

Town of Vienna Commercial Development Survey

This survey is being administered by the Town of Vienna. The purpose of the survey is to learn how residents, business owners, and property owners want to see the commercial areas of town develop in the future.

Development in Vienna is governed by the zoning ordinance in the Town Code. Zoning regulates how a property can be used, where buildings can be located on a property, and how tall those buildings can be built. Zoning also regulates how many automobile parking spaces must be provided, along with landscaping requirements and sign standards. The results of the survey will inform updates to the Town's zoning ordinance.

The survey includes 15 questions on commercial development. Also included are several background information briefs. The survey should take approximately ten minutes to complete. After you respond to a question or finish reading an information brief, click the "Next" button for the next question.

Please note that you may only take the survey once. When you start the survey, it must be completed. Your results will not be saved if you close out of your browser mid-survey.

There will be an opportunity to provide comments at the end of the survey. Only one survey may be completed per person.

For more information contact the Planning and Zoning Department at 703-255-6347 or by email at dpz@viennava.gov.

We appreciate your feedback!

Please complete the questions below about yourself.

What is your connection to the Town of Vienna? (Please check all that apply.)

- I am a resident.
- I am a business owner/tenant.
- I am a commercial property owner.

What is your email address?

What is your home or business address?

What is your age?

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

Are you:

- Male
- Female
- Prefer not to answer

What type of residence do you live in?

- Single family home
- Townhome
- Apartment
- Condominium
- Other

Commercial Development Survey Questions

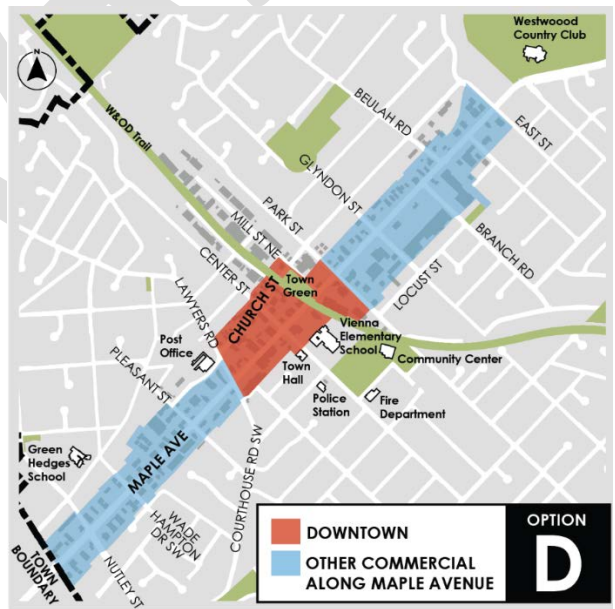
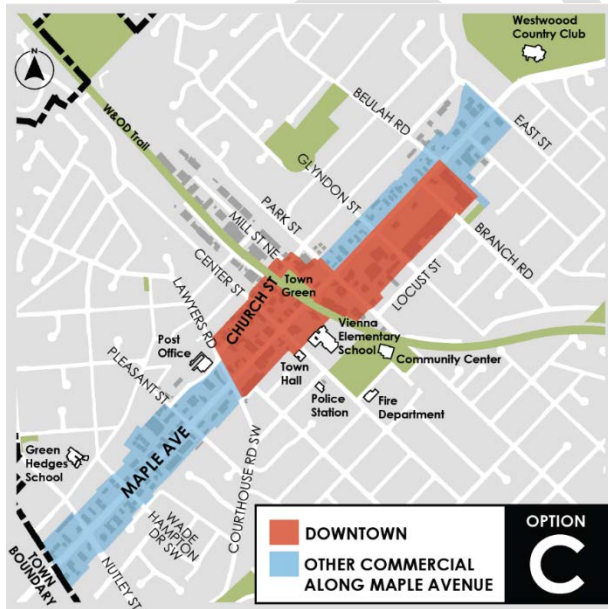
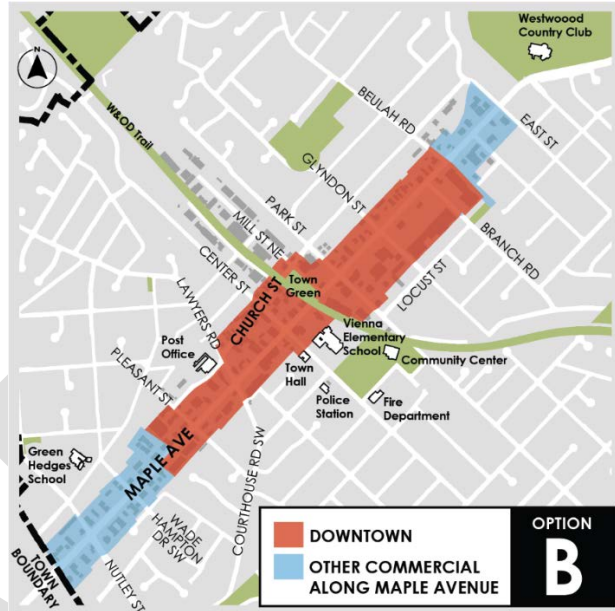
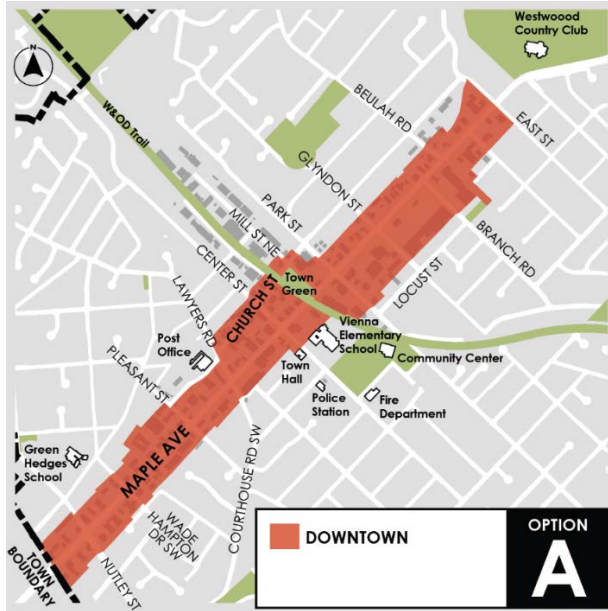
Info Brief: Vienna was incorporated in 1890. Many older cities and towns have a commercial and cultural center, what is commonly referred to as a downtown. Since it opened in 2007, the Town Green has served as the central gathering space for Town residents and the location of many Town events. It is bordered on the north and south by Vienna's primary commercial corridors of Church Street and Maple Avenue. But what portions of those streets make up Vienna's downtown?

