



To: Corey Dockman  
Kimmel-Bogrette

From: David Samba, P.E.  
Kimley-Horn and Associates, Inc.

Date: June 26, 2024

Subject: ***Vienna Annex  
Public Engagement Summary and Recommendations  
Town of Vienna, VA***

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## **INTRODUCTION**

The Town of Vienna is engaging in a study to primarily identify a long-term use for a recently purchased property in the center of town at 301 Center Street S. The study will also serve as a tool to identify the interim use for the site.

The subject property is the former Faith Baptist Church located at 301 Center Street, South, Vienna, VA (the "Annex"). The church ceased operations in September 2020 and the approximately 3-acres of land was acquired by the Owner. The Town commissioned a separate study to identify costs of necessary improvements to the existing building. That study resulted in identification of improvements needed for occupancy including a fire-sprinkler system and new HVAC-system. The Town further independently determined that a new roof may be required. The anticipated cost of these items was cited at the time as approximately \$1.0-million USD.

Prior to making any investments to improve the building or the site, the Town wisely opted to initiate this study to help understand what a long-term outlook for the property might be and how that long-term outlook influences near-term decision-making and spending.

As a part of this study, Kimley-Horn, working as part of the Kimmel Bogrette team, designed and launched a robust community engagement plan to understand the communities wants and needs for the site and to provide education to the community about site constraints. The feedback received by the community is intended to be used as part of the identification and further study of potential future land uses for the site.

## **PURPOSE**

The purpose of this memorandum is to provide an overview of the public engagement effort undertaken to collect community feedback, provide a high-level summary of the feedback and emerging themes, and present Kimley-Horn's recommendation and impression with respect to the next steps of the feasibility study.



## ENGAGEMENT STRATEGY

Kimley-Horn designed an engagement strategy centered around the ideas of informing, consulting, collaborating, involving, and supporting the community. The ideas are further outlined below:

- **Inform** – Putting out information about the site, the constraints, and the process to reach a common and foundational understanding
- **Consult** – Questioning stakeholders about their wants, needs, desires, and curiosities
- **Collaborate** – Two-way engagement with joint learning, decision-making, and partnership to understand unmet needs in the Town and envision the future
- **Involve** – Two-way engagement that makes the stakeholders and community part of the process, but focuses their responsibilities to a few key asks
- **Support** – Providing tools, skills, and professional expertise to the community so they can express their perspective and have all the necessary information to make an informed decision or understand the decision-making process.

Engagement opportunities were designed to collect both qualitative and quantitative input by providing opportunities for the community to provide feedback both in-person and virtually. The specific engagement strategy for this study consisted of:

- A community perspectives questionnaire,
- Two-on-Two council member listening sessions,
- 1 interdepartmental Leadership meeting.
- Two (2) public workshops/meetings

The key goal of the of this process was to understand the perspectives and values of the community through public participation while managing expectations about the feasibility of the Annex Site through educating the public and stakeholders.

## ENGAGEMENT OVERVIEW AND FINDINGS

A high-level summary of emerging themes and land uses that were suggested for future study is provided below.

Emerging Themes:

- Vienna as a fiscally responsible government and strategic decision-making
- Uniquely Vienna & maintaining the “small town” feel
- Vienna as an active community
- A place for all, with tailored activities for some
- Fulfilling a missing or underserved need
- Sustainability, open space, and outdoor programming as core instead of additive
- Understand the process to buy into the outcome



## Community Perspective Questionnaire

The Kimley-Horn team design and launched an online community perspective questionnaire to understand community perspectives and unmet needs to better inform the study process. The questionnaire consisted of 8 questions and was oriented to help the team understand attitudes and perspectives on the types of land uses that are valued or needed in general as well specially at the site. The questionnaire was open from March 7, 2023 to May 1, 2023. A total of 1,204 respondents completed the survey. A high-level summary of respondent demographics is shown in Table 1. A copy of the questionnaire is included as **Attachment A** to this document. A copy of the full survey responses is included as **Attachment B**.

