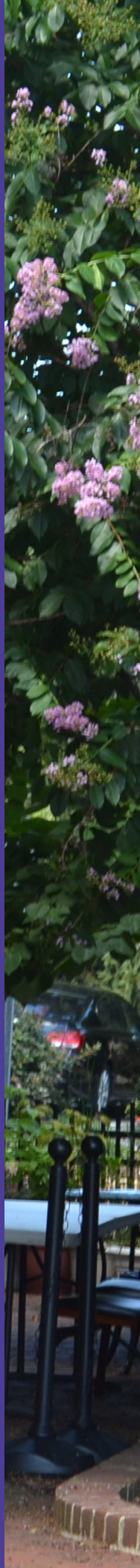




CHAPTER 3

LAND USE





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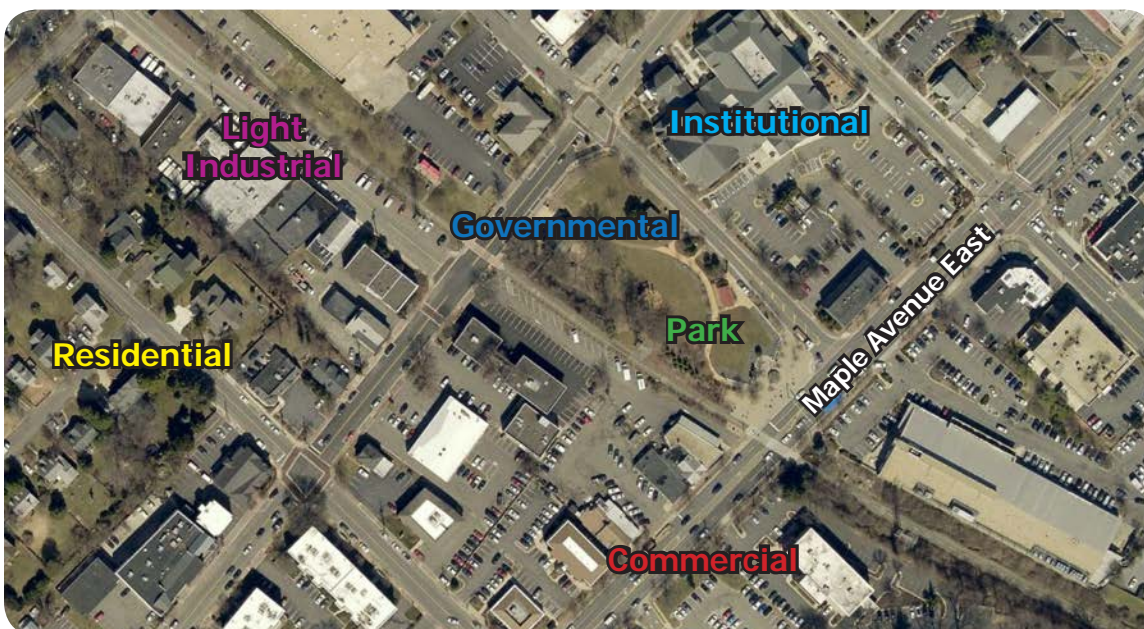
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WASHINGTON



Goals

- Maintain the balance of land uses
- Encourage a vibrant Central Business District
- Encourage housing for residents of all age groups
- Protect and preserve the natural environment
- Create a more walkable and bikeable Vienna
- Ensure that Vienna retains its unique single-family residential character and quality of life



Introduction

This chapter provides an overview of Vienna’s development patterns and characteristics. It provides a reference point from which current and proposed land use policies can be assessed and evaluated. Recommended land use policies and plans are set forth in the Future Land Use section of this chapter.

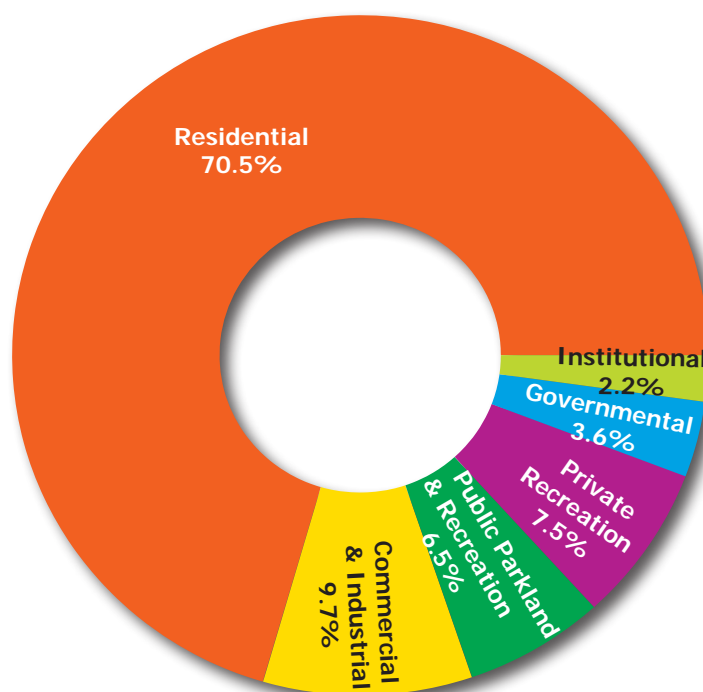
It is important to note that existing land uses are different from zoning districts. Zoning reflects authorized uses, and is a tool used to achieve the goals of a comprehensive plan; existing land uses depict actual uses, including any nonconforming or illegal uses.

Land Use Patterns

Of the 2,376.3 acres (excluding rights-of-way) that constitute Vienna’s corporate area, 70.5% is developed for residential purposes. The remaining acreage is devoted to public/private recreational uses (14%), commercial/industrial uses (9.7%), and governmental/institutional uses (5.8%).

In accordance with the Town’s long-established planning practices, townhouse and multi-family zones provide a transition between the high-density commercial/industrial zones and the

low-density areas of single-family detached homes. This practice has buffered commercial activities and residential neighborhoods.



