

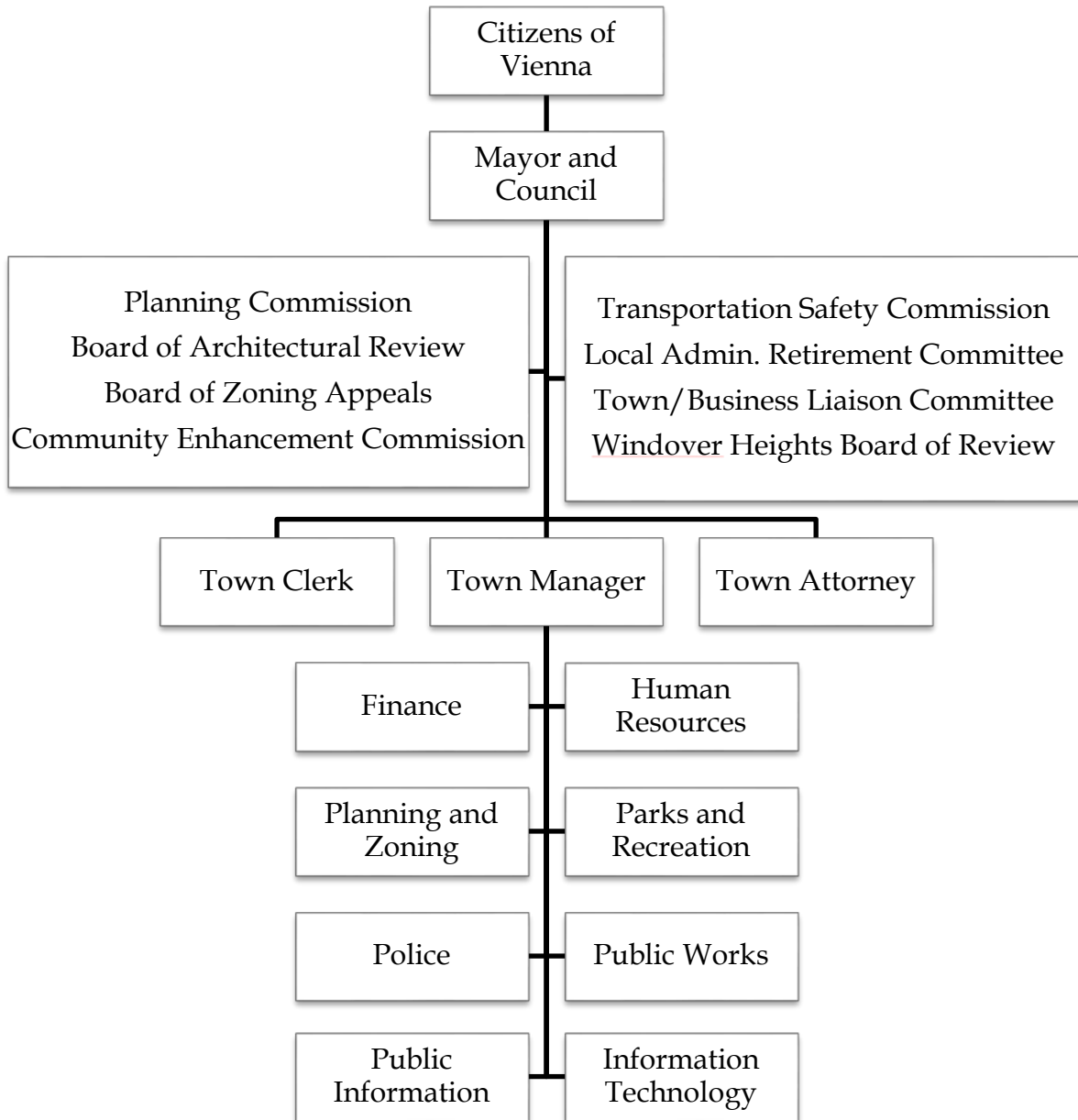
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**COMMUNITY PROFILE**


