

# Town of Vienna Comprehensive Plan



2015 Update  
Final Draft  
May 11, 2016

# State Requirements

The Code of Virginia requires every community to adopt a comprehensive plan for the territory within its jurisdiction and to review such plan for amendments at least once every five years (see Code of Virginia, Title 15.2, Ch. 11, Art. 4 Section 15.2-2223).

The Comprehensive Plan must guide “...a coordinated, adjusted, and harmonious development of the territory which will, in accordance with present and probable future needs and resources best promote the health, safety, morals, order, convenience, prosperity and general welfare of the inhabitants.”



# Changes in the Comprehensive Plan from 2010 to 2015 Draft

## 2010 Comprehensive Plan

- Foreword
- History
- Demographics
- Environmental Features
- Existing Land Use
- Transportation System: Conditions and Trends
- Community Facilities and Services
- Future Land Use Plan
- Future Transportation Plan
- Future Community Facilities and Services Plan
- Appendix

## 2015 Comprehensive Plan Draft

- Vision Statement
- Introduction
- Community Profile
- Land Use
- Economic Development
- Transportation
- Community Facilities and Services
- Parks and Recreation
- Environment and Sustainability
- Implementation
- Appendix

# Goal of the Comprehensive Plan

Where are we?

Where do we want to go?

How do we get there?



# **Vision Statement**

**The Town of Vienna will be a safe, vibrant, environmentally conscious community with small town character, strong single-family neighborhoods, and distinguished businesses and services.**



# Safe

- Safe streets - comfortable for walking and biking
  - Sufficient lighting
  - Lively streets
  - Sidewalks
  - Bike lanes
- Low crime





# Vibrant

- “Full of energy and enthusiasm”
- Community events
- Lively streets
- Social gatherings at public spaces
- Part of a sense of identity



- Promote Tourism
- Public Art
- Town Branding



# Environmentally Conscious

- Sustainability
  - Composting
  - Solar energy
  - Water conservation
  - Alternatives to travelling by automobile
- Taking the environment into consideration when making land use decisions
- Protect and restore the natural environment

- Regulations
- Incentives
- Restoration Projects





# Small Town Character

- Planned origins
- Diverse uses within a common building vocabulary
- Distinguishing features
  - Design Guidelines
- Sense of community
- Opportunities for casual socializing
- Open space within and around
  - Park Master Plan
- Compact form and incremental growth
  - Village housing



Credit: Flickr.com, Payton Chung



# Strong Single-Family Neighborhoods

- Retention of single-family detached neighborhoods
- Promote stability of neighborhoods through other housing options around/in commercial zones





# Distinguished Businesses and Services

- Support of local and established businesses
- Fostering of relationships with the Town