Breakdown of Land Uses in Vienna (by Acres, Excluding Rights-of-Way)
 Source: Department of Planning and Zoning, Town of Vienna, May 2014

Residential Land Use

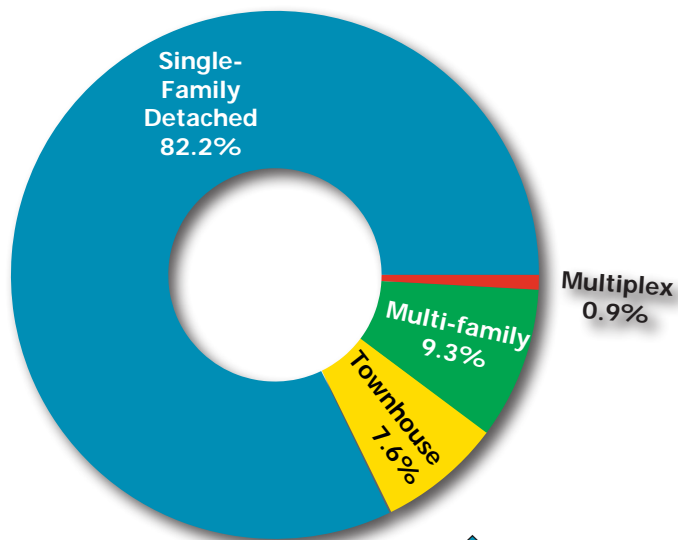
Single-family detached housing is, and will remain, the predominant land use. Future townhouses and multi-family housing may be considered in certain situations to provide a transition between higher density commercial/ industrial areas and single-family housing. The transition area will be an option for current residents seeking to remain in Vienna as their needs change.

Existing Uses

Of the 70.5% of the residential land in Vienna, single-family detached dwellings account for approximately 82% of all residential units. Townhouses comprise almost 8% of the Town's total residential units. Multi-family units, representing around 9% of all residential units, include apartments, duplexes, and condominiums.

Vienna has one major apartment complex, Vienna Park Apartments, with 300 units; it surrounds the Cedar Park Shopping Center at the northwest corner of Park Street SE and

Cedar Lane SE. Most of the remaining multi-family units are clustered in the center of the Town along Locust Street SE, between Park and Glyndon Streets.



Breakdown of Residential Units in Vienna

Source: Demographic Report 2013, County of Fairfax, Department of Neighborhood and Community Services



Village Square townhouse development



Newer single-family detached home



Condos on Locust St SE



Renovated single-family detached home

Affordable Housing

In the past decade, housing costs have escalated more rapidly than incomes, making affordable opportunities less plentiful. The 2015 median total assessed value for a residential unit in Town (including all types of housing) was \$595,010. The median household income was \$129,652 (in order to compare, 2013 income was adjusted for 2015 inflation). Based on these numbers, the median value was 4.59 times median household income.

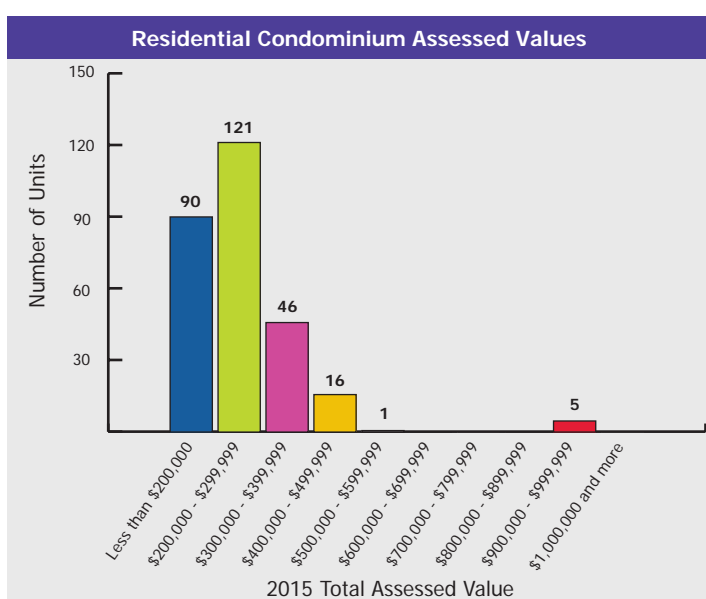
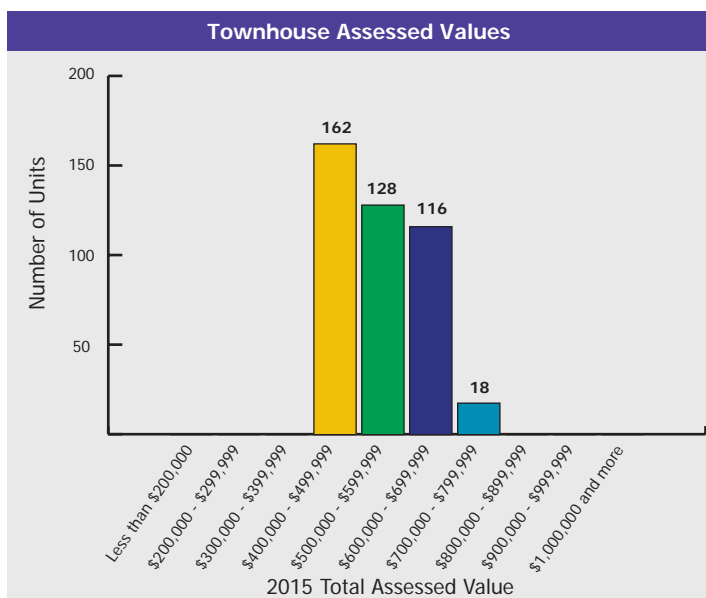
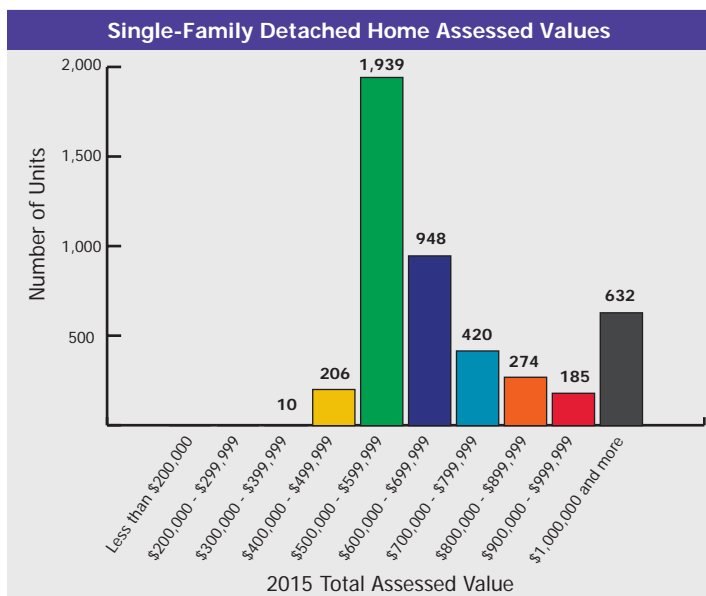
The Town should assess the long-term prospects for affordable housing in Vienna, and options for meeting Commonwealth of Virginia mandates, if such action is determined to be necessary with regard to affordable housing under [Section 15.2-2223 of the Code of Virginia](#).

