2. change – in a big way
 - iii. Presbyterian Church
 - 1. public/private
 - 2. church/tour
 - 3. shared parking
 - iv. Shared parking – fewer curb cuts, fewer left turns, median with trees.



The Recommendation Phase

Part 1: Ideas, Thoughts, Recommendations, Futures

Saturday Morning, 9:00 AM

The Town: Regional Context, Surrounding Growth

Town of Vienna Characteristics

1. Size: 2,822 acres/4.41 square miles.
2. Population: 15,000 residents in 5,500 housing units
3. Tenure: 87% owner-occupied
4. Average household size: 2.71 persons per household; 3.08 persons per family household.
5. Number of businesses: 1,200
6. Business floor space and employment:
 - a. Commercial/industrial land: 260 acres (9.2% of town)
 - b. Office floor space: 2.0 million square feet (+/-)
 - i. 1.3 million square feet at tech park ("industrial")
 - ii. 0.7 million square feet in rest of town.
 - c. All retail - 0.92 million square feet (60 percent in multi-tenant shopping centers)
 - d. Industrial floor space - 0.33 million square feet
 - e. Probable total jobs in town: 7,770

Maple Avenue Corridor (Estimates)

1. 1.5 miles from west boundary to East

- Street.
2. 50,000 average daily traffic (vehicles/day)
3. 95% of Town retail (870,000 sq. ft. +/-)
4. 35% of office (700,000 sq. ft. +/-)
5. About 4,000 employees/jobs (51% of town)
6. "Worth:" approximately \$5,425,000 (25% of total town revenues, probably actually 30% to 35%)
 - a. \$950,000 in sales tax (95% of town)
 - b. \$990,000 in BPOL (65% of town)
 - c. \$200,000 in utility tax (20% of town)
 - d. \$1,000,000 in property tax (20% of town)
 - e. \$250,000 in traffic signal photo fines (75% of town)
 - f. \$1,425,000 meals tax (95% of town)
 - g. \$635,000 water/sewer fund (15% of town)

Table 1
Net New/Added Vehicles

Regional Context			
	Vienna	Tysons Corner	Fairfax Co.
Office space	2.0 million	23.0 million	89.0 million
Retail space	0.9 million	5.7 million	36.0 million
Employment/2000	8,000+/-	88,000+/-	367,000+/-
Employment/2020	10,000+/-	120,000+/-	510,000+/-
Change:	+25%	+36%	+39%
<i>I-66/US 50 Corridor</i>			
	2000	2020	Change
Population	470,000	590,000	+120,000
Jobs	350,000	460,000	+110,000
			Percent
			+26%
			+31%
<i>Job growth pace faster than population in corridor.</i>			

1. Population driven: 44,000 +++
2. Jobs driven (net added): 35,000 +++
3. If 2 cars/hh - add 40,000++
4. Could be +115,000 cars + 50,000 commercial vehicles.

The Inevitables

1. Infilling densities in all corridors.
2. Massive incremental congestion.
3. Any capacity relief found will be instantly absorbed.
4. Telecommuting and extended staggered work hours (shifts)
5. Offices redevelopment pressure in all low density industrial and retail areas.
6. Likely attempts to impose federal, state and regional new volume performance mandates for all federally aided highways (including State Highways receiving pass-through federal money).
7. What happens to the Town islands?

Business Mix



1. Retail: approximately 300 total
 - a. 4 supermarkets
 - b. 4+ chain drugs
 - c. 50+ eating & drinking establishments
 - d. 150++ more stores
2. Who's recent (retail and services)? Starbucks, Whole Foods, Vie de France, Pet MRI, Eckerds (coming), N.W. Credit Union, "Anita's #2," Jammin' Java.
3. Who's gone? Full Cry, Adlers, Chanticleer, Hit or Miss, Cosmetics Center, Millers.
4. Offices: MOBs, FIRE, local professionals, branch services.
5. Tech Park: (1.3 million square feet ++)
 - a. Navy Federal Credit Union, "Government"
 - b. Major space available (more than 200,000 square feet/500-700 jobs)
6. What's Wanted

- a. Retail: bookstore, hardware, Trader Joe's, next generation of Kinkos, sports/rec equipment, "satellite stores"
- b. Office: More "MOBs," local banks, "executive suites," private users for tech park.