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DATE OF INCORPORATION	1890
FORM OF GOVERNMENT	COUNCIL-MANAGER
POPULATION	15,687
NUMBER OF REGISTERED VOTERS	11,105
TOTAL HOUSEHOLDS	5,311
PERCENT FAMILIES	74.70%
AVERAGE HOUSEHOLD SIZE	2.71 PERSONS
AVERAGE FAMILY SIZE	3.08
MEDIAN HOUSEHOLD INCOME	\$85,519
MEDIAN FAMILY INCOME	\$93,049
MEAN HOUSEHOLD INCOME	\$101,729
PER CAPITA INCOME	\$37,153
BOND RATING (GENERAL OBLIGATION BONDS)	AAA
	(STANDARD & POOR'S AND MOODY'S)
MILES OF ROADWAY	62.14
NUMBER OF PARKS	8
ACRES OF PARKS AND PARKLAND	156.62
NUMBER OF BUILDING PERMITS (2014)	683
NUMBER OF DOG LICENSES	1,581
WATER CUSTOMERS	
IN TOWN	5,600
OUT OF TOWN	3,600

ORGANIZATIONAL CHART



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## PROFILE

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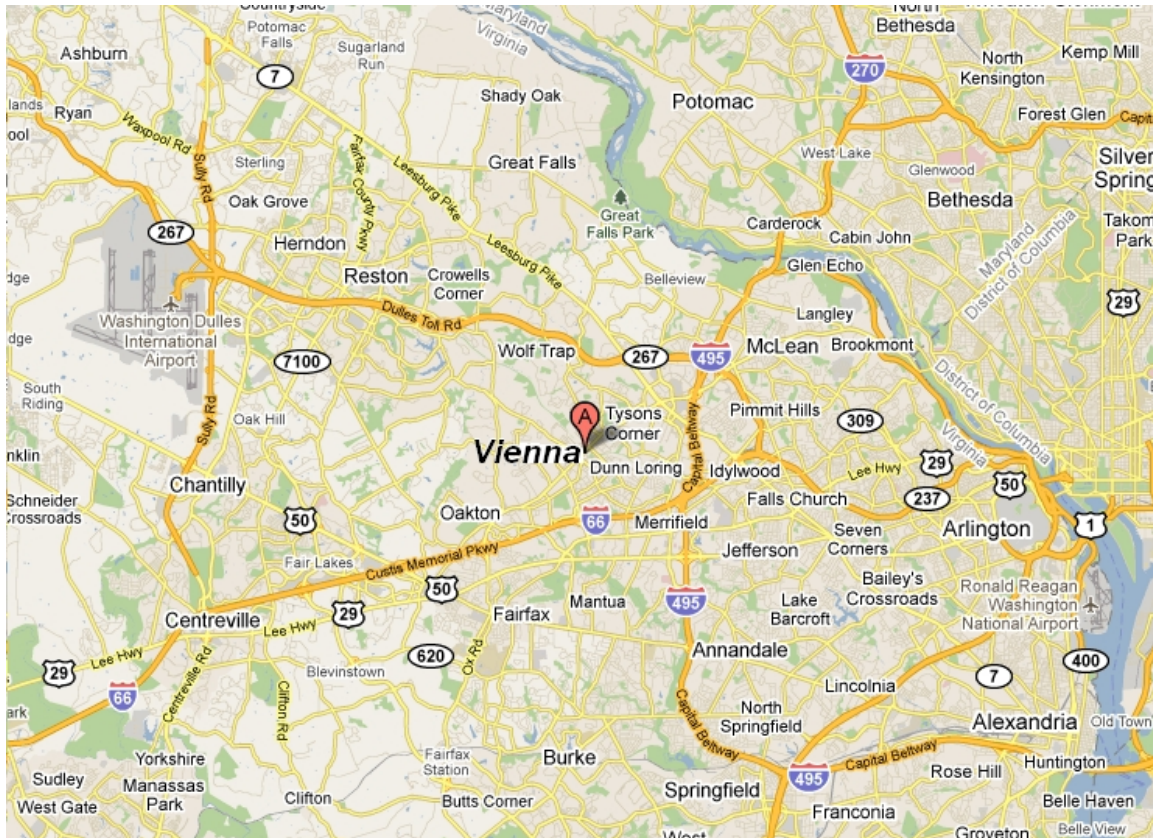
### HISTORY

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Vienna is an incorporated town located in the northeastern portion of Fairfax County, Virginia. Vienna's history predates its incorporation, and provides the basis for understanding the Town as it is today, and its philosophy in charting its future.