Vienna has historically provided housing opportunities to households having a variety of income levels. Affordable housing, defined in [Section 15.2-2201 of the Code of Virginia](#), is housing that is affordable to households with incomes at or below the area’s median income, provided occupants pay no more than 30 percent of the household gross income for housing and utilities.

Moving Forward

There are several alternatives that could provide housing for households with a variety of income levels. They include focusing on multi-family housing in the Maple Avenue Commercial (MAC) zoning district, using transitional areas for townhouses, multi-family housing, and village housing, and incentivizing and encouraging the renovation of existing, older houses. Benefits of a more diverse housing stock include the following:

- Increased neighborhood stability and increased housing market stability
- Ability to age in place
- Ability to attract a more diverse population



Multi-Family Housing in the Maple Avenue Commercial Corridor

The Town may encourage multi-family units in the Maple Avenue Commercial Corridor. Implementation of the MAC zoning district was intended to increase the number of multi-family units. Based on the real estate prices of new multi-family housing in areas surrounding Vienna, multi-family housing is likelier to be more affordable than existing single-family housing.

Housing in Transitional Areas

Transitional areas in the Town, in between commercial and single-family detached residential zones, provide opportunities to provide housing, such as townhouses, moderate-density multi-family buildings, and village housing.

Townhouses and multi-family housing have historically been used in Town to buffer the commercial and single-family detached residential zones. The Town should continue this practice, where appropriate.

Village housing is an option in which larger sites in transitional areas could be subdivided into lots smaller than what is currently required by the Town. For example, instead of a minimum size of 10,000 square feet per lot, smaller 5,000 square foot lots could be allowed in designated transitional zones, similar to the multi-family and townhouse zoning districts. These designated zones could then require a certain style of high quality but smaller houses (through zoning requirements) and, if the site was large enough, could require a portion of the land to be devoted to public open space, similar to the open space requirements for the townhouse zoning district.

Renovating Existing Housing

The Town could choose to incentivize homeowners to renovate existing, older houses by allowing partial property tax exemptions.



Village housing could be an alternative to multi-family housing in transitional areas in Town, where it may be appropriate to have smaller sized lots with smaller sized single-family detached homes.

From 1998 to 2012, the Town provided a partial property tax exemption for certain rehabilitated residential structures.

Other options to be considered could include property tax relief for landlords in-lieu of direct rent subsidies and participation in Fairfax County affordable housing programs. The Town should also consider conducting a housing study to assess current and future housing needs and address affordable housing, as well as workforce housing.

While options are being considered, the Mayor and Town Council have the authority to provide incentives for inclusion of affordable housing in residential components of new mixed-use projects, such as projects in the Church Street Commercial Corridor, or the Maple Avenue Commercial Corridor, with MAC rezoning.

Commercial Land Use

Vienna has almost 3.5 million square feet of commercial and industrial uses. Roughly 60% is used for professional/office space, and about 30% is used for retail sales. The remainder of the floor area is light industrial.

Office buildings are primarily concentrated in the western half of Maple Avenue and in the CMP Industrial Park zoning district along Follin Lane and Electric Avenue, in the southeast. The western half of Maple Avenue has several medical complexes as well as the Town's tallest building, White Oak Tower. The building is six stories tall, and its construction in the early 1970s led to a review of the appropriate building height in Vienna. Retail uses in the Town are scattered along Maple Avenue and Church Street, as well as parts of Dominion Road and Mill Street NE.

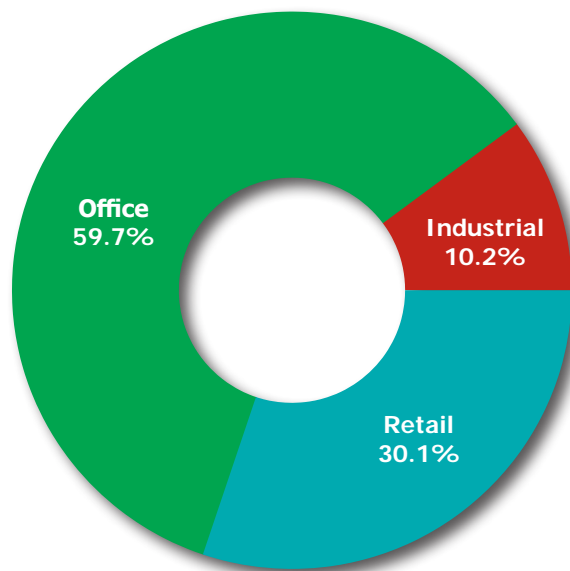
Special Study and Revitalization Area Central Business District (CBD)

Because of critical land use and development issues, the Central Business District (CBD) was selected for detailed review and analysis for the purposes of this Comprehensive Plan. The CBD includes the commercial areas bordering Maple Avenue, between James Madison Drive and East Street, as well as the adjacent commercial areas on Church Street, between Lawyers Road NE and Park Street NE (see the map on [Page 25](#)).

Overview

The **Church Street Commercial Corridor** is one block off of and parallel to Maple Avenue. Current uses are primarily specialty shops; office buildings; a residential condominium complex; the historic Freeman House; and a park area with the historic train station and train caboose.

The **Maple Avenue Commercial Corridor**, the principal commercial corridor in the Town, provides access to Tysons and the Washington, D.C. metropolitan area via Virginia State Route 123. Commercial spaces along Maple Avenue,



Breakdown of Commercial Land Use in Vienna (by Floor Area)

Source: Demographic Report 2013, County of Fairfax, Department of Neighborhood and Community Services

from East Street to James Madison Drive, are diverse and include a combination of new and old structures.

Considerations

Improvement and redevelopment should be encouraged to ensure that Vienna remains an attractive place to live, work, and shop. Vienna's CBD should not be designed to compete with the Tysons Corner Center and Tysons Galleria malls. The CBD can be enhanced to provide alternative shopping opportunities.

Significant actions have been taken by the Town to revitalize the CBD. In 1996, improvements to the Church Street public streetscape were completed. Similar improvements were completed on Maple Avenue from Lawyers Road NW/Courthouse Road SW, to East Street in 2003. Sidewalk and streetscape improvements, including brick paver, landscaping, and a new gateway feature were also implemented along Maple Avenue West.

Central Business District



Sources: Town of Vienna

Constraints on the geographic size of the CBD support the Town’s objective of buffering commercial activities and residential neighborhoods. The adequacy and convenience of access to the CBD by motorists and pedestrians is also a vital issue. Availability of convenient patron parking for retail establishments within the CBD has been problematic.

