



Our Plan to Play

Vienna Parks and Recreation Master Plan
June 10, 2024

Prepared For:



Prepared By:

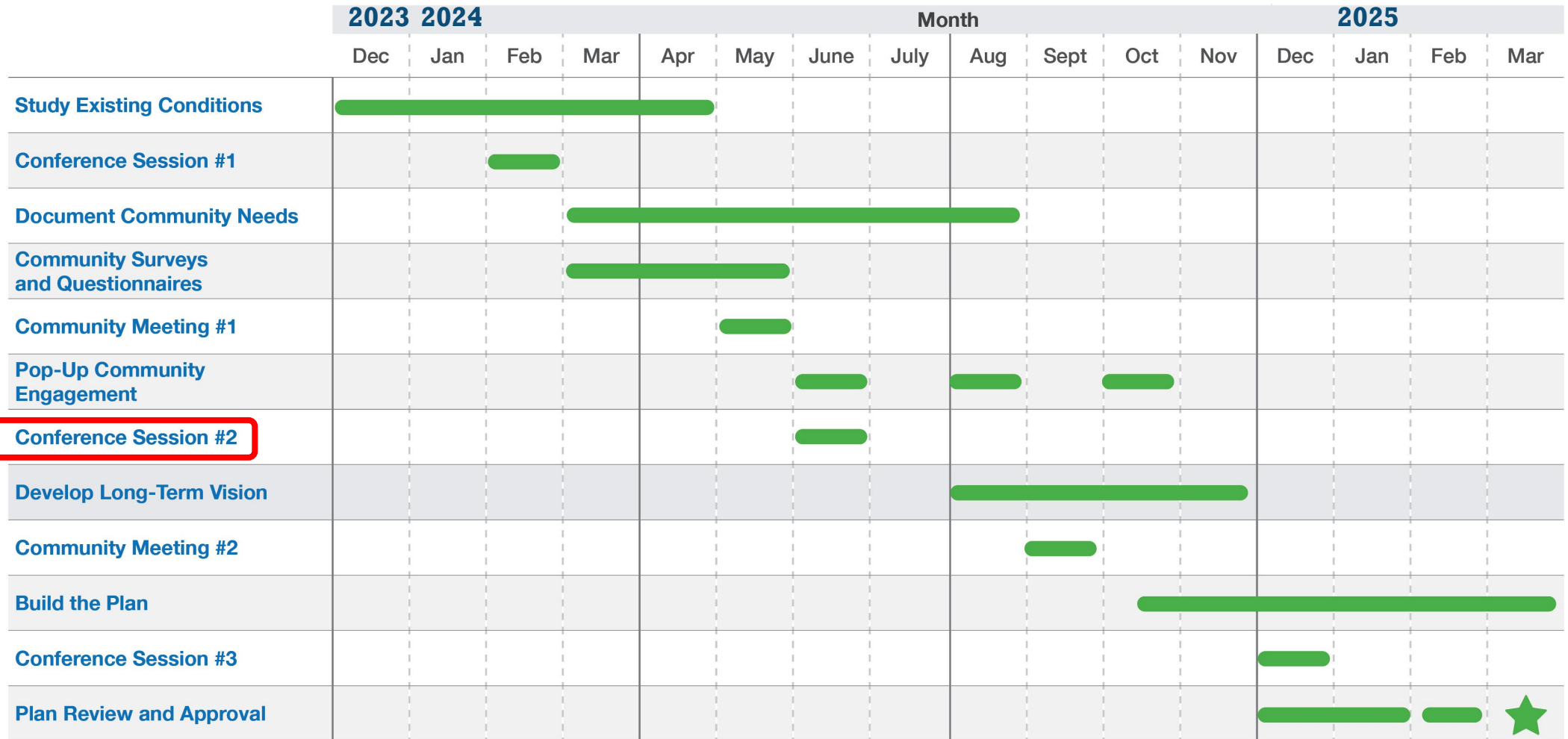
Kimley»Horn

Path to Success



Schedule

We are
here:



What have we been working on since we last met?

(02/05/2024)



Parks and Recreation Highlights

FEBRUARY



Town and Kimley-Horn conducted **field assessments**

Development of Survey questions and materials in multiple languages to community distribution

MARCH



Developed **Master Plan branding**

Collection and Download of **Field Assessment Data**

Distribution of Statistically Valid Survey

APRIL



Analysis of Field Assessment Data

Collection of statistical survey responses

Comparative community demographics review

Conducted **Town staff workshop** of internal operations

MAY



Development and Execution of **Community Engagement Workshops** and “**Meeting in a Box**”

Collection of statistical survey responses

Distribution of Community Survey



Master Plan Branding

- **Iterative process with Town Staff**
- **Considered multiple logos with varying imagery and colors**
- **Development of project specific web-page on Town website**





Existing Site Assessment

- **Site evaluations conducted by Town staff and Kimley-Horn staff**
- **Visited 20+ Town owned properties**
- **Assessments collected park inventory data and observed operational factors consistent to design, materials, circulation, and others**



Where are we?

Field Assessment Data - Analysis

Where are we?

Instructions: Using your first impression or observation of the site, answer the following questions by checking the box (number) that best fits response. **Scoring Definitions:** 1 = No or None; 2 = Few or Mostly Not; 3 = Some or Partially; 4 = Several or Mostly Yes; 5 = Yes or Maximum. n/a = not applicable to site

Design & Construction	1	2	3	4	5	n/a
Is there evidence that the design and construction of the site meets the needs of users served?						
Does the site show any evidence of rust, corrosion, erosion, or cracking?						
Does the site include appropriate recreation amenities for intended users? (fields and courts for athletics, etc.)						
Has the site been developed or recently renovated? Has any known construction taken place in the past 3 years?						
Is there evidence that the site uses consistent products or materials to unify the site?						
Total Score:						

Recommendations or comments on the design and/or construction of the site? If you rated something as a 1, 2, or 3 above, what was the reasoning?

Effectiveness	1	2	3	4	5	n/a
Is it known or does it appear that this site is used frequently?						
Is there evidence that the site is used by people of different ages?						
Is there evidence that the site serves users' current needs for recreation, relaxing, or other activities?						
Does the site offer different types of activities?						
Does the site offer choices in intensity of activities? - ex. passive/at-will or active/programmed						
Is there a balance of active recreation (programmed spaces) and passive (at-will) opportunities?						
Total Score:						

Recommendations or comments on the effectiveness of the site? If you rated something as a 1, 2, or 3 above, what was the reasoning?

Condition	1	2	3	4	5	n/a
How would you rate the site's maintenance? - ex. grass cutting, working equipment, etc.						
Is the site clean and free of litter?						
Does it appear that visitor use effects condition? - ex. paving is marked from foot traffic, equipment use, etc.						
Does the landscaping appear to be maintained?						
Are there any evidence of stormwater issues - ex. (Standing water, erosion)						
Are there elements or areas that are significantly failing?						
Does the site need improvements? (1=Very Much; 5=No/none)						
Total Score:						

Recommendations or comments on the conditions of the site? If you rated something as a 1, 2, or 3 above, what was the reasoning?

Design and Construction

- Design meet user needs?
- Evidence of rust, corrosion, erosion, or damage?
- Contain appropriate facilities?
- Consistent Town branding?

Effectiveness

- How often used?
- Support different ages and activities?
- Support different types of activities: active vs. passive / programmed vs. free will?

Condition

- Maintenance Rating
- Is condition user driven or quality driven with weather influence?
- Stormwater Issues?
- Any notable failings?

