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Demographics

Town of Vienna Racial Composition from 1980 to 2010

Source: 1980 to 2010 U.S. Census

Race	1980			1990			2000			2010		
	Persons	Percent	Percent Change	Persons	Percent	Percent Change	Persons	Percent	Percent Change	Persons	Percent	Percent Change
White	14,051	90.8%	N/A	12,581	84.7%	-10.5%	11,722	81.1%	-6.8%	11,844	75.5%	1.0%
Black	640	4.1%	N/A	610	4.1%	-4.7%	497	3.4%	-18.5%	495	3.2%	-0.4%
Asian/ Pacific Islander	605	3.9%	N/A	1,377	9.3%	127.6%	1,368	9.5%	-0.7%	1,898	12.1%	38.7%
American Indian, Eskimo, Aleut	33	0.2%	N/A	21	0.1%	-36.4%	27	0.2%	28.6%	48	0.3%	77.8%
Other (some other race)	140	0.9%	N/A	263	1.8%	87.9%	392	2.7%	49.0%	835	5.3%	113.0%
Two or more races	N/A	N/A	N/A	N/A	N/A	N/A	447	3.1%	N/A	567	3.6%	26.8%
Total	15,469	100.0%	N/A	14,852	100.0%	-4.0%	14,453	100.0%	-2.7%	15,687	100.0%	8.5%
Ethnicity: Hispanic Origin	N/A	N/A	N/A	710	4.8%	N/A	1,068	7.4%	50.4%	1,887	12.0%	76.7%

Town of Vienna Average Household Size Comparison

Source: 1970 to 2010 U.S. Census Bureau

Jurisdiction	1970	1980	1990	2000	2010
Town of Vienna	3.8	3.0	2.8	2.7	2.8
Fairfax County	3.5	2.9	2.8	2.7	2.7
United States	3.1	2.8	2.6	2.5	2.6

Town of Vienna Age Cohort Comparison from 1980 to 2010								
Source: 1980 to 2010 U.S. Census								
Age	1980	Percent of Total	1990	Percent of Total	2000	Percent of Total	2010	Percent of Total
<u>Ages 24 and under</u>	6,018	38.9%	4,449	30.0%	4,298	29.7%	5,007	31.9%
Less than 5	749	4.8%	876	5.9%	946	6.5%	1,044	6.7%
5 to 19	4,144	26.8%	2,653	17.9%	2,710	18.8%	3,285	20.9%
20 to 24	1,125	7.3%	920	6.2%	642	4.4%	678	4.3%
<u>Ages 25 to 64</u>	8,530	55.1%	8,888	59.8%	8,184	56.6%	8,615	54.9%
25 to 44	4,620	29.9%	5,038	33.9%	4,189	29.0%	3,858	24.6%
45 to 64	3,910	25.3%	3,850	25.9%	3,995	27.6%	4,757	30.3%
<u>Ages 65 and up</u>	921	6.0%	1,515	10.2%	1,971	13.6%	2,065	13.2%
65 to 74	591	3.8%	1,049	7.1%	1,192	8.2%	1,096	7.0%
75 and up	330	2.1%	466	3.1%	779	5.4%	969	6.2%
Total	15,469	100.0%	14,852	100.0%	14,453	100.0%	15,687	100.0%

Town of Vienna Comparison of Age Groups and Median Age from 1970 to 2010								
Source: 1970 to 2010 U.S. Census								
Year	Total Population	Percent Change	Population Under 18	Percent Change	Population over 65	Percent Change	Median age	Percent Change
1970	17,152		7,550		560		24.4	
1980	15,469	-9.81%	4,312	-42.89%	901	60.89%	33.0	35.25%
1990	14,852	-3.99%	3,208	-25.60%	1,515	68.15%	36.6	10.91%
2000	14,453	-2.69%	3,409	6.27%	1,971	30.10%	40.0	9.29%
2010	15,687	8.54%	4,029	18.19%	2,065	4.77%	40.7	1.75%

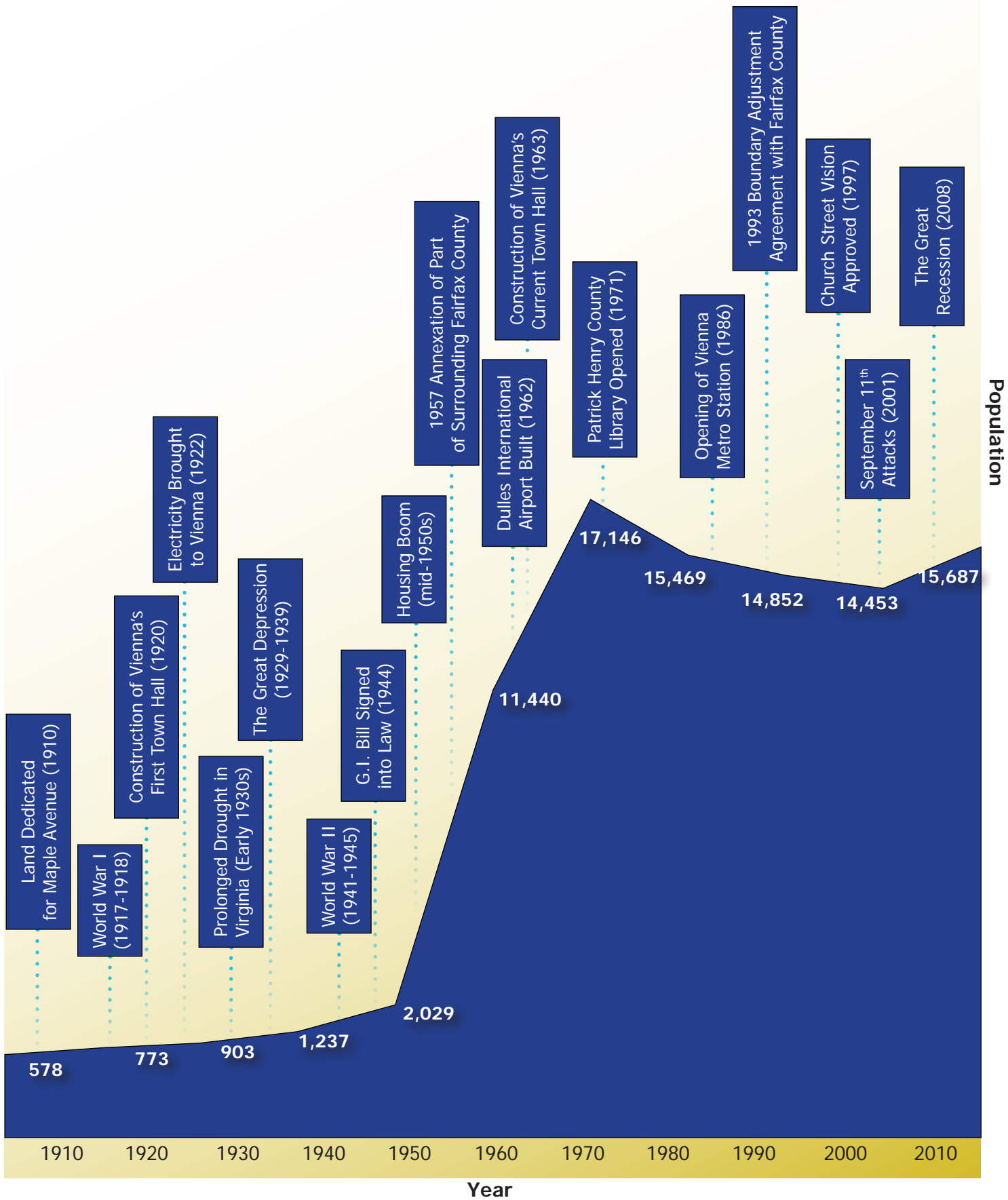
Town of Vienna General Characteristics, 2010 and 2013		
Characteristic	Number	Percent
General Population and Housing*		
Total Population	15,687	
Median Age	40.7	
Under 18 Years of Age	4,029	25.7%
65 Years and Over	2,065	13.2%
Total Households	5,528	
Family Households	4,215	76.2%
Family Households with Own Children Under 18	1,762	37.6%
Non-Family Households	1,313	23.8%
Average Household Size	2.84	
Average Family Size	3.19	
Total Housing Units	5,686	
Occupied Housing Units	5,528	97.2%
Vacant Housing Units	158	2.8%
Owner Occupied Housing Units	4,502	81.4%
Renter Occupied Housing Units	1,026	18.6%
Economic Characteristics**		
Population 16 Years and Over	12,219	
In Labor Force	8,670	71%
Median Household Income	\$126,991	
Median Family Income	\$140,753	
Highest Educational Attainment for Population 25 Years and Over**		
High School Graduate	11%	
Some College, No Degree	11.2%	
Associate's Degree	5.1%	
Bachelor's Degree	34.5%	
Graduate or Professional Degree	30.3%	
* 2010 U.S. Census ** 2013 American Community Survey		