### EARLY BEGINNINGS

The Vienna area was initially settled as large farming estates. In 1767, Vienna's first house of record was built. The area was named Ayr Hill after the owner's native Scottish County of Ayr, and retained the name for nearly a hundred years. Growth was slow, with no more than eight houses in the village at the turn of the 19<sup>th</sup> century.

The mid-1800s, however, witnessed great change for Vienna. Between 1840 and 1860 there was significant migration from the north, especially New York State. Inexpensive yet fertile land and a mild farming climate lured many new residents who brought with them advanced farming techniques. These

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## PROFILE

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techniques increased productivity and helped restore the vitality of the old estate farms. Vienna's commercial activities during this period included America's first steel-beamed plow factory. The railroad, which reached Vienna in 1858, was used for shipping plows until the factory was sold in 1869.

Other notable events include the 1842 purchase of 50 acres of land from what had been the original Wolf Trap plantation by Keziah Carter, a free African-American woman. Many descendants of the Carter family still reside in the Town.

In the late 1850s, the village recognized its need for a medical doctor and solicited Dr. William Hendrick of New York State. Popular belief holds that the name of the village was changed to Vienna, the name of Dr. Hendrick's New York home, as a condition of his relocation.

### THE CIVIL WAR PERIOD

Due to its proximity to the Nation's capital, control of Vienna was strongly contested during the Civil War, causing many residents to leave for the duration of the conflict. On June 17, 1861, the fifth skirmish of the war, part of the First Battle of Manassas, took place near the Park Street railroad crossing (now the site of the Town's Community Center). This skirmish marked the first tactical use of a railroad in battle.

In the years following the war, Vienna experienced a growth in permanent residency, including both white and black settlers. Among the new residents were Major Orrin T. Hine and Harmon L. Salsbury. A Freedmen's Bureau agent, radical Republican, farmer, and realtor, Hine settled in Vienna in 1866 and by 1885 had amassed almost 6,500 acres of area land. Major Hine was elected the Town's first mayor when Vienna was incorporated in 1890. Salsbury, a Union Captain in the 26th Regiment of Colored Infantry, welcomed settlers to his estate, making housing available to newly freed citizens by providing easy credit and long mortgages. Captain Salsbury's house still stands at 224 Walnut Lane, NW.

Thomas and Daniel West, freed slaves and landowners, established Vienna's first black public school in 1868. The Town's first white public school followed in 1872.

Originally called Georgetown Road, today's Church Street was the Town's first thoroughfare, hosting the business district and most of the churches – the Baptist Church, built in 1868; the Presbyterian Church in 1874; the Methodist Church in

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## PROFILE

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1890; and the Episcopal Church in 1896. The original location of Vienna's oldest continuous business, the Money and King Funeral Home, was at the corner of Church Street and Lawyers Road, NW.

### EARLY 20TH CENTURY

The Vienna Volunteer Fire Department, organized in 1903 by Mr. Leon Freeman and chartered in 1929, is Fairfax County's oldest volunteer fire department. In 1904 Freeman heralded the advent of Vienna's motorized age with ownership of the Town's first automobile, spurring the first speed limit—12 miles per hour. Transportation improvements continued with the construction of a trolley line connecting Vienna with Washington, DC, via Falls Church.

The 1920s saw the establishment of the first Town Hall, bank, citizens' association, drug store, and chain grocery store—the Piggly Wiggly—and the installation of street lights and fire cisterns.

### POST WORLD WAR II

In 1940, Vienna was still a small rural town with a population of only 1,237. The end of World War II brought suburban pressure and further development. The Town's population grew by 10,000 people during the decade, and the business core shifted from Church Street to Maple Avenue.

The first of many "modern" shopping centers was built in 1954 along the newly-widened Maple Avenue. The maple trees that gave the avenue its name were removed for transportation improvements in 1958. Transportation, shopping, and residential demands continued to grow with the increasing population of Vienna and Fairfax County. Notable regional developments included the construction of Dulles International Airport in 1962, Fairfax Hospital in 1962, Tysons Corner Center in 1968, and the Vienna Metrorail Station in 1986.

