



Council Meeting

Vienna Parks and Recreation Master Plan
June 2025

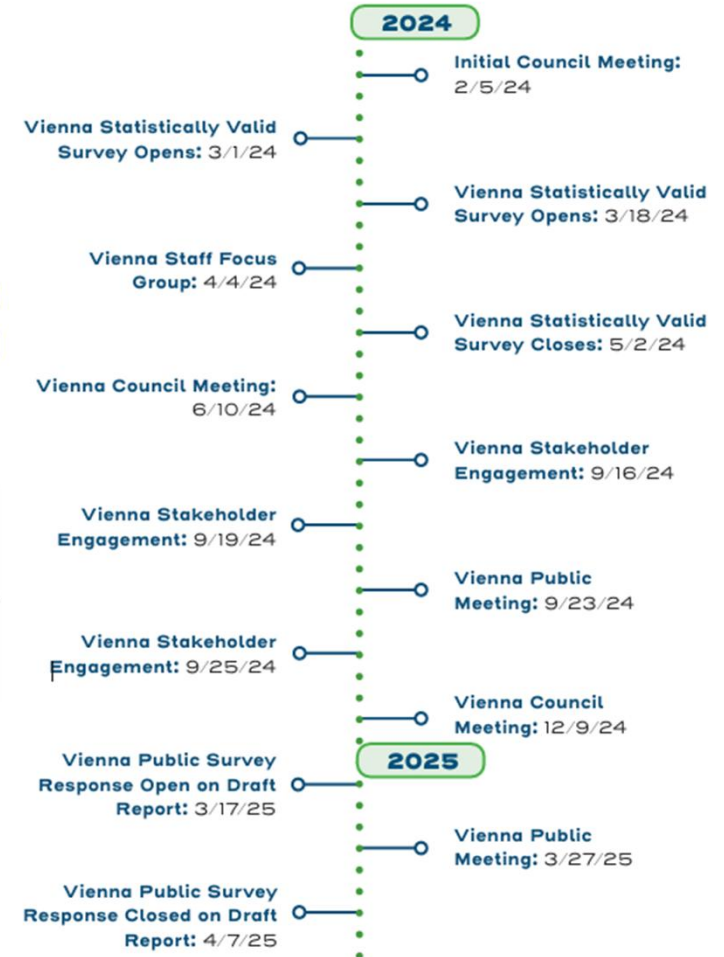
Prepared For:



Prepared By:

Kimley»Horn

Path to Success



Planning Process

1

Data Collection

- Guiding Documents
- Demographics Analysis
- Park and Facility Evaluations
- Program Evaluation

2

Community Needs

- Public Engagement
 - Council / Staff Workshops
 - Community Meeting
 - Meeting in a Box
 - Pop-Ups
 - Surveys
 - Website
- Level of Service Analysis

3

Long-Range Vision

- Vision Workshop
- *Big Moves*
- Guiding Principles
- Cost Estimates

4

Strategic Plan

- Implementation Plan
 - Phasing
 - Funding Opportunities
 - Partnerships
 - Priorities
- Draft and Final Plan



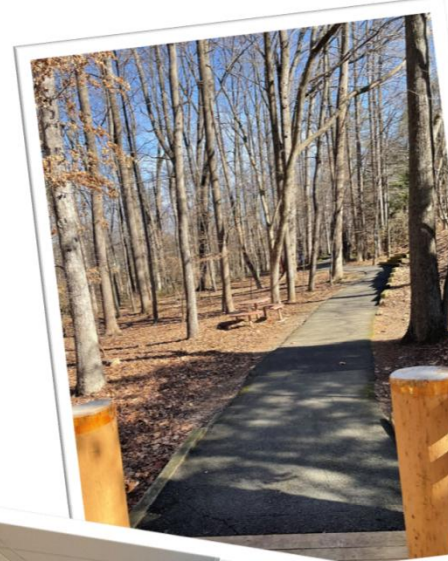
Anticipated Next Steps:
- Seek Council Approval



What we did...