Vienna's Downtown

1) Which of the following areas do you think best describes Vienna's downtown?
(Check one)

- Commercial properties on Church Street from Lawyers Road to Mill Street and on Maple Avenue from the western Town limits to East Street (Area shown in red in "Option A" on the following page).
- Commercial properties on Church Street from Lawyers Road to Mill Street and on Maple Avenue from Vienna Plaza/303 Maple Ave W to Beulah Road (Area shown in red in "Option B" on the following page).
- Commercial properties on Church Street from Lawyers Road to Mill Street, on the north side of Maple Avenue from Lawyers Road to Park Street, and on the south side of Maple Avenue from Courthouse Road to Beulah Road (Area shown in red in "Option C" on the following page).
- Commercial properties on Church Street from Lawyers Road to Mill Street and on Maple Avenue from Lawyers Road/Courthouse Road to Park Street (Area shown in red in "Option D" on the following page).

***Please keep in mind the area you think best describes Vienna's downtown as you continue the survey.**



Info Brief: Buildings located in a downtown are usually taller than other buildings in town, including single family homes. This is not the case in Vienna. Commercial buildings and single family homes both have a height limit of 35 feet. The difference is that commercial buildings are permitted to be three stories while single family homes cannot be more than 2½ stories.

In the 1960s and 1970s, commercial and office buildings in Vienna were permitted to be six stories and 75 feet tall. An example of this is the White Oak Tower office building at 301 Maple Avenue W. It was built in 1979. The Town’s regulations were changed as a result of that development and the maximum commercial building height lowered to 35 feet.