Table 1: Questionnaire Respondent Demographics

Respondent Demographics	Town of Vienna Resident	Non-Town of Vienna Resident	Unknown	Total
<b>Number of Respondents</b>	633 (61%)	258 (25%)	148 (14%) <sup>1</sup>	1,039 (100%)
<b>Respondent Age Range</b>	18 or younger: <1% 19 to 24: <1% 25 to 34: 6% <b>35 to 44: 27%</b> 45 to 54: 23% 55 to 64: 17% 65 to 74: 13% 75 and older: 4% Other: 10%	18 or younger: <1% 19 to 24: 2% 25 to 34: 11% <b>35 to 44: 26%</b> 45 to 54: 17% 55 to 64: 19% 65 to 74: 10% 75 and older: 5% Other: 10%	18 or younger: <1% 19 to 24: 1% 25 to 34: 9% <b>35 to 44: 57%</b> 45 to 54: 14% 55 to 64: 1% 65 to 74: 1% 75 and older: 1% Other: 14%	18 or younger: <1% 19 to 24: 1% 25 to 34: 7% <b>35 to 44: 31%</b> 45 to 54: 20% 55 to 64: 15% 65 to 74: 11% 75 and older: 4% Other: 11%
<b>Proximity to Site</b>	< 0.25 mile: 18% 0.25 – 0.5 mile: 28% <b>0.5 – 1 mile: 41%</b> > 1 mile: 11% Other: 2%	< 0.25 mile: <1% 0.25–0.5 mile: 2% 0.5 – 1 mile: 12% <b>&gt; 1 mile: 81%</b> Other: 5%	< 0.25 mile: 9% 0.25–0.5 mile: 22% <b>0.5–1 mile: 39%</b> > 1 mile: 27% Other: 3%	< 0.25 mile: 13% 0.25–0.5 mile: 21% <b>0.5–1 mile: 33%</b> > 1 mile: 31% Other: 2%

The survey was designed to collect information from participants on what types of activities they enjoyed participating in within the Town, what activities or uses they place the highest value on, and any needs that weren't currently being met by the Town. Summarized findings are provided below and in the graphics on the following page.

<sup>1</sup>The 148 “unknown” survey respondents were either not able to and/or chose not to answer the question asking if they were a Vienna town resident. Based off the responses to the “proximity to the site” question, the Kimley-Horn team assumed that any respondent that lived within a half-mile of the site was a town resident.