Comfort

- Entrances impressions?
- Ample places of rest?
- Lighting appropriate for use?
- Practice of CPTED principles?
- Is site pedestrian or vehicle dominated?



Field Assessment Data - Analysis

Access and Linkages	1	2	3	4	5	n/a
Are there clear and open view lines throughout the site and into open spaces?						
Is there clear and useful wayfinding/signage within the site?						
Can people easily walk to the site from surrounding areas?						
Are there walkable residential areas to this site?						
Are there walkable commercial areas to this site?						
Does the site function for people with special needs?						
Do paths and/or roads connect people to primary amenities?						
Are there transit stop(s) (within 1/4 mile) and/or parking and bike racks near of primary entrance points?						
Is the site readily accessible to the users being served? (walking, biking, vehicle, etc.)						
Total Score:						

Sustainability & Culture	1	2	3	4	5	n/a
Sociability						
Does the site provide places for people to gather?						
Does the site promote a healthy lifestyle?						
Is the site well connected with clear and safe access point(s)?						
Environmental						
Does the site use water and material resources efficiently?						
Does the site improve water quality?						
Does the site enhance, preserve, promote or contribute to biological diversity? Approximate number of different known species present on site? List Below.						
Does the site incorporate resilient design features or practices? Ex. Rain Gardens, Permeable Paving, BMPs						
Is the site a node within a larger ecological corridor or habitat? ex. Small cluster of trees within larger wooded area in surrounding sites, Large wooded areas, natural occurring water features, pollinator gardens etc.						
Does the site enhance environmental awareness or knowledge?						
Economic						
Does the site create public and/or private revenue-generating opportunities?						
Does the site help sustain or increase adjacent property values?						
Does the site contribute to nearby property development or redevelopment potentials?						
Does the site provide permanent jobs?						
Total Score:						

Access and Linkages

- Clear visibility throughout site?
- Is wayfinding present?
- Is site walkable from neighborhoods?
- Is residential/commercial walkable to this site?
- Supportive of ADA needs?
- Is internal site well connected?
- Is multi-modal means available to this site?

Sustainability and Culture

Social

- Places to gather and promote healthy lifestyle

Environmental

- Enhance, Preserve, Promote or Contribute to Biological Diversity
- Resilient Design
- Increase Environmental Awareness

Economic

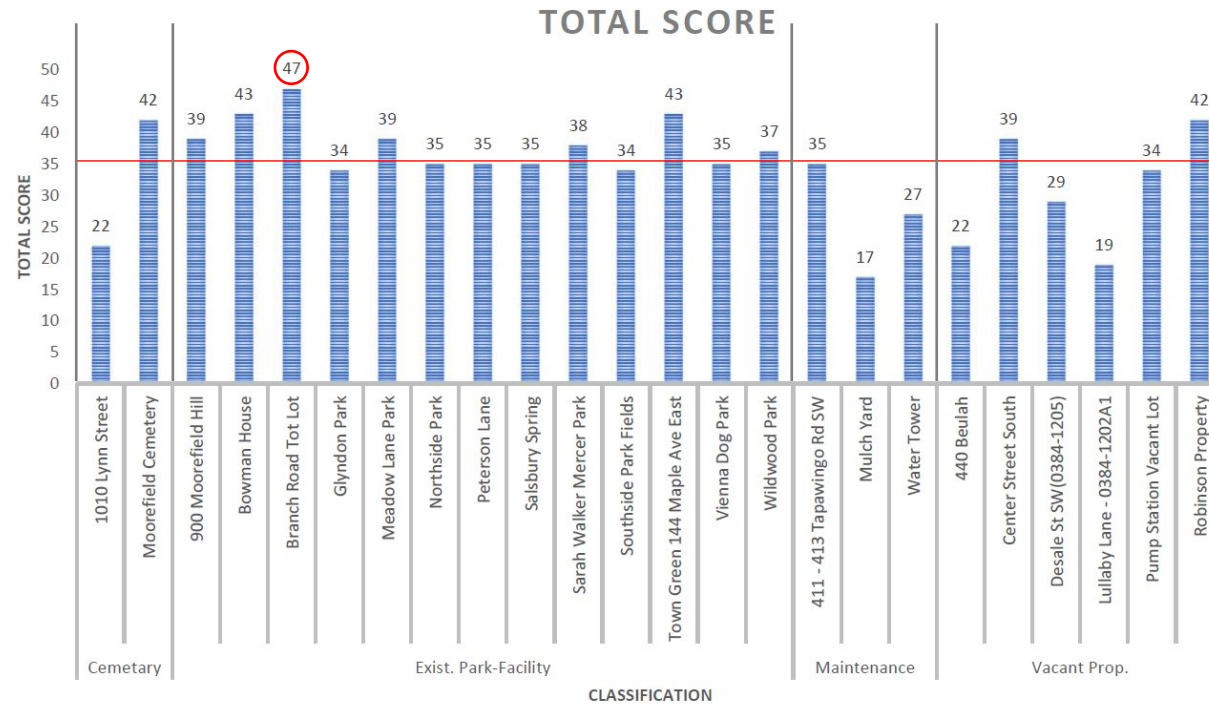
- Create revenue-generating opportunities
- Contribute to nearby property values
- Provide jobs



Field Assessment Data



Sum of Access and Linkages - Rating - Total Score



Sum of Sustainability & Culture - Sociability - Rating - Total Score



*Separate full report forthcoming with greater detail and analysis



Field Assessment Data - Analysis

Where are we?

Park Typology	Site	Des/Con	+/-	Effect	+/-	Cond	+/-	Comfort	+/-	Access	+/-	Social	+/-	Env	+/-	Eco	+/-
Signature Park	Glyndon Park	17	4	25	13.5	27	6	20	5	34	-1	10	5	15	2.5	7	0
	Southside Park Fields	16	3	10	-1.5	30	9	20	5	34	-1	8	3	14	1.5	8	1
	Town Green	17	4	27	15.5	32	11	22	7	43	8	10	5	7	-5.5	6	-1
Neighborhood Park	Meadow Lane Park	16	3	25	13.5	21	0	13	-2	39	4	8	3	16	3.5	7	0
	Moorefield Park and Vienna Dog Park	16	3	19	7.5	25	4	19.5	4.5	35	0	7	2	11	-1.5	9	2
Naturalization/ Passive Park	Branch Road Tot Lot	13	0	15	3.5	17	-4	13	-2	47	12	4	-1	11	-1.5	6	-1
	Desale St SW (0384-1205)	3	-10	3	-8.5	19	-2	17	2	29	-6	1	-4	10	-2.5	7	0
	Lullaby Lane (0384-1202A1)	1	-12	4	-7.5	22	1	14	-1	19	-16	1	-4	16	3.5	1	-6
	Northside Park	8	-5	15	3.5	30	9	12	-3	35	0	8	3	9	-3.5	0	-7
	Peterson Lane	15	2	22	10.5	23	2	16	1	35	0	8	3	13	0.5	9	2
	Salsbury Spring	9	-4	9	-2.5	25	4	10	-5	35	0	5	0	15	2.5	5	-2
	Sarah Walker Mercer Park	13	0	16	4.5	24	3	16	1	38	3	8	3	16	3.5	7	0
	Wildwood Park	15	2	18	6.5	18	-3	25	10	37	2	6	1	21	8.5	3	-4
Utility/ Municipal Services	411-413 Tapawingo Rd SW	18	5	5	-6.5	21	0	16	1	35	0	2	-3	9	-3.5	7	0
	440 Beulah	6	-7	6	-5.5	11	-10	7	-8	22	-13	4	-1	17	4.5	3	-4
	Beulah Road Property	8	-5	10	-1.5	14	-7	3	-12	17	-18	1	-4	17	4.5	6	-1
	Pump Station Vacant Lot	18	5	13	1.5	25	4	11	-4	34	-1	6	1	12	-0.5	6	-1
	Water Tower	5	-8	0	-11.5	16	-5	11	-4	27	-8	0	-5	4	-8.5	11	4
Historical	900 Moorefield Hill	17	4	16	4.5	22	1	20	5	39	4	5	0	19	6.5	8	1
	1010 Lynn Street	10	-3	4	-7.5	17	-4	10	-5	22	-13	0	-5	10	-2.5	5	-2
	Bowman House	11	-2	13	1.5	21	0	22	7	43	8	1	-4	12	-0.5	15	8
	Moorefield Cemetery	21	8	2	-9.5	16	-5	10	-5	42	7	0	-5	6	-6.5	4	-3
Unclassified	301 Center Street South - Annex	13	0	9	-2.5	14	-7	16	1	39	4	5	0	13	0.5	12	5
	Robinson Property	5	-8	8	-3.5	10	-11	8	-7	42	7	1	-4	10	-2.5	7	0
Special Use																	
Total		291		294		500		351.5		822		109		303		159	
Average		12.13		12.25		20.83		14.65		34.25		4.54		12.63		6.63	
Median		13		11.5		21		15		35		5		12.5		7	

