





ENHANCING THE COMMERCIAL TAX BASE

Economic Development aims to attract, retain, and grow existing businesses in Vienna, and encourage real estate reuse or redevelopment within the vision of the Town's long term vision, with the purpose of growing the commercial tax base and to provide balance to town revenues.



CURRENT KEY INDICATORS

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INVENTORY SF

3.3M **+0%**

Prior Period 3.3M

UNDER CONSTRUCTION SF

0 **-**

Prior Period 0

12 MO NET ABSORPTION SF

40.2K **+204.9%**

Prior Period (38.3K)

VACANCY RATE

2.9% **-1.2%**

Prior Period 4.1%

MARKET ASKING RENT/SF

\$35.02 **+2.6%**

Prior Period \$34.15

MARKET SALE PRICE/SF

\$341 **+2.6%**

Prior Period \$332

MARKET CAP RATE

7.6% **+0.1%**

Prior Period 7.5%

REGIONAL VACANCY RATES

Locality	Vacancy Rate
Vienna	2.9%
Falls Church	8.4%
Herndon	13.7%
Fairfax City	6.4%
Fairfax County	13.3%



PRIORITY REAL ESTATE SITE & VACANCY UPDATES



444 Maple Ave W



901 Follin Lane



245 Maple Ave W
Vienna Market



515 Maple Ave E



419-427 Maple Ave E
8,777 sqft



204 Mill St
7,978 sqft



512 Maple Ave W
6,985 sqft



226 Maple Ave W
5,890 sqft



MAPLE AVE REAL ESTATE STUDY



CAVALRY
REAL ESTATE ADVISORS

SUMMARY - *EXISTING SITE ANALYSIS*

- Parcel depths along much of Maple are not deep enough for viable redevelopment.
- With current zoning can expect minimal growth and best opportunities for site improvements in facade improvements and landscaping
- Changes in zoning and proactive approach to assemblage can be taken with the following site assemblages:



SUMMARY - EXISTING SITE ANALYSIS



Source: Google Earth, Cavalry Real Estate Advisors, April 2025.

SUMMARY - MARKET MAKER SURVEY

MINIMUM HEIGHT REQUIREMENT FOR MIXED-USE DEVELOPMENT MARKET-MAKER SURVEY

SURVEY PARTICIPANT	RESPONSE
Developer 1	MF: 50 feet (85 feet if garage)
Developer 2	60 feet wood on grade (80-85 feet w/ podium)
Developer 3	Up to 85 feet with podium buildings, but depends on product type
Developer 4	MF: 50 feet without retail (60-65 feet with ground floor retail)
Developer 5	At least 4-5 stories
Developer 6	Between 50-85 feet
Developer 7	MF: 60-85 feet
Developer 8	4 stories (38-49 feet)
Land-Use Attorney 1	6 stories
Land-Use Attorney 2	3-4 stories
Land-Use Attorney 3	6-7 stories (5 over 2)
Land-Use Attorney 4	MF: 85 feet
Land-Use Attorney 5	MF: 4 stories
Broker 1	5 over 2s

SUMMARY - CONCLUSION

For redevelopment to occur on these opportunity sites, adjustments to the zoning ordinance would likely be needed as current regulations have not resulted in any significant development activity since the MAC zone was rescinded.

If no adjustments are made to the zoning ordinance, the likely result will be more of the same along Maple Avenue, a hodgepodge of single-story strip retail surrounded by parking lots and a small aging inventory of small-scale mixed-use buildings. If this is the chosen path forward, the best opportunity for site enhancements is through facade improvements and landscaping.





CELL COVERAGE



STREETSCAPE RFP



BUSINESS RETENTION & UNDERSTANDING VISITS

Business Retention & Understanding Visits





HOLIDAY SHOPPING ADVERTISING CAMPAIGN

EXPLOREVIENNAVA.COM/SHOPVIENNA

The screenshot shows a web browser window with the URL `exploreviennava.com/shopvienna`. The page features a search bar with the text "What are you looking for?:" and a grid of eight category icons: Gift, Clothing, Furniture, Activities, Fitness, Wellness, Specialty Grocer, and Sport Retail. Below this is a section titled "Local Stores to Shop" with a checkmark icon, containing six business cards for Ace Massage, Achikian Goldsmiths, Aditi Gourmet Spice Depot, Align Pilates, Alya Salon & Spa, and Amir Salon.

