

## Proposal for Vienna in Bloom: A Pop-Up Garden in the Town Green Plaza

The Departments of Parks and Recreation and Economic Development are pleased to present a proposal for the creation of a temporary pop-up garden in the Town Green Plaza during the next BAR work session. The initiative aims to enhance the public space, attract visitors, and contribute to economic development initiatives including tourism within our community.

### Project Overview:

- **Project Name:** "Vienna in Bloom" A Pop-Up Garden at Town Green Plaza
- **Objective:** To create an inviting and vibrant green space that engages residents and visitors.
- **Timeline:** The garden will be operational throughout the summer of 2024.

### Key Details:

1. **Attachments Delivery:**
  - All necessary attachments, including detailed plans, signage, and furniture specifications will be delivered to the Board of Architecture Review on Monday, March 18.
  - These attachments will provide a comprehensive overview of the proposed garden design and layout.
2. **Contractors Involved:**
  - **LSG Landscape Architecture:** LSG Landscape Architecture is responsible for completing the garden's design. Their expertise ensures that the space aligns with the Town's vision and meets all necessary requirements.
  - **Merrifield Garden Center:** Merrifield Garden Center will handle the installation process. Their experience in landscaping and horticulture ensures a successful implementation.
3. **Economic Development and Parks and Recreation Opportunity:**
  - The Town Green Plaza presents a unique economic development opportunity. By creating a captivating public space, we can attract more visitors and enhance the overall appeal of our town center. Unique aspects of the pop-up garden include:
    - Garden Nook with Wooden Screens
    - Special Seating Area with Umbrellas and Tables
    - Signature Floral Display in Planters
    - Vertical Garden & Sign
    - Fabric-Draped Pergola with String Lights
    - Artificial Turf Area and Decking

- **Please note:** Existing pavers will be augmented with deck paving (within the fabric draped pergola space) and synthetic turf (garden nook area), and cobble stone (back of curb).
  - We aim to leverage the garden as a focal point, encouraging foot traffic and supporting local businesses within the commercial core.
- 4. **Trail Connection:**
  - Additionally, we recognize the potential of the nearby Washington & Old Dominion trail as both a destination and a connector. The pop-up garden will serve as a welcoming stop for trail users, further integrating our community spaces.