### What three activities in the Town of Vienna do you value the most?

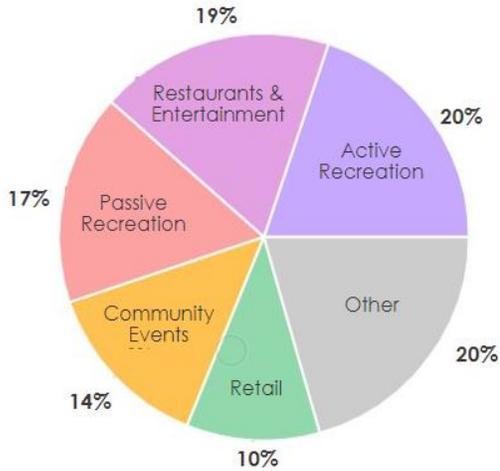


Figure 1: Activity Priorities

### What three activities do you feel the Town is currently lacking or would like to see more of?

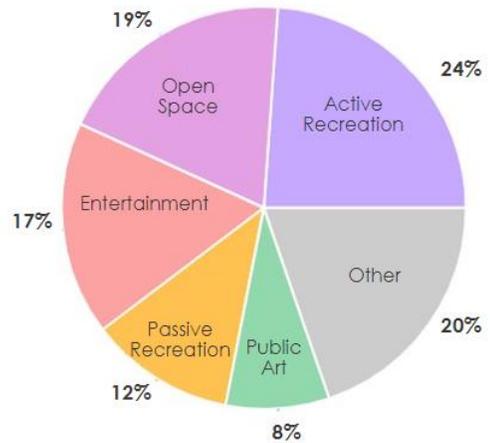


Figure 2: Vienna Activity Needs

### What three things do you value the most in public spaces?

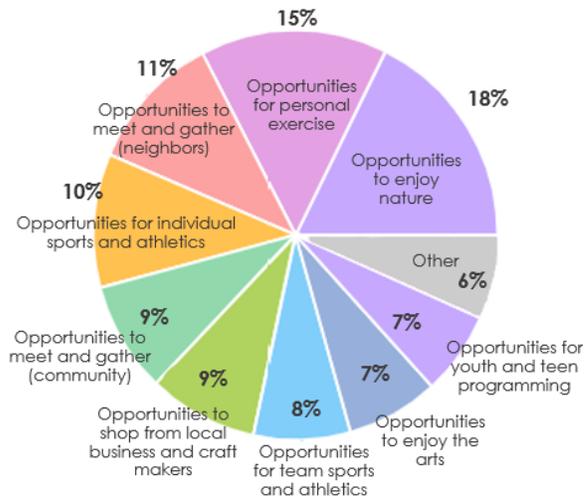


Figure 3: Public Space Priorities





Dominant Land Uses to Consider:

- Active recreation
  - Exercise/fitness facility
  - Indoor rectangular courts
  - Aquatics center
  - Outdoor pool
- Community center with meeting space
- Event space
- Open space
  - Park
  - Outdoor rectangular courts
  - Athletic fields



## 2 on 2 Council Member Listening Sessions

Kimmel Bogrette and Kimley-Horn held listening session with councilmembers to better understand their perspectives on the site. Parks and recreation staff participated in these listening sessions. A high-level summary of emerging themes and land uses from each meeting is as follows:

### Councilmembers Potter and Springsteen

- Emerging Themes:
  - Messaging questionnaire as an opinion poll versus statistical survey
  - Use the process to manage expectations
  - Think about uses that complement instead of duplicate or compete with existing uses
  - Long-Term use plan needs to be backed by a funding plan
- Land Uses to Consider:
  - Aquatics (indoor or seasonal pool)
  - Classroom facilities / Multipurpose rooms
  - Fitness Facility
  - Indoor recreation and/or practice facilities
  - Soccer, lacrosse, pickleball spaces
- Questions to consider:
  - Cost for the current building. Costs to maintain as is and costs to bring up to code
  - What additional tax impacts would be needed to construct and operate/maintain the land use
  - Are there advantages to keeping the gym on site

### Councilmember Patel

- Emerging Themes:
  - Broad advertisement of the questionnaire is critical for engagement. We need to make it simple to access and complete
  - Important to encourage more participation in this process and think about ways to hear from underrepresented groups (possibly middle-aged, married with children residents)
  - important to understand who is providing input (residents versus visitors)
- Land Uses to Consider:
  - Aquatics (indoor pool)
  - Sport complex for all residents
  - Pickleball courts
  - Public/private partnership for boutique retail, one-of-a-kind shops, or local brewery
  - Office space / Multipurpose rooms – in combination with another use on the site
  - Fitness Facility (gym, weight room)
- Questions to consider:
  - What land uses can be used by all ages and abilities.



### **Councilmember Anderson and Town Manager Payton**

- Emerging Themes:
  - There is not one obvious use for this site
  - We need to educate the community of what is possible and what it will cost
  - Vienna has a strong small-town energy in an urban environment. Rather than copy other towns, we should think about what makes Vienna Unique and build off it.
  - Identify the most important unmet need in the town and determine if this site can fulfill the need
  - Quality and design of architecture will be a key element. Height and sound buffering will similarly be critical
- Land Uses to Consider:
  - Aquatics (public pools and with a unique twist – slides, water play features)
  - Senior Facility
  - Fitness/Exercise
  - Meeting Rooms
  - Ball fields
  - Hotel options / conference center
  - Office space / Multipurpose rooms – in combination with another use on the site
- Questions to consider:
  - Could the site serve as a business incubator
  - How would parking work on the site and is shared parking an option

### **Mayor Colbert and Councilmember Brill**

- Emerging Themes:
  - Make sure engagement touches on stakeholder groups like Vienna Moms, religious centers, non-profit groups – we don't want to leave anyone out
  - Need to make sure that people understand the constraints to the site; we don't want to get hopes up.
  - Look into similar, successful towns and what they have to offer; what is Vienna missing that those successful places have.
  - Discounted access for town residents (for facilities that charge a fee)
  - The site needs to augment what makes the Town of Vienna special.
- Land Uses to Consider:
  - Theatre/Auditorium
  - Aquatics (training pool) in combination with another use (fitness)
  - Senior Facility
  - Fitness/Exercise/sport facilities (walking track, volleyball, basketball)
  - Minigolf and/or large size lawn games
  - Rectangular Ball fields
  - Indoor Pickleball
- Questions to consider:
  - Vienna has a wide range ages and new families and diverse group of residents; how can we involve them in this process
  - How to mitigate noise for residential neighbors
  - What are the current waitlist for sports and summer camps