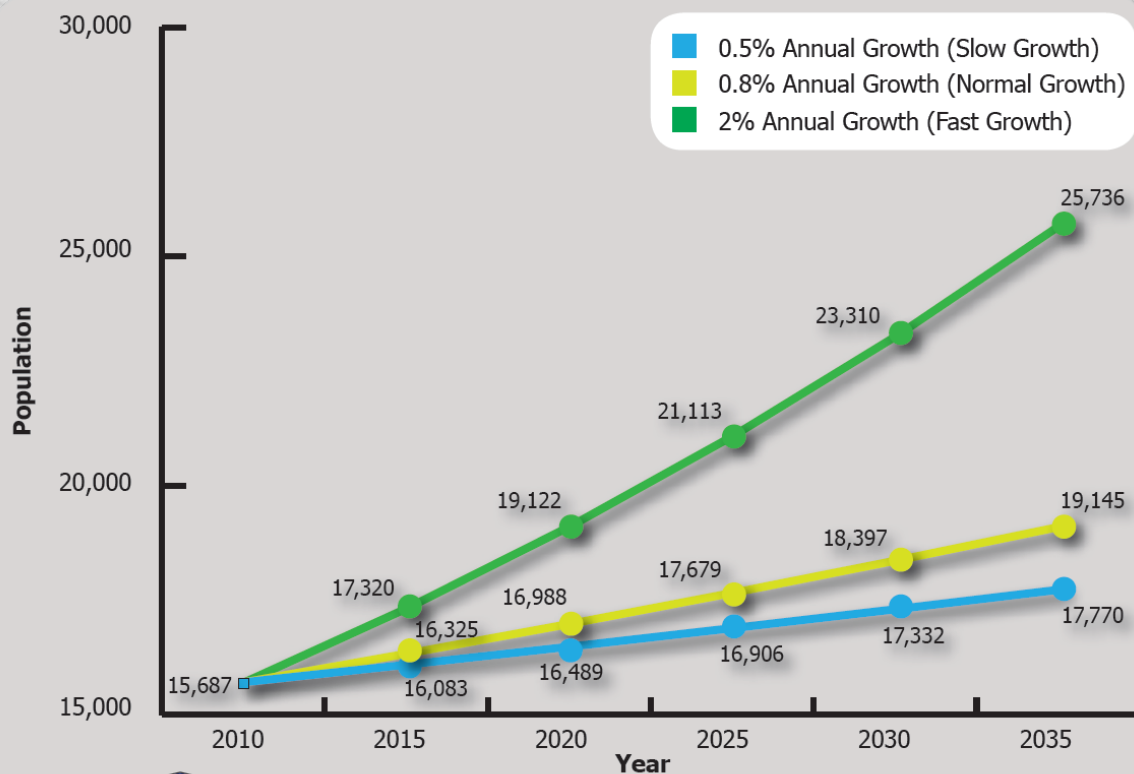


- Business incubators
- Made in Vienna Products





# Population Projections



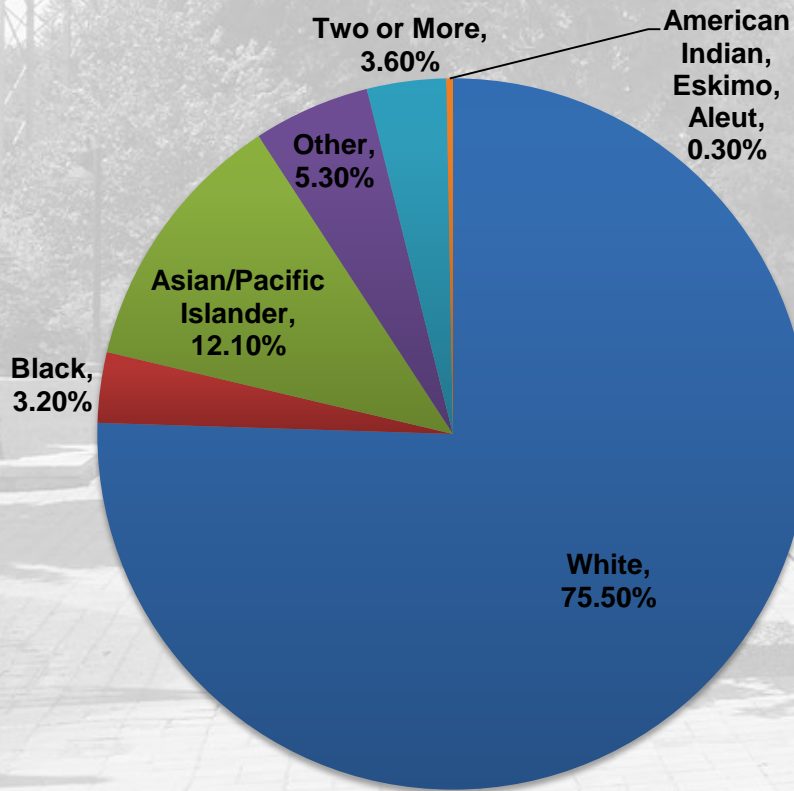
**Projected Population for the Town of Vienna, 2010 - 2035**

Source: 2010 US Census Bureau, Town of Vienna Department of Planning and Zoning

- **Slow Growth Scenario**
  - Assumes that current residential development will eventually slow down
- **Normal Growth Scenario**
  - Assumes that residential development will match current development patterns with some multi-family units along Maple Avenue resulting from mixed-use development
- **Fast Growth Scenario**
  - Assumes that most of the residential growth will come from many new multi-family residential units built along Maple Avenue, utilizing the MAC zoning



