

TOWN OF VIENNA STRATEGIC PLAN

Theme/issue areas identified by Town Council

❖ Vienna as a safe community

- police station renovation
- pedestrian/bicycle safety and accessibility
- traffic safety commission
- enhance cybersecurity (IT, finance, infrastructure)
- maintain community safety, low crime level

❖ Vienna as an economically viable community

- increase non-residential tax base
- attract more local, independent retailers
- Vienna will be entrepreneurial/business friendly
- support businesses through engagement with TBLC and VBA
- leverage grants for improvement projects
- become a distinctive choice for development and businesses
- keep residential tax base stable
- identify Town's market advantages
- create reasons for visitors to stop in, not just pass through, Vienna
- convert to LED streetlights
- stay ahead of state stormwater requirements
- businesses and services offered distinguished by supporting technology, innovation, artisanal, and entrepreneurial activities
- leverage media and reputation to attract high-end, cutting-edge businesses
- more green spaces (challenge: limited space for new rec facilities)

❖ Vienna as an efficiently mobile community

- create better flow for through traffic
- leverage grants for transportation projects
- expand trail/sidewalk network, particularly creating better connections between commercial and residential areas
- more pedestrian/bicyclist oriented
- provide additional alternatives to use of motor vehicles
- provide more public parking
- consider additional roundabouts
- promote public transportation and walk/bike options
- enhance traffic signal system infrastructure and management tools

❖ **Vienna as an engaged community**

- provide civic education
- get residents to participate in positive ways (not just for negative reasons, in opposition)
- get the community out
- serve as base for more strategic thinking/debate in the future
- consider 4-year Council terms and moving elections to November?
- enhance Town's website, making it more robust and user-friendly

❖ **Vienna as an authentic community with a small-town experience and high quality of life for residents**

- approve and implement MAC development
- encourage community gatherings
- maintain, enhance small-town charm
- expand public art
- events
- manage development/redevelopment
- enhance communication and transparency
- make Maple Avenue more walkable; can go further and make it a true Main Street?
- program community center events for year with Vienna's changing demographics in mind; is center being utilized appropriately and to full potential?
- define interest in a new community pool
- need to manage residential redevelopment more, provide affordable housing?
- encourage developers to underground power lines

❖ **Vienna as an environmentally sustainable community**

- more native plantings and better management of invasive species (private property)
- continue stream restorations
- convert to LED streetlights
- stay ahead of state stormwater requirements
- more green spaces (challenge: limited space for new rec facilities)

❖ **Vienna as an influential and well-governed community**

- staff development and retention
- exert more regional influence (attend/testify at regional meetings)