During the 1980s Vienna had a front row seat to witness the rise of a new social phenomenon, the "Edge City." Tysons Corner transformed from a suburban retail center into an employment and business center that rivaled the area's traditional urban core of Washington, DC, in office space and jobs. The traditional pattern of suburb-to-city commuting changed, as the area saw the growth of the suburb-to-suburb commute. In turn, families looking for affordable housing filled in previously undeveloped land in nearby Fairfax County—and Vienna—and pushed development further west and south.

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**PROFILE**

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The 1990s brought another wave of change to Vienna, Fairfax County, and the greater Washington area. The explosive growth of information technology and Internet-related companies in the area fueled an economic boom for the region. Northern Virginia has emerged as a preeminent location for these high-technology firms—most of which enjoy a worldwide reputation. Further changes have occurred since the turn of the millennium, with extensive remodeling of existing single-family residences, the re-subdivision of land for new dwellings and the construction of replacement homes throughout the Town.

In the midst of these changes, Vienna’s citizens and leadership remain dedicated to preserving a stable community. The Town pursues policies designed to maintain Vienna’s small town character while providing desired improvements and facilities.

Despite the many changes that have occurred since Vienna became a town over 100 years ago, it has retained a sense of pride in community, and its people have worked successfully to preserve many of the traditions and institutions that give us the feeling of living in our own “small town.”

Vienna is truly a town for all seasons, providing recreational and cultural opportunities for all ages throughout the year. The “Walk on the Hill” spring garden tour in the Windover Heights Historic District is held the last Sunday afternoon in April, sponsored by Historic Vienna, Inc., and historic district residents. The ViVa! Vienna! Town Festival is held on historic Church Street on Memorial Day weekend. A super observance of our nation’s birthday is held each July 4 on the Vienna Community Center grounds. One of Vienna’s most popular community events is the Halloween Parade, held on Maple Avenue the Wednesday evening before Halloween and featuring hundreds of children in their Halloween costumes. The Holiday Stroll on Church Street is held the Monday evening after Thanksgiving.

The Vienna Community Center, under the supervision of the Parks and Recreation Department, provides facilities for meetings, classes and special events such as concerts, theatrical productions, and antique exhibits. The Freeman House museum and general store, built around the time of the Civil War and operated by Historic Vienna, Inc., is open to the public for tours and shopping, and features exhibits of local artists and summer concerts on the lawn. Vienna’s parks include tennis courts, ball fields, picnic tables, playground equipment, and nature trails. Summer programs for children, movie nights, and the Family Flashlight Easter Egg Hunt are held in the parks.

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**PROFILE**

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**FORM OF GOVERNMENT**

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**Council-Manager**

Under the council-manager form of government, the elected governing body (i.e., Town Council) is responsible for establishing policy, passing local ordinances, adopting the annual budget and developing the overall vision for a city, town, or county. Vienna has a mayor and six council members who are elected at large (without districts or precincts). Their two year terms are staggered (meaning three are elected in one election cycle and four in the next) with elections held on the first Tuesday of every May.

**Town Council**

Laurie DiRocco, *Mayor*  
Linda J. Colbert  
Edythe Frankel Kelleher  
Pasha M. Majdi  
Carey J. Sienicki  
Howard Springsteen  
Tara Voigt

The elected officials then appoint a Town Manager to oversee the daily operations of the government and implement the policies established by the governing body. The Manager has sole authority for hiring, firing, and managing Town employees.

**Town Manager**

Mercury T. Payton

**AWARDS AND RANKINGS**

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Vienna's standing as one of the premier communities in Virginia was nationally recognized by Money Magazine in 2005 and again in 2013 as one of America's Best Places to Live. For the 15<sup>th</sup> consecutive year, Vienna has been named a Tree City USA community by the Arbor Foundation for its commitment to urban forestry.

The Town has been awarded by the Government Finance Officers Association (GFOA) the Certificate of Achievement for Excellence in Financial Reporting for the fiscal years ending 1979 through 1984 and 1987 through 2015. In addition, the Town has received the Distinguished Budget Presentation Award from GFOA for every fiscal year since fiscal year ending 1994.