Master Plan Process

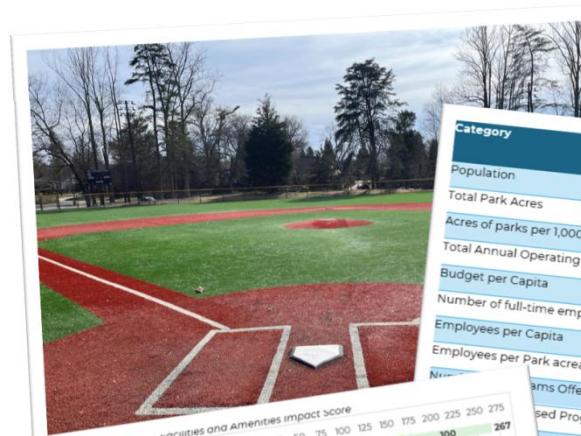
- Existing Facility Assessments
- Peer and Demographic Reviews
- Council, Staff, and Stakeholder Workshops
- Community Meetings
- Statistical/Community Survey
- Needs Assessment
- Level of Service Analysis
- Visioning and Implementation Planning



What we learned...

Master Plan Process

- Make what we have GREAT, before something new!
- Vienna outpaces in offerings and quality many local and national P+R Dept.
- Highest impact Community needs related to:
 - Swimming
 - Walking paths, sidewalks, and trails
 - Fitness
 - Passive Recreation and Natural Areas
 - Community Center
 - Smaller Neighborhood Parks
- Vienna has a few shortfalls for Level of Service



Category	Less than 20,000 Residents	Town of Vienna
Population	12,522	16,276
Total Park Acres	194.3	262
Acres of parks per 1,000 residents	19.0	16.1
Total Annual Operating Budget	\$1.5 million	\$5.21 million
Budget per Capita	\$119	\$320
Number of full-time employees	8	26
Employees per Capita	1 staff per 1,565 people	1 staff per 626 people
Employees per Park acreage	1 staff per 24.29 acres	1 staff per 10.08 acres
Programs Offered	136.5	625
Programs per Capita	114.5	595
Programs per Capita	\$64.62	\$83.62



Reaffirming Mission, Vision, and Values





VISION

Create a vibrant community that is healthy, active, and engaged

MISSION

Build community through people, parks, and programs

VALUES



Exceptional Service



Continuous Improvement



Sustainability



Inclusivity



Health and Wellbeing

Values

Exceptional Service

Be thoughtful, compassionate, professional, and strive for excellence

Continuous Improvement

Dedicate ourselves to learning, adapting, and being innovative

Sustainability

Use responsible practices that consider future generations to meet current needs

Inclusivity

Create a sense of belonging for all

Health and Wellbeing

Foster environments that promote social, emotional, and physical wellness



Implementation: Building an Action Plan



Action Plan



Goals

1. Operations, Maintenance, and Existing Services
2. Financial Sustainability
3. Advancing Parks and Infrastructure
4. Programs, Services, and Events
5. Marketing, Outreach, and Engagement
6. Investment in Staff, Partnership, and Collaborations



Goal 1: Operations, Maintenance, and Existing Services

Recommendations

- | | |
|---|--|
| A | Prioritize, above all initiatives, the improvement, maintenance, and quality of existing facilities, amenities, and spaces. |
| B | Annually review the Department's budget for staffing, operation, maintenance, and life cycle needs |
| C | Establish system-wide standards for materials, furnishings, signage, and construction practices to enhance recognition and create character consistent with Department branding while simplifying maintenance and operation. |
| D | Prioritize multi-generational and accessibility functions for all programs, services, and facilities to serve all Town residents. |
| E | Upgrade facilities to elevate the quality of conditions and rental value |
| F | Expand Wi-Fi access in park spaces where appropriate, based on park typologies and available facilities. |



Goal 2: Financial Sustainability

Recommendations

- | | |
|---|--|
| A | Continue to conduct feasibility studies to ensure new proposals and capital improvements will not negatively impact existing programs, services, maintenance or facilities. |
| B | Pursue new funding avenues that leverage partnerships and funding from sources besides Town budget. |
| C | Continue to build upon Department's cost recovery goals to create a tiered system where any revenue generating initiative with higher need, great participation, or stronger support of mission and vision retain a lower cost recovery goal compared to revenue generating initiatives that serve more narrow purposes. |
| D | Continue formalizing policies, procedures, and partnerships that provide financial assistance for individuals unable to afford program or activity fees |