## Interdepartmental meetings

Kimmel Bogrette and Kimley-Horn held listening session with the leaders of various town departments to better understand their perspectives on the site. Participating departments included:

- Information technology
- Economic Development
- Public Works
- Planning and Zoning
- Finance
- Public Information
- Police
- Parks and Recreation
- Town Manager

A high-level summary of emerging themes and land uses from each meeting is as follows:

- Emerging Themes:
  - We shouldn't be constrained by current finances or approaches. There are alternate funding strategies that can be explored (raise taxes, sell property,
  - People want interesting things to do in town.
  - We need to be mindful of keeping the small town feel with any concept.
  - This site is of high visibility/importance to main community members
  - Parking will be a problem, but this is a townwide issue. We need a strategic parking plan.
  - Temporary often becomes permanent so we need to be mindful of recommending any temporary uses
  - We need to think about how the new site can make Vienna a tourist destination and tell the story of Vienna
- Land Uses to Consider:
  - Combined Town Hall / Recreation Facility
  - Parking
  - Fitness/Exercise + coffee bar
  - Civic Center with meeting space for business and events
  - Rentable pavilion w/ fully equipped kitchen and incubator space
  - Pop-Up retail space
  - Community garden
  - Athletic Fields
- Questions to consider:
  - We need to understand fully loaded costs (O&M, Liabilities, etc.)
  - How can we future proof any idea so that it will be used as we envision
  - How can we leverage the police station as a neighbor
  - Could we sell the property to fund other pursuits



## Workshops

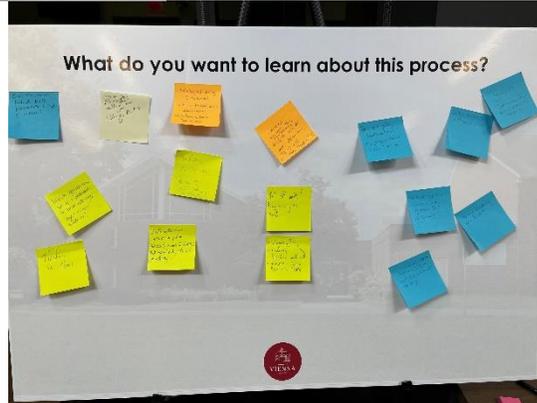
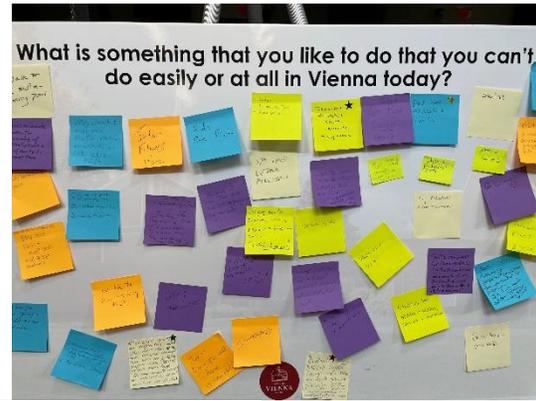
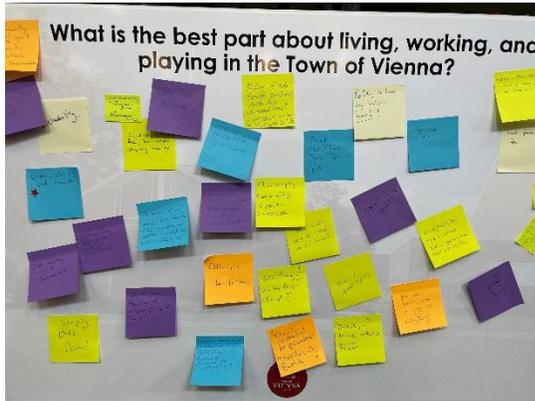
Key questions that the team explored during public workshops include:



### Workshop #1

The first public workshop was held on Tuesday March 28, 2023, in the Vienna Police Department community room. The Project Team presented an overview of the project and lead three (3) engagement activities that were designed to solicit public feedback on what the wants and needs of the town are.