**PROFILE**

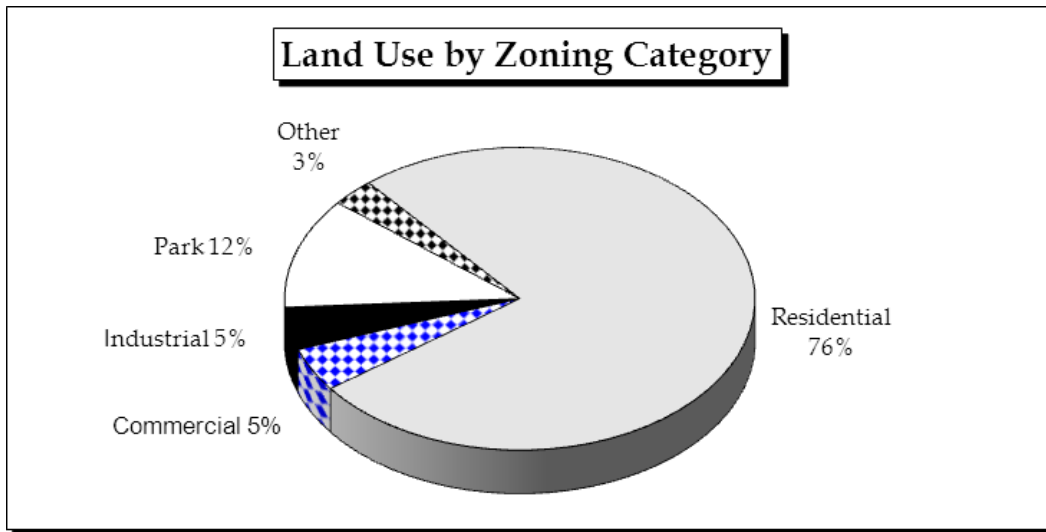
**LAND USE**

A residential oasis in the midst of densely populated and urbanly developed Fairfax County, Vienna’s corporate borders are fixed. Seventy-six percent of the community is developed for residential purposes. In accordance with the Town’s long established planning practices, townhouse and multi-family zones provide a transition between high density commercial/industrial areas and the low density areas of single family detached homes. This practice has prevented the encroachment of commercial activities into our residential areas.

**LAND AREA (SQUARE MILES)**

**4.409**

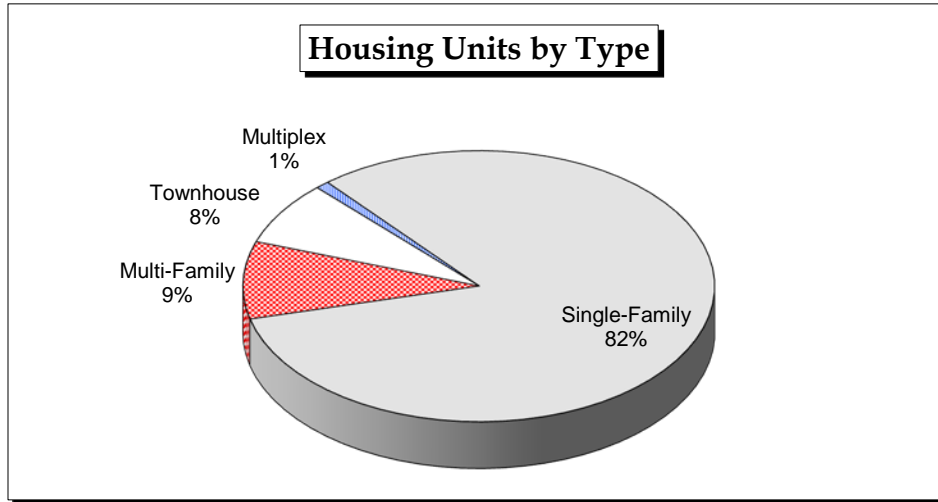
Category	Acres Zoned
Residential	2,144.15
Commercial	131.75
Industrial	128.31
Park (Public & Private)	333.64
Other	84.05



Type	Number of Units
Single Family	4,626
Multi-Family	521
Townhouse	429
Multiplex	53