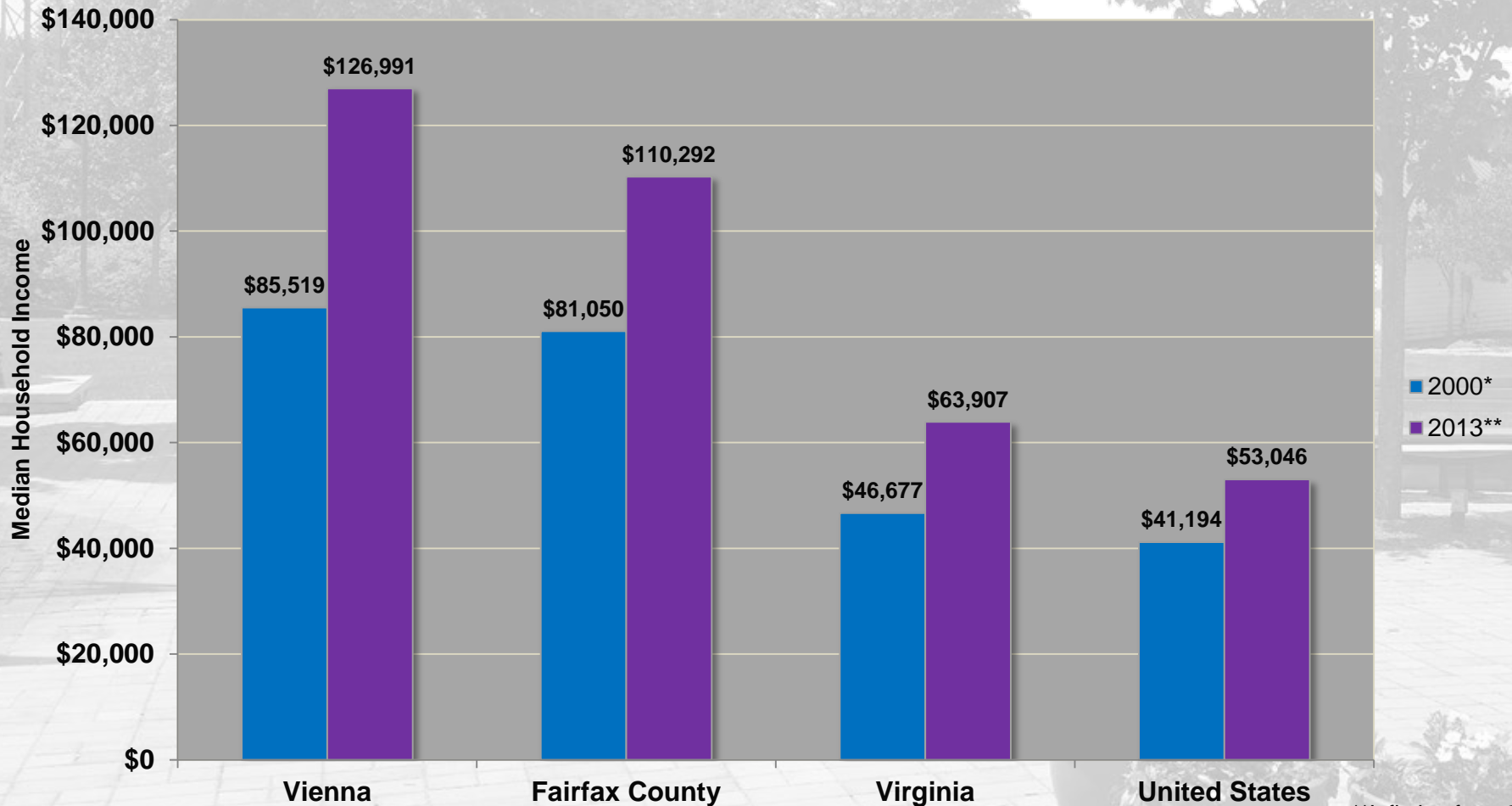
# Race



- Asian/Pacific Islander population grew by 39% from 2000 to 2010
- Hispanic ethnicity grew by 76.7% between 2000 and 2010



# Median Household Income



Source: 2010 U.S. Census

\*\*Inflation from 2000 to 2013: +35%\*\*



# Findings

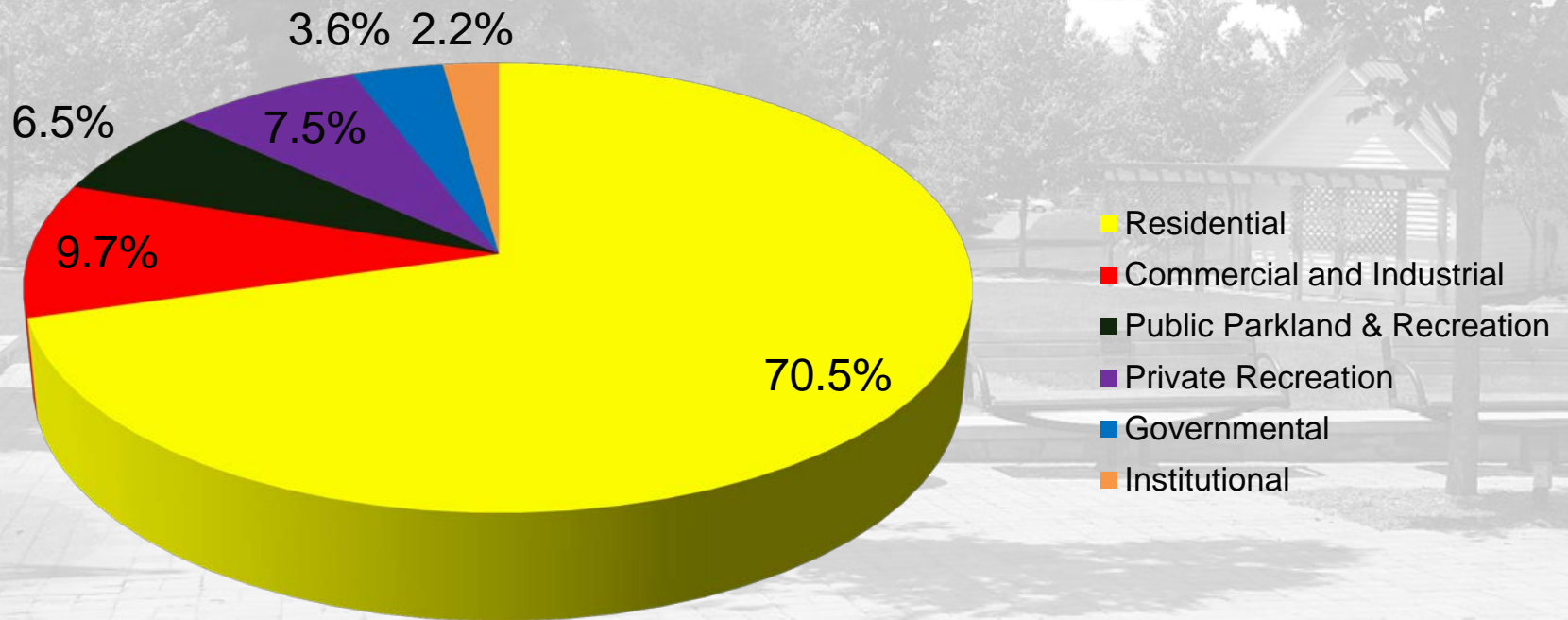
- Population is growing steadily and most likely will continue to grow at a moderate pace. How much it grows will depend on the amount of residential multi-family redevelopment that occurs in the Maple Avenue Commercial corridor.
- The most growth in population occurred in the number of school-age children.
- 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 (76.7%).
- The median household income in Vienna (\$126,991 as of 2013) remains higher than Fairfax County (by almost \$17,000) and Virginia (by a little over \$63,000).

