



Town of Vienna

Charles A. Robinson Jr.
Town Hall
127 Center Street South
Vienna VA, 22180

Meeting Minutes Town Council Work Session

Monday, March 3, 2025

7:00 PM

Charles Robinson Jr. Town Hall, 127 Center
St. South

1. Regular Business

Roll Call

Council Present: Council Member Chuck Anderson; Council Member Roy Baldwin; Council Member Ray Brill; Council Member Jessica Ramakis; Council Member Howard Springsteen and Mayor Linda Colbert.

Staff Present: Mercury Payton, Town Manager; Steven Barlow, Deputy Director of Finance; Nichole Toulouse, Director, Economic Development; David Levy, Director, Planning and Zoning; Kelly O'Brien, Deputy Director, Planning and Zoning.

Mayor Colbert opened the Work Session at 7:00 PM.

A. [25-4878](#)

7:00 p.m. - 8:30 p.m. Vienna Economic Development Update

Nichole Toulouse, Director, Economic Development provided an update on the department's goals and programming.

Key components of the report included:

- *Goal to enhance the commercial tax base and provide a balance to town revenues;*
- *Areas of revenue where economic development can impact include commercial real estate taxes, sales taxes, meals taxes, business license taxes, and bank stock taxes;*
- *Programming will tie existing initiatives such as Restaurant Week, Ribbon Cuttings, Economic Development Week, and Small Business Saturday to each of these revenue streams;*
- *Core functions of staff not always visible but tied into each of these areas of influence include business letters, TBLC work, press and advertising, website and social media;*
- *Future areas of focus that potentially provide opportunities include site selection, commercial lot analysis, educational series, expiring leases, visit Fairfax, W&OD Trail, wayfinding, workforce and targeted incentives.*

Comments from Council included the following:

- *Must manage by the numbers;*
- *Consider repackaging term "meals tax" to "food and beverage tax";*
- *Consider intangibles such as types and make up of local businesses as part of small town appeal;*
- *Consider means to connect Explore Vienna with Vienna Voice;*
- *Consider developing a Journey Map for new business startups;*
- *Federal workforce layoffs will likely effect discretionary spending creating a loss in meals tax revenue and flattening of real estate sales;*
- *Currently little to no momentum for commercial development;*

- *Evidence of office to residential conversion but usually mixed use.*

Council requested future reports to include vacancy rates (retail and office), lease rates, meals tax rates and unemployment rates all for the last five years and recent job loss rates for the Town of Vienna.

Mayor Colbert noted that Restaurant Week will kick off on Friday, March 7, 2025 from 4:30 PM – 6:30 PM. She asked Council to provide photographs of their restaurant visits.

Mayor Colbert called for a recess at 8:30 PM. The Work Session reconvened at 8:36 PM.

B. [25-4864](#)

8:30 p.m. - 10:00 p.m. Continuation of Review of Parking Study Recommendations

Mayor Colbert called on David Levy, Director, Planning and Zoning and Kelly O'Brien, Deputy Director, Planning and Zoning to present the Item for discussion.

The Town Council launched the project to study parking in Vienna in 2022. On April 15, 2024 and May 13, 2024, Town Council held work sessions to discuss the results and provide guidance on prioritizing recommendations as High Interest, Low Interest, or Not in Favor of further study. Thirteen of the thirty items were prioritized including all the immediate and short-term recommendations and some of the long-term strategy recommendations.

Oversight of this project has been a joint effort among the Departments of Economic Development, Planning and Zoning, and Public Works; and implementation of the identified tasks will be administered by one or more of these departments.

The remaining Items were reviewed and prioritized as follows:

#14 Prioritize pedestrian crossing safety - High Priority

- *Include bicycle crossing safety and consideration of Metro access;*

#15 - #20 Create a Transportation Demand Strategy - Low Interest with exception of an exploration of County project participation

- *TDM includes an attempt to reduce the number of vehicle trips through strategies such as transit, bicycle, etc.*
- *Maple Avenue is primary problem;*
- *Effort would be premature; must first implement parking standards, complete light synchronization, assess effect of Code Create standards and address options for shared parking.*

#21 Establish minimum required transportation demand management elements for all new developments in Vienna's commercial corridors – High Interest

#22 Establish a Transportation Management Association for the Town of Vienna – Low Interest

#23 Plan for long-term mobility and parking trends – No vote

- *Kimley-Horn 2019 Multimodal Transportation and Land Use Study of the Maple Avenue corridor to be reviewed by Transportation Safety Commission with summary and recommendations to Council.*

#24 - #25 Identify and allocate an ongoing funding and/or revenue stream to support transportation and mobility investments throughout downtown – Not in favor

#26 Estimate parking demand from all new developments based on surveying and monitoring programs – Not in favor

#27 Consider Metered or Enforced Parking – Not in Favor

- *Meters were historically installed at request of businesses; provided for turnover rather than revenue.*

#28 Require businesses to pay an impact fee per parking space - Not in Favor

#29 Provide an option for an in-lieu fee – Not in Favor

#30 Adopt a formal policy for when pricing may be necessary for on-street and off-street public facilities - Not in favor

Prefer no additional financial burdens for businesses.

Director Levy indicated that the next steps will include the zoning ordinance and parking standards. Staff will address what has been recommended and bring it forward into a Work Session. Council requested that Staff triage the parking study strategies effort and bring forth those recommendations that can be addressed quickly and efficiently.

Town Attorney Briglia provided a brief update on the Library project. The Town and the County of Fairfax have signed a license agreement to be submitted to the Northern Virginia Transportation Authority. If approved, it is expected that the grant will be approved.

*Town Manager Payton provided the following calendar updates:
June 2025 - Second Quarterly Report Economic Development
March 10, 2025 Work Session on Swimming Pools and Outdoor Tubs
March 24, 2025 Town Council Photo Session*

2. Meeting Adjournment

Mayor Colbert concluded the work session at 9:25 PM.