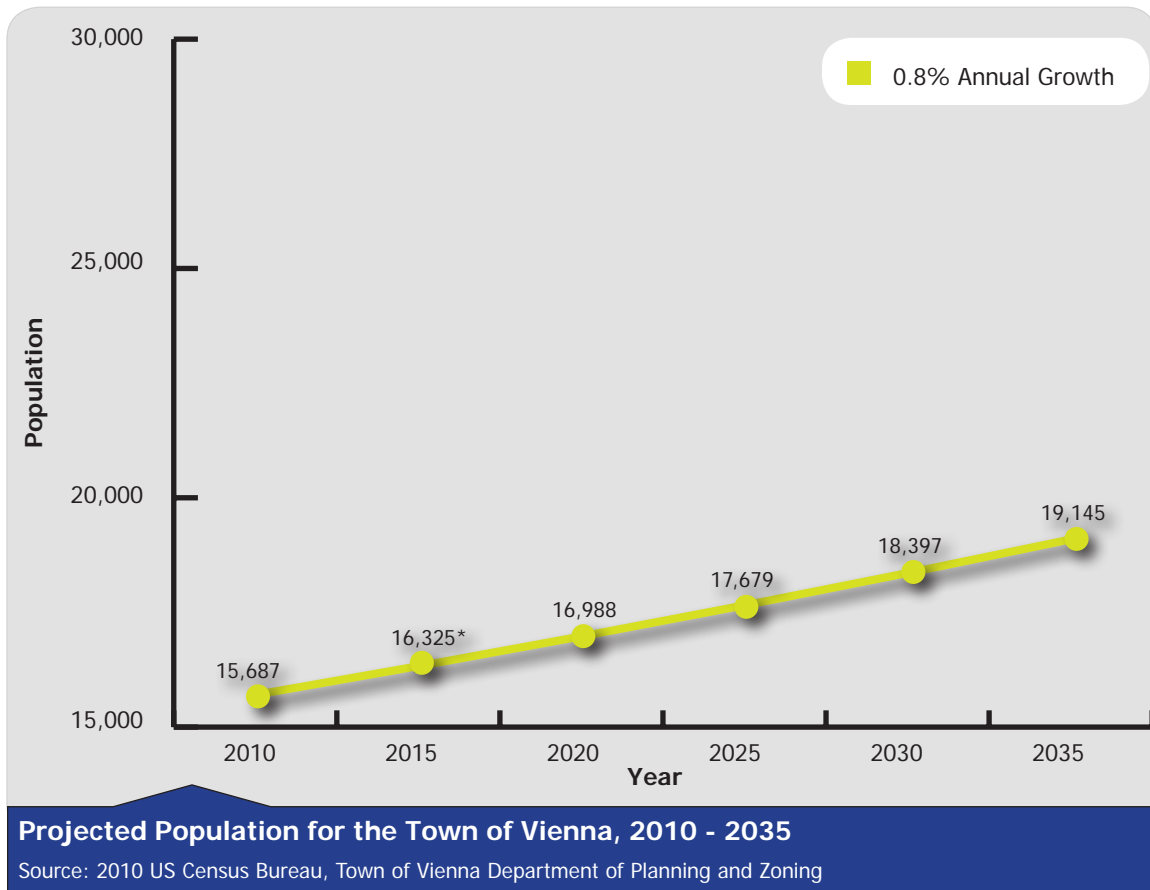
Town of Vienna Comparison of Median Household Income from 1960 to 2010			
Source: 1960 to 2000 U.S. Census, 2011 American Community Survey			
Year	Population	Median Household Income	Median Household Income (Adjusted for 2014 Dollars)
1960	11,440	\$8,128	\$66,448
1970	17,146	\$14,888	\$96,508
1980	15,469	\$23,022	\$75,440
1990	14,852	\$61,271	\$117,551
2000	14,453	\$85,519	\$122,119
2010	15,687	\$116,933	\$123,671

 Defined as Median Income of Families and Unrelated Individuals

 Based on 2011 American Community Survey (Median Household Income is no longer recorded by the Decennial Census)

POPULATION CHANGES AND TIMELINE FROM 1910 TO 2010





Population Growth

Most of the current residential development in Vienna consists of demolition and rebuilds of existing single-family detached homes. Due to the limited available vacant land zoned for residential dwellings and properties which can be subdivided, the population in the near future will likely not increase significantly if there are no significant changes in land development trends. However, there are likely to be changes due to the Maple Avenue Commercial (MAC) ordinance, which promotes mixed-use along Maple Avenue.

- The population will likely continue to grow 0.8% annually, nearly matching the population growth from 2000 to 2010. Based on this projection and using the 2010 U.S. Census population as a base, by 2035, the population will have increased by 3,458 persons from the 2010 population, an overall growth of 22% from 2010 to 2035.
- Residential development in single-family neighborhoods will decrease slightly with a relatively low percentage of new homes being built as a result of subdivisions.
- Projection assumes that some multi-family units along Maple Avenue will be built, resulting from Maple Avenue Commercial (MAC) rezoning and mixed-use development. Based on the projected 2035 population, roughly 45 to 50 multi-family units would be built per year (assuming an average household size of 2.8 persons).

*The U.S. Census Annual Estimates of Resident Population estimated a population of 16,522 for 2015, closely in line with the 16,325 estimate.

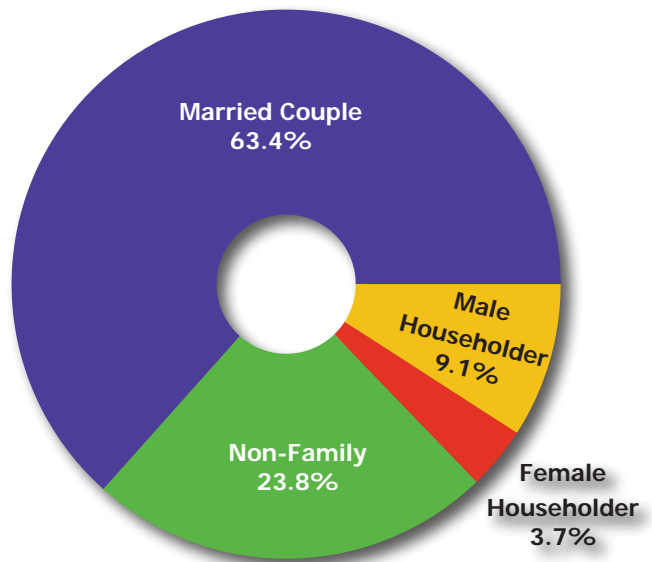
**The Metropolitan Washington Council of Governments (MWCOC) completed its own population projection. However it did not appear to factor in any potential new development or land use changes.

Households

The 2010 Census recorded 5,528 households in the Town, an increase of 197 households from the 2000 Census.

The average household size in 2010 was 2.8 persons per household. This is slightly higher than 2.7 persons per household in 2000. However, since 1990, the household size has largely stayed the same. This is true of Fairfax County and the United States as well.

In 2010, the majority of households in Vienna were married couple households. They comprised 63.4% of all households. Non-family households make up 23.8% of all households, with either female householders or male householders making up the remaining 12.8%.



Household Types in the Town of Vienna
Source: 2010 US Census Bureau

Age/Sex Distribution

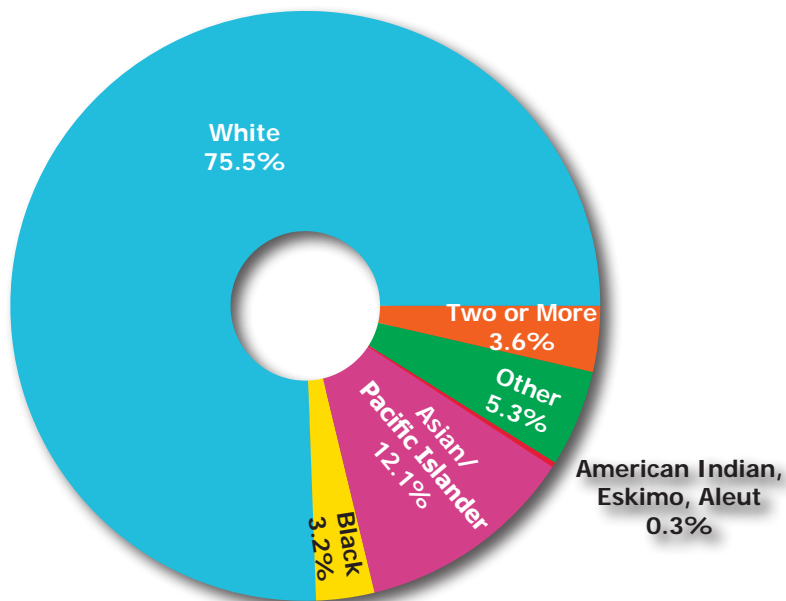
Vienna's increase in population from 2000 to 2010 resulted in gains for all three major age groups. The most growth occurred in the "24 and under" category, with gains in the number of school-age residents, almost 600 additional 5 to 19 year olds. Both the "25 to 64" and "65 and up" categories increased in absolute numbers, but decreased as a percentage of the Town's total population. In terms of sex distribution, the 2010 population was 50.1% female and 49.9% male, almost evenly split. The age/sex pyramid below shows a more detailed description of the distribution of age/sex in Vienna in 2010.



2010 Age/Sex Pyramid in the Town of Vienna
Source: 2010 US Census Bureau

Race

With regards to race, Vienna's population is majority white. The white population comprises almost 76% of the total population. The Asian/Pacific Islander population is the second most populous with 12.1% of the total population. This group has seen almost 39% growth from 2000 to 2010. Five percent of the population identifies itself as "other" and 3.2% of the population identifies itself as black. Overall, there have been some trends over the last 20 years with more diversity in the population, with slight decreases to the overall percentage of the white population and increases in the Asian and Hispanic populations.



Racial Composition in the Town of Vienna

Source: 2010 US Census Bureau

As for ethnicity, according to the 2010 U.S. Census, 12% of Vienna is of Hispanic origin. This is a 76.7% increase from 2000.

More information on racial composition can be found in the [Appendix](#).