Church Street Commercial Corridor

Church Street has long been considered the traditional “main street” of Vienna. As such, significant effort has been placed in supporting the success and vitality of the corridor. The [C-1B](#)

[Pedestrian Commercial zoning district](#), created in 1997 and amended in 1999, provides incentives for property owners to redevelop their property in accordance with architectural guidelines. These architectural guidelines promote “main street urban architecture which is reminiscent of the small town American streetscape of the late 19th Century.”

Three projects have been completed to-date and one is currently under construction. The Town will continue to support historic-themed architecture in the Church Street Commercial Corridor with guidelines established in the Church Street Vision.

Maple Avenue Commercial Corridor

Much of Maple Avenue consists of 1960s and 1970s era strip commercial in need of redevelopment. To this end many studies have been prepared illustrating the corridor's redevelopment potential. The Town has transformed all of the prepared studies, exhibits, and illustrations into a two-dimensional legal document that displays the appropriate elements of a mixed-use zoning ordinance for the current extent of the commercially-zoned portion of Maple Avenue.

In 2012, a steering committee was created by the Mayor and charged with providing stakeholder review and comments. Through this process, a voluntary zoning district was created for the Maple Avenue Commercial (MAC) Corridor and was adopted by the Town Council in the fall of 2014. The new zoning district supports mixed-use development, including ground floor retail and office space, with residential and other uses on upper floors. The optional district applies to any of the commercially-zoned properties abutting Maple Avenue between the Town's western limits and East Street. The zoning district offers incentives for mixed-use opportunities, such as an increased building height and reduced parking requirements.

The [MAC zoning district](#) seeks to create a vibrant, dynamic, and distinctive ambiance in which the residents of the Town and the business community can take pride. The MAC ordinance has provisions that require the developer to mitigate the impacts of their redevelopment project on abutting residential neighborhoods. Compliance with these provisions should be carefully monitored by the Town.

The MAC supports redevelopment that is pedestrian oriented and compliments and enhances the new streetscape improvements. The Maple Avenue Commercial Corridor should maintain public investment and encourage additional private redevelopment investments. Additional studies should be contemplated to

Timeline of Commercial Development in Vienna



Source: This Was Vienna, Mr. and Mrs. Robert Hunter

1920s and 1930s - Low Density, Pedestrian Oriented Development



1960s and 1970s - Low Density, Car Oriented Strip Development



2000s - Low Density, Pedestrian Oriented Commercial Development



2010s and Beyond - Medium Density, Mixed-Use Pedestrian Oriented Development



There are several sites in Town that would allow for a municipal parking garage and retail/commercial, office and/or residential uses. Public-private partnership opportunities should be explored when they become available.

consider such issues as transportation, parking, branding, market conditions, and incentives needed to ensure appropriate redevelopment along the corridor. A comparison of the Maple Avenue Commercial ordinance and Church Street Vision has been provided on [Pages 28 and 29](#).

Parking

Adequate parking must be provided for merchants, residents, and shoppers in the two commercial corridors and especially along Church Street. The demand for and feasibility of Town-sponsored municipal parking facilities should be studied. Vienna should consider public-private partnerships or the purchase of property in the CBD where feasible. This can

partially ease any parking shortage in and near the center of the Town and can help create a “park once” environment where visitors and residents can park at one location and walk to multiple stops, instead of driving from destination to destination. Landscaping should be included around parking facilities to enhance their appearance.

In addition, the Town’s parking ordinance for commercial areas should be re-examined to foster more efficient use of available parking. The use of shared parking, shared parking entrances and inter-parcel access are examples of ways that parking can be more efficiently used. The Transportation Chapter discusses [parking in more detail](#).



MAPLE AVENUE COMMERCIAL (MAC) ORDINANCE

District	Characteristics	Outcomes
<p>The Maple Avenue Commercial Corridor is located along Maple Avenue and extends from the western limits of Town, to East Street. Owners of commercial sites located within the zone are allowed to rezone to MAC if they choose to redevelop and renovate the sites and meet requirements listed in the MAC zoning ordinance.</p>	<ul style="list-style-type: none"> • Outdoor seating • Parking for bicycles • Wider sidewalk/pedestrian zones • Varied building height with interesting architecture • Public plazas and public artwork • Green-roofs and sustainable design • Structured parking • Residential units included in mixed-use buildings • Limit of 4 story buildings • Mixed styles of architecture 	<ul style="list-style-type: none"> • Increased foot traffic through the downtown area • More pedestrian-friendly commercial zone with less curb cuts • Social gatherings created by more public space • Accessibility to bike trail • Livelier commercial zone after business hours • Affordable housing choices • Less stress put on the environment and infrastructure



CHURCH STREET VISION

District	Characteristics	Outcomes
<p>Church Street is located from Lawyers Road NW to Mill Street NE along Church Street. The corridor is Vienna's historic main street.</p>	<ul style="list-style-type: none"> • Outdoor seating • Inter-parcel access • Small town historic character • Brick sidewalks • Limit of 3 stories for buildings • Residential units included in mixed-use buildings • Shared parking • Regulated signage for redeveloped properties • Late 19th Century American style architecture 	<ul style="list-style-type: none"> • Pedestrian-friendly • Smaller, pedestrian scale development • Buildings fronting the street • Cohesive and distinctive commercial corridor • Smaller scale shops and restaurants • "Park once" • Limited number of curb cuts

Industrial Land Uses



Light industrial use building on Mill Street NE



Bakery and restaurant located on Mill Street NE



Automotive repair shops along Dominion Rd NE



Office building located on Mill Street NE

Industrial Land Use

The Industrial land use category consists of light industrial uses and other manufacturing activities that are not appropriate or feasible for the Town's main commercial corridors, Church Street Commercial Corridor and Maple Avenue Commercial Corridor, as well as auxiliary commercial activities, such as restaurants, fitness centers, and retail, where they can be accommodated.

Industrial development in these areas is limited to those administrative, research, and manufacturing activities that can be carried out without a detrimental impact on surrounding areas.

Existing Uses

The industrial corridor on Mill Street and Dominion Road in the northeast quadrant (zoned CM Limited Industrial) is a light industrial/commercial corridor. It emerged as an adjunct of the original Washington and Old Dominion Railroad, which passed through Vienna along what is now the Washington and Old Dominion Railroad Regional Park.

This area continues to attract various business establishments, including automotive shops, landscapers, professional office space, self-storage facilities, lumber yards, and restaurants.