Goal 3: Advancing Parks Infrastructure

Recommendations

- | | |
|---|--|
| A | Over the next 10 years, implement up to two (2) strategic capital investment projects that enhance the Department's offerings and respond to residents or staff needs identified through previous and ongoing needs assessments. |
| B | Continue expanding the trail networks and improving sidewalk connections to ensure all residents live within a 10-minute walk of a park, while further supporting a more walkable and connected community. |
| C | Enhance environmental stewardship initiatives, programs, and partnerships to advance conservation and management of the Town's natural resources. |
| D | Conduct additional statistically valid surveys to stay current with resident needs, interests, and trends. |
| E | Improve park facilities in under-served quadrants to ensure equitable access to amenities across all areas of Town. |



Goal 4: Programs, Services, and Events

Recommendations

- | | |
|---|---|
| A | Develop a comprehensive Program Plan to ensure that programs, services, and events are consistent with industry, national, and local interests. |
| B | Partner with educational institutions, religious organizations, and Fairfax County resources to explore opportunities for additional indoor programmable space. |
| C | Consider programming opportunities that expand arts and culture. |



Goal 5: Marketing, Outreach, and Engagement

Recommendations

- | | |
|---|---|
| A | Continue requiring all proposed capital improvement projects to include meaningful public engagement as part of the planning and decision-making process. |
| B | Continue offering volunteer opportunities to support programs, events, trails and pathways, environmental stewardship, invasive species management, reforestation, and park maintenance. |
| C | Evaluate events for effectiveness and impact. |
| D | Explore opportunities to enhance existing events by incorporating new experiences, informed by peer community comparisons and emerging technologies that improve participant engagement. |
| E | Increase the use of social media and other viable communication strategies to share successes, promote events, activities, and programs, and garner community support for parks and recreational initiatives. |



Goal 6: Investment in Staff, Partnership, and Collaborations

Recommendations

- | | |
|---|---|
| A | Re-evaluate maintenance responsibilities and agreements with partners to ensure they remain equitable, efficient, and aligned with current use and conditions. |
| B | Expand partnerships with organizations to support, fund, and maintain operations and services within Parks and Recreation. |
| C | Maintain ongoing coordination with neighboring jurisdictions and authorities to explore potential partnerships, services, and events that can be made accessible to Vienna residents to enhance regional awareness of available resources and determine which future improvements can be handled by the Town or supported through external sources. |
| D | Form a task force dedicated to advocating for and promoting support for underserved and underrepresented groups, including older adults, individuals with physical impairments, veterans, and minorities. |
| E | Continue to foster a culture of excellence through professional development. |
| F | Celebrate the accomplishments of staff, donors, and volunteers publicly. |



Strategies (Examples)

- Conduct a biennial review of site conditions to evaluate the Recreational and Maintenance value of each facility using the Existing Facilities Evaluation form. Plan, budget, and make improvements accordingly using the CIP and annual budget process.
- In collaboration with Town-wide efforts, conduct an accessibility assessment of all facilities to identify issues of compliance and create an ADA Transition Plan.
- Establish a biennial review of the cost recovery goals and program placement within the pyramid to ensure alignment with community demand, market conditions, and evolving service priorities; adjust more frequently as needed.
- Create a Town-wide playground plan to assess current conditions, guide future replacements, enhance inclusivity, and establish consistent themes, equipment types, and material preferences.



Strategies (Examples)

- Support the development of a Natural Resources Management Plan.
- Complete a statistically valid survey at least twice within the ten-year life cycle of the Master Plan.
- Consider further expansion of after-school programs that allow for opportunities for multi-generational support (i.e. teaching).
- Create, maintain, and promote publicly accessible maps of parks, facilities, and trails to increase awareness and encourage broad participation.
- Focus improvements within the Northwest and Southeast Quadrants with emphasis on basketball courts, pavilions, and paved and unpaved trails. Periodically reevaluate service levels in quadrants and adjust focus for improvements accordingly.