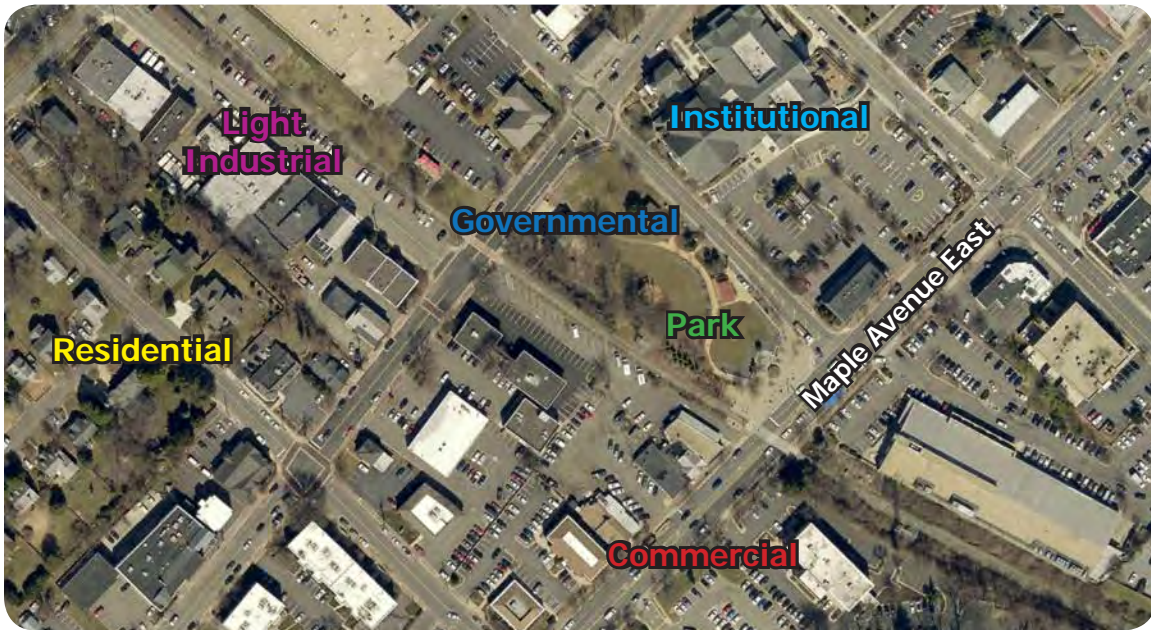
Income

In 2000 Vienna's median household income was \$85,519. In 2013 the median household income was \$126,991. This 48.5% increase surpasses the increases seen in both Fairfax County (36.1%) and the Commonwealth of Virginia (36.9% increase). It is also above the increase that the United States as a whole has seen in 13 years (26.3% increase). In terms of absolute numbers, the 2013 median household income is slightly higher than the County's \$110,292 and is significantly higher than Virginia's (\$63,907) and the United States' (\$53,046).

Findings

- Vienna's population is growing slowly and most likely will continue to grow at a moderate pace. How much it grows will depend on the amount of residential multi-family redevelopment that occurs in the Maple Avenue Commercial Corridor.
- The distribution of the age and sex of residents has stayed mostly the same from 2000 to 2010. The most growth occurred in the number of school-age children.
- The size of households has not changed significantly since 1990.
- The composition of race has not changed significantly in the last 20 years. A majority of the Town remains white. One of the largest increases (percentage wise) has been in the Asian population.
- In terms of ethnicity, there has been a sizable increase in the Hispanic population.
- The median household income in Vienna (\$126,991 as of 2013) and is higher than Fairfax County (by almost \$17,000) and Virginia (by a little over \$63,000).

**For additional information please see the Community Profile section of the [Appendix](#).



Introduction

This chapter provides an overview of Vienna’s development patterns and characteristics. It provides a reference point from which current and proposed land use policies can be assessed and evaluated. Recommended land use policies and plans are set forth in the Future Land Use section of this chapter.

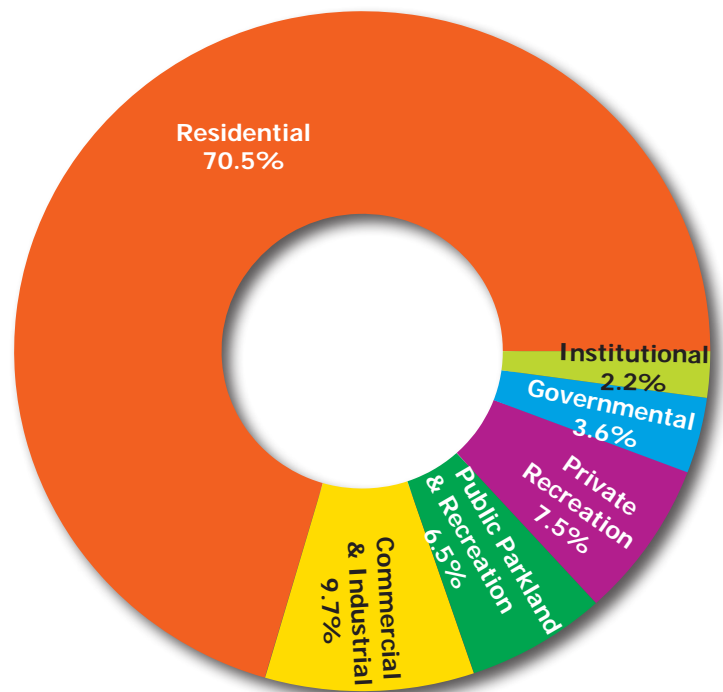
It is important to note that existing land uses are different from zoning districts. Zoning reflects authorized uses, and is a tool used to achieve the goals of a comprehensive plan; existing land uses depict actual uses, including any nonconforming or illegal uses.

Land Use Patterns

Of the 2,376.3 acres (excluding rights-of-way) that constitute Vienna’s corporate area, 70.5% is developed for residential purposes. The remaining acreage is devoted to public/private recreational uses (14%), commercial/industrial uses (9.7%), and governmental/institutional uses (5.8%).

In accordance with the Town’s long-established planning practices, townhouse and multi-family zones provide a transition between the high-density commercial/industrial zones and the

low-density areas of single-family detached homes. This practice has buffered commercial activities and residential neighborhoods.



Breakdown of Land Uses in Vienna (by Acres, Excluding Rights-of-Way)

Source: Department of Planning and Zoning, Town of Vienna, May 2014

Residential Land Use

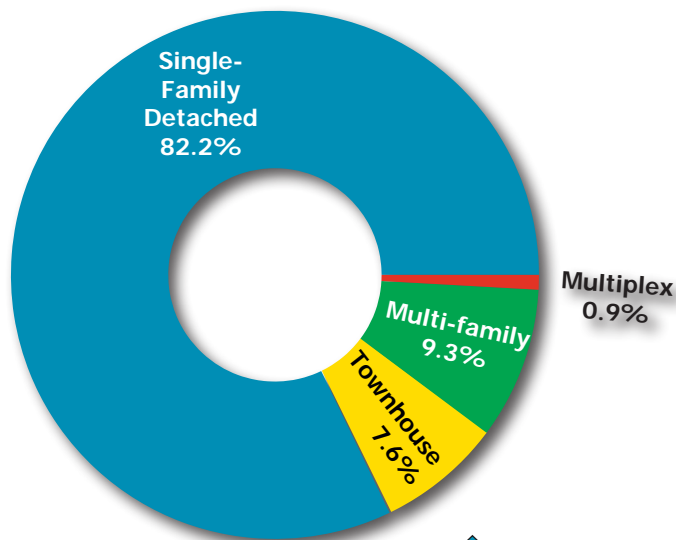
Single-family detached housing is, and will remain, the predominant land use. Future townhouses and multi-family housing may be considered in certain situations to provide a transition between higher density commercial/ industrial areas and single-family housing. The transition area will be an option for current residents seeking to remain in Vienna as their needs change.

Existing Uses

Of the 70.5% of the residential land in Vienna, single-family detached dwellings account for approximately 82% of all residential units. Townhouses comprise almost 8% of the Town's total residential units. Multi-family units, representing around 9% of all residential units, include apartments, duplexes, and condominiums.

Vienna has one major apartment complex, Vienna Park Apartments, with 300 units; it surrounds the Cedar Park Shopping Center at the northwest corner of Park Street SE and

Cedar Lane SE. Most of the remaining multi-family units are clustered in the center of the Town along Locust Street SE, between Park and Glyndon Streets.



Breakdown of Residential Units in Vienna

Source: Demographic Report 2013, County of Fairfax, Department of Neighborhood and Community Services