Legend:

Top Row: See slides 10 and 11 for column descriptions.

Colors: The varying colors identify the score difference compared to the median. The darker the green, the better it scored per the baseline. The darker the red, the worse it scored per the baseline.

*Separate full report forthcoming with greater detail and analysis.

*Currently Little Library and Freeman Store are captured with Town Green Property. To be separated in upcoming report.



Peer Community Review

- **Evaluation considered-equal communities locally and nationally.**
- **Peer communities evaluated consistent with:**
 - Geographic proximity to Urban Core
 - Population and Population Density
 - Land Area
 - Median Household Income
 - Demographic make up
 - Anchoring Parks and Recreation Amenity





Town of Vienna Parks and Recreation Master Plan **OUR PLAN TO** Peer Community Review

Where do we want to be?

Municipality	Relation to Urban Core	Population	Land Area (sqmi)	Population Density (pp/sqmi)	Median Household Income
Town of Vienna, VA	12mi W of Washington, D.C.	16,276	4.40	3,741	\$215,556
City of Fairfax, VA	15mi W of Washington, D.C.	24,835	6.24	3,870	\$128,708
City of Falls Church, VA	8mi W of Washington, D.C.	14,586	2.05	7,164	\$164,536
Town of Herndon, VA	20mi NW of Washington, D.C.	24,935	4.29	5,812	\$133,403
City of Birmingham, MI	16mi NW of Detroit, MI	21,715	4.79	4,551	\$151,556
City of Crestwood, MO	11mi SW of St. Louis, MO	12,221	3.59	3,458	\$111,791
Village of Deerfield, IL	23mi NW of Chicago, IL	18,950	5.53	3,472	\$185,762
City of Summit, NJ	19mi W of New York, NY	22,342	5.99	3,790	\$176,702

Source: 2018-2022 ACS 5-year estimates

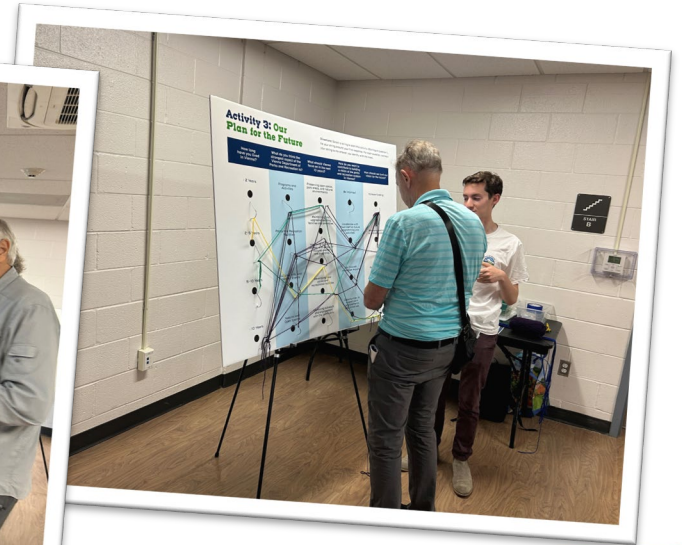
Community Engagement

- **Varying activities and events to engage the community to have their voice heard**
- **Peer communities evaluated consistent with:**
 - Meeting in a Box – Town staff supervised
 - Public Workshops
 - Pop Up Events
 - Attendance at Town events
- **Public Events**
 - May 16, 2024 Community Meeting
 - Summer Pop-Ups to be Announced
 - September Town Wide Event



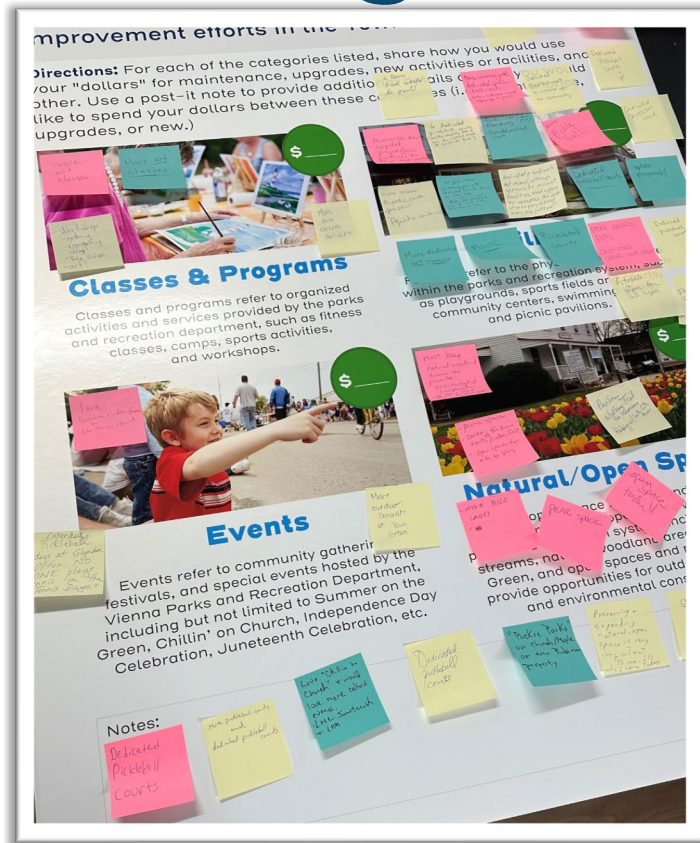
Community Engagement

- Community Meeting 1
 - May 16, 2024
 - +/- 50 attendees
 - Organized and executed by Kimley-Horn and Town staff
- Community dialogues
 - North East Vienna Citizens Association (NEVCA)
 - Supported by Town staff