Gifts

exploreviennava.com/shopvienna

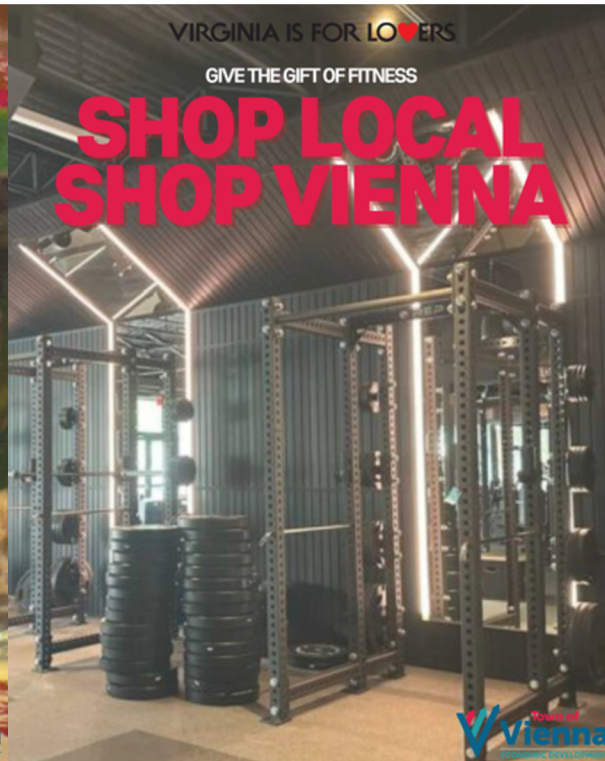
What are you looking for?:

- Gift
- Clothing
- Furniture
- Activities
- Fitness
- Wellness
- Specialty Grocer
- Sport Retail

Local Stores to Shop

<u>Ace Massage</u> Wellness View Business	<u>Achikian Goldsmiths</u> Gift View Business	<u>Aditi Gourmet Spice Depot</u> Specialty Grocer View Business
<u>Align Pilates</u> Fitness	<u>Alya Salon & Spa</u> Wellness	<u>Amir Salon</u> Wellness

1 WEEK OF META ADS (FACEBOOK & INSTAGRAM)



1 WEEK OF META ADS (FACEBOOK & INSTAGRAM)

Unique Viewers

74,862

Website Visits

3,007

Post Engagement

3,408





**HOLIDAY STROLL
&
CHURCH/MILL/DOMINION
BUSINESS ENGAGEMENT**

SMALL BUSINESS SATURDAY





MARKETING

PRESS FROM RIBBON CUTTINGS

Business & Tech

PUMP24 Welcomed As Latest Fitness Offering In Vienna

A new 24-hour gym is open on Vienna's Maple Avenue, offering members access to training equipment and personal training.

Emily Leayman, Patch Staff

Posted Thu, Nov 6, 2025 at 4:20 pm ET

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PUMP24 celebrated its grand opening with Town of Vienna officials at a ribbon cutting on Oct. 30. (Town of Vienna Public Information)

VIENNA, VA — PUMP24, a new 24-hour gym, celebrated its grand opening on Maple Avenue with Town of Vienna officials on Oct. 30.

Business & Tech

Ribbon Cutting Held For New Hardware Store Within Vienna Town Limits

Ace Hardware has provided the Town of Vienna with its own hardware store. It celebrated with a ribbon cutting.

Emily Leayman, Patch Staff

Posted Fri, Oct 10, 2025 at 12:56 pm ET

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Cedar Park Shopping Center hosts the new Ace Hardware store in Vienna. (Emily Leayman/Patch)

VIENNA, VA — Vienna's new Ace Hardware celebrated its opening with a ribbon cutting with town officials Thursday.

Restaurants & Bars

Korean Bakery To Host Grand Opening At New Vienna Location

The grand opening of the Korean bakery's latest location will include free samples, a ribbon cutting and more.

Emily Leayman, Patch Staff

Posted Tue, Jul 29, 2025 at 9:25 am ET

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Shilla Bakery's grand opening celebration in Vienna is planned on Wednesday, July 30. (Emily Leayman/Patch)

VIENNA, VA — After Korean-style Shilla Bakery opened its doors in Vienna during June, a grand opening celebration is planned Wednesday.



NEW BLOG SERIES

Nov 14, 2025

My Vienna Four-in-Four: Book Basement & Other Hidden Gems

By Ashley Curtis, Marketing and Business Engagement Specialist with Town of Vienna Economic Development

Small Businesses



Vienna packs plenty of business fun into just 4.4 square miles! Introducing our “Four in Four” series — four Vienna businesses to visit in four hours. Each itinerary is designed to help you Explore Vienna and discover something new close to home. Now loading... your perfect day in Vienna, written by Ashley

TEAM