Village Square townhouse development



Newer single-family detached home



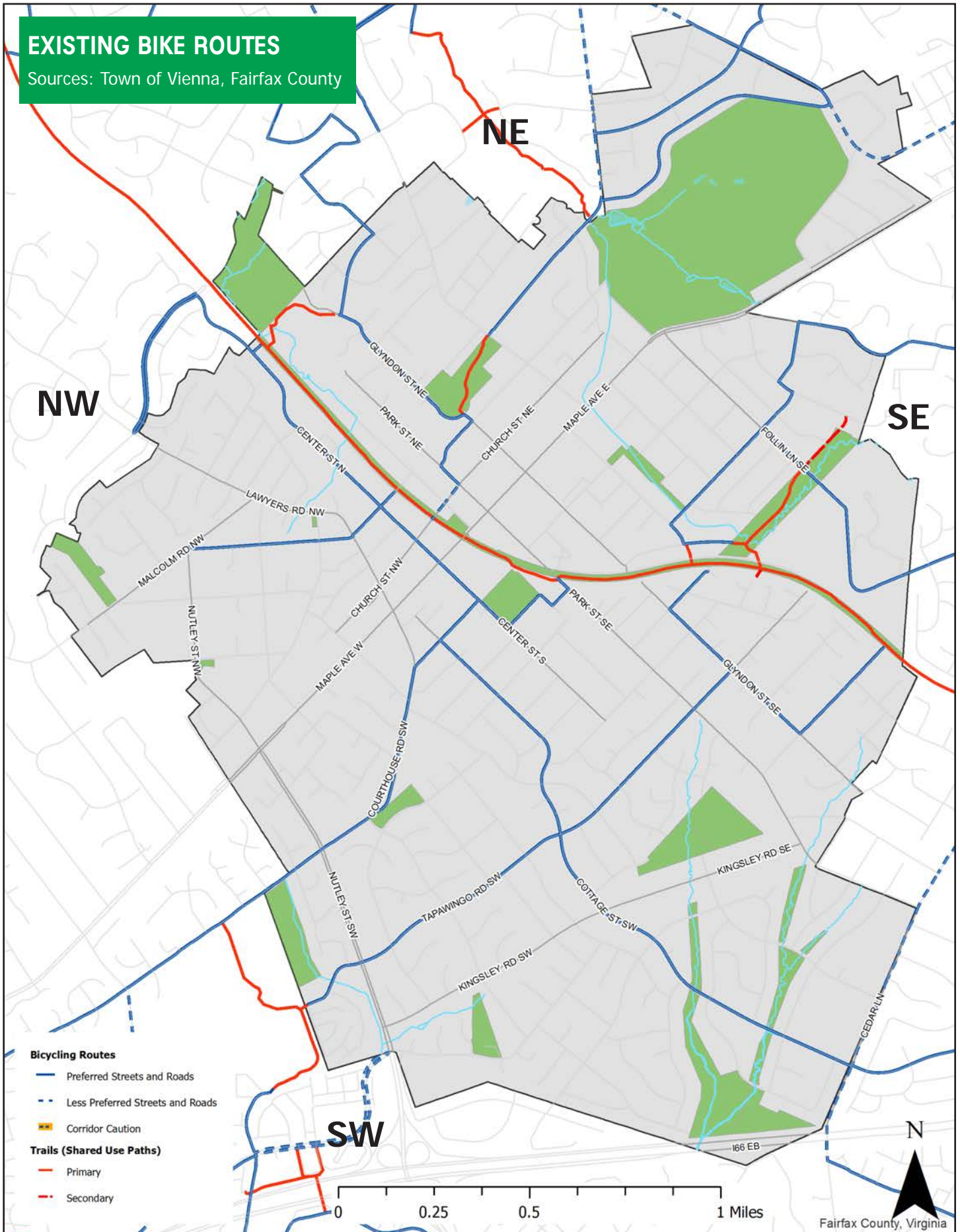
Condos on Locust St SE

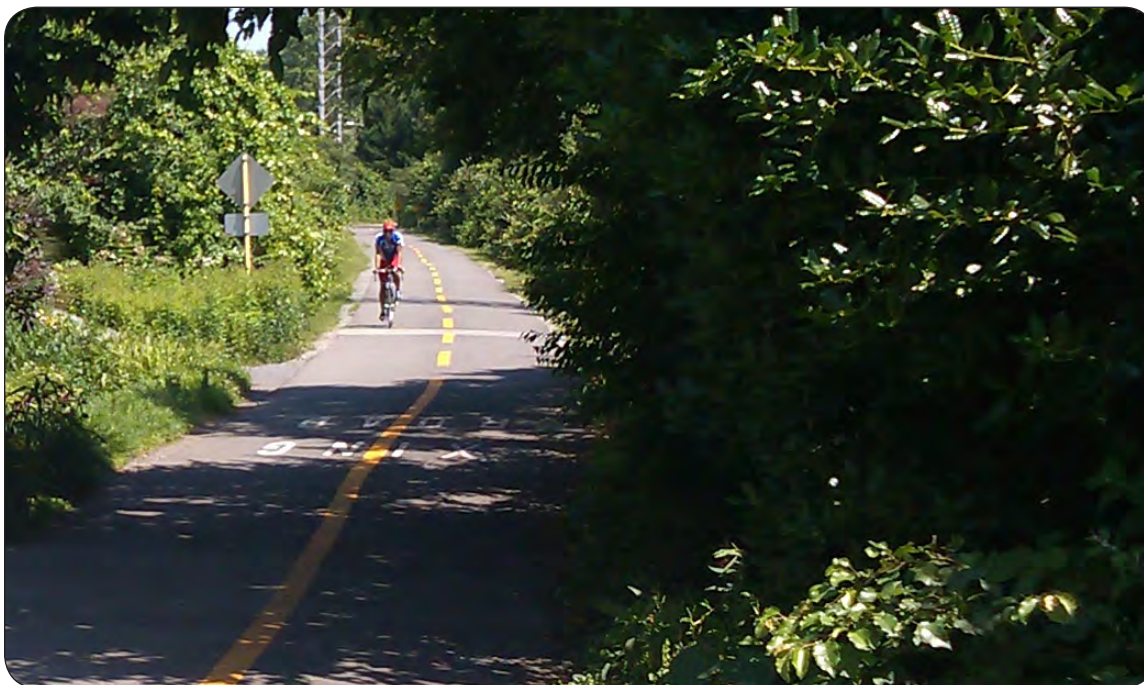


Renovated single-family detached home

EXISTING BIKE ROUTES

Sources: Town of Vienna, Fairfax County





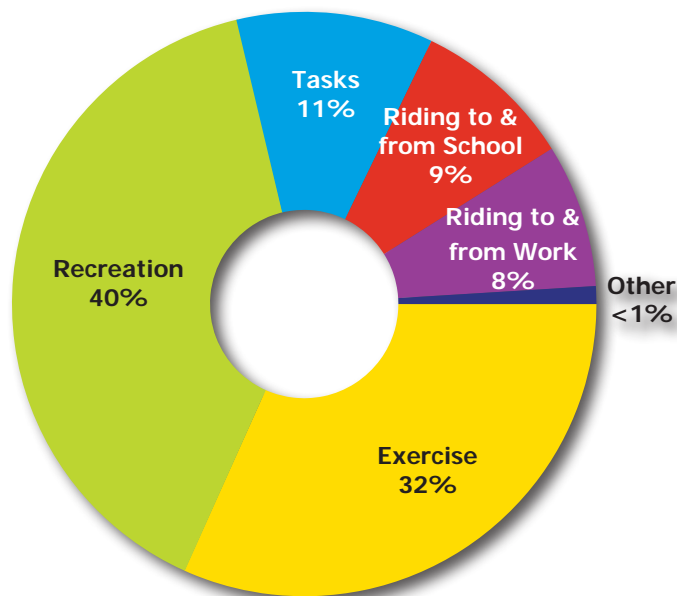
Bicycle Mobility

People of all ages ride bicycles in the Town of Vienna. The popularity of bicycle riding is growing across Northern Virginia and is seen as a healthy, economical, and environmentally friendly mode of transportation.

Ridership

According to the Town Survey taken in 2014, 60% of those who responded indicated that someone in their household uses a bicycle. The majority of respondents indicated that bicycle riding was for recreational use and exercise. Other uses, such as for riding to and from work and tasks, were chosen by only 28% of bicycle users. The Town should look for ways to increase riding to and from school and to and from work as a way to promote healthy living and to alleviate traffic congestion on Vienna's roads.

In order to help encourage bicycling, there needs to be a robust bicycle infrastructure. Gaps in the existing network of routes and paths need to be filled and there needs to be ample bicycle parking at schools, employment centers, public facilities, and retail centers.



2014 Town Survey: Household Member's Purpose of Bicycle Use

Source: ETC Institute for the Town of Vienna

One of the priorities for the Town is linking the Vienna-Fairfax-GMU Metrorail Station to the Centrail Business District and the Washington & Old Dominion Trail with bike routes and bike paths. A map of existing bike routes can be found on [Page 66](#).

Affordable Housing

In the past decade, housing costs have escalated more rapidly than incomes, making affordable opportunities less plentiful. The 2015 median total assessed value for a residential unit in Town (including all types of housing) was \$595,010. The median household income was \$129,652 (in order to compare, 2013 income was adjusted for 2015 inflation). Based on these numbers, the median value was 4.59 times median household income.