# Land Use Goals

- Maintain the balance of land uses
- Encourage a vibrant Central Business District
- Establish a distinct Town Square
- Encourage housing for residents of all ages
- Protect and preserve the natural environment
- Create a more walkable and bikeable Vienna

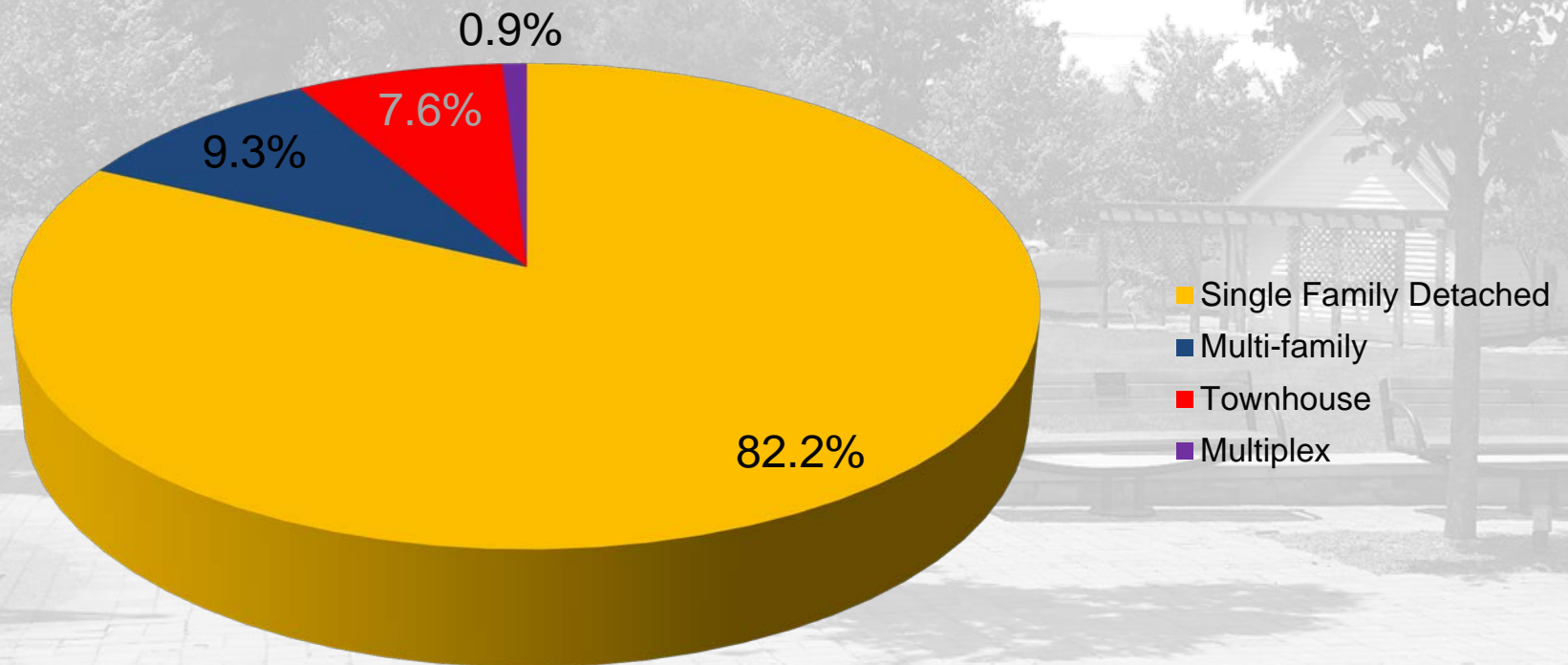


# Land Uses



\*\*Based on acreage and excludes Town right-of-way

# Residential Land Use



\*\*Based on number of units

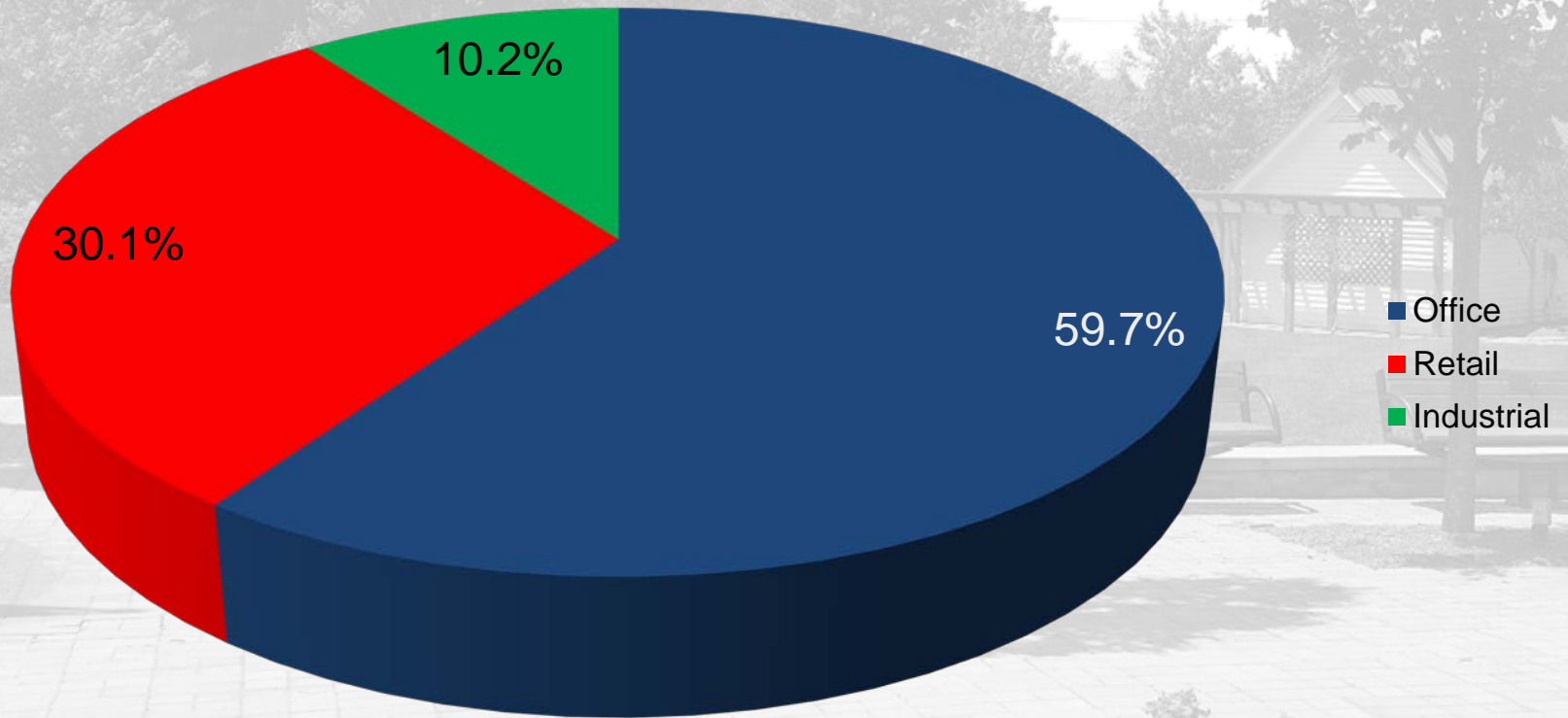


# Village Housing



- Smaller sized lots than what are currently allowed
- Could be part of planned unit developments
- High quality style, smaller houses
- There could be open space requirements
- Most likely need large sized lots