Commercial uses generally require taller ceiling heights than single family homes. More and more, retailers and restaurants desire a minimum ceiling height of eleven feet on the ground floor and nine to ten feet on the upper floors. When you add in space for structural and mechanical elements, it is difficult for a three story commercial building to be built within the Town’s 35 foot building height limit. The two buildings on Church Street that appear to be three stories are actually two story buildings (111 and 144 Church Street NW).

Comparatively, new single family homes built in Vienna over the past decade have ceiling heights ranging between nine and ten feet. Older homes typically have ceiling heights between seven and eight feet.

Building Height

2) Based on what you think best describes Vienna’s downtown, how tall do you think commercial buildings should be permitted in that area? (Check one)

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> One story | <input type="checkbox"/> Four stories |
| <input type="checkbox"/> Two stories | <input type="checkbox"/> Five stories |
| <input type="checkbox"/> Three stories | <input type="checkbox"/> Six stories |

3) Based on what you think best describes Vienna’s downtown, how tall do you think commercial buildings should be permitted on Maple Avenue in areas not located in downtown? (Check one. *Note: if you think all of the commercial areas along Maple Avenue are part of Vienna’s downtown (“Option A” in question 1.), please check N/A)

- | | |
|--|---------------------------------------|
| <input type="checkbox"/> One story | <input type="checkbox"/> Five stories |
| <input type="checkbox"/> Two stories | <input type="checkbox"/> Six stories |
| <input type="checkbox"/> Three stories | <input type="checkbox"/> N/A |
| <input type="checkbox"/> Four stories | |

Info Brief: Vienna's Comprehensive Plan lays out the Town's vision for how Vienna should grow and develop over the next ten to twenty years. It provides guidance regarding a wide range of issues relating to land use, transportation, parks and recreation, community facilities, community character, economic development, and the environment. The Plan includes goals, objectives, implementation strategies, and indicators for each of those elements.

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. The Town's current Comprehensive Plan was adopted by Town Council on May 23, 2016.

Comprehensive Plan goal related to the following question on neighborhood compatibility: To ensure that Vienna retains its unique single-family residential character and quality of life.

Neighborhood Compatibility

- 4) Which of the following statements do you most strongly agree with? (Check one)
- It is appropriate for commercial buildings immediately adjacent to single family homes and townhomes to be the same height as those residences.
 - It is appropriate for commercial buildings immediately adjacent to single family homes and townhomes to be one story taller than those residences.
 - It is appropriate for commercial buildings immediately adjacent, to single family homes and townhomes to be two stories taller than those residences.
 - It is appropriate for commercial buildings immediately adjacent, to single family homes and townhomes to be three stories taller than those residences.
 - It is appropriate for commercial buildings immediately adjacent, to single family homes and townhomes to be four stories taller than those residences.
 - It is appropriate for commercial buildings immediately adjacent, to single family homes and townhomes to be five stories taller than those residences.

Info Brief - Comprehensive Plan goals related to the following questions on desired businesses: To encourage a vibrant Central Business District; to diversify the economy in the Central Business District; to build an equitable community; and to promote tourism.

Desired Businesses

5) Based on what you think best describes Vienna's downtown, what types of businesses would you like to see, or see more of, in that area? (Check up to **five** types)

- Assisted living and senior living facilities
- Banks
- Brewpubs, distilleries and wine bars
- Coffee shops and cafés
- Convenience stores
- Entertainment (bowling alley, movie theater, performance venue)
- Fitness centers and gyms
- Gas stations
- Grocery and gourmet food stores
- Lodging (bed and breakfast, boutique hotel, extended stay hotel, etc.)
- Office/professional services
- Personal services (salon, spa, laundry/cleaning service)
- Restaurants
- Restaurants with a drive-thru
- Retail stores
- Other

6) Based on what you think best describes Vienna's downtown, what types of businesses would you like to see, or see more of, on Maple Avenue in areas not located in downtown? (Check up to **five** types. *Note: if you think all of the commercial areas along Maple Avenue are part of Vienna's downtown ("Option A" in question 1.), please check N/A)

- Assisted living and senior living facilities
- Banks
- Brewpubs, distilleries and wine bars
- Coffee shops and cafés
- Convenience stores
- Entertainment (bowling alley, movie theater, performance venue)
- Fitness centers and gyms
- Gas stations
- Grocery and gourmet food stores
- Lodging (bed and breakfast, boutique hotel, extended stay hotel, etc.)
- Office/professional services
- Personal services (salon, spa, laundry/cleaning service)
- Restaurants
- Restaurants with a drive-thru
- Retail stores
- Other
- N/A

Info Brief - Comprehensive Plan goals related to the following questions on housing: To encourage housing for residents of all age groups. Specific to Maple Avenue, by providing housing options, such as apartments, condominiums, and townhomes.