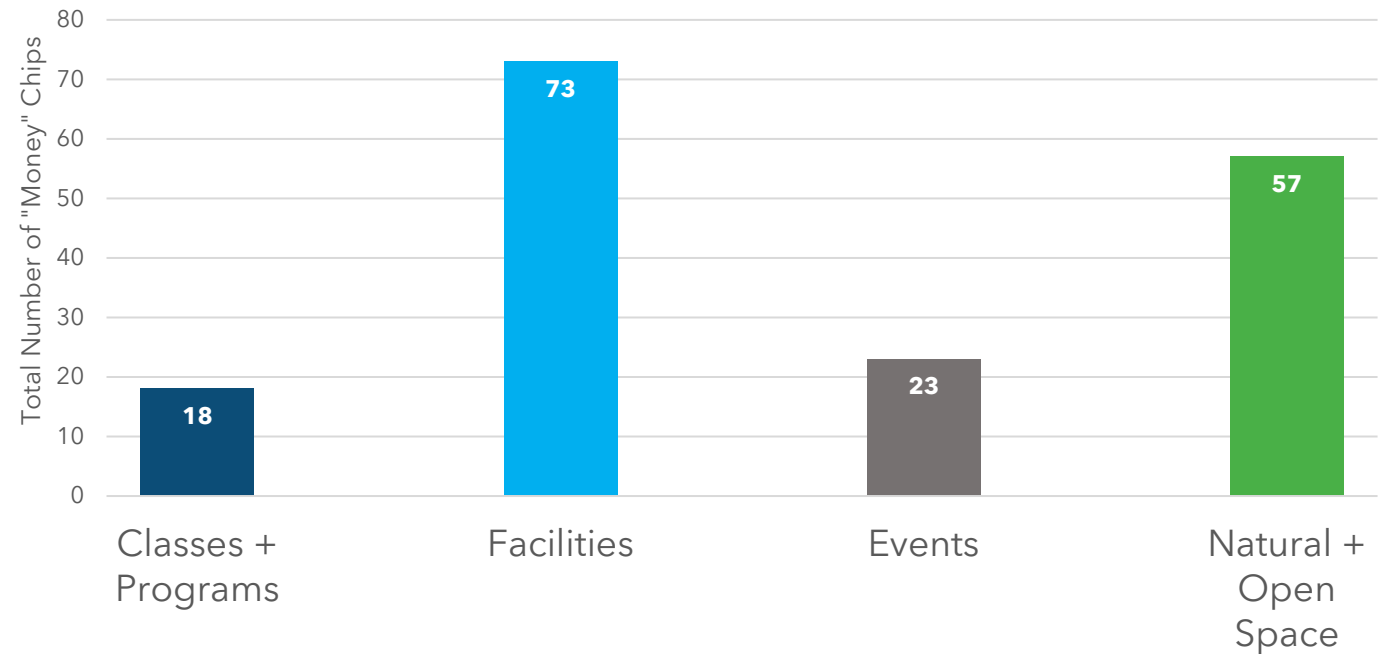


Community Meeting 1 Early Findings

Where do we want to be?



Activity 1: Our Plan to Invest

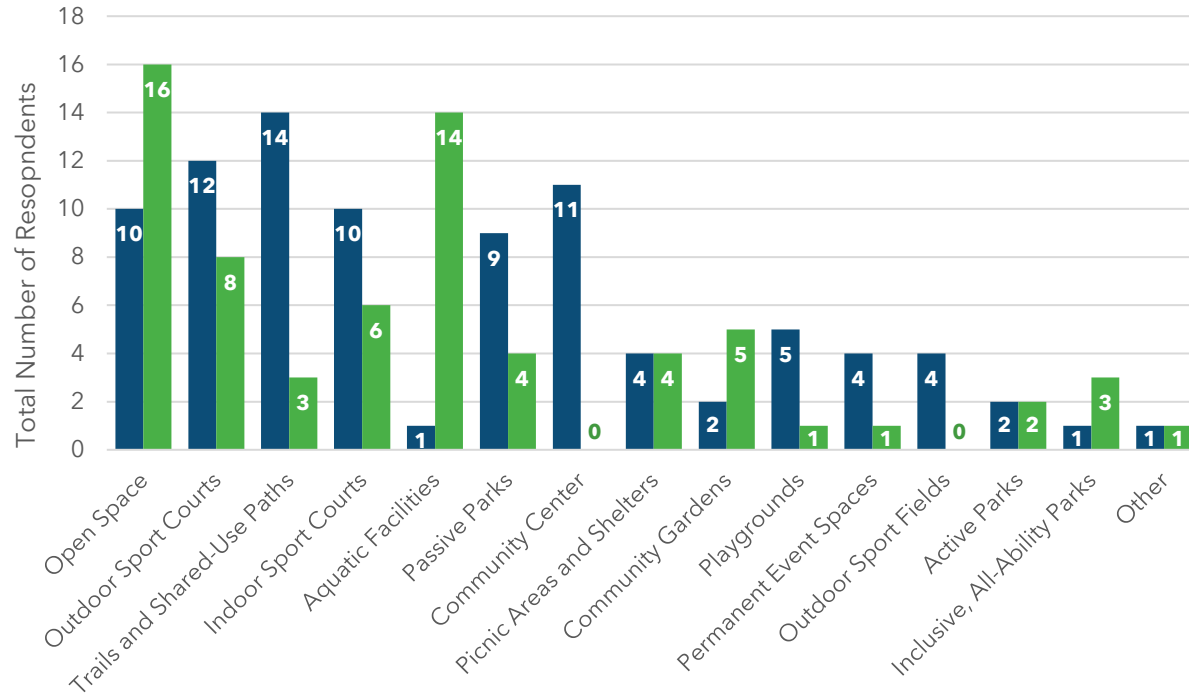




Early Findings (continued)

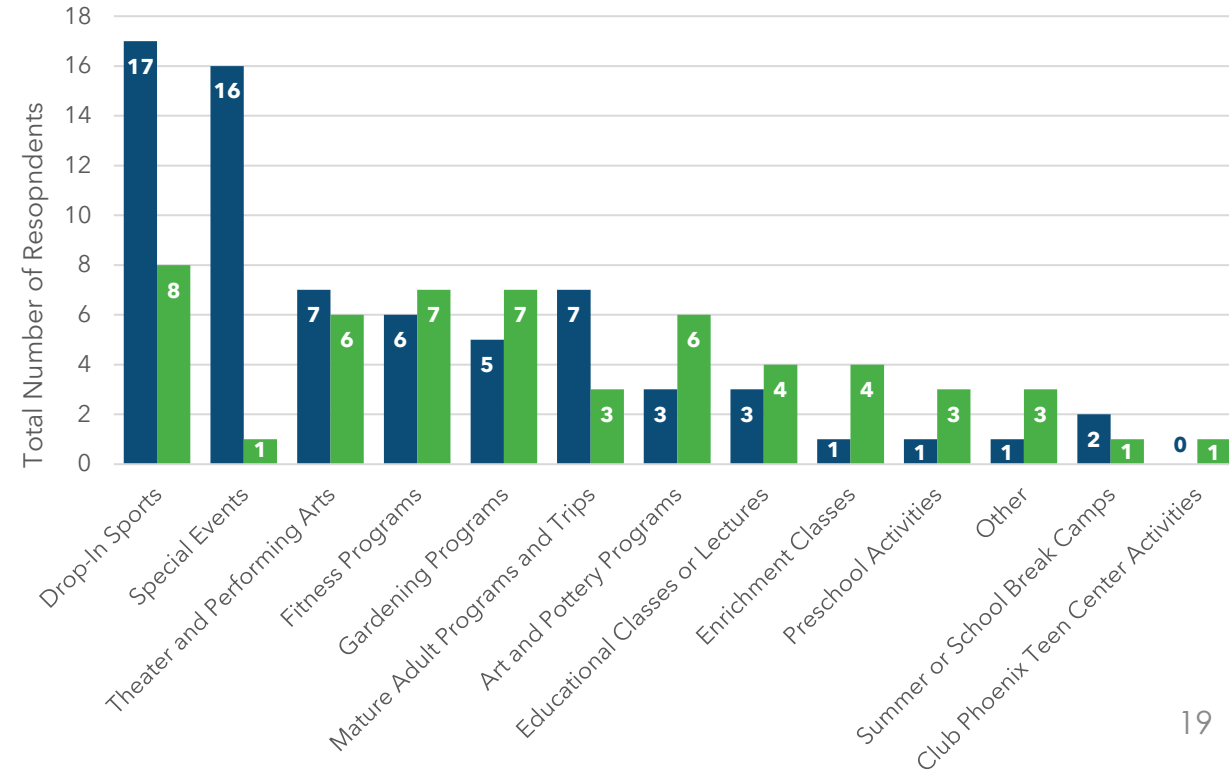
Activity 2: Our Plan to Participate - Facilities

