



TOWN OF VIENNA

Planning & Zoning Department

Comprehensive Plan Update Introduction

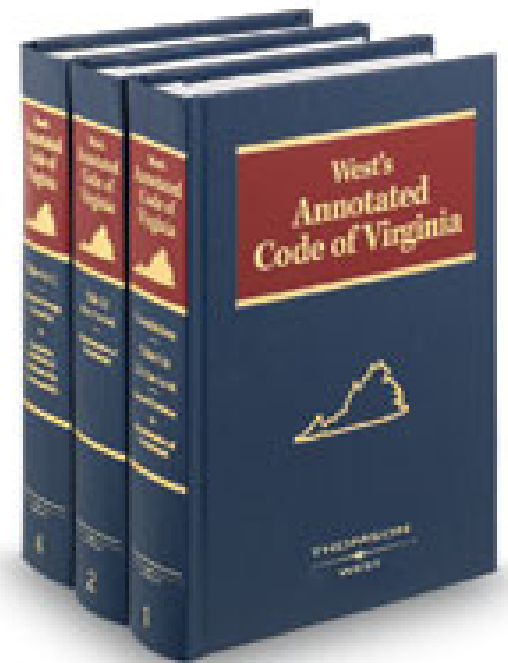
What is a Comprehensive Plan?

Long-range, high-level planning document that addresses land use, desired development, preservation of the natural environment, transportation, resource utilization, and potentially other topics.



Why have a Comprehensive Plan?

- Required by Virginia State Code
- Community's vision for how it wants to evolve in the following 20+ years, with strategies to achieve that vision.
- Give successive public bodies a common framework for addressing land-use issues.
- Provide justification for decisions by providing a factual and objective basis to support zoning decisions.



How is the Plan Implemented?

- Update regulations (e.g., zoning)
- Capital Improvement Plan (CIP) and operational budget.
- Town Policies
- Community plans and programs that deal with specific subjects; i.e. Housing Studies, Parks & Recreation Master Plans, and Small Area Plans

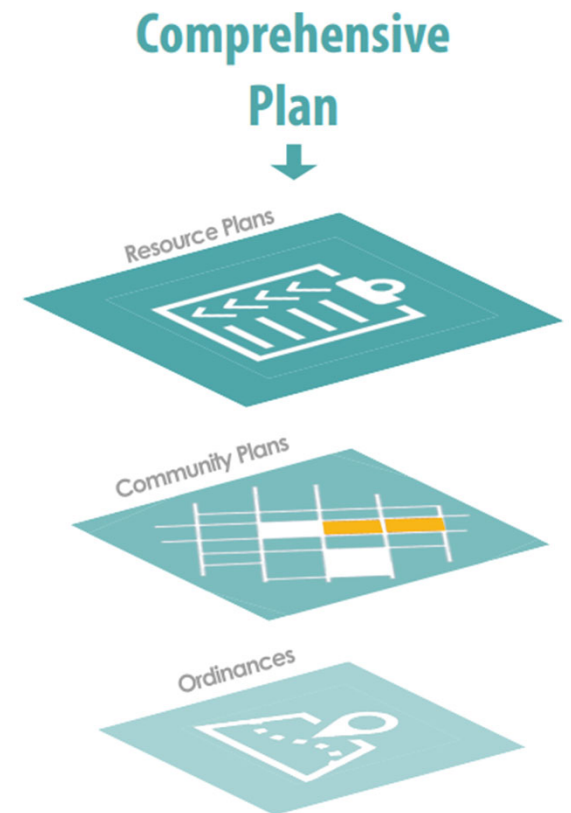


Image Credit: The Berkley Group

Comprehensive Plan

- May 2016** - Plan adopted
- February 2020** – Amendment
 - Updates to Future Land Use Plan and Community Facilities and Services Chapter to show and describe Town-owned properties as governmental
- October 2020** – Amendment
 - Updates to Future Land Use Plan and Community Facilities and Services Chapter to show and describe Town-owned property as governmental