Vienna Town Center: Whole Space

1. All of Maple Avenue and Town Center: about 150 acres including streets
2. About 117 acres net (22% ROW)
3. Town Center = 72-75 acres (60+/- acres net)
4. West Maple Avenue = 45-48 acres (38 +/- acres net)
5. East Maple Avenue = 33-35 acres (26+/- acres net)
6. Total: 117-124 acres net (small!!!)

Vienna Town Center

1. "Collection:" historic places, public spaces, meetings, trails, hosting.
2. Places missed by those passing through.
3. Needs: orientation, announcement, celebration.
4. Revitalization underway.
5. Shared surface parking.

Next Steps

1. Program space more aggressively - "Town Center enterprise"
2. Changes of occupancies in industrial areas to north.
3. Improve W&OD crossing at Maple Avenue (widening).
4. Determine park follow-through development program.
5. Launch "BID" concept in Town Center, as part of business alliance/association initiative.
6. Define event hosting & parking capacities.
7. Improve pathways lighting.
8. Pathfinder boards to orient public.
9. Affordable, incremental steps encouraging private donors, sponsorships, in kinds donations.

General Concept

Proposed Central Town Park

1. Receiving/welcoming/orienting residents/regional residents/visitors (info kiosks/pathfinder boards/brochure racks)
2. Starting place/ending place for guided/self-guided tours: walking/biking.
3. Bus transit "terminal" ("Pop Out").

Table 2

Commercial Space: What Can Be Supported?			
	Vienna	Rest of Market	Total
Population	15,000	32,000	47,500
Retail sf (30 sf/capita)	450,000	975,000	1,425,000
Office sf (18 sf/cap)	270,000	585,000	855,000
Industrial sf (50 sf/cap)	750,000	1,625,000	2,375,000
What Can Be Accommodated?			
	Now	Future Increment	Total
Retail sq. ft.	920,000	300,000	1,200,000
Office and Tech Park sq. ft.	2,000,000	200,000	2,200,000
Industrial sq.ft.	333,000	unlikely – may lose	250,000
<i>All significant growth/change limited to the Maple Avenue corridor.</i>			



4. Wider crossing of Maple for W&OD Trail.
5. Unique water feature/fountains and night-lighted.
6. Bike parking.
7. "Maple Court" - tree circle/shade canopy.
8. Flags of Virginia.
9. Public drinking fountain, public restroom.
10. Utilities connections (vault/apron - power, water, sewer)
11. Hardscape, low-rise, small gathering amphitheatre - for tours, outdoor music, ceremonies.
12. Reorganize/reorient/omit off-street parking to max green space.
13. Encourage businesses to hosting enterprises in and adjoining town centers.

**Business Development
(Working Forward)**

1. Communication is a 2-way obligation:
 - a. Contemporary discomfort on both sides (town and business/chamber)
 - b. Getting going again - already underway (survey upcoming)
 - c. Town is not driven to capture or incentive business (not yet).
2. Chamber evolution
 - a. Used to be local merchants; now more and more F.I.R.E. (finance, insurance, and real estate).
 - b. Going regional and "next door."
 - c. Evolving advocacy for who? for where? for what?
 - d. 300 members - 70% in Vienna. Vienna has 1,200 businesses.

- e. Town provides \$3,000 year.
- f. Chamber budgets are \$100,000/ year.
3. Town-based business alliance or association?
 - a. Can it be created - who do we approach?
 - b. Generation gap(s)? Town council and Town management tenure compared to business management tenures/turnovers.
 - c. Feds & meds are larger/largest (?) employers. What's in it for them?
 - d. Getting back to basics?
 - i. Cost of doing business not an issue (taxes, regulations, etc.)
 - ii. Business problem resolutions not needing advocacy?
 - iii. Markets capture, costs of rents, property/site access through traffic congestion are problems. Does the town want to partner here?
 - iv. Starters
 1. Antiques cluster (already).
 2. Restaurants group.
 - v. Early goals: 200 members in 1st year, 300 members in 2nd year, 350 members in 3rd year, and more.
4. Maple Avenue corridor is the association base.
 - a. Its traffic management, its infrastructure; its quality of merchants, mix and services.
 - b. Partner to set up; partner to imple-