■ Current Use ■ Future Use



Activity 2: Our Plan to Participate - Programs

■ Current Use ■ Future Use

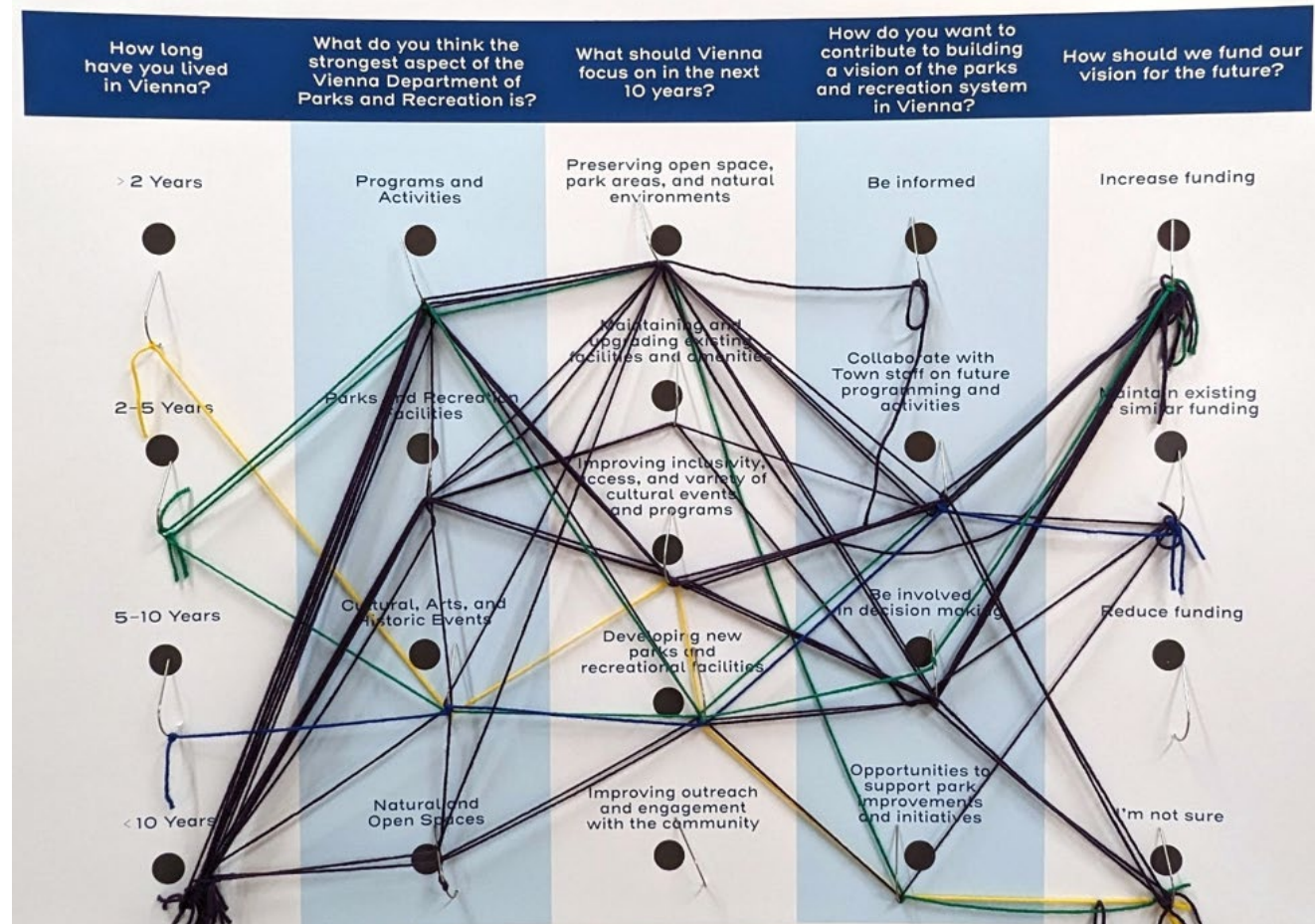




Early Findings (continued)

Activity 3: Our Plan for the Future

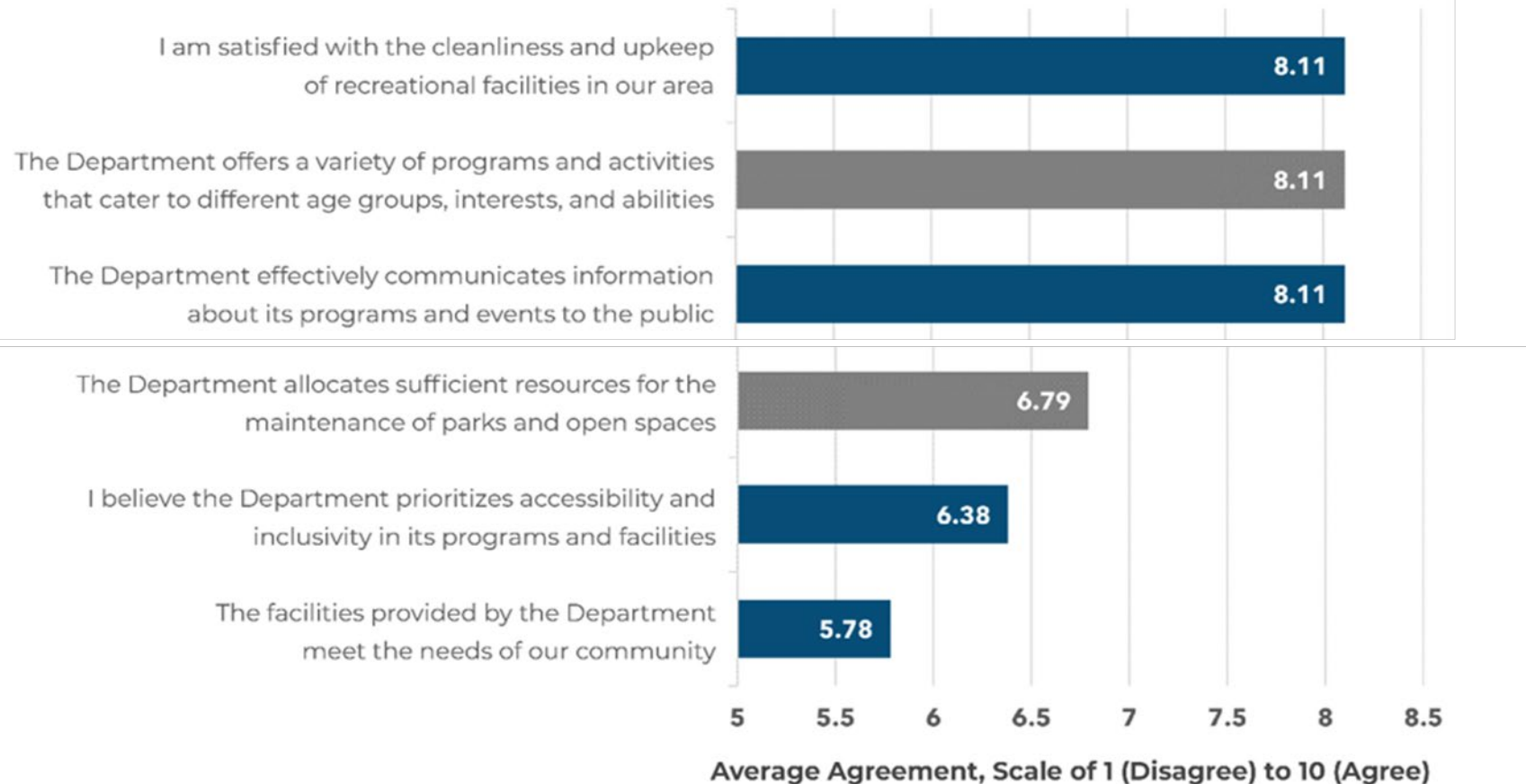
Directions: Select a string to start this activity. Starting at question 1, tie your string around your first response. For each question, connect your string to the answer you identify with the most.