Existing Buildings

A majority of the buildings located in the corridor were built in the 1950s, 1960s and 1970s. Some of the larger office buildings were built in the 1980s. The newest building was built in 1998 and is used as an automotive body shop. Some of the older buildings have seen both exterior and interior improvements in the last decade and some of the tenant spaces have been converted from light industrial or warehouse uses to commercial and retail uses, such as restaurants.



Employment Center Land Use

The Employment Center land use category covers the Vienna Technology Park in the southeastern quadrant. Employment Center (versus Industrial in the previous comprehensive plans) is a new land use category and encompasses large office buildings and campuses. This land use category is a more accurate description of the uses in the area.

Existing Uses

The Vienna Technology Park was designated and zoned CMP Industrial Park in 1961 to encourage the location of facilities that could meet design

criteria in a campus-like setting. The area is approximately 80 percent developed, and it includes the headquarters of the Navy Federal Credit Union, the Town's largest employer. Several other larger office buildings are also located in the area.

Navy Federal Credit Union is currently in the process of constructing a new annex building on Electric Avenue SE, across the street from its headquarters. The new building will occupy almost 235,000 square feet of professional office space.



Parks and Recreation and Governmental Land Use

The Parks and Recreation land use category consists of 332 acres of land devoted to parks and recreational use, comprising almost 14% of the Town's total land. This figure includes 155 acres of public facilities, which includes those owned by the Town, as well as parks owned and operated by Fairfax County and NOVA Parks. Governmental and institutional land use represents 5.8% of the land in the Town.

Parks and Recreation Land Use

Major Town parks include Southside Park, Glyndon Park, and Northside Park. A more extensive description of public parks appears in the [Parks and Recreation chapter](#) of this Plan. Many of the Town's parks are largely undeveloped. Park master plans should be

designed for each Town park to assure the facilities meet the needs of residents.

In addition to the public facilities, there are 177 acres of private facilities, most of which are associated with Westwood Country Club in northeast Vienna (157 acres). Other private recreational facilities, located in the southwestern quadrant of Town, include the George C. Yeonas Park owned and operated by the Vienna Little League, the Vienna Aquatic Club, and the Vienna Woods Swim and Tennis Club.

Park Zoning

Except for Northside Park and Salsbury Spring (a small passive park located on Windover Avenue



The Town Green is conveniently located in the center of Town and has served as a location for various community events, such as the Summer on the Green concert series and Vienna Idol. Options such as interactive public art and splash fountains should be considered for the Green.

NW, near Lawyers Road NW), all Town-owned land dedicated to recreational use is zoned PR Park and Recreational. The PR zone was created by the Town in 1991 to preserve parks and open spaces.

Major recreational facilities in Vienna owned by Fairfax County's School Board and Park Authority, such as Cunningham Park and Waters Field/Caffi Field, are also zoned PR. However, playgrounds attached to local public schools are not zoned PR. While school playgrounds have an important role in the Town's recreational program by providing facilities for after-hours use by the public, their primary purpose is considered to be governmental.

In 2009, the Town created a new zoning district for parks, the PC Park and Conservation Area zoning district. The 26 acre Northside Park was the first, and to date, only park which has been rezoned as PC. Under the new PC ordinance, development and uses are much more restricted than parks zoned PR. The intent of the PC category is to keep or return such properties in their natural, undeveloped state as much as possible. In keeping with this objective, new

buildings and clearing is not allowed.

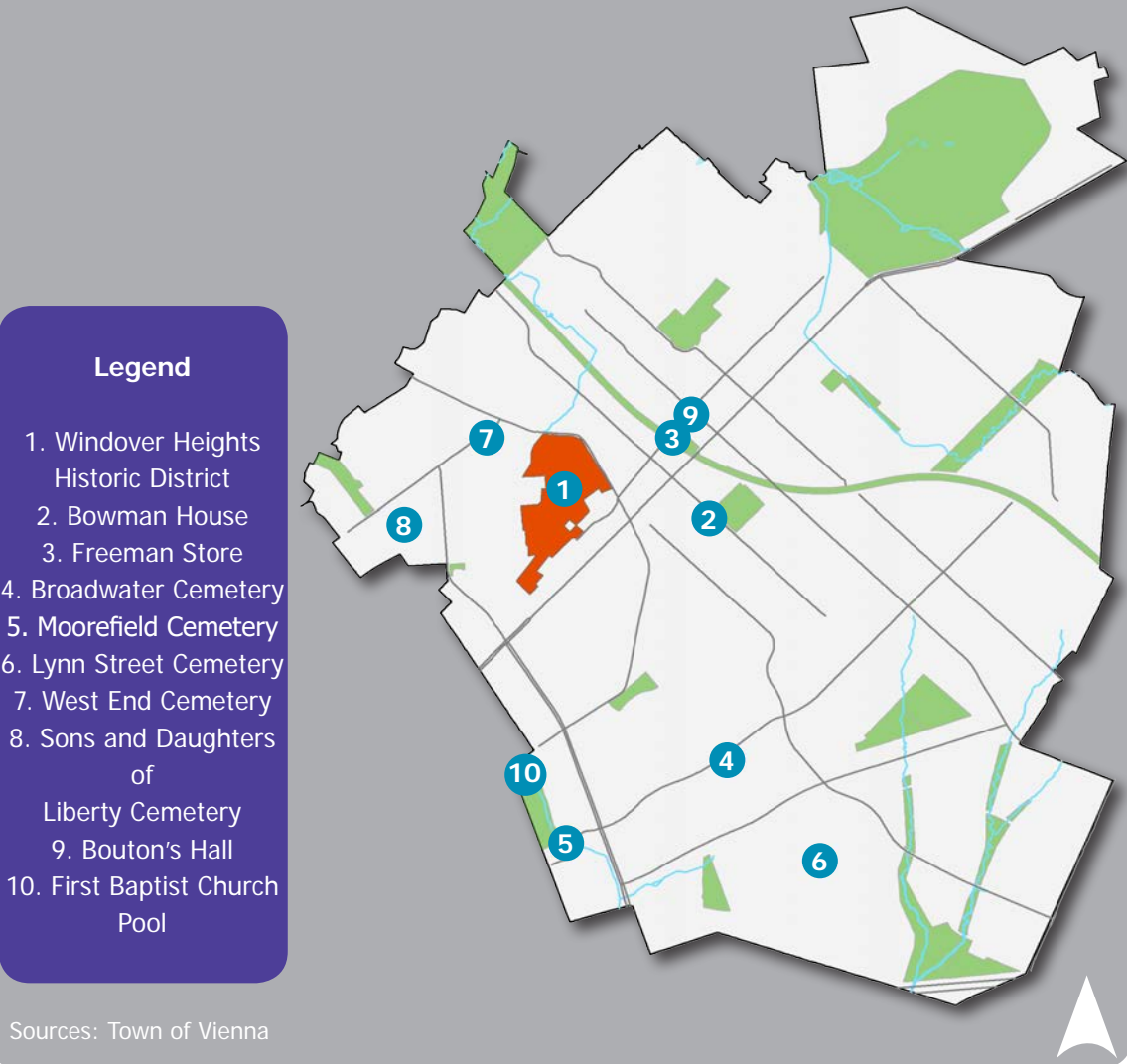
The Washington and Old Dominion Railroad Regional Park, a popular regional park facility available to Town residents and managed by NOVA Parks, currently has multiple zoning districts, reflecting its passage through different sections of the Town. The Town should study the impacts of rezoning the whole trail to PR Park and Recreational. Any such rezoning would need to be coordinated with NOVA Parks.