- c. Pledge 5% of BPOL annual revenue to association start-up; require 50% (\$25,000) match in 1st year, growing to equal match in 3rd year.
5. Marketing/co-promotions/corridor maintenance & management
 - a. Outreach to broadcast who's here and depth of selection/services.
 - b. Co-promotions and business objectives related to events/seasons/etc.
 - c. The households and families markets: town and market rings.
 - d. A town, not a mall. Distinctive and personal.
6. Economic & business development
 - a. Town commitment - start at ° professional person-year (1040 hours) grow to one professional person-year (2080 hours).
 - b. Town contract with association (money and partnerships)
7. How start? Who start?
 - a. Business don't vote - but they do economically!
 - b. Deliberate creation of a new constituency; comfortable with that?
 - c. Becomes an advocate for constituency itself (resources/services requests) and becomes an advocate for this Town.

Urban Design



1. *An excellent charrette:* Thank you, Vienna.
2. *The process can be used for:*
 - a. The Town Center and Vienna Green
 - b. Many diverse people sharing ideas in a short period of rather intense effort.
3. *This plan is your plan:* these designs are from you.
4. *This plan is for the immediate and long-term future:* next 1-5 and 20 years and it needs to program for success.
5. *We look to history:*
 - a. 100 years back.
 - b. To the main street.
 - c. To the Town Center.
 - d. To the streetcar suburb model
6. *The plan of Vienna* – clear separation of residential and commercial, or is it? The residence as office; the commercial for relaxation.
7. *The forest of residential:*
 - a. The former trees of Town Center.
 - b. The recent, past decades, barren commerce
8. *Preserve and improve your Vienna or you will lose your Vienna.*
 - a. Build upon what you have.
 - b. Control what you can.
 - c. And start now.
9. *Vienna, the Town Island.*
 - a. Vienna is for Vienna and visitors from the region.
 - b. It is not a pass-through or to be ruined by overuse due to regional growth around.
10. *Envision, ["Vision Vienna"], Church*

- Street (to Maple) to Town Center – use the process.*
- a. Town Center
 - b. Maple E & W
11. *Town Center*
 - a. RR to Community Center & Lawyers to East of Park
 - b. Forest, creek, trails, stores, community gathering, green, square, commerce, residential, history & future, small hotels, inns, bicycles, families, light, water, lighting, widened W&OD trail, industrial to mixed use, shared parking, events, parades, and programming.
 12. *Height*
 - a. 35' to 45' to allow 3 stories (16' + 12' + 12' + roof)
 - b. Still under tree canopies – under forest height – buildings in trees.
 - c. Retail with other uses on top.
 13. *Design review should be:*
 - a. Required early in design process for all commercial and mixed use development.
 - b. Should have criteria, guidelines about urban design and architectural examples.
 14. *Architecture should not be a single theme;* rather, reflective and interpretive of 1880s and 1930s period of time, especially of Vienna's post-Civil War to WWII heritage. Therefore, many styles.
 15. *Measurable, enjoyable, time sensitive* in design and use, with Vienna character and for and by Vienna persons and

visitors.

Transportation

Freeways

1. External actions more important than local.*
2. I-66, Beltway, Dulles Access, Metro Extensions
3. I-66 Inside Beltway
4. Direct Access to Dunn Loring
5. Improved connection – I-66 to Beltway

Neighborhood Traffic Calming

1. Excellent start
2. Review (T&SC) Tennyson Plan *
3. Neighborhood Analysis
 - a. Volume, speed, safety
4. Use broader array of tools*
 - a. Experiment
 - b. Neckdowns
 - c. Small circles
 - d. Barrels, etc.
5. Continue sidewalk program

Bus System

1. Existing service and patronage – minimal*
 - a. Metro – not available
 - b. Fairfax County – 3 routes – 27 runs – 10-11 persons/run
2. Seek Metro and Fairfax assistance
3. Single service *
4. Shorter headways *
 - a. 30 minutes is too long
 - b. Emergency – car repair
 - c. Totally inadequate for busy family



5. Focus on connections to Metro
6. Experiment – offer incentives
7. Work with major employers
 - a. Navy Federal Credit Union
 - b. Federal government - Vienna Technology Park