Early Findings (continued)

Activity 4: Our Plan to Manage



Surveys

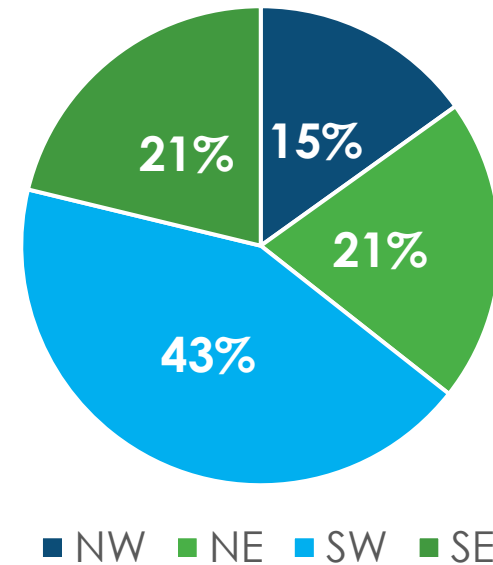
- **2 Different Surveys Issued:**
 - Statistically Valid Survey
 - Community Wide Survey
- **Statistically Valid Survey**
 - Distributed to 2000+ randomly selected households
 - Distributed by mail starting in March 2024
- **Community Wide Survey**
 - Available for all residents to participate in
 - Ongoing Now – completion July 15



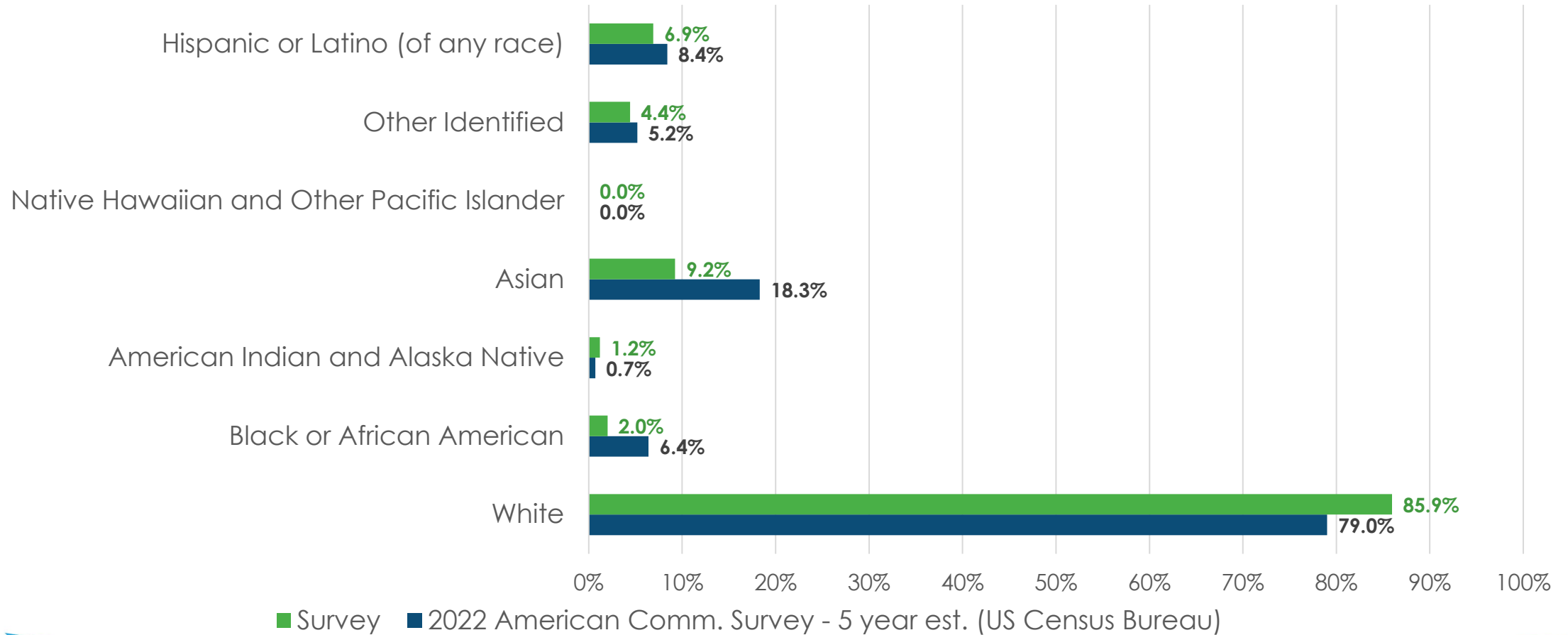
Statistically Valid Survey

- (As of May 24, 2024)
 - **318 responses collected**
 - +/-95% degree of confidence
 - +/-5.44% margin of error
 - 95% chance that the entire populations perspectives are within $\pm 5.44\%$ of the surveyed perspectives
 - Surveys distributed in English and Spanish
 - Full report of findings in development