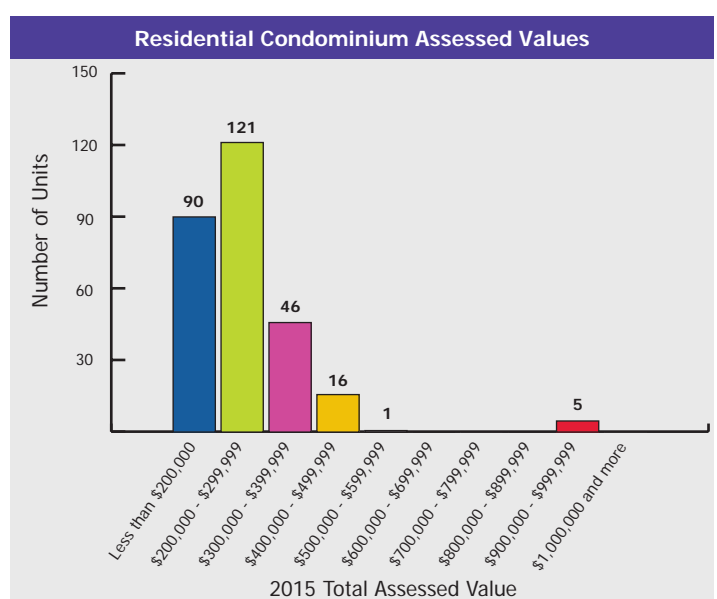
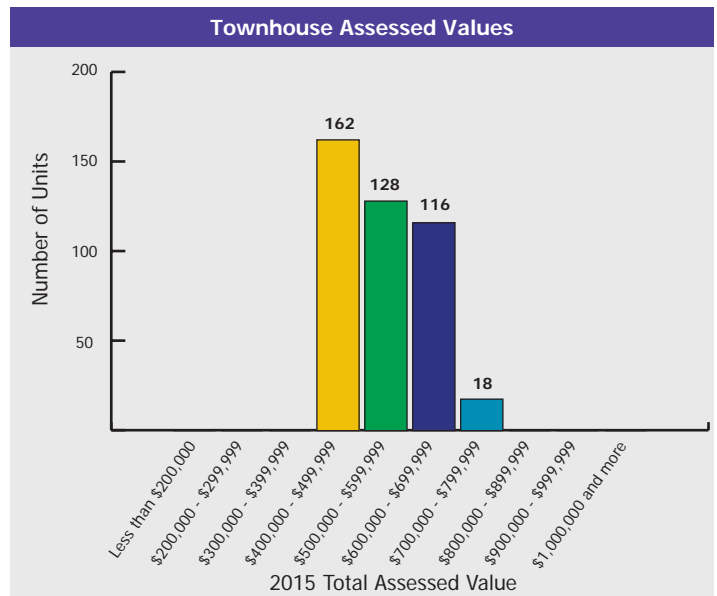
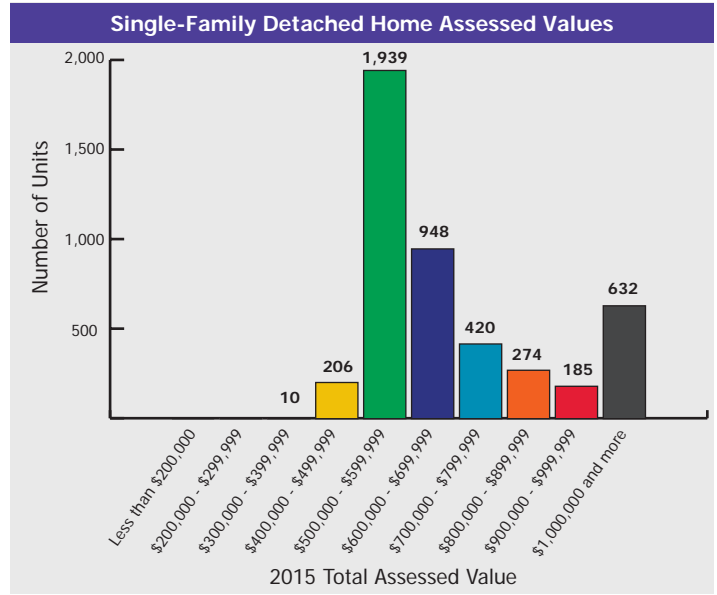
The Town should assess the long-term prospects for affordable housing in Vienna, and options for meeting Commonwealth of Virginia mandates, if such action is determined to be necessary with regard to affordable housing under [Section 15.2-2223 of the Code of Virginia](#).

Vienna has historically provided housing opportunities to households having a variety of income levels. Affordable housing, defined in [Section 15.2-2201 of the Code of Virginia](#), is housing that is affordable to households with incomes at or below the area’s median income, provided occupants pay no more than 30 percent of the household gross income for housing and utilities.

Moving Forward

There are several alternatives that could provide housing for households with a variety of income levels. They include focusing on multi-family housing in the Maple Avenue Commercial (MAC) zoning district, using transitional areas for townhouses, multi-family housing, and village housing, and incentivizing and encouraging the renovation of existing, older houses. Benefits of a more diverse housing stock include the following:

- Increased neighborhood stability and increased housing market stability
- Ability to age in place
- Ability to attract a more diverse population



Commercial Land Use

Vienna has almost 3.5 million square feet of commercial and industrial uses. Roughly 60% is used for professional/office space, and about 30% is used for retail sales. The remainder of the floor area is light industrial.

Office buildings are primarily concentrated in the western half of Maple Avenue and in the CMP Industrial Park zoning district along Follin Lane and Electric Avenue, in the southeast. The western half of Maple Avenue has several medical complexes as well as the Town's tallest building, White Oak Tower. The building is six stories tall, and its construction in the early 1970s led to a review of the appropriate building height in Vienna. Retail uses in the Town are scattered along Maple Avenue and Church Street, as well as parts of Dominion Road and Mill Street NE.

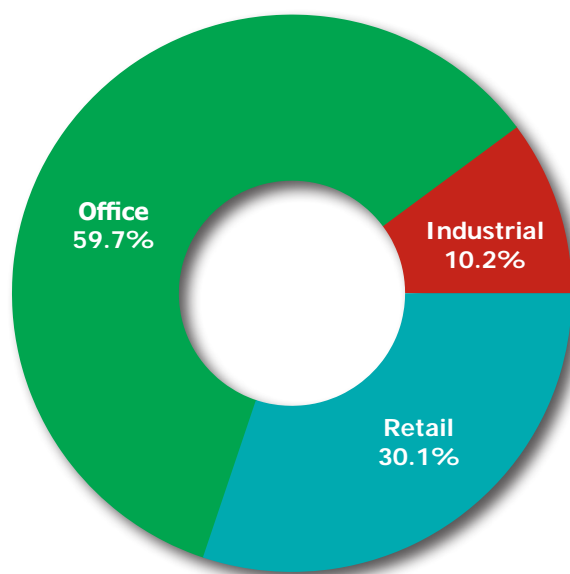
Special Study and Revitalization Area Central Business District (CBD)

Because of critical land use and development issues, the Central Business District (CBD) was selected for detailed review and analysis for the purposes of this Comprehensive Plan. The CBD includes the commercial areas bordering Maple Avenue, between James Madison Drive and East Street, as well as the adjacent commercial areas on Church Street, between Lawyers Road NE and Park Street NE (see the map on [Page 25](#)).

Overview

The **Church Street Commercial Corridor** is one block off of and parallel to Maple Avenue. Current uses are primarily specialty shops; office buildings; a residential condominium complex; the historic Freeman House; and a park area with the historic train station and train caboose.

The **Maple Avenue Commercial Corridor**, the principal commercial corridor in the Town, provides access to Tysons and the Washington, D.C. metropolitan area via Virginia State Route 123. Commercial spaces along Maple Avenue,



Breakdown of Commercial Land Use in Vienna (by Floor Area)

Source: Demographic Report 2013, County of Fairfax, Department of Neighborhood and Community Services

from East Street to James Madison Drive, are diverse and include a combination of new and old structures.

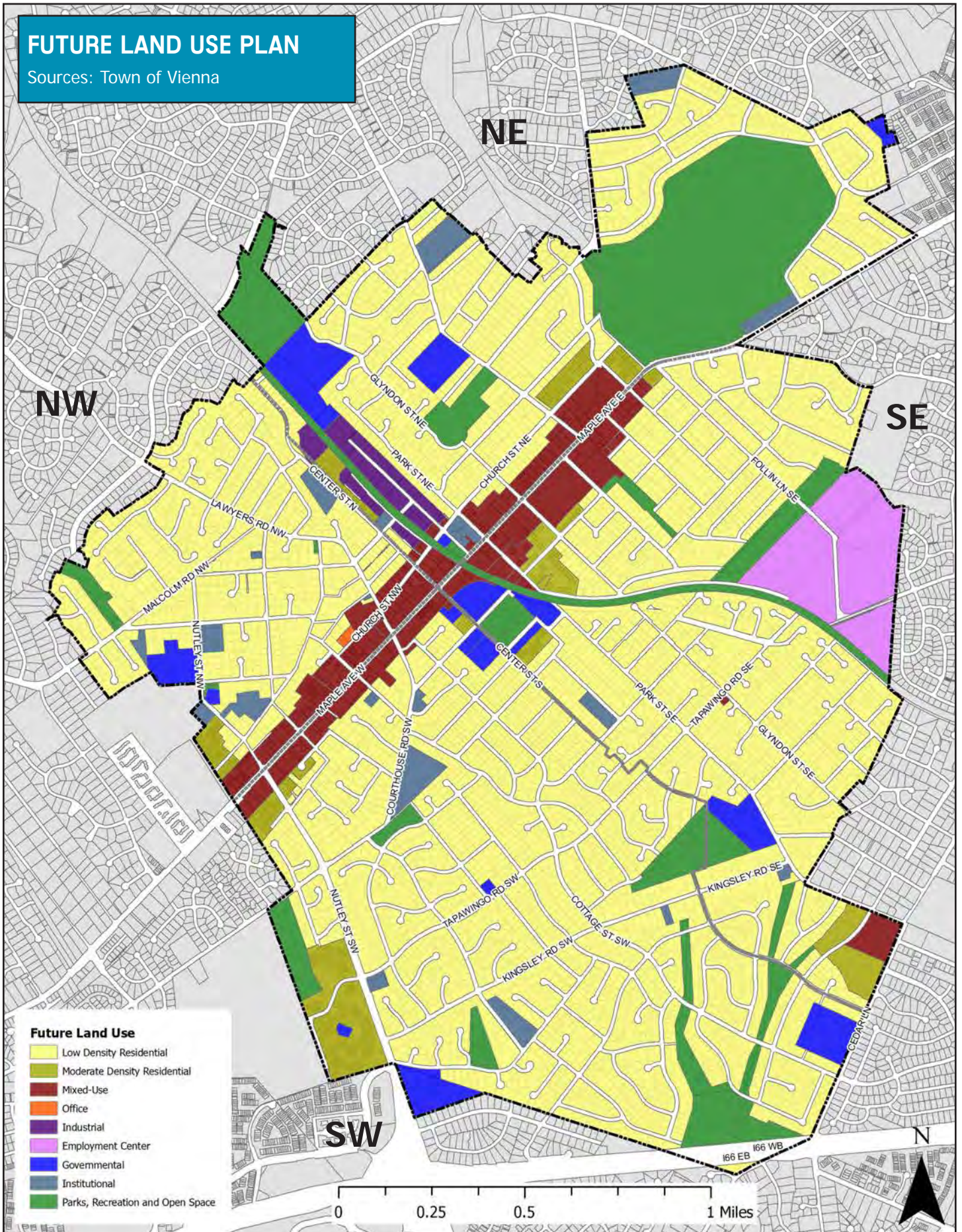
Considerations

Improvement and redevelopment should be encouraged to ensure that Vienna remains an attractive place to live, work, and shop. Vienna's CBD should not be designed to compete with the Tysons Corner Center and Tysons Galleria malls. The CBD can be enhanced to provide alternative shopping opportunities.