Contents

Vision Statement

Chapter 1: Introduction

Chapter 2: Community Profile

Chapter 3: Land Use

Chapter 4: Economic Development

Chapter 5: Transportation

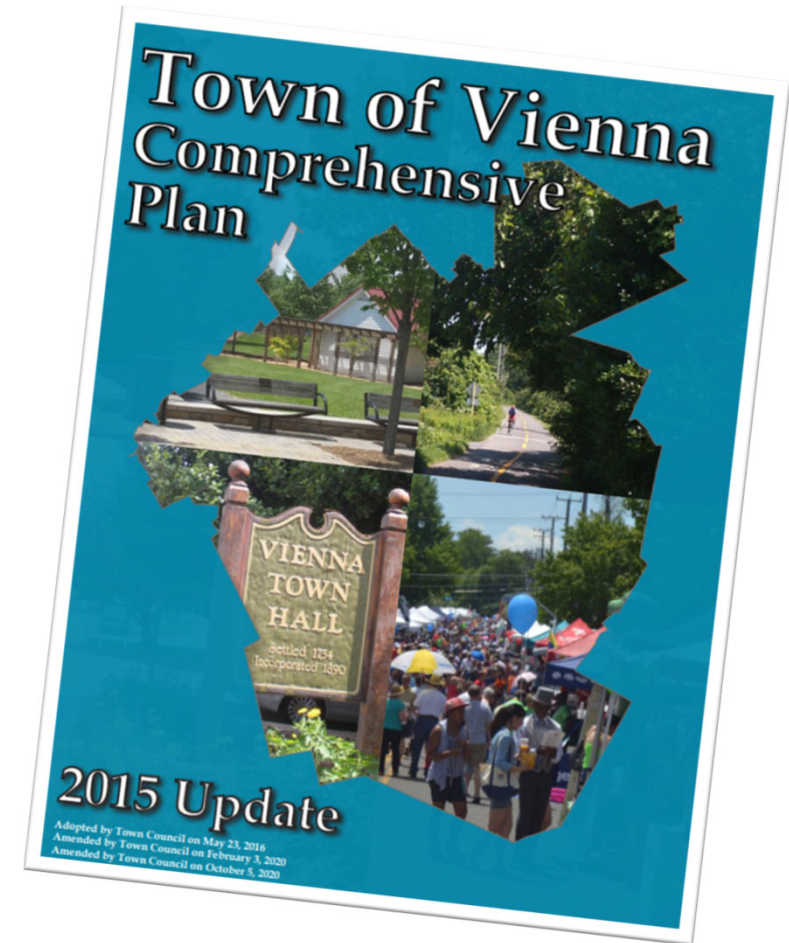
Chapter 6: Community Facilities and Services

Chapter 7: Parks and Recreation

Chapter 8: Environment and Sustainability

Chapter 9: Implementation

Appendix



<https://www.viennava.gov/your-government/town-departments-at-your-service/planning-and-zoning/comprehensive-and-long-range-planning>

Goals

Meant to be general and describe a desired future condition for each chapter.

Objectives

More detailed and describe specific future conditions to be attained.

Implementation Strategies

Detailed statements that describe methods, usually through Town or department policies, to implement objectives.

Indicators

Statements describing how the Town should measure whether goals, objectives, and implementation strategies are successful.

Vision Statement

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

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

Objective 1 - Facilitate redevelopment in the long term in Vienna.

Implementation Strategies

- Strengthen inter-agency cooperation and coordination with economic development partners at the state and local levels, including the Fairfax County Office of Community Revitalization, Fairfax County Economic Development Authority, and the Vienna Business Association.

Indicators

- Decrease in number of vacancies and business closings
- Increase in total gross commercial land use tax and meals tax
- Growth in business licenses, including home businesses
- Total growth in commercial building permits
- Increase in new, pedestrian oriented commercial construction
- Increase in number of federal and state funding applications
- Increase in attendance at special events
- Increase of shopping in the commercial corridors

LAND USE, photo caption, Page 33

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.

ECONOMIC DEVELOPMENT, Objective 4 implementation strategy, Page 53

- Consider cluster-based incentives, such as **art districts**, tourism zones, and technology zones with tax rebates, economic development grants, etc.

ECONOMIC DEVELOPMENT, Objective 5 implementation strategy, Page 54

- Consider Tourism and **Art Zones** to incentivize redevelopment.
- Promote temporary uses to serve as an interim measure for vacant lots in the Town and **promote art installations** and pop-up shops.

ENVIRONMENT AND SUSTAINABILITY, Objective 1 implementation strategy, Page 150

- Promote **public art** through private support of public murals and sculptures.



Objective 5 - Promote tourism and temporary urbanism.

Implementation Strategies

- Coordinate with state and local tourism partners to promote the region in general and Vienna in particular as a tourist destination zone.
- Continue to enhance the availability of special events, festivals, and celebrations that bring tourists and regional residents into the Central Business District.
- Consider Tourism and **Art** Zones to incentivize redevelopment.
- Promote temporary uses to serve as an interim measure for vacant lots in the Town and promote **art** installations and pop-up shops.



HOW TO ACTIVATE THE TOWN GREEN DURING NON-EVENT HOURS



Splash fountains



Public art (mosaiculture pictured above)



Interactive art elements



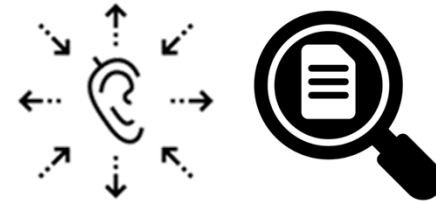
Creative and fun park furniture

Questions for VPAC

- What are your thoughts on the current plan objectives and implementation strategies related to public art?
- What advancements in public art in Town have occurred since the current plan was adopted that the Planning Commission should know about?
- What are your long-term visions and policies regarding public art in the town?
- What would you like to see added to the plan related to public art?

Plan Update Process

Phase 1: Information Gathering



Phase 2: Compilation & Draft Development



Phase 3: Refine the Draft



Phase 4: Finalize the plan



Plan Update Schedule

	2024												2025							
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
Phase 1: Information Gathering	★																			
Phase 2: Compilation & Draft Development																				
Phase 3: Refine the Draft								★												
Phase 4: Finalize the Plan													★				★		★	



Public Engagement



Public Hearing



Adoption

PANCAKES WITH PLANNING COMMISSIONERS

Saturday, March 2, 2024
10 a.m.-12 p.m.

Vienna Volunteer
Fire Department
400 Center St S

WWW.VIENNAVA.GOV/COMP-PLAN



What will Vienna look like in the next 5, 10, 15, and 20 years?

Enjoy free pancakes while you share your thoughts with us!

Short presentation at 10:30 am