- “In Your Words” Activity
- “Vienna Values” Activity
- “The Perfect Fit” Activity

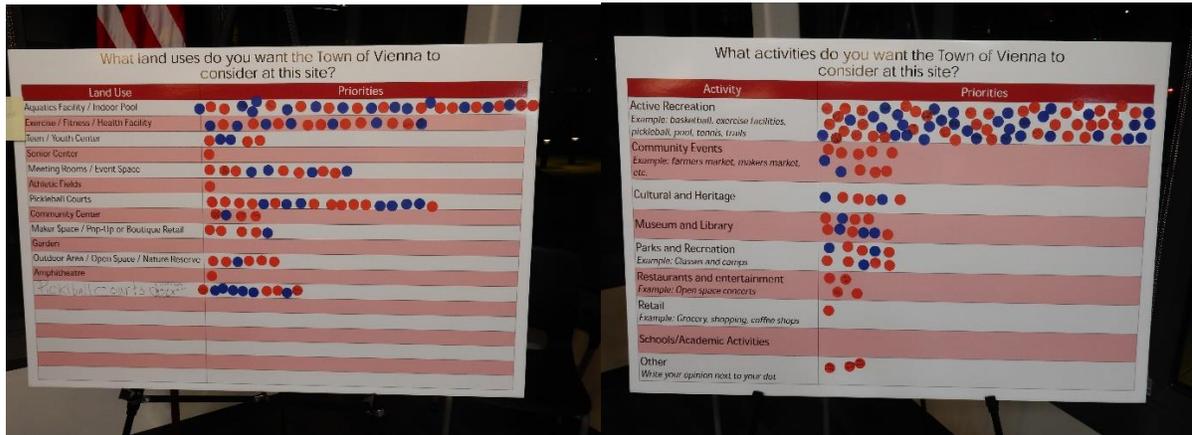


### “In Your Words” Activity

The activity focused on gaining open ended feedback to allow community members to form their own responses without guidance aside from the question itself. The activity was intended to begin the process of teaching individuals to view the potential of the Vienna Annex site as an opportunity to extend the uniquely Vienna community, while adding a new value. Participants were asked to answer the questions on a sticky note for each board in an open ended, free form platform. The activity emphasized the community wants, values, and interests.

- Emerging Themes
  - Include ALL groups in the discussions and process
  - Emphasis and meet the need on livability and walkability
  - Maintain a small town feel with accessibility to big city resources
- Land Uses
  - Pickleball
  - Gym Space (indoor and outdoor)
  - Skatepark / roller rink
  - Movie theater

- Teen / kids facilities Some notable responses included:
  - What is the best part about living, working, and playing in the Town of Vienna?
    - “Everything in one location”
    - “Small town feel with accessibility to big city”
  - What is something that you like to do that you can’t do easily or at all in Vienna today?
    - “Go swimming”
    - “Play pickleball without access limitations”
    - “Watch a movie”
  - What do you want to learn about the process?
    - “How is funding handled?”
    - “How to influence decision?”
    - “Who makes the ultimate decision?”