Significant actions have been taken by the Town to revitalize the CBD. In 1996, improvements to the Church Street public streetscape were completed. Similar improvements were completed on Maple Avenue from Lawyers Road NW/Courthouse Road SW, to East Street in 2003. Sidewalk and streetscape improvements, including brick paver, landscaping, and a new gateway feature were also implemented along Maple Avenue West.

FUTURE LAND USE PLAN

Sources: Town of Vienna



Future Land Use

- Low Density Residential
- Moderate Density Residential
- Mixed-Use
- Office
- Industrial
- Employment Center
- Governmental
- Institutional
- Parks, Recreation and Open Space



Regional Transportation Trends

Vienna is directly affected by several components of the regional transportation network. I-66 (Custis Memorial Parkway) crosses the southern tip of the Town and is the major east-west corridor connecting from northern Virginia directly to downtown Washington, D.C. The western end of I-495 (Capital Beltway) is located 1.25 miles east of the Town. The Dulles Toll Road (Virginia State Route 267) and Leesburg Pike (Virginia State Route 7) are located near the northern end of the Town. Vienna is also located in between the Orange Line and Silver Line of the Washington Metropolitan Area Transit Authority (WMATA) Metrorail service. Several of these transportation components have seen and will continue to see improvements in the upcoming years. Leesburg Pike, for example, will be widened from 4 lanes to 6 lanes near the Dulles Toll Road and will include pedestrian

improvements. I-66 will likely see significant changes in the upcoming years.

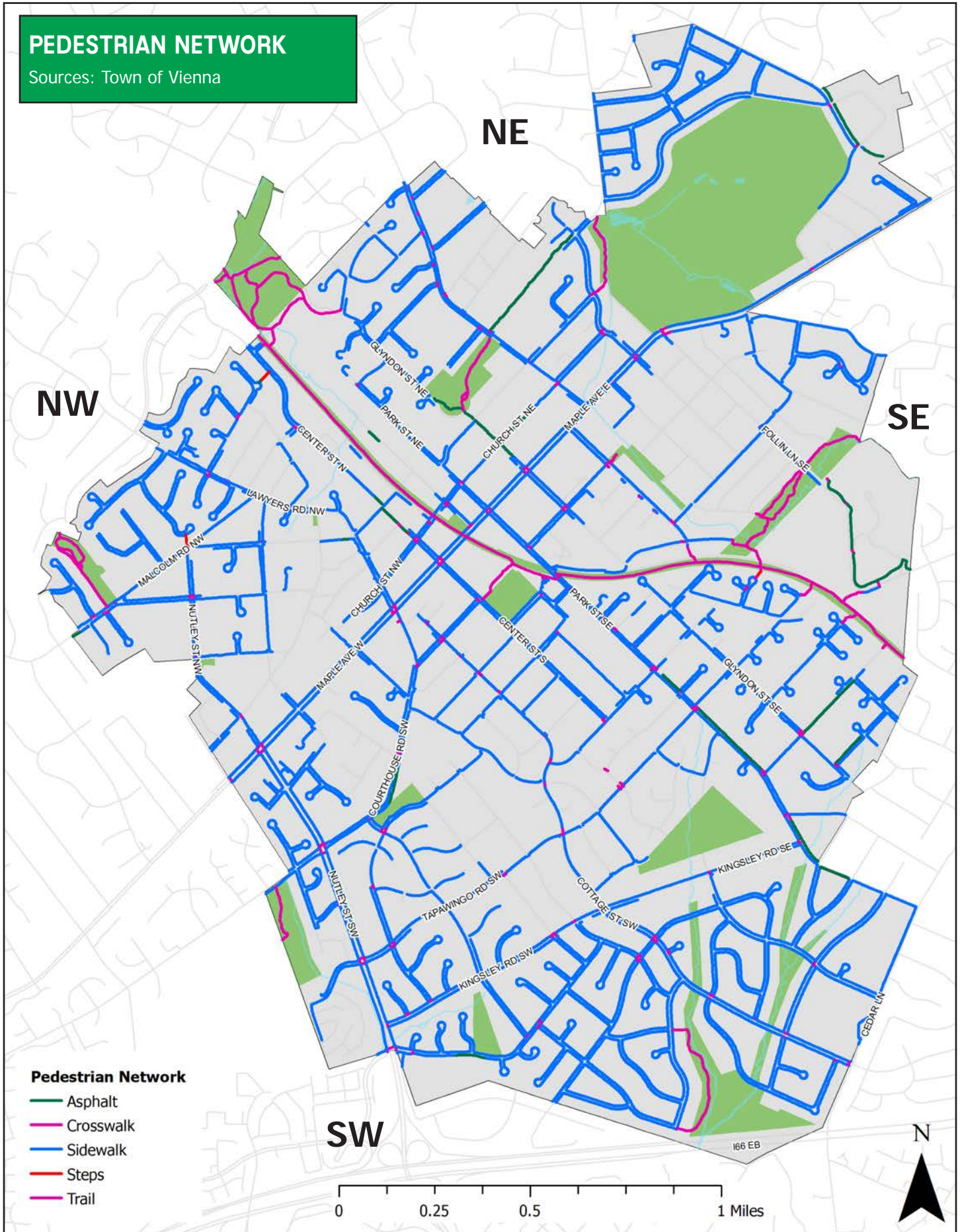
Interstate 66

Currently, the I-66 corridor outside the Capital Beltway (I-495) includes High Occupancy Vehicle (HOV) lanes, regular travel lanes, and shoulder lanes which are only available during peak periods. I-66 traffic inside the Beltway is restricted to HOV use eastbound during morning rush hours and westbound in the evening rush.

The Virginia Department of Transportation (VDOT) and the Virginia Department of Rail and Public Transportation (DRPT) are currently analyzing the I-66 corridor, with the aim to add capacity, increase multi-modal use and create more predictable travel times. Under the proposed plan, I-66 would be improved to provide an additional regular lane, two