The Comprehensive Plan also identifies the opportunity to provide a new type of housing called village housing in transitional areas between commercial areas and residential areas of town. Village housing is also referred to as cottage housing. Cottage houses are 1,500 square feet in area or smaller. Cottage housing developments include shared, common, outdoor open space.

Cottage Housing Example



Housing

- 7) Based on what you think best describes Vienna's downtown, what type of housing do you think is appropriate in that area? (You may check more than one type)
- Multifamily buildings, i.e., apartment and condominium buildings
 - Multifamily in mixed use buildings with apartments and condominiums located on the floors above the ground floor commercial use(s)
 - Townhomes
 - Village or cottage housing
 - Housing should not be allowed in downtown Vienna
- 8) Based on what you think best describes Vienna's downtown, what type of housing do you think is appropriate on Maple Avenue in areas not located in downtown? (You may

check more than one type. *Note: if you think all of the commercial areas along Maple Avenue are part of Vienna's downtown, ("Option A" in question 1.), please check N/A)

- Multifamily buildings, i.e., apartment and condominium buildings
- Multifamily in mixed use buildings with apartments and condominiums located on the floors above the ground floor commercial use(s)
- Townhomes
- Village or cottage housing
- Housing should not be allowed on Maple Avenue in areas not located in downtown Vienna
- N/A

9) Do you think village or cottage housing should be permitted as a transition between commercial businesses and residential neighborhoods? (Check one)

- Yes
- No
- Not sure

Info Brief - Comprehensive Plan goals related to the following questions on streetscape: To create a more walkable and bikeable Vienna; to encourage people to walk and bicycle more in Vienna; and to create an attractive, walkable community. Specific to Maple Avenue, the Town desires for redevelopment that provides new streetscape improvements and increased public amenities.

Streetscape

10) Please rank in order of importance the streetscape elements you think the Town should require in commercial developments? (Rank 1 through 5 with 1 being most important and 5 being least important)

- ___ Wider sidewalks for pedestrians
- ___ Wider sidewalks for pedestrians and bicyclists
- ___ Outdoor seating (benches, chairs)
- ___ Landscaped areas
- ___ Underground utilities

11) Please indicate where you think automobile parking should be located for commercial developments? (Check one)

- Behind the building
- In front of the building
- In structured parking, behind the commercial use and/or on the upper floors
- In structured parking, underground/under the building
- No preference

Info Brief: Gathering space refers to outdoor areas that are publicly-accessible and located on the ground level. Gathering spaces include sidewalk cafes, plazas with green space and seating areas, covered seating areas, and landscaped areas with pedestrian pathways.

Gathering Space

12) Please rank in order of importance the gathering space features you think the Town should require in commercial developments? (Rank 1 through 5 with 1 being most important and 5 being least important)

- ___ Sidewalk café
- ___ Plaza with green space
- ___ Plaza with seating areas
- ___ Covered seating areas
- ___ Landscaped area with pedestrian pathways

13) Do you think the Town should offer incentives for commercial developments that provide additional gathering spaces beyond what is required?

- Yes
- No
- Not sure

Info Brief - Comprehensive Plan goals related to the following questions: To protect and preserve the natural environment; to increase the use of sustainable practices by residents, the business community, and the Town; and to encourage LEED building practices for construction of new facilities.

Environmental Features

14) Please rank in order of importance the environmental features you think the Town should require in commercial developments? (Rank 1 through 5 with 1 being most important and 5 being least important)

- ___ Tree plantings and use of native landscaping
- ___ Solar panels and other energy efficiencies
- ___ Rain gardens and permeable or pervious pavement
- ___ Green building standards, such as LEED or Energy Star
- ___ Vegetated roof system