# Commercial Land Use



\*\*Based on square footage of gross floor area

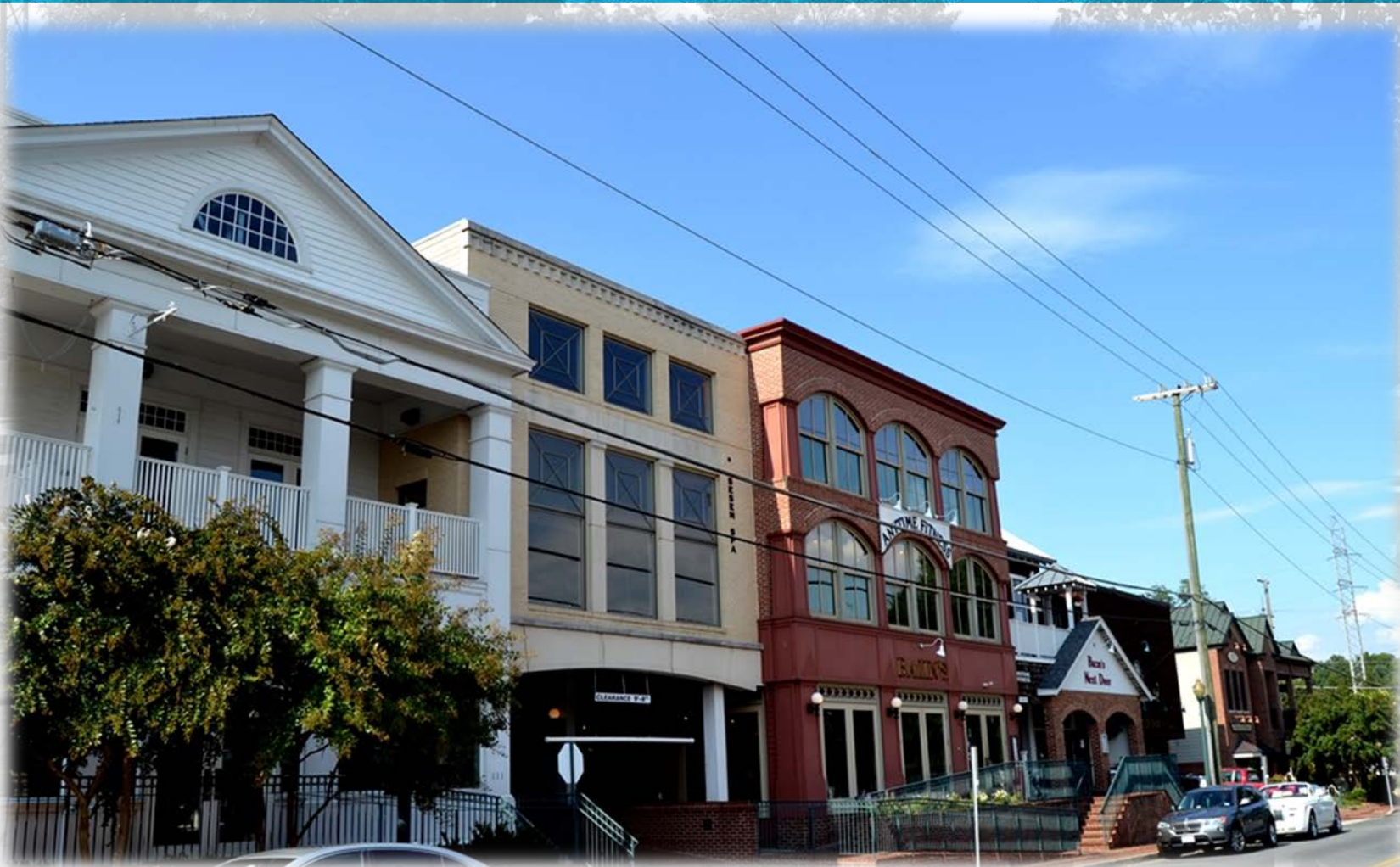


# Maple Avenue Commercial