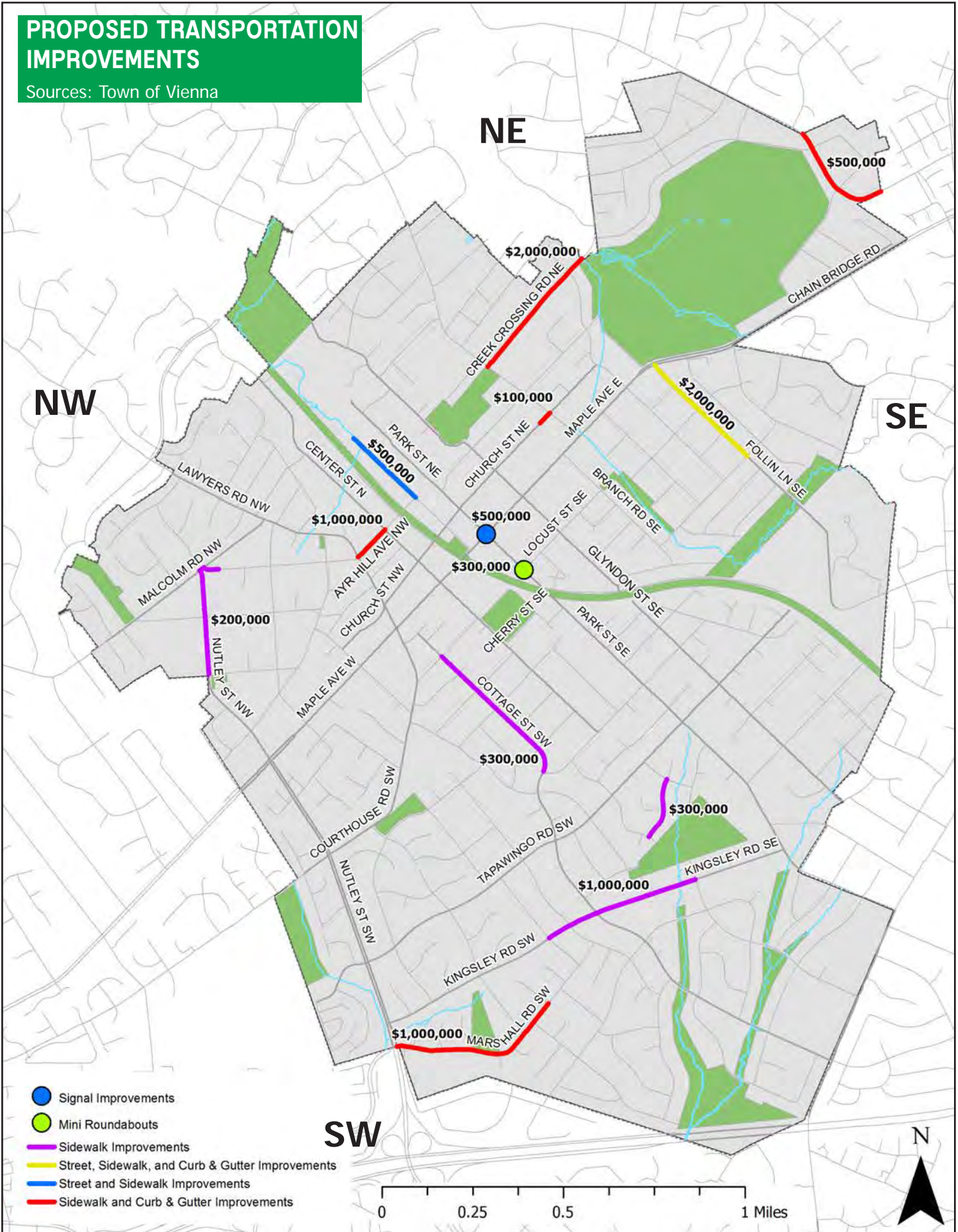
PEDESTRIAN NETWORK

Sources: Town of Vienna



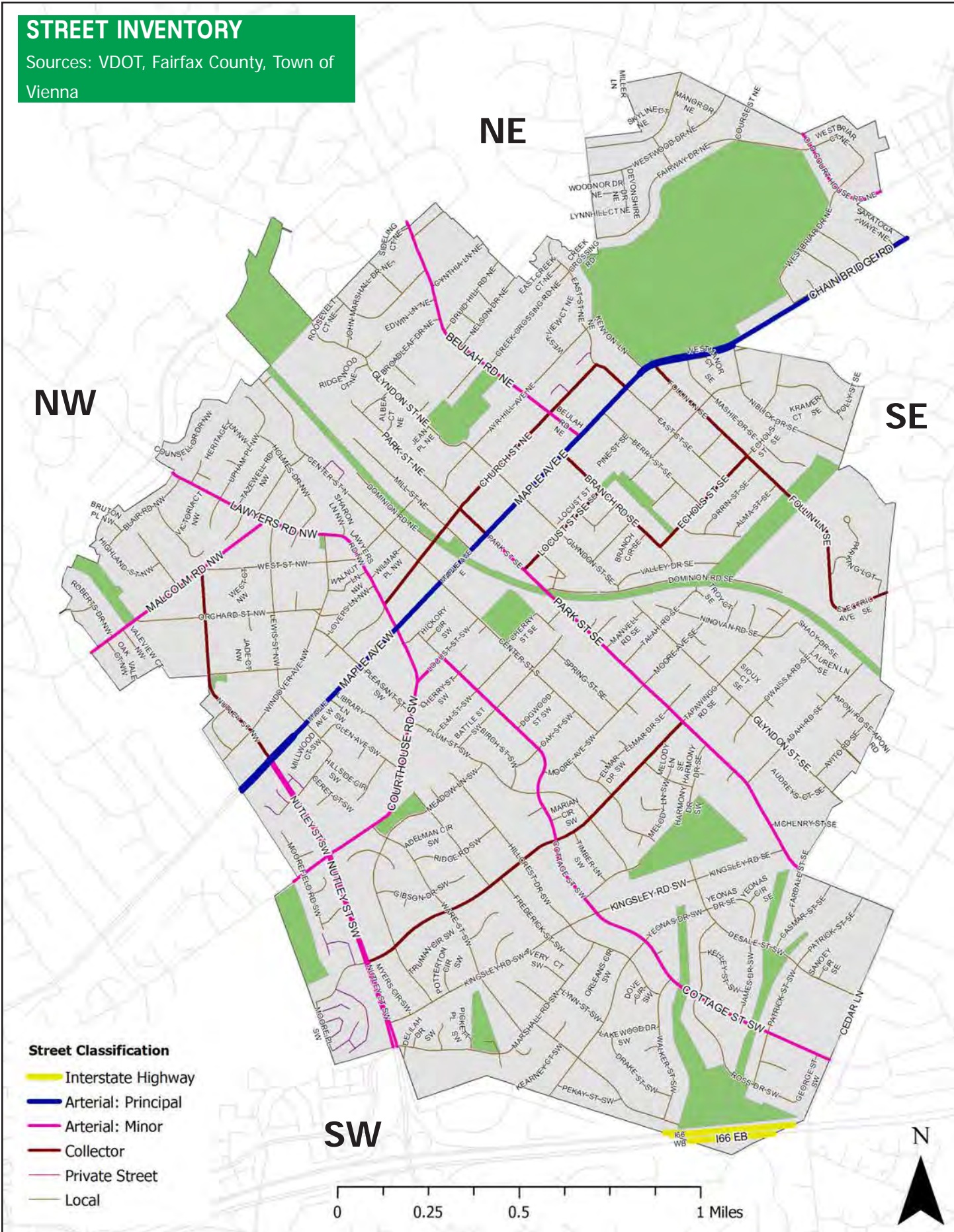
PROPOSED TRANSPORTATION IMPROVEMENTS

Sources: Town of Vienna



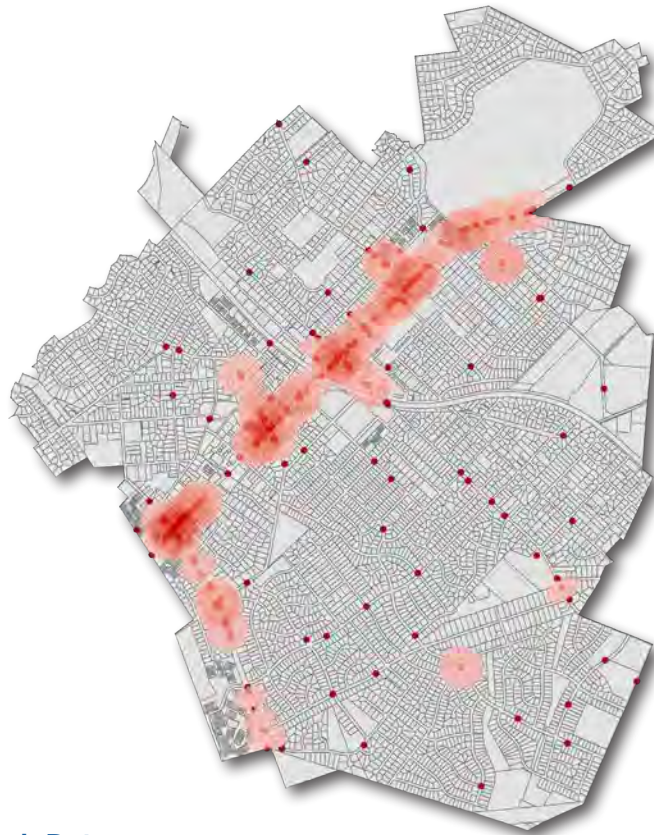
STREET INVENTORY

Sources: VDOT, Fairfax County, Town of Vienna



- Indicates Crash
- Indicates Concentration of Crashes

Total Number of Crashes	210
Crashes with Bicycles Involved	8
Crashes along Maple Avenue	85
Crashes along Nutley Street SW	22
Crashes along Park Street SE	15
Number of Fatalities	0



[Click Here for 2013-2015 Crash Data](#)

2014 Vehicle Crashes Heat Map (Excludes I-66)
 Source: Town of Vienna, Virginia Department of Motor Vehicles

Challenges

Protecting neighborhood streets from cut-through traffic is an on-going concern for many Town residents. In addition to increasing automobile traffic volumes, the number of people walking and bicycling in the Town is also increasing. This combination of factors is leading to growing concerns about safety and continuing demand for traffic calming measures.

While there is concern over rising traffic volumes, there is still a desire to maintain easy accessibility by automobile. Drivers want convenient access and business owners similarly want customers to be able to come to their establishments without excessive delay. Moving forward, the Town will need to create a balance between accessibility for travel by automobile in the commercial areas of the Town while at the same time, manage traffic volumes and speeds in residential areas.

Traffic Safety

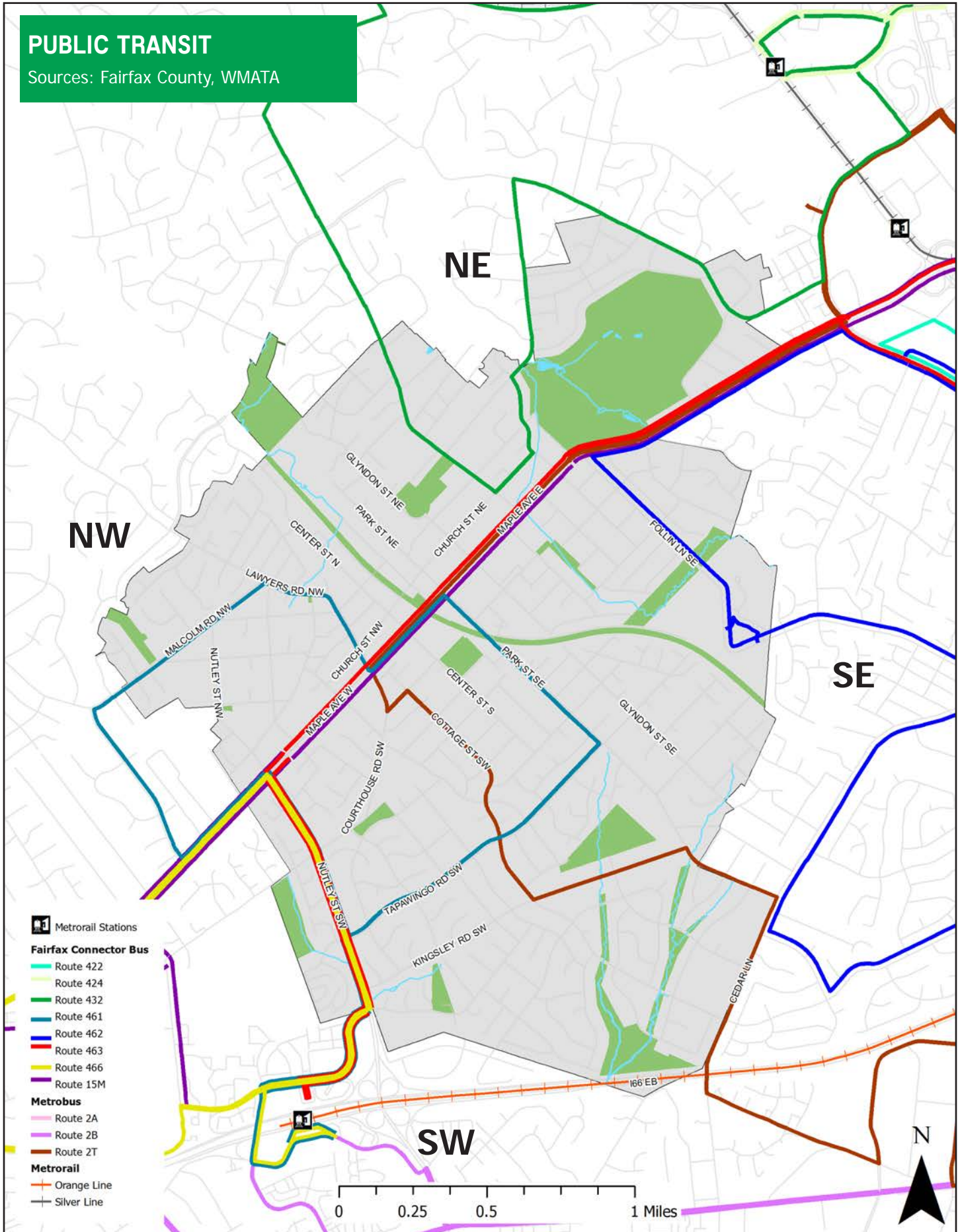
Increases in the speed and stress of traffic will add greater safety concerns as the Town deals with unsafe conditions along its streets. Various techniques have been and should continue to be used to help protect residents and the public as they travel around Vienna (see [Page 83](#)). There should be an emphasis placed on safety on Maple Avenue given the high percentage of crashes taking place along the principal arterial.