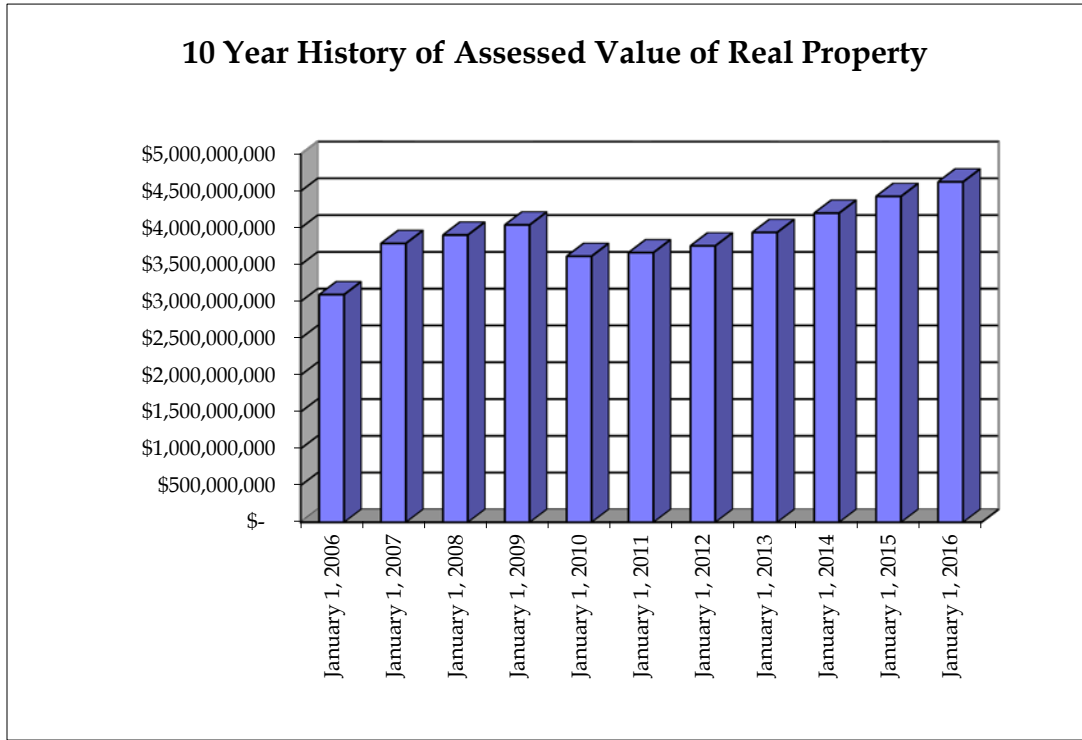
PROFILE



ASSESSED VALUES

<i>Fiscal Year</i>	<i>Actual Value</i>
January 1, 2006	3,093,158,475
January 1, 2007	3,789,516,490
January 1, 2008	3,903,386,643
January 1, 2009	4,040,830,536
January 1, 2010	3,614,736,128
January 1, 2011	3,664,249,050
January 1, 2012	3,756,299,910
January 1, 2013	3,939,375,260
January 1, 2014	4,201,089,380
January 1, 2015	4,428,395,010
January 1, 2016	4,625,397,360

**PROFILE**



SOURCE: FAIRFAX COUNTY DEPARTMENT OF TAX ADMINISTRATION

**MAJOR PROPERTY OWNERS**

Vienna houses the headquarters of Navy Federal Credit Union, the nation’s largest credit union. The Maple Avenue Shopping Center, the Vienna Shopping Center, and Danor Plaza are the three largest retail centers within the Town. Vienna's retail developments still reflect suburban growth patterns from the 1950s and 1960s. New and re-development are occurring around town with the implementation of the Maple Avenue Corridor (MAC) zoning regulations.

Owner	2015 Assessed Valuation	Percentage of Total Assessed Valuation
Navy Federal Credit Union	\$ 142,315,790	3.39%
GI TC 801 Follin Lane	87,135,100	2.07%
Vienna Park LLC	32,460,780	0.77%
Maple Avenue Shopping	31,620,090	0.75%

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**PROFILE**


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Vienna Shopping Center, LP Maryland Gardens Ltd. Partnership	20,482,450	0.49%
P. Daniel & Diana S. Orlich	20,361,440	0.48%
Frank Zafren & Alec Jacobson, Tr.	17,098,390	0.41%
GRI Cedar Park LLC	15,411,040	0.37%
BFH Danor Plaza	11,773,730	0.28%
Westwood Country Club	11,703,070	0.28%
Walgreen Company	10,439,520	0.25%
Swart Vienna LLC	10,071,260	0.24%
Storage Partners of Vienna	9,319,160	0.22%
Jades Enterprises	8,637,790	0.21%
	7,014,020	0.17%