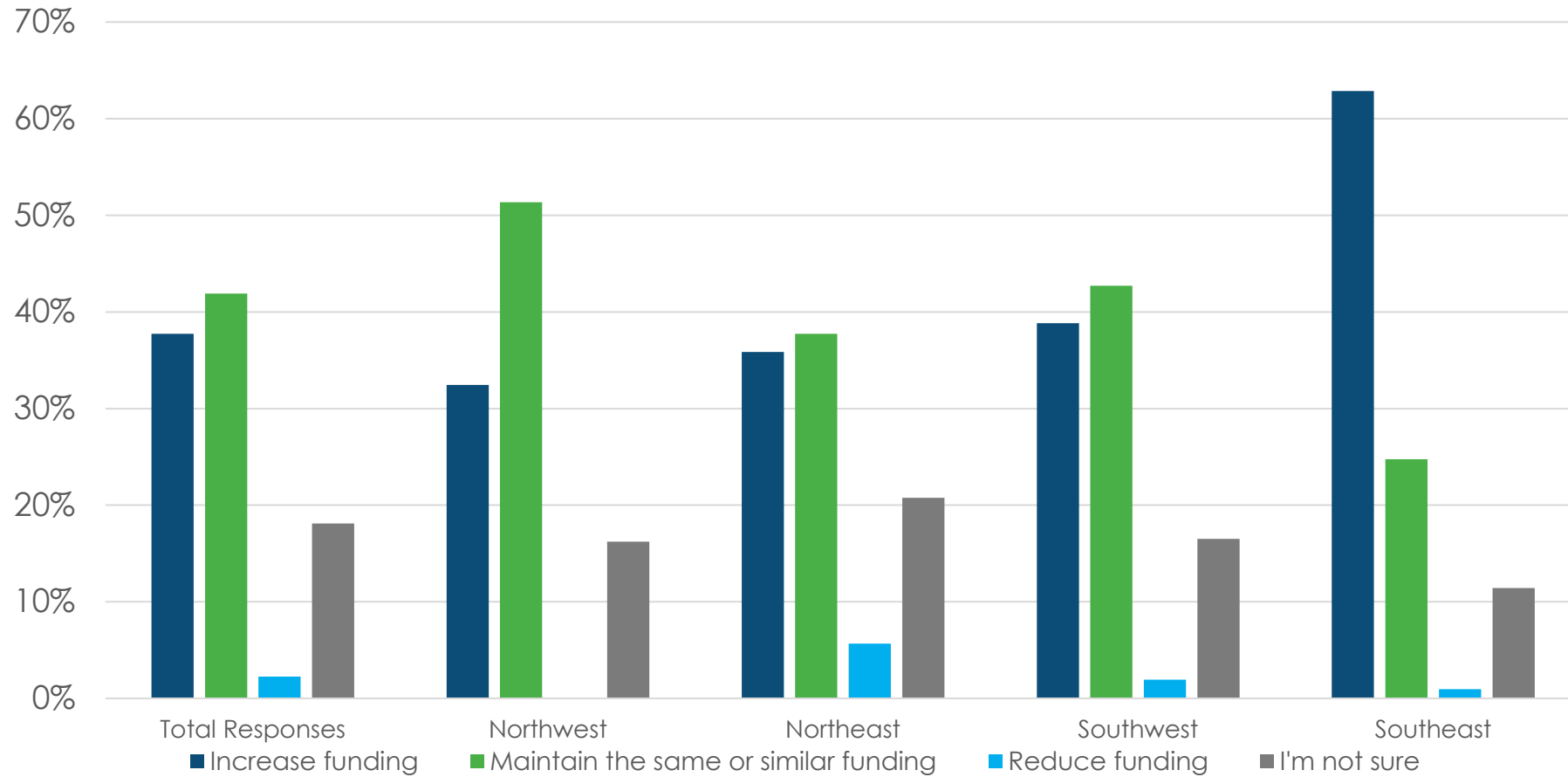
Participation By Town
Quadrant



Demographic Representation



Perspectives on Funding by Quadrant



What we are hearing

- Maintenance
 - The Town does not commit sufficient resources to the management and maintenance of woodland parks. Not adequate amount of sidewalks
 - The dog park needs more frequent maintenance, especially with the wood chips.
 - Insufficient trails and paths. The W&OD needs maintenance.
 - The trails and walking paths should be better maintained.

*These represent a few open-ended responses from the statistical survey; captured between April and May 2024.



What we are hearing

- Safety and access
 - There are too many cars driving too fast down our side streets that it is not safe for our kids to go outside on the street. There are not enough sidewalks for them to walk down nor do people stop at the traffic lights when people cross.
 - Not adequate amount of sidewalks.
 - We really badly need sidewalks everywhere. This is not a fun or safe place to walk for errands, school, or recreation.

*These represent a few open-ended responses from the statistical survey; captured between April and May 2024.



Community Survey

- Community Wide Survey
 - Survey Live NOW! Open until July 15
 - <https://www.surveymonkey.com/r/TownofViennaParksCommunity>
 - Approximate 15-20 minutes to complete
 - Surveys available in English and Spanish
 - Full report of findings in development



Community Survey

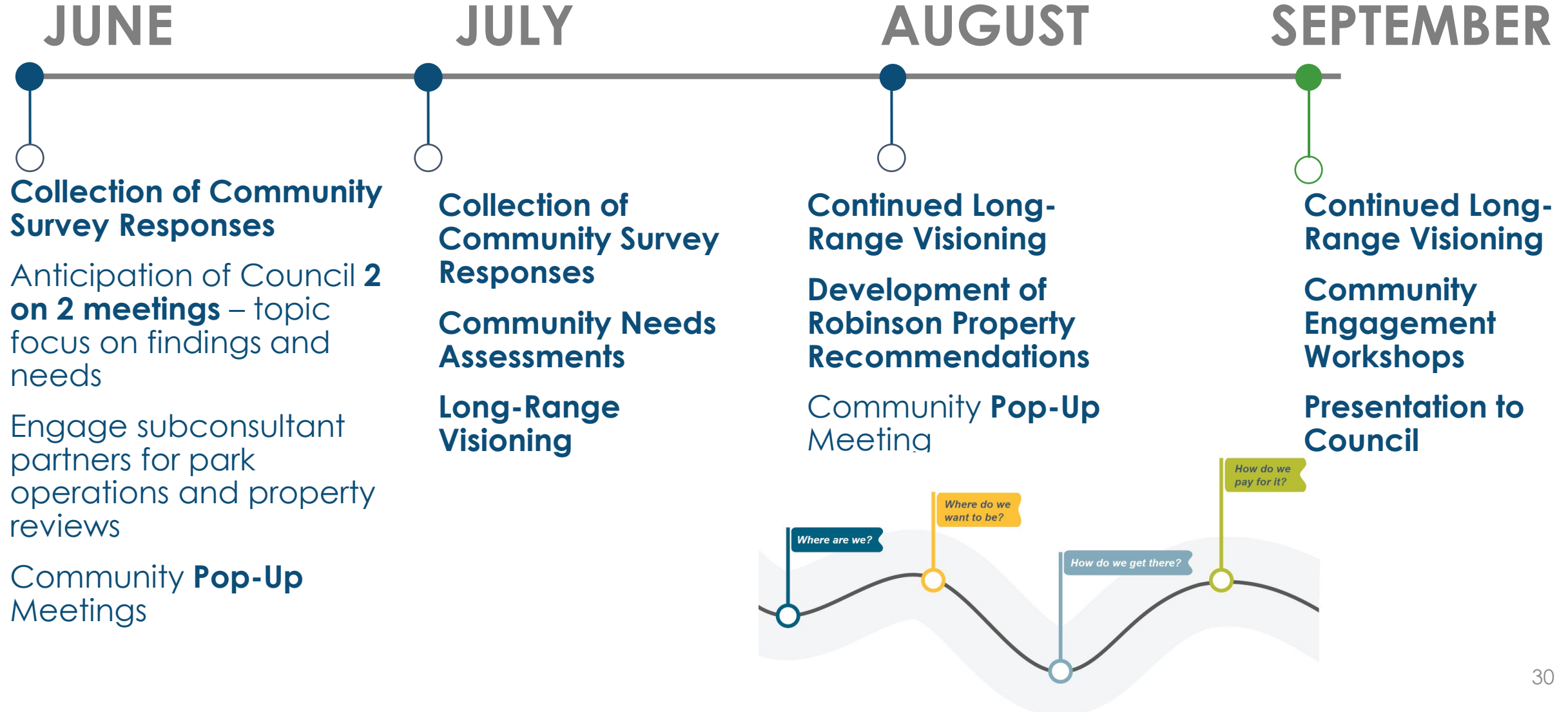


What can we expect the next time we meet?