Street Design

Safety for drivers, passengers, pedestrians, and the general public begins with good street design. The design of streets is important in maintaining visibility of pedestrians and cars, creating a safe speed, and providing for safe ways for all users to utilize the Town's street network without creating conflicts between users of different modes of transportation.

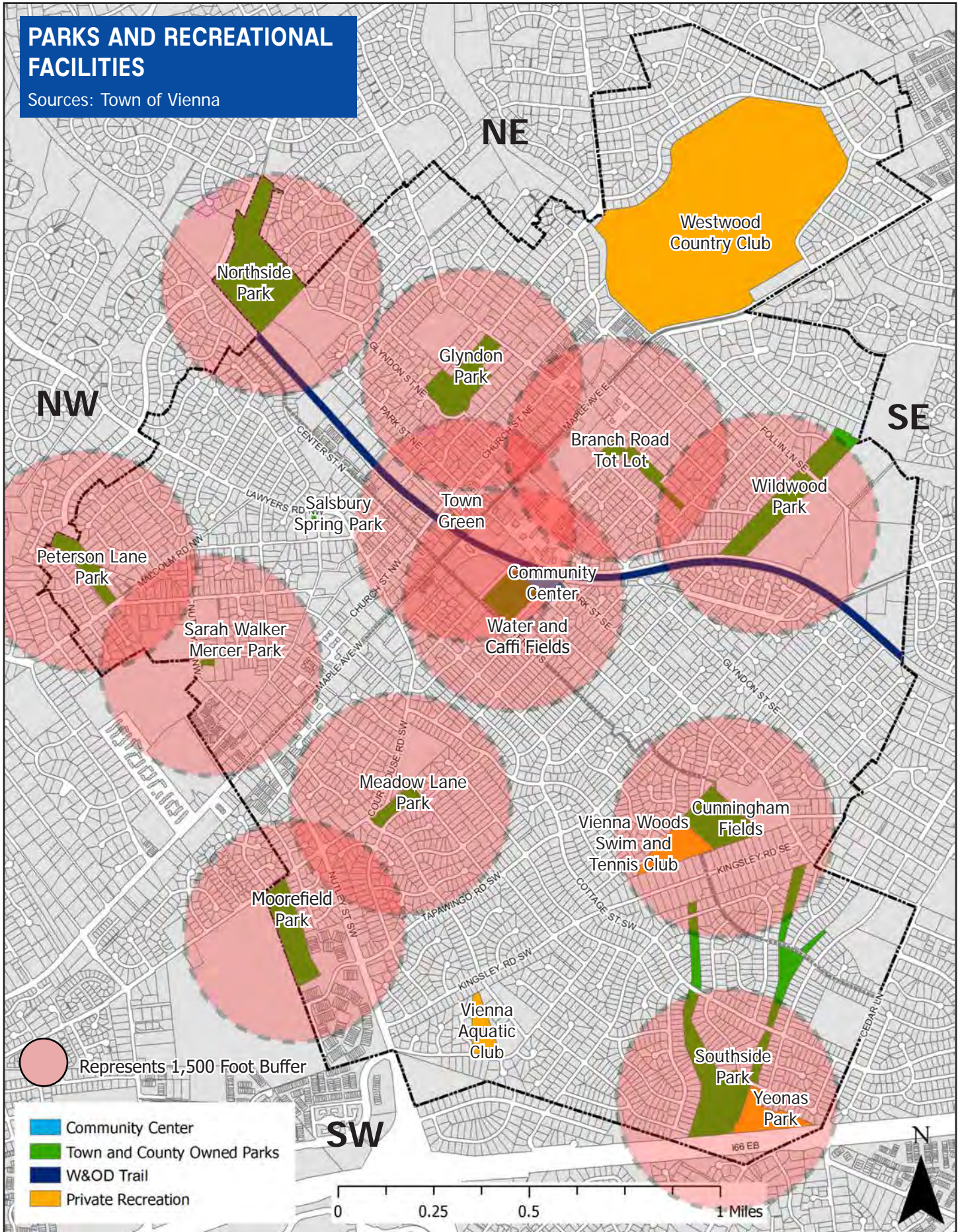
PUBLIC TRANSIT

Sources: Fairfax County, WMATA



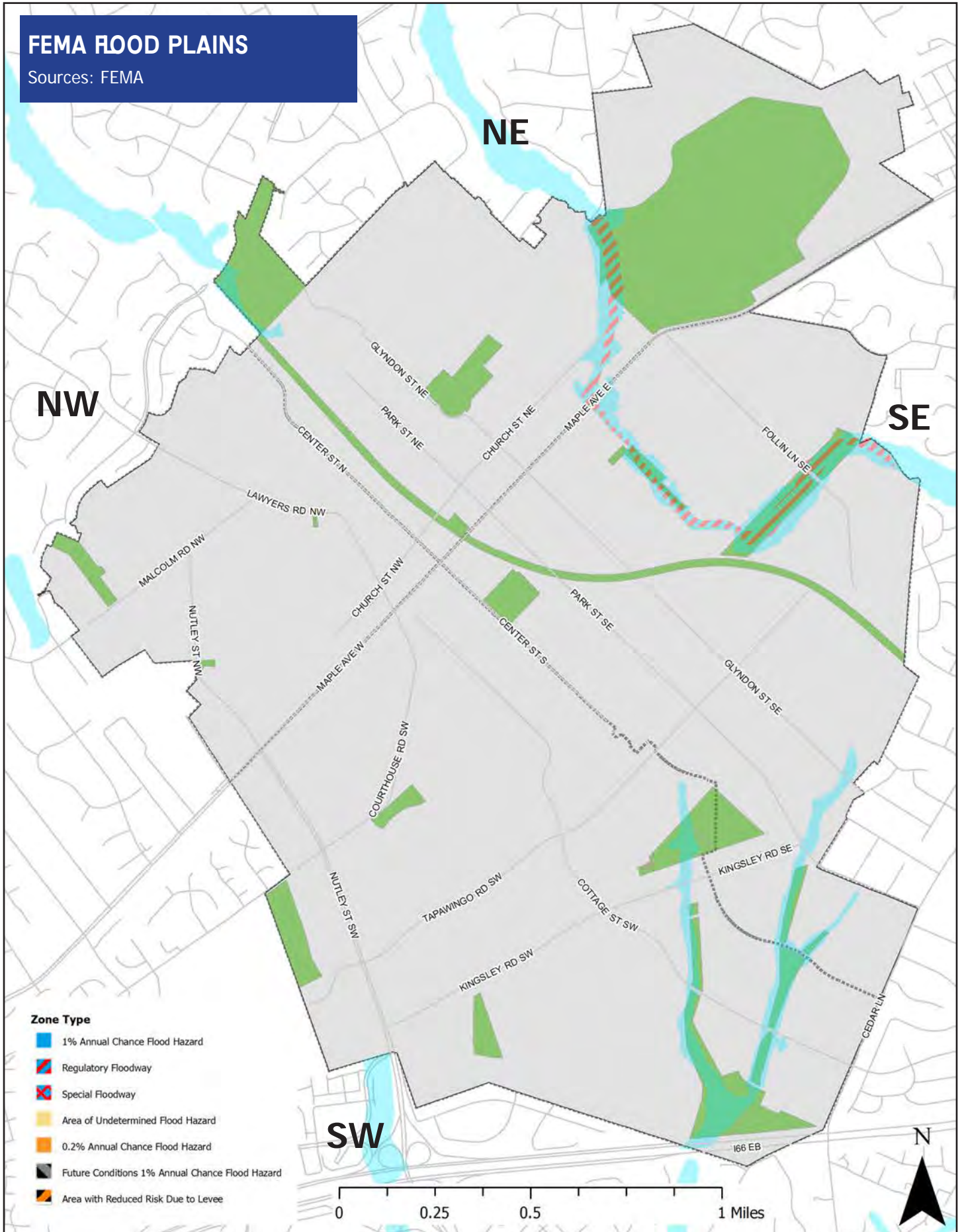
PARKS AND RECREATIONAL FACILITIES

Sources: Town of Vienna



FEMA FLOOD PLAINS

Sources: FEMA



CHESAPEAKE BAY PRESERVATION AREAS

Sources: Town of Vienna