SOURCE: FAIRFAX COUNTY DEPARTMENT OF TAX ADMINISTRATION

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**PRINCIPAL EMPLOYERS**


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<u>Employer</u>	<u>Employees</u>
Navy Federal Credit Union	2,500 +
Fairfax County Public Schools	500 to 999
Contemporary Electrical Services, Inc.	100 to 249
Giant Foods	100 to 249
Town of Vienna	100 to 249
Westwood Country Club	100 to 249
Wheat's Lawn and Custom Land, Inc.	100 to 249
Whole Foods Market Group	100 to 249
The Hope Center for Advanced Veterinary Medicine	100 to 249
U.S. Postal Service	50 to 99

SOURCE: VIRGINIA EMPLOYMENT COMMISSION

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**POPULATION**


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Northern Virginia, and with it, Fairfax County, has experienced dramatic growth over the past 20 plus years. The Town's population, while experiencing periods of slight decrease, has remained relatively steady by choice over the past two decades, in sharp contrast to the rapid growth in Fairfax County over the same period.

PROFILE

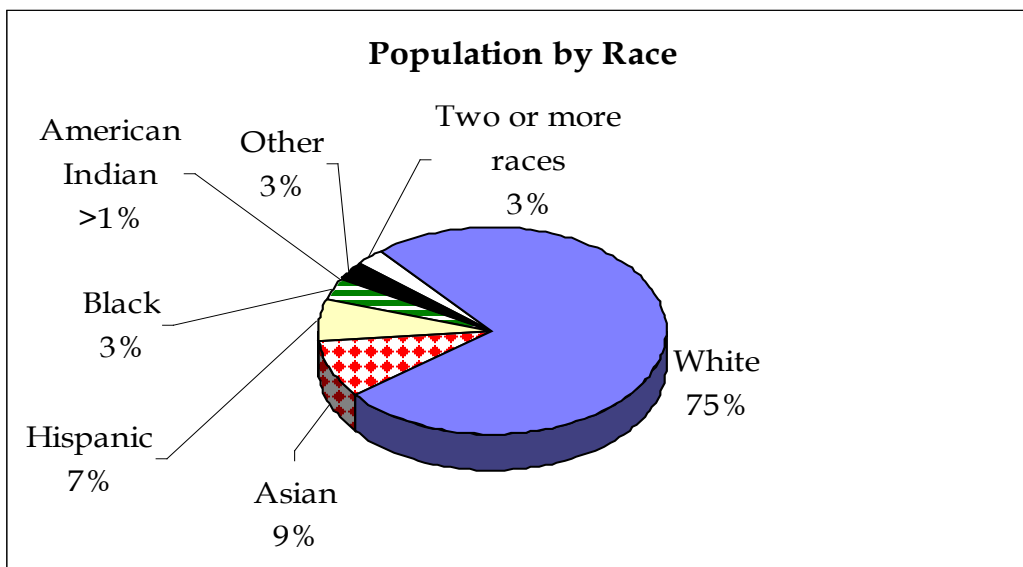
*Historical and Projected Growth*

Year	Population
1930	317
1940	1,237
1960	11,140
1970	17,152
1980	15,469
1990	14,852
1995	15,099
2000	14,453
2010	15,687
2015	15,765
2025	15,844

*Population by Race*

**Percent**

White	81.10%
Asian	9.50%
Hispanic	7.40%
Black	3.40%
American Indian	0.20%
Other	2.70%
Two or more races	3.10%



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**PROFILE**


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<i>Distribution by Age</i>	
<b>Age</b>	<b>Number</b>
0-10yrs.	13.10%
10-19	12.20%
20-34	15.60%
35-44	18.30%
45-54	16.00%
55-64	11.20%
65-74	8.20%
Over 75	5.40%

<b>Age</b>	<b>Number</b>
0-10yrs.	13.10%
10-19	12.20%
20-34	15.60%
35-44	18.30%
45-54	16.00%
55-64	11.20%
65-74	8.20%
Over 75	5.40%

SOURCE: 2010 U.S. CENSUS

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**STAFFING**


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The Town's personnel levels have increased slightly over the past few years. No new positions were created for this fiscal year however 3 positions were converted from part-time to full-time: Cashier in Finance, Communications Specialist in Public Information and Recreation Program Coordinator in Parks & Recreation.