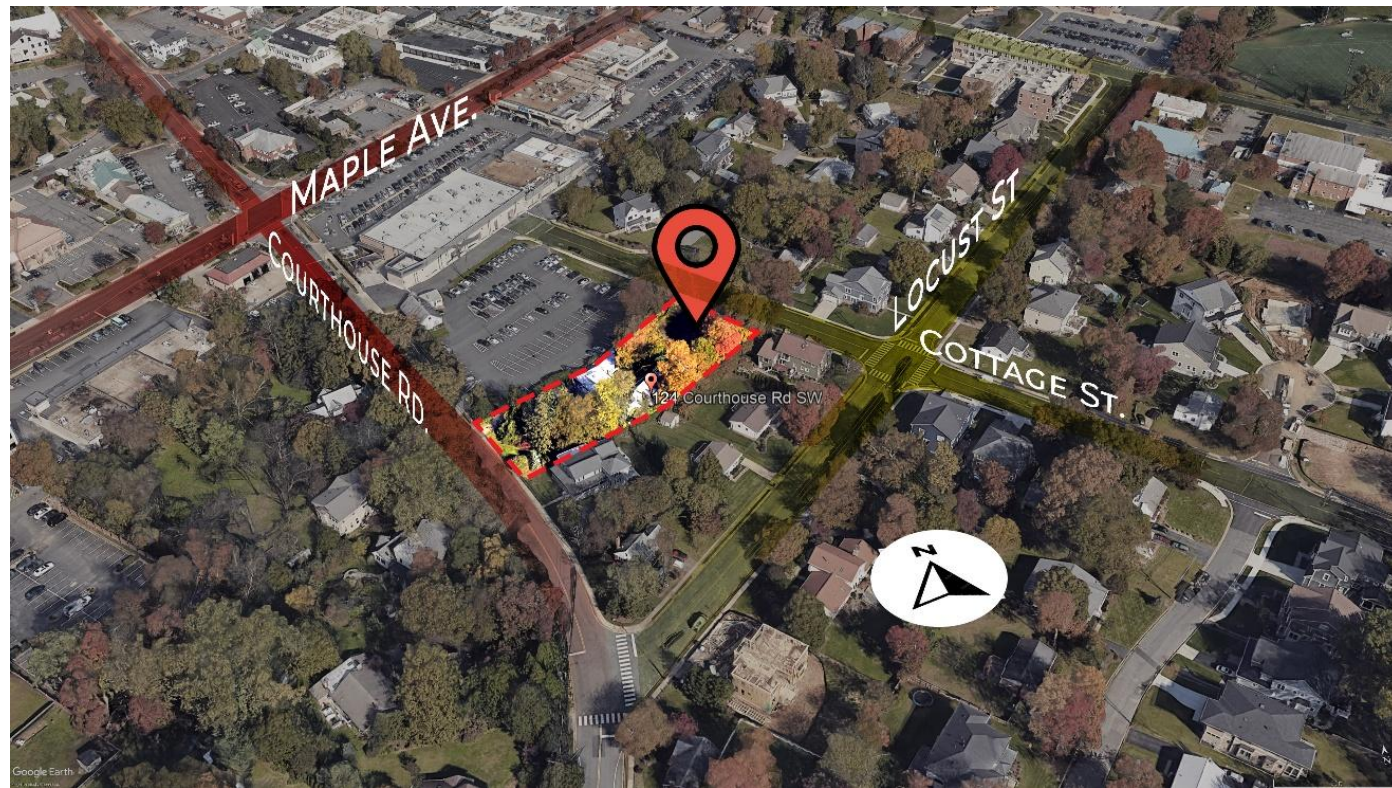


How we can use this plan: A Case Study of the Maud Robinson Property



Background and Site Conditions

- Location: 124 Courthouse Road SW
- 0.75 Acres
- Adjacent properties are a mix of single-family homes, townhouses, and Maple Avenue commercial corridor Avenue