Corridor





# Church Street Commercial Corridor

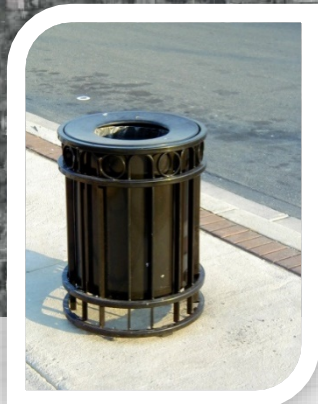
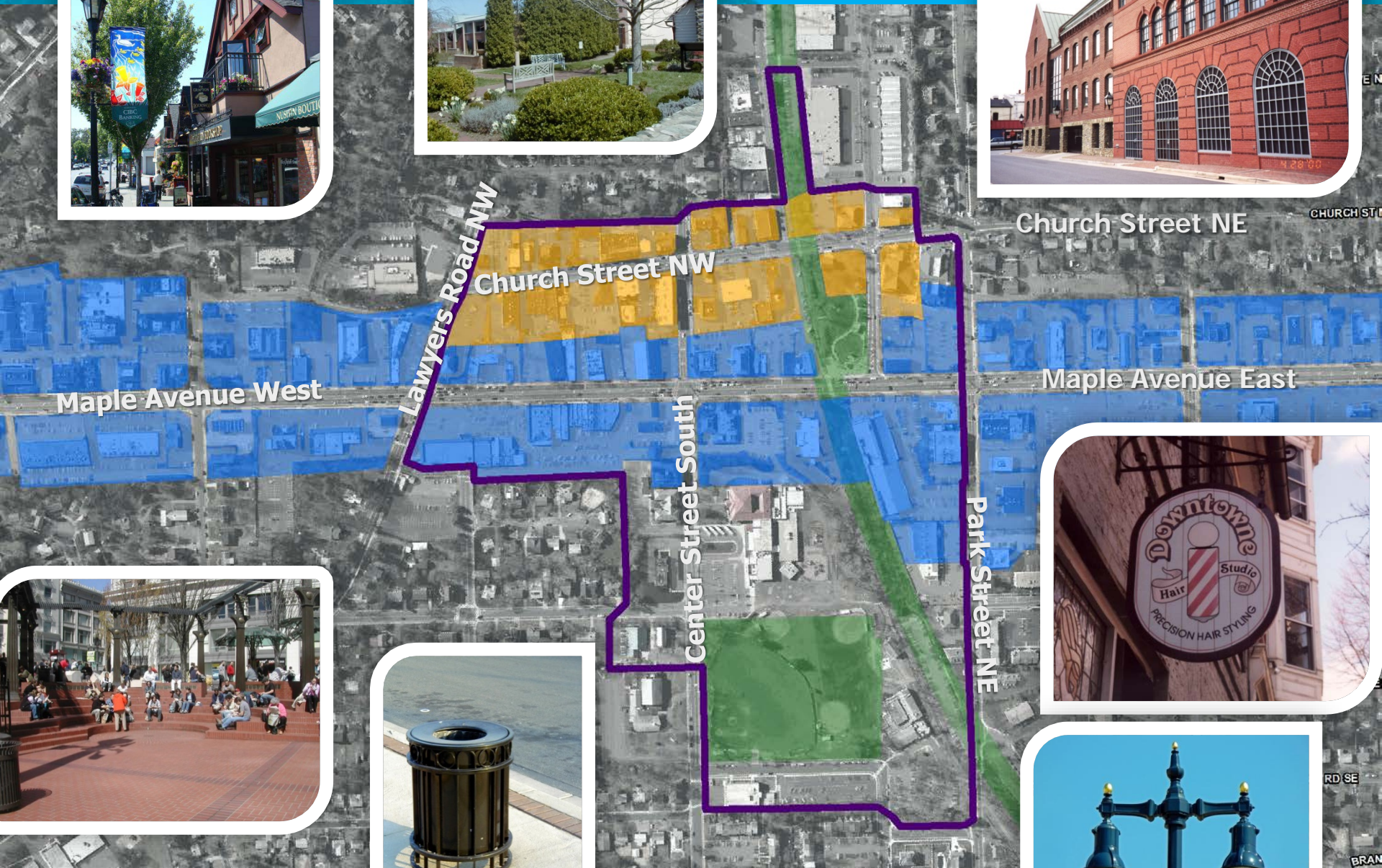