<b>Comparison of Personnel by Department</b>				
<b>Department</b>	<b>Division</b>	<b>Adopted FY 14-15</b>	<b>Adopted FY 15-16</b>	<b>Adopted FY 16-17</b>
<i>Legislative</i>	Town Clerk	2.00	2.00	2.00
	<b>Subtotal</b>	<b>2.00</b>	<b>2.00</b>	<b>2.00</b>
<i>Town Manager</i>	Town Manager	2.00	2.00	2.00
	Town Attorney	0.50	0.50	0.50
	Human Resources	3.00	3.00	3.00
	Public Information	1.725	2.00	2.00
	Information Technology	4.00	4.00	4.00
	<b>Subtotal</b>	<b>11.23</b>	<b>11.5</b>	<b>11.50</b>
<i>Finance</i>	Revenue Operations	3.50	4.00	5.00
	Administration	3.625	3.625	3.625
	Disbursement Operations	2.00	2.00	2.00
	Purchasing	1.625	1.625	1.625
	Central Services	1.00	1.00	1.00
	Gang Task Force (GTF)	1.00	1.00	1.00
	<b>Subtotal</b>	<b>12.75</b>	<b>13.25</b>	<b>14.25</b>

## PROFILE

Department	Division	Adopted FY 14-15	Adopted FY 15-16	Adopted FY 16-17
<i>Police</i>	Administration	3.00	3.00	3.00
	Traffic	6.00	6.00	6.00
	Communications	11.00	10.00	10.00
	Patrol	21.00	21.00	21.00
	Personnel/Property/ Animal Control	1.00	1.00	1.00
	Investigations	9.00	9.00	9.00
	Community Services	1.00	1.00	1.00
	<b>Subtotal</b>	<b>52.00</b>	<b>51.00</b>	<b>51.00</b>
	<i>Public Works</i>	Administration	6.50	6.50
Street Maintenance		12.00	12.00	12.00
General Maintenance		9.00	9.00	9.00
Traffic Engineering		2.00	2.00	2.00
Vehicle Maintenance		8.00	8.00	8.00
Sanitation		16.00	16.00	16.00
<b>Subtotal</b>		<b>53.50</b>	<b>53.50</b>	<b>55.00</b>
<i>Parks and Recreation</i>	Administration	4.50	4.50	5.00
	Parks Maintenance	10.00	10.00	10.00
	Community Center Operations	4.00	4.00	4.00
	Teen Center	1.80	1.80	2.00
	<b>Subtotal</b>	<b>20.30</b>	<b>20.30</b>	<b>21.00</b>
<i>Planning and Zoning</i>	Planning and Zoning	7.00	7.00	7.00
	<b>Subtotal</b>	<b>7.00</b>	<b>7.00</b>	<b>7.00</b>
<b>GENERAL FUND TOTAL</b>		<b>158.78</b>	<b>159.8</b>	<b>162.75</b>
<i>Water and Sewer</i>	Water Operations	7.00	7.00	7.00
	Sewer Operations	7.00	7.00	7.00
	Meter Services & Water Qlty	4.00	4.00	4.00
	Billing/Customer Service	2.00	2.00	2.00
	<b>WATER &amp; SEWER FUND TOTAL</b>	<b>20.00</b>	<b>20.00</b>	<b>20.00</b>
<i>Stormwater</i>	Stormwater Administration	1.00	1.00	1.00
	<b>STORMWATER TOTAL</b>	<b>1.00</b>	<b>1.00</b>	<b>1.00</b>
<b>GRAND TOTAL</b>		<b>178.78</b>	<b>179.78</b>	<b>182.75</b>

Note: A number less than one indicates a part time position.

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## CORE VALUES

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### Preamble – Traditions

- Our most valuable asset is our reputation.
- We balance the need for change while preserving our history and small town character.

### Core Values

- Integrity: Our actions are guided by ethical and honest conduct.
- Customer: We are responsive and service-oriented to meet customer needs.
- Valuing Employees: Our employees are our most valuable resource.
- Organizational Excellence: We deliver value and exceed expectations.
- Communications: We create an environment that fosters dialogue.
- Accountability: In all levels of the organization, we as individuals hold ourselves accountable for our actions.

Prepared by the employees of the Town of Vienna  
May 15, 2008