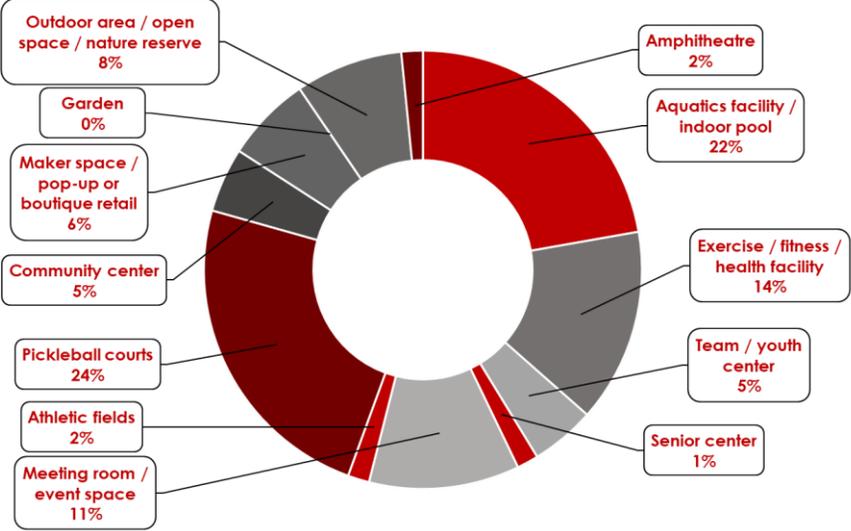


### “Vienna Values” Activity

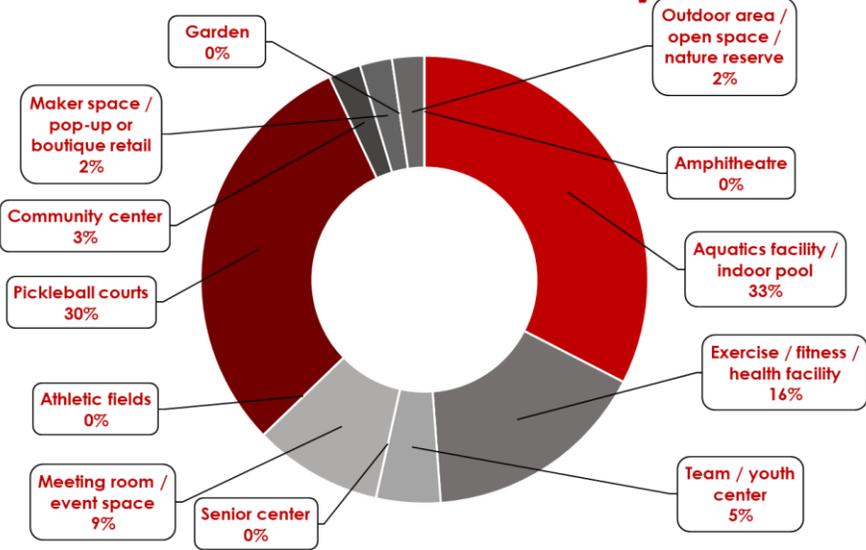
This activity focused on the types of activities and types of development valued by the individual and the community. Participants were asked to place a red sticker on the activity and land use valued the highest as individuals and then place a blue sticker on the activity and land use the community would value the most. This allows the design team to not only see if individuals value the same activity and/or use, but also determine if individual and community values align.

- Emerging Themes
  - For activities as individuals’ active recreation and community events are valued, but as a community pools and museums are valued
  - For land uses as individuals pickleball courts and pools are most valued, while with community mindset pools then pickleball courts are most valued
- Land Uses
  - Community feedback focused on outdoor and/or active uses. The priority uses are pool, pickle ball, and fitness facility.