Government/Institutional Land Use

Town-owned, governmental properties include the Town Hall, Community Center, police station, water towers, and the property yards at Nutley Street NW and at Mill Street NE (the "Northside" yard). The five Fairfax County public schools located within the Town limits are also included in this category of land use. A more extensive description of public facilities appears in the [Community Facilities and Services chapter](#).

Institutional land uses include places of worship, buildings used to house social and cultural institutions, and cemeteries.

Historic District and Properties



Sources: Town of Vienna

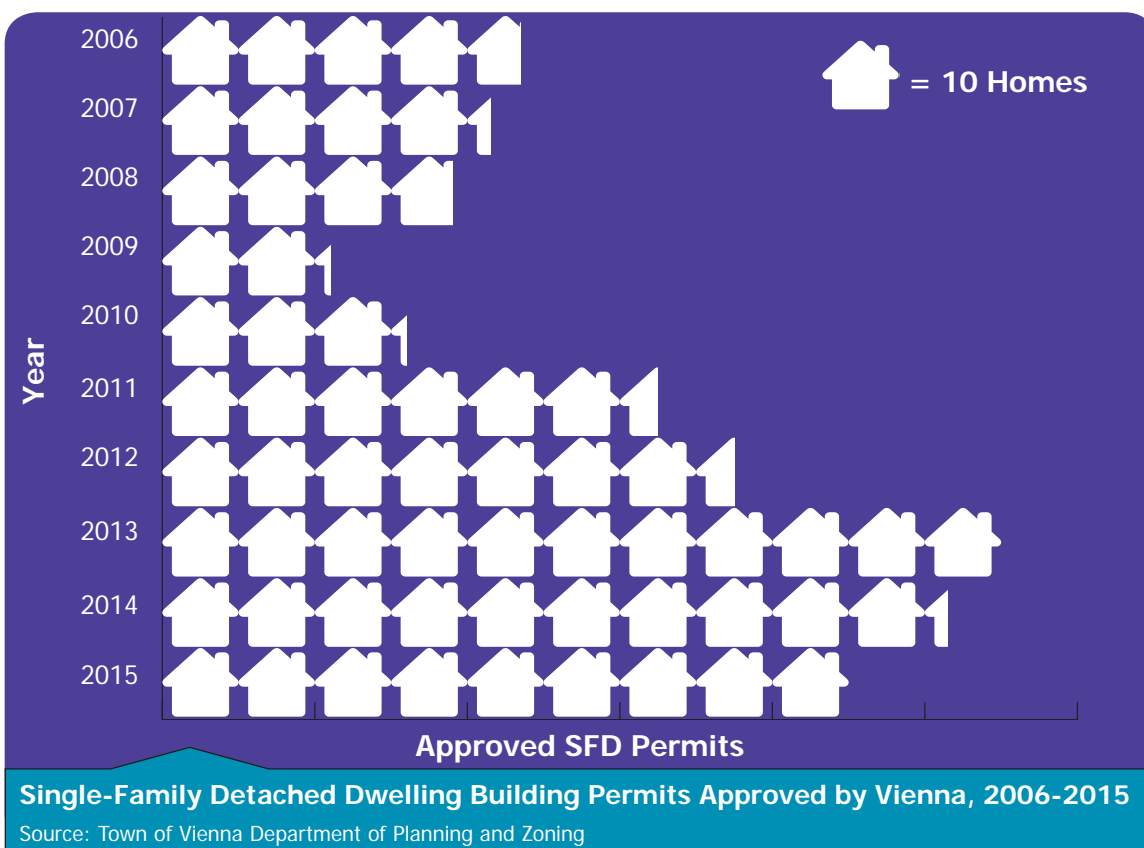
Historic Districts and Structures

The Town of Vienna intends to protect its historic areas and structures. Including structures in the Windover Heights Historic District, there are 25 registered structures and sites of historic significance in Vienna. ([See Appendix for Register of Historic Structures, Sites and Places](#))

The two Town-owned historic buildings, the Freeman House and the Bowman House, located along Church Street NE and Center Street South, are discussed in more detail in the Community Facilities and Services chapter.

Windover Heights

In March 1979, the Town created the Windover Heights Historic District to preserve the history, character, open space, and appearance of one of Vienna's oldest residential areas. Creation of a historic district was made possible by 1974 legislation of the Virginia General Assembly that gave Vienna the authority to amend its charter to create one or more historic districts. The framework and requirements for historic districts within the Town are set forth in the Town Code, in [Article 26 under Chapter 18](#).



Development Trends within Vienna

During the last quarter century, Vienna has established and followed policies designed to preserve and enhance its small town character as a community of predominantly single-family detached housing, while supporting business development that ensures adequate retail and services.

Residential

Almost all new residential development in the past decade occurred through the subdivision of existing residential lots, enlargement of existing houses, and lately the demolition of existing single-family homes and their replacement with new dwellings. From 2006 to 2015, 624 new single-family dwelling building permits were approved by the Town (13.5% of all single-family homes). Housing primarily from the 1950s and 1960s, increased land values, and the desirability of living within the Town of Vienna, have all contributed to this phenomenon. The redevelopment of parts of some residential

neighborhoods has implications for the Town, including loss of tree cover, storm water runoff concerns, and affordability of new larger homes.

The MAC guidelines and incentives promote more affordable residential uses above retail that provide additional options for housing not currently and readily available.

Commercial

Several Church Street Vision projects and modest building improvements in the Dominion/Mill Street industrial area represent trends that have enhanced the appearance of the respective districts. Along Maple Avenue, several shopping centers have recently renovated their storefront façades. However, new redevelopment has been limited. Commercial strip development from the 1960s and 1970s and increasing competition from surrounding retail centers will continue to have implications for Town policy regarding commercial areas.