# Town Square Concept

- Part of a larger plan to create a master plan for the Central Business District with significant input from the public and business and property owners
- Concept to connect Church Street and Maple Avenue and create a unique identity and sense of place in the center of Town
- Promote wayfinding and nodes/focal points

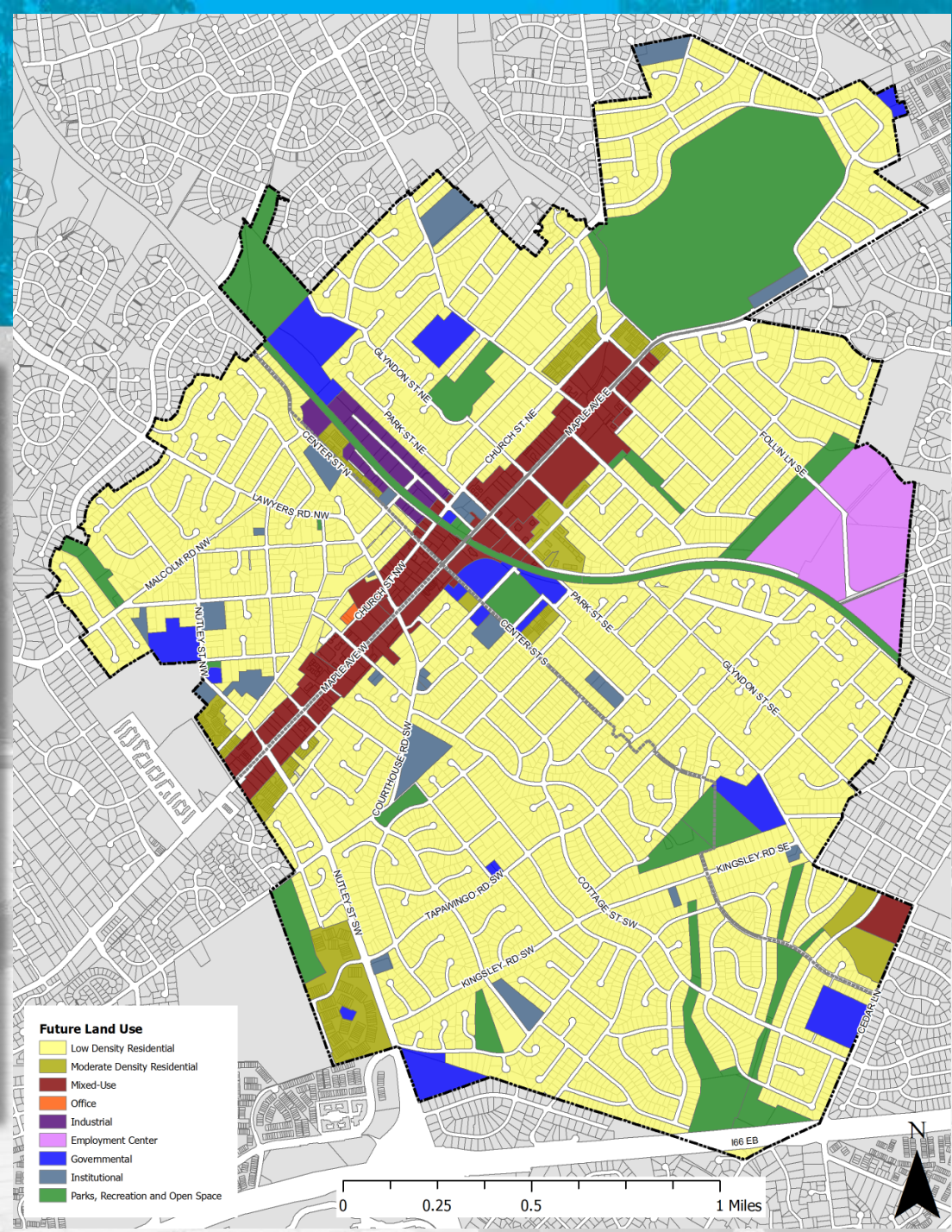






# Future Land Use Plan

- Commercial areas changed to mixed-use
- Employment center land use for the CMP zoning district
- No low density residential districts changed





# Objectives

1. Maintain the overall balance among residential, commercial, and industrial areas.
2. Preserve established residential neighborhoods.
3. Maximize the effectiveness of transportation services within the Town.
4. Maintain and strengthen the Central Business District within existing boundaries.
5. Protect and enhance the Town's natural resources, including natural stormwater drainage patterns, air quality, and other unique environmental features.
6. Ensure a reliable and sustainable utility infrastructure.



# Economic Development Goals

- Create an attractive, walkable community
- Diversify the economy in the Central Business District
- Build an equitable community
- Improve government regulations and processes
- Promote tourism

# Objectives

1. Facilitate redevelopment in the long term in Vienna.
2. Incorporate diversified housing strategies.
3. Foster economic opportunity and improve public processes.
4. Think creatively about funding and resources.
5. Promote tourism and temporary urbanism.
6. Continue to build Vienna's sense of community and identity and create beautiful public spaces.



# Bicycles - Objectives

1. Provide bicycle facilities between residential areas and schools, community centers, parks and businesses with connections to bicycle facilities in adjacent jurisdictions and transit services.
2. Increase the number of residents bicycling to work and to school as well as other activities.

# Demand and System Management - Objectives

1. Encourage the use of alternative modes of travel to reduce demand on the Town's major and minor streets.
2. Implement solutions to reduce travel time and improve trip reliability on major and minor arterial streets during peak and non-peak periods.
3. Improve emergency preparedness to be able to respond to regional diversion of traffic on to Town streets.