Background and Site Conditions



Connecting to Expressed Needs

- *Statistic Survey Impact Scores*

FACILITIES

172

Natural
Parks

126

Walking &
Running
Tracks

117

Smaller
Neighborhood
Parks

107

Playgrounds

PROGRAMS / ACTIVITIES

185

Special
Event

138

Nature
Education
and
Recreation

136

All Age
Fitness

133

Volunteer
Opportunity

121

Mature
Adult
Programs



Connecting to Expressed Needs

• Park Acreage Shortfall



Pocket Park



Neighborhood Park



Signature Site

Space Need
Programming
Expectation
Likely Capital
Investment

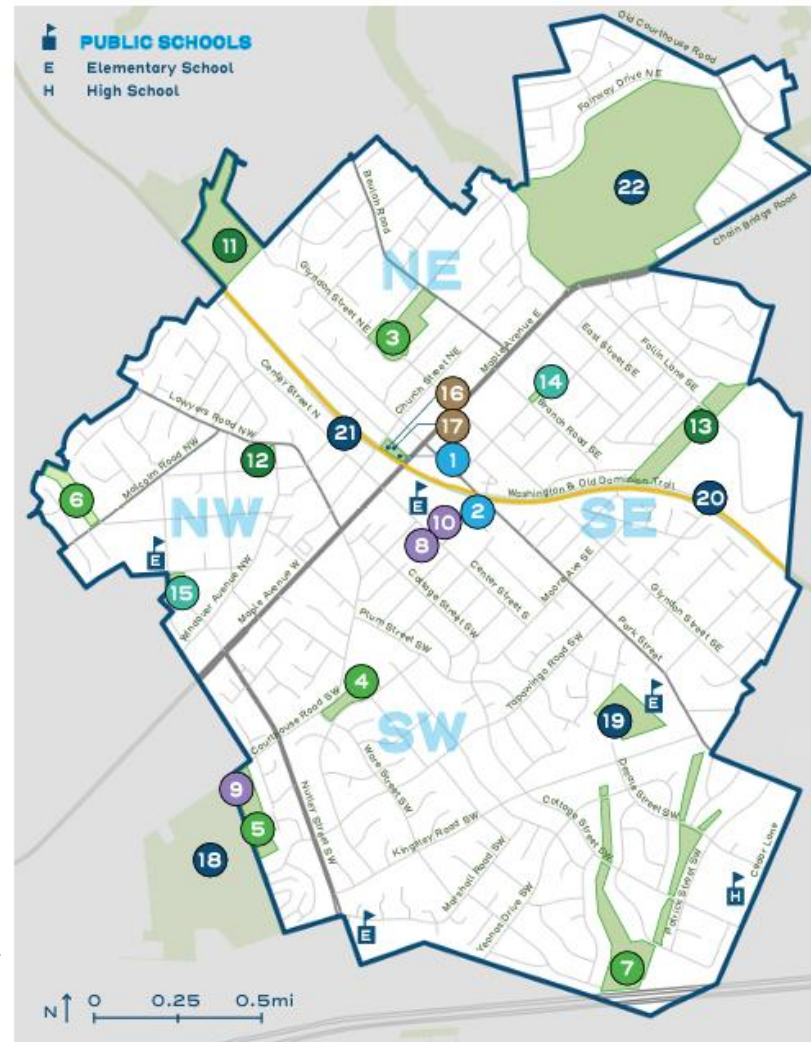


Lower

Higher



Town of Vienna Parks and Recreation Master Plan **OUR PLAN TO PLAY**



SIGNATURE SITES

- 1 Town Green
- 2 Vienna Community Center

NEIGHBORHOOD PARKS

- 3 Glyndon Park
- 4 Meadow Lane Park
- 5 Moorefield Park
- 6 Peterson Lane Park
- 7 Southside Park

SPECIAL USE SITES

- 8 Bowman House
- 9 Vienna Dog Park
- 10 Waters and Caffi Fields
(Town managed, but not owned)