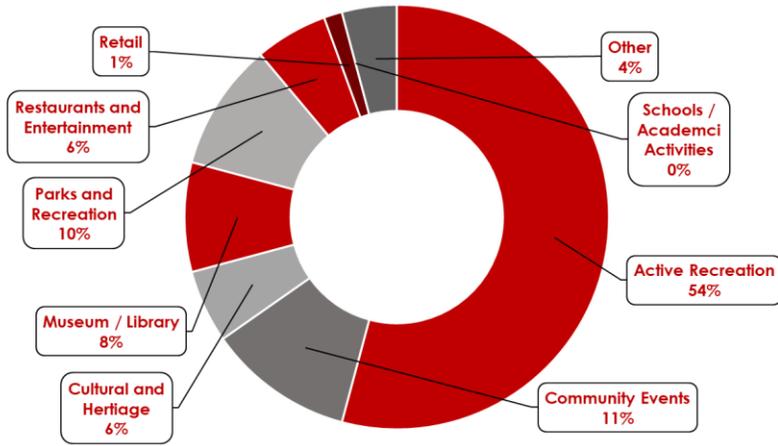
### Land Uses - Individual



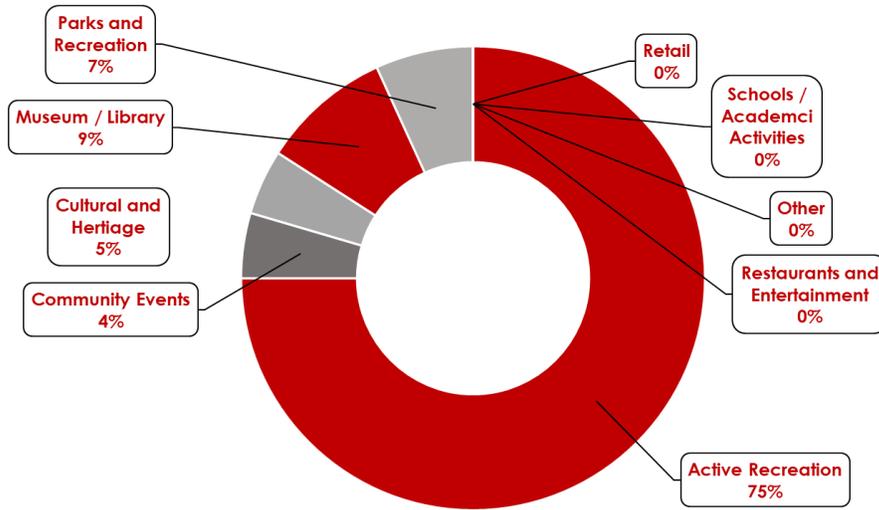
### Land Uses - Community



### Activities - Individual



### Activities - Community





### “The Perfect Fit” Activity

This activity encouraged participants to bring to life the land uses they value or desire within the Town of Vienna. The activity enabled community members to imagine their ideal site, while understanding the constraints that will be met in development. Participants were asked to use scaled land use blocks to determine the feasibility of their design on a scaled aerial of the Vienna Annex site. Constraints included required parking with associated uses, estimated setbacks, and site coverage limitations. The activity allowed participants to understand that although the values of individuals and the community are weighted heavily in the decision for the Vienna Annex site, there are physical and jurisdictional limitations that must be accounted for in this process.

There were many versions of the perfect fit from community members. Town of Vienna community members emphasized small town feel with active recreation and appealing to multiple users while maximizing the site. Contrasting, other community members pushed to limit development of the site for residents directly neighboring the Annex. Despite differences in motivations a common layout appeared among individuals “Perfect Fits”.



- Emerging Themes
  - Concern for noise impacts
  - Inclusive uses to all ages and groups
  - Indoor and outdoor spaces
- Land Uses

AQUATICS FACILITY INDOOR RECREATION

OUTDOOR POOL RECTANGULAR SPORTS FIELDS

EXERCISE/FITNESS PICKLEBALL OUTDOOR RECREATION

CULTURAL CENTER COMMUNITY GARDENS PLAYGROUND

#### Resulting Questions

- How can the site be utilized for all ages?
- How is the site going to be funded
- How to teach the community about the site development process?
- How to teach the community about funding process?



## Workshop #2

Kimley-Horn hosted two (2) pop-up events during the week of May 8, 2023: on Wednesday May 10, 2023 from 4:00 PM - 7:00 pm at the Vienna Community Center and on Saturday May 13, 2023 from 10:00 am - 2:00 pm at the Vienna Farmers Market.

These times and venues were chosen to accommodate community members with a variety of schedules who would not be able to attend a traditional evening meeting. The project team selected the times and locations with the intention of maximizing foot traffic interaction by meeting people in locations that were heavily frequented by community members.

The team lead one engagement activity at each pop-up event that was designed to educate members of the public on the feasibility of typical land uses and solicit feedback on what types of land uses they wanted the project team to study. The pop-up events provided additional opportunities for community members to share their perspectives and provide feedback on the future of the Annex Property. The “Perfect Fit” Activity was again utilized, but with enhancements to include a 3D component to better represent the spatial constraints of the site. This provided an additional perspective to participants of how the various land uses and building types could fit on the site and how they relate to one another in scope and scale.

The project team kept a tally of participants for each of the pop-up events and noted any comments participants had while completing the activity. Table 2 and Table 3 summarize the estimated number of participants at each of the pop-up events.