# Parking and Curb Space Management - Objectives

1. Manage the parking supply by lowering automobile demand, and limiting the expansion of surface parking areas.

# Pedestrian Mobility - Objectives

1. Improve the pedestrian network throughout the Town by connecting and expanding the existing sidewalk networks.
2. Make the Town a pedestrian friendly community as a means of encouraging a healthy lifestyle and promoting a cleaner environment.
3. Support businesses, residents and visitors by enhancing pedestrian access to Town amenities.



# Streets - Objectives

1. Manage the impact of increased traffic in neighborhoods from direct and indirect effects of regional and local vehicular traffic.
2. Connect streets to their land use and multi-modal function.
3. Street (re)design should accommodate all users of the transportation system where ever practicable and encourage alternatives to driving.
4. Manage streets to eliminate fatalities and serious injuries sustained in traffic crashes and reduce the number of minor accidents.
5. Incorporate engineering design methods to enhance the human and natural environment.
6. Mitigate the effects of regional development and traffic changes on the Town's arterial streets.

# Transit - Objectives

1. Explore opportunities for public transportation system improvements and other steps that would reduce congestion, noise and air pollution.



# Maple Avenue

- What is the goal, desired outcome?
  - Reduction in delays of traffic flow?
  - More of a focus on pedestrians?
  - More focus on safety and prevention of crashes?
  - Transit oriented?



# Maple Avenue



Landscaped Median



On-Street Parking



Reversible Center Lanes



# Community Facilities and Services Goals

- Provide residents with reliable and efficient services and infrastructure
- Ensure that all Town facilities are adequate for Town functions
- Maximize the functionality of Town facilities for residents
- Reduce the amount of waste produced by residents and businesses
- Ensure that residents feel protected and safe in the Town

# Objectives

1. Provide cost-effective public facilities and services that fully meet applicable public health, safety, and environmental needs and standards.
2. Ensure that public utilities, including telecommunications facilities, are located to minimize negative effects (whether they be safety, environmental, or aesthetic) on nearby properties and the community in general.
3. Provide water supply, sanitary sewer, and storm sewer facilities and other infrastructure that deliver reliable, responsive and cost-effective services to Town residents and businesses.
4. Provide reliable, responsive and cost-effective waste collection services to Town residents.
5. Ensure high-quality, cost-effective public safety services that protect and serve the needs of the community.



# Parks and Recreation Goals

- Maintain Town parks and facilities to facilitate maximum use
- Design, build and program parks and recreational facilities to meet the needs and desires of Town residents
- Create and update Park Master Plans



# Activating the Town Green



Splash Fountains



Interactive Art Elements



Public Art (Mosaiculture Pictured Above)



Creative and Fun Park Furniture



# Objectives

1. Maintain high quality parkland and open space and see the acquisition of new space.
2. Maintain or improve existing facilities and programs.
3. Ensure on a continuing basis, the provision of adequate open space for health, recreation and environmental purposes.
4. Improve the access of parks and open areas to Town residents.

# Environment and Sustainability Goals

- Increase the use of sustainable practices by residents, the business community and the Town
- Protect and enhance the existing tree canopy in residential neighborhoods and commercial zones
- Protect, restore and enhance the Town's watersheds
- Reduce the amount of solid waste produced by residents and increase the amount of recycling in the Town
- Encourage LEED building practices for construction of new facilities



# Objectives

- Promote a positive visual experience.
- Protect the natural environment and the natural beauty of the Town's environmental setting.
- Promote sustainable living and governance through initiatives and investments that reduce energy costs and reduce or eliminate GHG (greenhouse gas) emissions.
- Decrease GHG emissions produced by vehicles in the Town.
- Adopt effective stormwater management practices.

# Implementation

- **Zoning Ordinances**
  - Codify incentives for preserving mature trees for redevelopment and infill development projects
  - Require inter-parcel access connections and shared parking entrances when possible, for commercial redevelopment
  - Allow outdoor dining as a by-right for restaurants in the commercial corridors
- **Other Ordinances**
  - Require a minimum of 10% tree canopy coverage for each individual lot in a subdivision and 20% for the whole subdivision
  - Require placement of utilities, including electric and cable, underground for any new or redevelopment project so that over time the Town can meet the goal of eliminating utility poles
- **Capital Improvements**
  - Acquisition of land for and construction of a municipal parking structure
  - Acquisition of new parks to alleviate service gaps
  - Improvement and maintenance of existing parks
  - Construction of new sidewalks and bike paths/lanes and shared paths
  - Renovation and/or expansion of existing police station
  - Finish the implementation of the Maple Avenue streetscape project from Lawyers Rd to western edge of Maple Ave
- **Comprehensive Plan Updates**
- **Special Studies**
  - Market studies showing potential to develop Maple Avenue Commercial Corridor and Church Street Commercial Corridor
  - Central Business District and Town Square Master Plan study
  - Design guidelines for commercial zones
  - Affordable housing in the Town of Vienna
  - Park Master Plans
  - Periodic updates to the Pedestrian Master Plan
  - Implementation of a Complete Streets Policy
  - Initiate a Maple Avenue Commercial Corridor study to examine intersection and roadway design as well as traffic control technologies and strategies.



# Questions

