



## MEMORANDUM

**To:** Town of Vienna Planning Commission Members

**From:** Natalie Guilmeus, Director of Economic Development  
David Levy, Director, Department of Planning and Zoning  
Andrew Jinks, Transportation Engineer, Department of Public Works

**Date:** January 19, 2024

**Subject:** Parking Study Utilization & Recommendation Reports

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This memorandum provides a high-level summary of, and update to, the commercial parking study that, in February 2022, the Vienna Town Council directed be carried out. The parking study is a multi-departmental initiative executed by Nelson Nygaard, a local transportation planning firm that also served as a sub-consultant for the Code Create effort.

The purpose of this session with the Planning Commission is for the Planning Commission to receive a presentation on the draft and provide feedback.

Since the start of the study, the Town has worked with Nelson Nygaard to complete the following:

- Town-wide Parking Survey
- Parking Utilization Assessment
- Stakeholder Engagement Events
- Parking Recommendations

The parking study focused on evaluating the existing conditions in the Town's main commercial areas, which was the study area. The recommendations provide policy considerations, parking management programs as well as short-term and long-term actions that the Town and relevant stakeholders could consider to improve parking within the study area.

### *Parking Utilization Assessment (Inventory)*

At the start of the parking study effort, Nelson Nygaard completed an inventory of all public and key private parking resources in the study area, primarily along Maple Avenue, Church Street, Mill Street and Dominion Road. The exact study area is shown on a map in the report titled Existing Parking Conditions (attached to this memorandum). The report details key findings after assessing the usage of parking from 10 a.m. to 6 p.m. for a weekday and a weekend day in Vienna's commercial core. An analysis of over 5,000 parking spaces was completed during the inventory process. The report discusses key findings of the inventory assessment—including observations around the most visited locations within the Vienna study area by car and peak times for parking in off-street and on-street parking spaces.

### *Parking Survey*



The parking study initiative also included an analysis of parking behavior and preferences by Town residents and visitors. The survey was administered from January 31, 2023, to March 1, 2023, via the Town of Vienna’s website. Seven hundred forty-seven (747) responses were received. Survey respondents were asked to describe what works well about parking and traveling around Vienna’s commercial areas and what could be improved. A summary of the parking survey can be found in the Existing Parking Conditions report (page 32).

#### *Stakeholder Engagement Events*

A major component of the parking study initiative was to engage residents, visitors, and businesses, — asking for feedback from business stakeholders about the parking experience for employees and customers. The project team invited Town businesses to attend one of two focus group sessions in May 2023. In addition, discussions were held with members of the Town Business Liaison Committee and the public was invited to attend.

#### **Next Steps**

##### *Final Parking Report to Council*

On February 12, Town Staff and Nelson Nygaard will present the parking recommendations and strategies to the Town Council at a work session. The recommendations presented in the report are guided by the existing conditions analysis. The parking recommendations are attached to this memorandum. Any Town Council direction to staff on implementation would come later during a regular meeting.