Development Trends in Surrounding Fairfax County

Significant development continues in the portions of Fairfax County that surround the Town. These areas of development include Tysons, MetroWest, and Merrifield. Because proposed high density development may adversely affect traffic and overburden public service facilities within Vienna, the Town continues to monitor and inform Fairfax County government of the effects of such development on residents of Vienna and the surrounding areas of Fairfax County.

Tysons

Tysons, already a major economic force in the region, is undergoing significant changes with the construction of the Metrorail Silver Line, which began operations in 2014. Four new Silver Line stations service Tysons, and Phase II of the project will expand Metrorail service to Dulles Airport. In conjunction with the arrival of heavy rail transit service, Fairfax County has approved a new comprehensive plan for Tysons and [several new developments](#) that are intended to transform the area into a high-density, mixed-use downtown. This redevelopment will have

significant implications for the Town, including its residents and businesses.

MetroWest

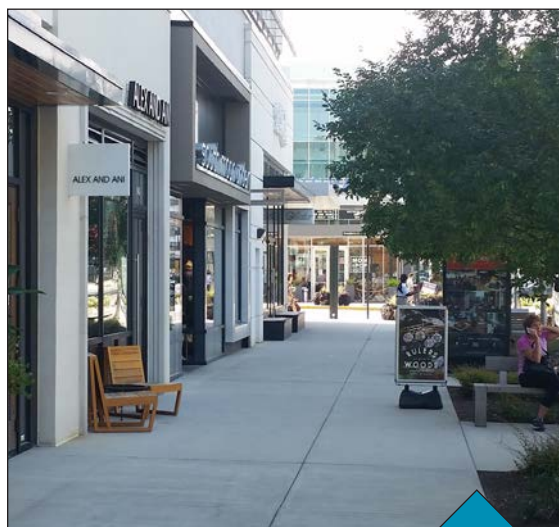
Areas around the Vienna-Fairfax-GMU Metrorail station continue to see significant development. New residential construction, including townhouses and mid-rise condominium buildings continue to be developed as part of projects immediately south of the station. A [new community center](#), operated by Fairfax County, was completed in 2015. Over the long term, additional office and residential development, including ground floor retail, is expected.

Merrifield

Merrifield, immediately southeast of the Town, has also seen major growth. Additional mid- and high-rise residential development continues. The new [Mosaic District](#) has become a major retail, restaurant, and entertainment destination. Other, significant new residential and mixed-use projects are underway near the Dunn Loring-Merrifield Metrorail station.



The population goal for Tysons over the next 30 years is 100,000. The area currently has a population of roughly 21,000 residents.



The Mosaic District enjoys a mix of retail, office, and residential uses and includes park and recreational space with features such as interactive public art.



Future Land Use

The goal for future land use is to ensure that Vienna retains its unique single-family residential character and quality of life amidst increased development activity at Tysons, MetroWest, and Merrifield. Vienna remains committed to a self-sustaining business community that provides retail, commercial, industrial, and professional services, and employment opportunities to the Vienna community.

Future Land Use Map

The future land use map of the Town of Vienna is shown on [Page 38](#). This map incorporates the land use goals, objectives, and policies presented in this Comprehensive Plan, and reflects development trends within the Town and in surrounding Fairfax County.

This map, along with the goals, objectives, policies and indicators of this Plan, will guide future development in the Town. A principal feature of future land use is maintaining a

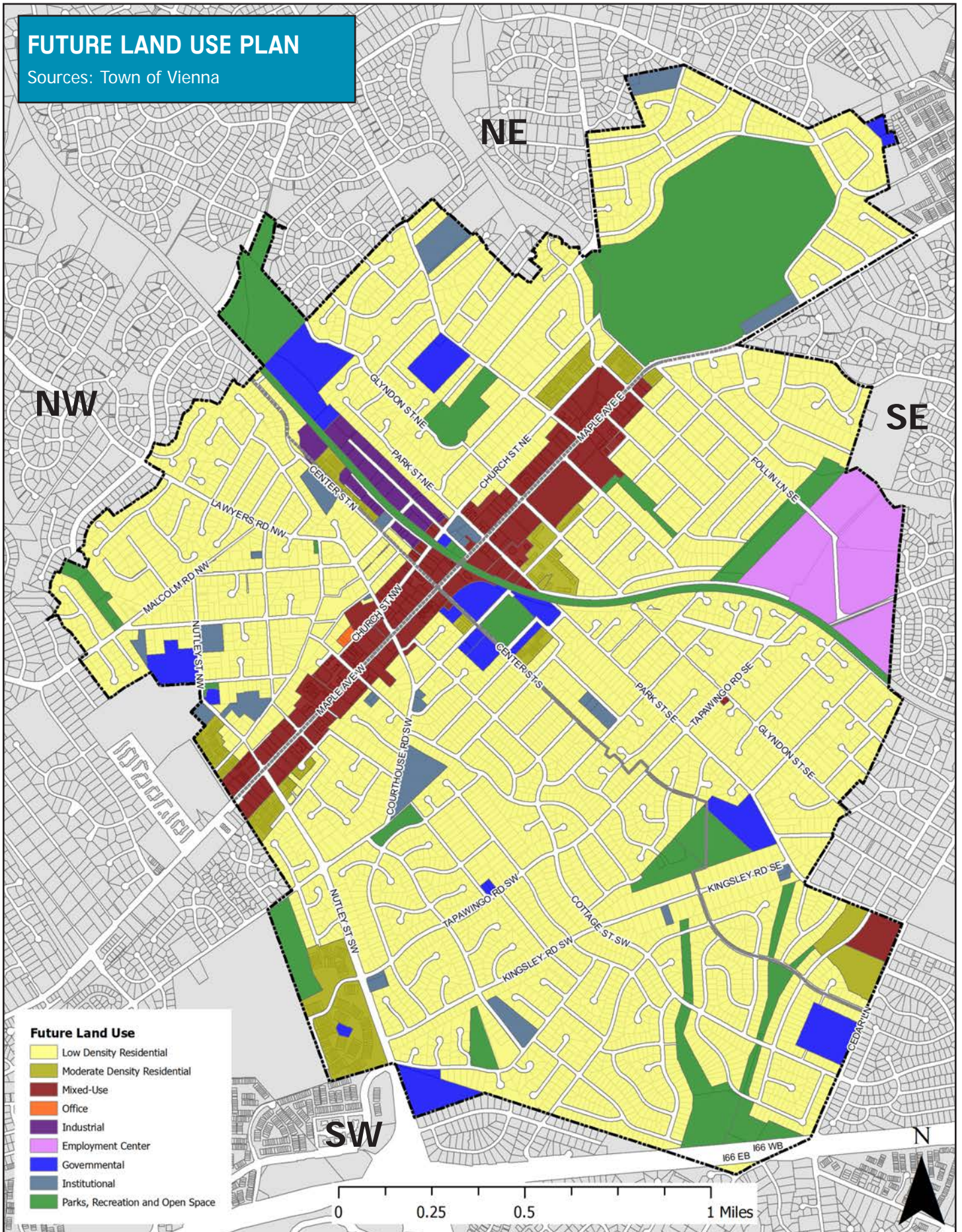
balance of land uses among commercial/industrial, residential, parks and recreational, and governmental/institutional uses.