- Summary
  - Pop-up #1

*Table 2: Pop-Up #1 Participation Summary*

Age	Number of people that stopped by:
12 or Younger	21
13 to 18	2
19 to 24	0
25 to 34	0
35 to 44	9
45 to 54	5
55 to 64	7
65 to 74	2
75+	0
<b>Total</b>	<b>46</b>

- Key takeaways from event
  - Interest in maximizing the site with multiple stories
  - Indoor and outdoor pool space creates an activity for younger community members all year round



- Utilize the space for a technology, art, or teaching center
- Pop-up #2
  - Estimated # of participants broken down by estimated age range

*Table 3: Pop-up #2 Participation Summary*

Age	Number of people that stopped by:
12 or Younger	21
13 to 18	4
19 to 24	0
25 to 34	1
35 to 44	3
45 to 54	13
55 to 64	17
65 to 74	5
75+	0
<b>Total</b>	<b>64</b>

- Key takeaways from event
  - Focus on wintertime activities
  - Open space with multiple uses / ability to be a flex space
  - Indoor and outdoor pool center



## Summary and Recommendations

### Emerging Themes

- Fiscally responsible and strategic decision-making
- Uniquely Vienna & maintaining the “small town” feel
- Vienna as an active community
- A place for all, with tailored activities for some
- Fulfilling a missing or underserved need
- Sustainability, open space, and outdoor programming as core instead of additive
- Create a transparent process

### Potential Uses

Broad Programming	Addresses a Widely Expressed Missing Need	Higher Community Continuity	Higher Cost Impacts
AQUATICS FACILITY MULTIPURPOSE ROOMS INDOOR RECREATION EXERCISE/FITNESS OUTDOOR POOL PAVILION COMMUNITY GARDEN EVENT SPACE SPORTS COMPLEX MAKER SPACE  CIVIC CENTER POP-UP RETAIL THEATER / AUDITORIUM PLAYGROUND CONFERENCE CENTER SENIOR CENTER HOTEL PLAYGROUND YOUTH/TEEN CENTER PICKLEBALL BREWERY	AQUATICS FACILITY  EXERCISE/FITNESS INDOOR RECREATION  OUTDOOR POOL CULTURAL CENTER  EVENT SPACE SPORTS COMPLEX MULTIPURPOSE ROOMS COMMUNITY GARDEN  YOUTH/TEEN CENTER SENIOR CENTER HOTEL THEATER / AUDITORIUM CIVIC CENTER PAVILION PLAYGROUND CONFERENCE CENTER MAKER SPACE BREWERY PICKLEBALL POP-UP RETAIL	MULTIPURPOSE ROOMS PLAYGROUND PAVILION INDOOR RECREATION SENIOR CENTER THEATER / AUDITORIUM YOUTH/TEEN CENTER COMMUNITY GARDEN CULTURAL CENTER EXERCISE/FITNESS CIVIC CENTER  EVENT SPACE  SPORTS COMPLEX CONFERENCE CENTER OUTDOOR POOL MAKER SPACE BREWERY POP-UP RETAIL PICKLEBALL AQUATICS FACILITYHOTEL	AQUATICS FACILITY INDOOR / OUTDOOR POOL HOTEL SPORTS COMPLEX CONFERENCE CENTER THEATER / AUDITORIUM SENIOR CENTER INDOOR RECREATION YOUTH/TEEN CENTER MULTIPURPOSE ROOMS EXERCISE/FITNESS BREWERY CIVIC CENTER  POP-UP RETAIL PAVILION CULTURAL CENTER RECTANGULAR FIELDS PLAYGROUND EVENT SPACE COMMUNITY GARDEN PICKLEBALL MAKER SPACE
Specific Programming	Addresses a Missing Need	Lower Community Continuity	Lower Cost Impacts

### Recommendations

- Existing building has limited reuse options
- Consider demolishing building to increase available options on site
- Consider further study of a combined aquatics/fitness space
- Consider further study of an outdoor gathering space/plaza/convertible community space with limited programming and operational costs
- Focus on broad, multigenerational and inclusive programming that addresses a widely expressed missing need while being realistic about the fiscal impacts