(September)



Parks and Recreation Highlights



Follow-Up and Feedback

- David Samba
 - David.samba@kimley-horn.com
 - Kimley-Horn, Project Manager
- Jeff Holzer
 - Jeffrey.holzer@kimley-horn.com
 - Kimley-Horn, Deputy Project Manager



The Existing System

(Backup Slides)



What is Vienna's Parks and Recreation Master Plan:

A Plan that...

- emphasizes and enhances what makes Vienna unique
- provides equitable, fair and inclusive opportunities for all ages and abilities
- has a vision informed by community input
- supports growth in the town
- advises future decision-making
- is fiscally responsible
- is implementable, with a transparent and flexible roadmap



Planning Process and Schedule

1

Data Collection

- Guiding Documents
- Demographics Analysis
- Park and Facility Evaluations
- Program Evaluation

2

Community Needs

- Public Engagement
 - Council / Staff Workshops
 - Community Meeting
 - Meeting in a Box
 - Pop-Ups
 - Surveys
 - Website
- Level of Service Analysis

3

Long-Range Vision

- Vision Workshop
- *Big Moves*
- Guiding Principles
- Cost Estimates

4

Strategic Plan

- Implementation Plan
 - Phasing
 - Funding Opportunities
 - Partnerships
 - Priority Projects
- Draft and Final Plan



**Anticipated Approval
Spring 2025**



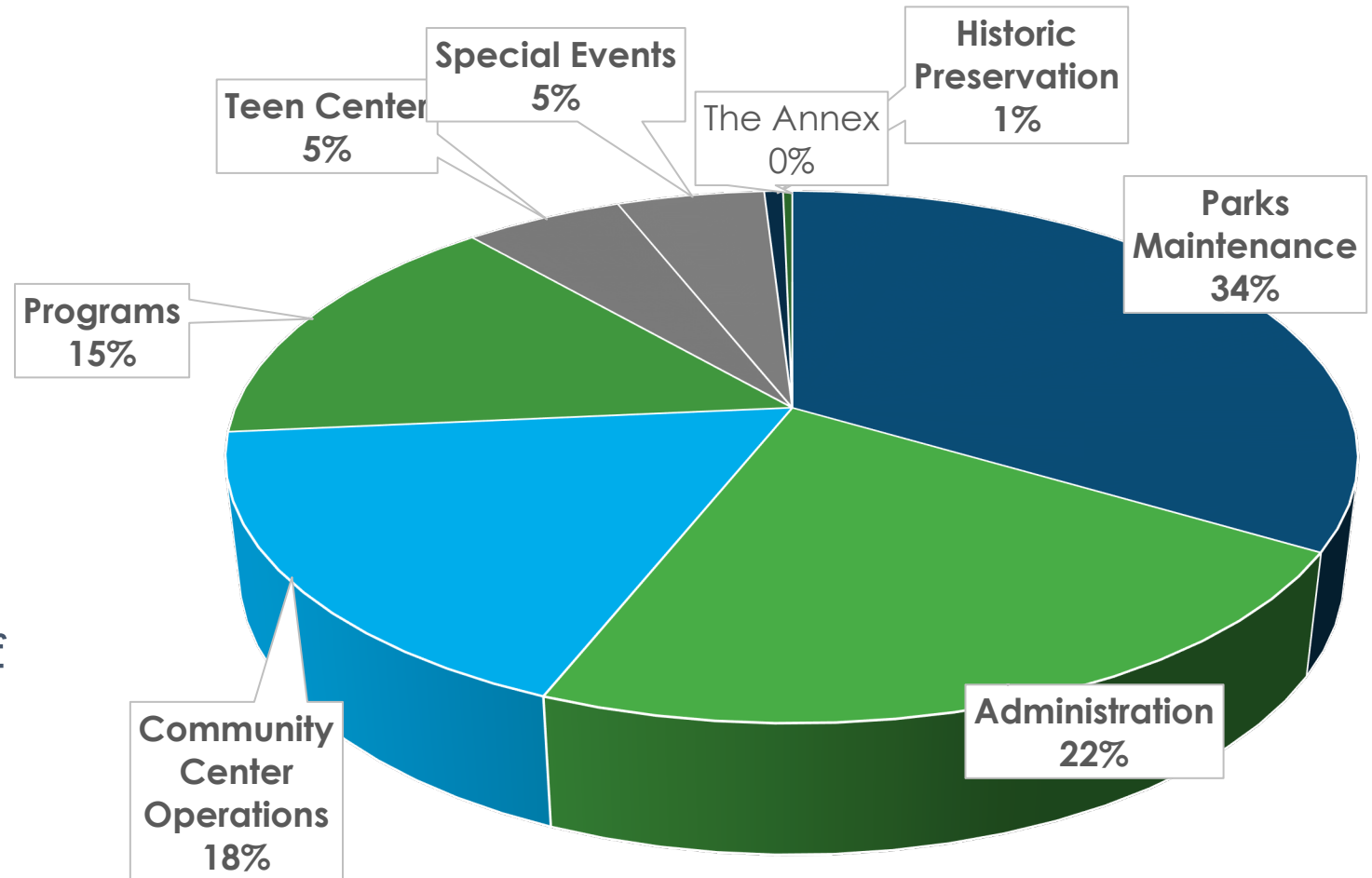
Revised 2023 Budget: \$5.05M
15% of General Fund

Mission

The Parks and Recreation Department is committed to creating community through people, parks, and programs.

Staffing

**26 Full Time Staff,
120 Part Time
Temporary/Seasonal Staff**



Parks and Recreation System

Existing Facilities and Parks

Vienna

157 acres
9.6 acres
per 1,000
residents

12 parks
(1,360
residents
per park)

87%
of residents live
within a 10-minute
walk of a park

Fairfax
County

20.64 acres per 1k residents
2674 residents per park

US

10.6 acres per 1k residents
2,386 residents per park



EXISTING PARKS

- 1 Branch Road Tot Lot
- 2 Glyndon Park
- 3 Meadow Lane Park
- 4 Moorefield Park & Vienna Dog Park
- 5 Northside Park
- 6 Peterson Lane Park
- 7 Robinson Property (identified for potential future park use)
- 8 Salsbury Spring Park
- 9 Sarah Walker Mercer Park
- 10 Southside Park
- 11 Waters and Caffi Fields (managed, but not owned)
- 12 Wildwood Park

CULTURAL AND COMMUNITY SITES

- 13 Bowman House
- 14 Vienna Community Center
- 15 Town Green, Freeman Store, Little Library
- 16 Broadwater Cemetery
- 17 Hunter Family Cemetery
- 18 Moorefield Cemetery
- 19 West End Cemetery

NON-TOWN MANAGED FACILITIES

- 20 Nottaway Park
- 21 Cunningham Park
- 22 Washington and Old Dominion Trail
- 23 Vienna Train Station (private)
- 24 Westwood Country Club (private)

PUBLIC SCHOOLS

- E Elementary School
- H High School

Parks and Recreation System

Programs and Events

- **650+ annual** recreation programs, classes, and events
- **+150k special event attendees**
- **Events:** Viva Vienna, Liberty Amendments Month, Independence Day, Oktoberfest, Halloween Parade, Chillin' on Church, Holiday Stroll, Kids on the Green, Summer on the Green, Vienna Youth Players, Halloween on the Green, Walk on the Hill, Vienna Youth Players and Vienna Theatre Company Productions
- **+11,000 Volunteer hours**



Preschool and Youth Classes



Summer Camp



Club Phoenix



Adult Art and Pottery



Adult Fitness



Adult Drop-In and On-going Programs



Mature Adult Classes and Lectures



Mature Adult Trips