NATURAL AREAS

- 11 Northside Park
- 12 Salisbury Spring Park
- 13 Wildwood Park

POCKET PARKS

- 14 Branch Road Tot Lot
- 15 Sarah Walker
Mercer Park

HISTORIC SITES

- 16 Freeman Store
- 17 Little Library

NON-TOWN MANAGED FACILITIES

- 18 Nottaway Park
- 19 Cunningham Park
- 20 Washington & Old Dominion Trail
- 21 Vienna Train Station (private)
- 22 Westwood Country Club (private)

Planning with Consistency

- As a Pocket Park:
 - The smallest park sites... intentional spaces and amenities nestled within neighborhoods,
 - Blending active and passive recreational opportunities. May support the preservation of natural features while supplementing with built features.
 - Anticipated to be less than one acre, but it may operate as an activity hub and gathering site for the immediate neighborhood.
- Potential Use Types
- Passive Park
 - Active Park
 - Area of Outdoor Gathering




Passive Park Themes





PLAN NOTES:

01. ENTRANCE PLAZA, PRECAST SITE WALL W/ BENCHES AND PARK SIGNAGE.
02. OPEN LAWN & GREEN SPACE.
03. POLLINATOR GARDEN.
04. BICYCLE PARKING
05. LEVEL PADS WITH CANOPY SHADE STRUCTURES. POTENTIAL MARKET LOCATION OR COVERED SEATING AREA.
06. ACCESSIBLE PATH.
07. RESTROOMS AND JANITOR CLOSET STRUCTURE.
08. LANDSCAPING AND BOULDERS.
09. GRAVELED SEATING AREA
10. RAISED HARDSCAPING TO BE LOCATED AROUND ORIGINAL HOME FOOTPRINT.
11. ROBINSON FAMILY MEMORIAL SCULPTURE
12. STEPS DOWN TO LAWN
13. ARCHITECTURAL SCREEN WALLS
14. WATER FEATURE
15. CHESS TABLES AND BENCHES
16. BARBECUE PAVILION WITH SUN SHADE CANOPY
17. BBQ GRILLES AND LAWN AREA
18. TREE GROVE.
19. PARKING LOT (5 SPACES)
20. PARK SIGNAGE.
21. PROPERTY SETBACKS (DASHED LINE)

client: TOWN OF VIENNA
 location: 124 COURTHOUSE RD. SW
 VIENNA, VA, 22180
 project: MAUD ROBINSON
 PROPERTY CASE STUDY
 project no: 25 - 001
 north:  scale: 1" = 40'
 date: APRIL 07, 2025
 drawing: ACTIVE PARK
 sheet: 020

Active Park Themes






PLAN NOTES:

01. PARK ENTRANCE, FENCE PERIMETER AROUND 3-SIDES OF THE PROPERTY.
02. 1/8TH MILE FIGURE 8 LOOP, FOLLOWS GRADE FOR 4-5% SLOPE.
03. ALL-AGE FITNESS CIRCUIT FOR STRENGTH, CARDIO, BALANCE, & FLEXIBILITY.
04. SLIDES & CLIMBERS BUILT INTO HILLSIDE WITH LANDSCAPING.
05. TOT PLAYGROUND
06. ALL-ABILITY SWING SETS.
07. RESTROOMS AND JANITOR CLOSET STRUCTURE.
08. 3-STORY TOWER PLAYSET.
09. CANOPY SHADE ALLEY W/ PICNIC BENCHES.
10. PARK BENCHES.
11. LANDSCAPING AND BOULDERS.
12. SHADE CANOPY
13. PARKING LOT (5 SPACES)
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0 2 1

Conceptual Costs

Cost Element	Passive Park		Active Park	
	Low Cost	High Cost	Low Cost	High Cost
Construction	1,373,000	1,632,000	1,052,000	1,257,000
Furniture, Fixtures and Equipment	415,000	800,000	1,000,000	1,450,000
Soft Cost	247,200	375,300	189,400	289,200
Total (w/ contingency)	2,104,100	2,888,900	2,294,200	3,059,200
Illustrative Annual Maintenance	4,000	8,000	6,000	20,000



Next Steps



Putting the Plan into Action

- Publish Draft Plan
(Live now!)
- Respond to Comments
- Present Final Plan for Adoption on July 7