Part 2: The Year Ahead

Saturday Morning 10:00 AM

Tasks and Strategies

1. Complete the charrette report (March '02)
2. Vote the tax or not (Nov. '01)
3. Draft the Town Center vision plan - using Church Street template. (March '02)
4. Begin convening business interests (Nov. '01).
5. Conduct the business survey (January '02)
6. Write up budget requests - initial (January '02)
7. Seek and use NVRC tech support on targeting funding and grants applications
8. Town budget (incremental efforts) starts 7/01/02.
9. Co-opting groups with resources/intentions.
 - a. Town
 - b. Historic society
 - c. Restaurants group
 - d. Northern Virginia Regional Park Authority
 - e. Virginia Department of Transporta-

- tion
 - f. Northern Virginia Regional Commission
10. Marketing now - linking what we already have: "The grand tour of Vienna" Map and menu.
 - a. History
 - b. Recreation
 - c. Hosting
 - d. Festivals

Part 3: Comments and Questions to Presentation

Saturday Morning 11:00 AM

Questions and Answers

1. Can you get business to share parking?
 - a. Yes, realities of finding parking.
 - b. Shared parking is legal, through covenants.
 - c. More spaces, clearer entrances.
 - d. Do not need legislation from VA.
 - e. Start with demonstration.
2. Trail crossing
 - a. Vienna is a railroad town historically.
 - b. Use railroad grade crossing ideas: lights, arms...
 - c. logo of W&OD
3. Shared parking
 - a. Tenants concerns
 - b. Shared use over time?
 - c. Presbyterian church parking?
 - d. How do you start – 170 cars?
 - e. Consumer viewpoint – goodwill to

- not have proprietary, restricted parking by property
4. Underpass/Crossing/Bridge
 - a. Good idea for underpass
 - b. Try and evaluate utilities
 - c. Trail at Park and Maple? yes? no?
 - d. Recognition of crossing
 - e. Both bridge and underpass
 - f. At grade is good
 - g. Safety is an issue
 - h. Widened, for use, views, Town Center
5. Trail Crossing at Maple
 - a. Utilities – 12” and 8” water, 8”sanitary sewer, and storm drainage culverts
 - b. Study it.
 - c. Will people use the change in grade.
 - d. Light at trail, along trail.
6. Leave and Then? For Vienna:
 - a. Crossing – study trail and Maple crossing
 - b. Business community
 - i. Do this again with business?
 - ii. Media? Chamber of commerce?
 - iii. Survey – first of 2002
 - iv. Mail out to businesses – Town newsletter, VPOL (?), other
7. Money, Costs, Revenue
 - a. Plan – for economics of plan?
 - b. Raising taxes? no
 - c. \$20,000,000/year revenue – Town
8. Money – Revenue
 - a. Grants, VA and Fed – NVRC, other regional bodies
 - b. Menu here – choose 1st priorities and do them, then reevaluate



9. Town Status versus City Status
 - a. Fairfax, Falls Church – cities
 - b. Like being a town?
 - c. County is bad and good – divorce? split revenues – good?
 - d. Information flow – county and town
10. Public Transportation
 - a. West to Co. and east to Co.
 - b. Dunn Loring to Vienna: schedules not even, big lag time
 - c. Connect to Tysons – Dunn Loring, Vienna and Metro
11. Town Square/Green
 - a. Noise? Never shield all noise
 - b. Amphitheater? Yes, small.
 - c. Ice rink – small possible.
 - d. Gathering/meeting space – not a large park
 - e. Time frame – day and weekend – noise
 - f. Veteran's memorial(s)?
 - g. Light – trails and green – safety and attraction – string of lights?
 - h. Water – lighted – attraction – sound attenuation
12. Public Storage – North of AyrHill
 - a. West Group
 - b. Holding pattern?
 - c. Include
13. Visioning 1 & 2 – yes – with economic incentives
14. Shared Parking – try it – experiment? yes.
15. Enterprise center – not only public?
 - a. Hosting, clustering? Business and public?
 - b. Include economic incentives?
 - c. Yes, with discussion.



The Vienna Town Workshop



Sponsored by the Town of Vienna with the assistance of the Northern Virginia Regional Commission.