



Memorandum

To: Vienna Town Council
From: Kelly O'Brien, AICP, CZA, Deputy Director of Planning and Zoning
Date: January 21, 2025
Re: Summary of Town Business Liaison Committee (TBLC) Feedback on Parking Study Recommendations

Overview

Staff presented the recommendations table from the Parking Study to the Town Business Liaison Committee (TBLC) during meetings on November 14, 2024, and January 9, 2025. Below is a summary of TBLC feedback on the consultant's recommendations, along with general comments about parking in Vienna. This memorandum is intended to provide a summary of the discussion and does not reflect any formal vote or positions by the TBLC.

Feedback on Parking Study Recommendations

0-1 Year Recommended Strategies

- **Zoning Ordinance Adjustments for Site Parking & Shared Parking:**
Members expressed strong interest in updating the zoning ordinance to allow adjustments to site parking and public-private shared parking agreements. Specific sites mentioned for potential shared parking include:
 - The vacant lot at 125 Church Street NE (Stilts Building).
 - The former BB&T parking lot at 415 Maple Ave W.
 - The Northern Virginia Regional Park Authority lot near the train station (Dominion Rd NE and Ayr Hill Ave NE).
- **Wayfinding and Branding Improvements:**
Members viewed this as a Phase 2 priority. They emphasized the importance of creating additional parking opportunities first, which would then justify investments in wayfinding and branding to direct the public effectively.

1-3 Year Recommended Strategies

- **Public Parking Supply in Key Locations:**
Members strongly supported strategic investments in public parking, recommending the locations identified for shared parking agreements as priority areas.
 - **Event Coordination and Management Programs:**
Members suggested reviewing input from the Church Street Businesses meeting held before the Church Street Holiday Stroll. These comments may help improve event management strategies and coordination efforts.
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Summary of Town Business Liaison Committee (TBLC) Feedback on Parking Study Recommendations

Long-Term Strategies

- **Delivery and Drop-Off Management:**
This was considered important but better suited as a Phase 2 strategy. Safety concerns were raised regarding delivery vehicles on Church Street, including reduced pedestrian visibility and vehicle sightlines.
- **Pedestrian Crossing Safety:**
Highly ranked as a priority. TBLC members noted that brick crosswalks on Church Street are aesthetically pleasing but lack sufficient visibility. Suggestions included more contrast in crosswalk markings and elevated crosswalks in high pedestrian areas to improve safety.
- **Transportation Management Association:** Members viewed this as redundant or unnecessary.
- **Planning for Long-Term Mobility and Parking Trends:** Members questioned its relevance to the immediate needs of Vienna.
- **Funding/Revenue Streams for Mobility Investments:** Members did not support creating new taxes for transportation and mobility funding.
- **Parking Demand Monitoring for New Developments:** Members questioned who would be responsible for enforcing parking demand monitoring programs. Members noted that such programs could help increase parking availability for customers by encouraging visitor rotation. However, they also expressed concerns about current parking being occupied by employees, which limits spaces for customers. Addressing this issue would require a balanced approach to ensure both employee and customer needs are met.
- **Metered or Enforced On-Street Parking:** While this could potentially improve visitor rotation, TBLC noted concerns about enforcement, anti-business sentiment, and whether metering is appropriate for Vienna's size.
- **Impact Fees for Parking Spaces:** Members were skeptical about requiring businesses to pay an impact fee per parking space, questioning the financial burden on businesses.
- **In-Lieu Fee Options:** TBLC raised concerns about the time it would take to collect sufficient funds and their practical application.

Additional Comments

- **Delivery Zones and Curb Markings:**
Members suggested marking curbs for delivery areas to improve traffic flow and pedestrian safety.
- **Driveway Visibility:**
Loading and parking spaces should be reviewed to ensure they are positioned far enough from driveways to maintain adequate visibility.
- **Outdoor Dining Impacts:**
Members noted the conversion of parking spaces to outdoor dining and its implications for overall parking availability.