Two key amendments to the land use map in the Comprehensive Plan update include the addition of two land use categories, mixed-use and employment center:

1. **Mixed-Use** land use category has been added to the plan to reflect the vision for the existing commercial areas to redevelop as mixed-use projects (versus just commercial projects). This will not only give developers more options but will encourage more active pedestrian-friendly streets in the downtown.
2. **Employment Center** land use category has replaced the “Industrial” land use classification for the Vienna Technology Park and more accurately describes the existing office land uses.

FUTURE LAND USE PLAN

Sources: Town of Vienna



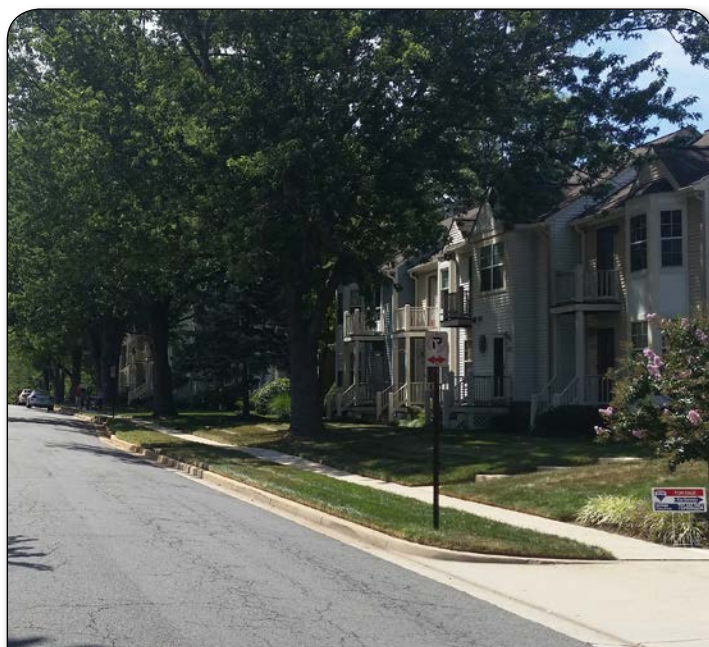
Future Land Use

- Low Density Residential
- Moderate Density Residential
- Mixed-Use
- Office
- Industrial
- Employment Center
- Governmental
- Institutional
- Parks, Recreation and Open Space

Objective 1 - Maintain the overall balance among residential, commercial, and industrial areas.

Implementation Strategies

- Keep the current residential zoning classifications and densities in effect.
- Where appropriate and necessary, and where established single-family residential neighborhoods will not be destabilized, consider townhouse or multi-family housing options to provide a transition between commercial and industrial properties and single-family neighborhoods.
- Land use for adjacent Town and county properties should, where possible, be coordinated and consistent.
- Monitor development patterns and revise the Town Code as necessary when development conflicts with land use objectives.



Condos located behind the Maple Avenue Shopping Center

Objective 2 - Preserve established residential neighborhoods.

Implementation Strategies

- Promote and support historic and neighborhood preservation efforts.
- Maintain the Windover Heights Historic District.
- Allow the rezoning of assembled properties only when such action will not adversely affect established residential neighborhoods, and any impacts to public facilities may be mitigated.
- Encourage residents to maintain their property.
- Encourage and explore incentives for residents to improve their houses.



"Walk on the Hill" Event in the Windover Heights Historic District

Objective 3 - Maximize the effectiveness of transportation services within the Town.

Implementation Strategies

- Encourage alternatives to automobile travel.
- Encourage bicycle racks to be placed along businesses and public places.
- Coordinate land uses with surface transportation facilities, including roadways, mass transit, sidewalks, and bike paths.



W&OD Trail near Park Street SE and Cherry Street SE

Objective 4 - Maintain and strengthen the Central Business District within existing boundaries.

Implementation Strategies

- Continue to evaluate the Maple Avenue Commercial Corridor and review the impacts of the MAC zoning district.
- Consider additional studies regarding parking, transportation, and way finding signage to further enhance the MAC zoning district.
- Encourage mixed-use development for sites zoned for commercial uses.
- Encourage the use of preferred architectural, building, and site development guidelines through the incentive provisions of the C-1B zoning district for the Church Street Commercial Corridor.
- Support locally owned businesses.
- Explore use of a Tourism Zone and/or Arts District with incentives to further encourage redevelopment in the CBD.



Part of Church Street redeveloped through Church Street Vision

Objective 5 - Protect and enhance the Town's natural resources, including natural stormwater drainage patterns, air quality, and other unique environmental features.

Implementation Strategies

- Minimize impacts on the environment as a result of new development, redevelopment, and subdivisions.
- Enforce ordinances for Chesapeake Bay preservation and flood plain control, particularly the use of best management practices within the resource protection Areas of Wolftrap Creek and Piney Branch.
- Encourage water conservation to protect and preserve the water supply.
- Encourage low-pollution transportation alternatives.
- Consider climate change and the environment in making land use decisions.
- Encourage businesses and residents to decrease their overall contribution to carbon emissions.
- Explore the acquisition of additional green space and recreational fields as opportunities arise.



Wolftrap Creek restoration project near Follin Lane NE



Town Staff replacing part of a water line

Objective 6 - Ensure a reliable and sustainable utility infrastructure.

Implementation Strategies

- Enforce policies that minimize damage to property during the construction or replacement of utilities.
- When possible, place all new or replacement utilities underground.
- Ensure that the Town's Capital Improvement Plan is consistent with the goals and objectives of this Comprehensive Plan.

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Indicators

- **Maintain stability of established single-family residential neighborhoods**
- **Increase in number of affordable units, including increases in the number of condominiums and townhouses**
- **Increase in the number of MAC and Church Street Vision applications**
- **Increase in pedestrian foot traffic in the commercial corridors**

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