



CHAPTER 2 COMMUNITY PROFILE



History

Vienna is an incorporated town located in the northeastern portion of Fairfax County, Virginia. Vienna's history predates its incorporation, and provides the basis for understanding the Town as it is today, and its philosophy in charting its future.

Early Beginnings

The Vienna area was initially settled as large farming estates. In 1767, Vienna's first house of record was built. The area was named Ayr Hill after the owner's native Scottish County of Ayr, and retained the name for nearly a hundred years. Growth was slow, with no more than eight houses in the village at the turn of the 19th century.

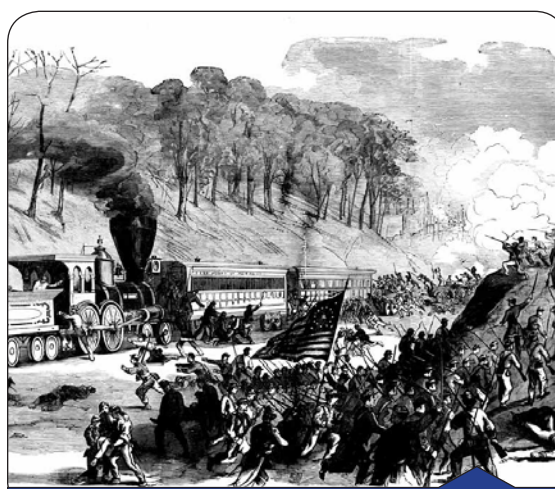
The mid 1800s, however, witnessed great change for Vienna. Between 1840 and 1860 there was significant migration from the north, especially New York State. Inexpensive, yet fertile land and a mild farming climate lured many new residents who brought with them advanced farming techniques. These techniques increased productivity and helped restore the vitality of the old estate farms. Vienna's commercial activities during this period included America's first steel beamed plow factory. The railroad, which reached Vienna in 1858, was used for shipping plows until the factory was sold in 1869.

Other notable events include the 1842 purchase of 50 acres of land from what had been the original Wolf Trap plantation by Keziah Carter, a free African-American woman. Descendants of the Carter family still reside in the Town.

In the late 1850s, the village recognized its need for a medical doctor and solicited Dr. William Hendrick of New York State. Popular belief holds that the name of the village was changed to Vienna, the name of Dr. Hendrick's New York home, as a condition of his relocation.

The Civil War Period

Due to its proximity to the Nation's capital, control of Vienna was strongly contested during the Civil War, causing many residents to leave for the duration of the conflict. On June 17, 1861, the fifth skirmish of the war, part of the First Battle of Manassas, took place near the Park Street railroad crossing (now the site of the Town's Community Center). This skirmish marked the first tactical use of a railroad in battle.



Depiction of the battle that took place on June 17, 1861.

In the years following the war, Vienna experienced a growth in permanent residency, including both white and black settlers. Among the new residents were Major Orrin T. Hine and Harmon L. Salsbury. A Freedmen's Bureau agent, radical Republican, and farmer, Hine settled in Vienna in 1866 and by 1885 had amassed almost 6,500 acres of area land. Major Hine was elected the Town's first mayor when Vienna was incorporated in 1890. Salsbury, a Union Captain in the 26th Regiment of Colored Infantry, welcomed settlers to his estate, making housing available to newly freed slaves by providing easy credit and long mortgages.

Thomas and Daniel West, freed slaves and landowners, established Vienna's first black

public school in 1868. The Town's first white public school followed in 1872.

Originally called Georgetown Road, today's Church Street was the Town's first thoroughfare, hosting the business district and most of the churches: the Baptist Church, built in 1868; the Presbyterian Church in 1874; the Methodist Church in 1890; and the Episcopal Church in 1896. The original location of Vienna's oldest continuous business, the Money and King Funeral Home, was at the corner of Church Street and Lawyers Road NW.

Early 20th Century

The Vienna Volunteer Fire Department, organized in 1903 by Mr. Leon Freeman and chartered in 1929, is Fairfax County's oldest volunteer fire department. In 1904 Freeman heralded the advent of Vienna's motorized age with ownership of the Town's first automobile, spurring the first speed limit, 12 miles per hour. Transportation improvements continued with the construction of a trolley line connecting Vienna with Washington, D.C., via Falls Church.



The Vienna Volunteer Fire Department was first organized in 1903.

The 1920s saw the establishment of the first Town Hall, bank, citizens' association, drug store, and chain grocery store, the Piggly Wiggly, and the installation of street lights and fire cisterns.

Post World War II

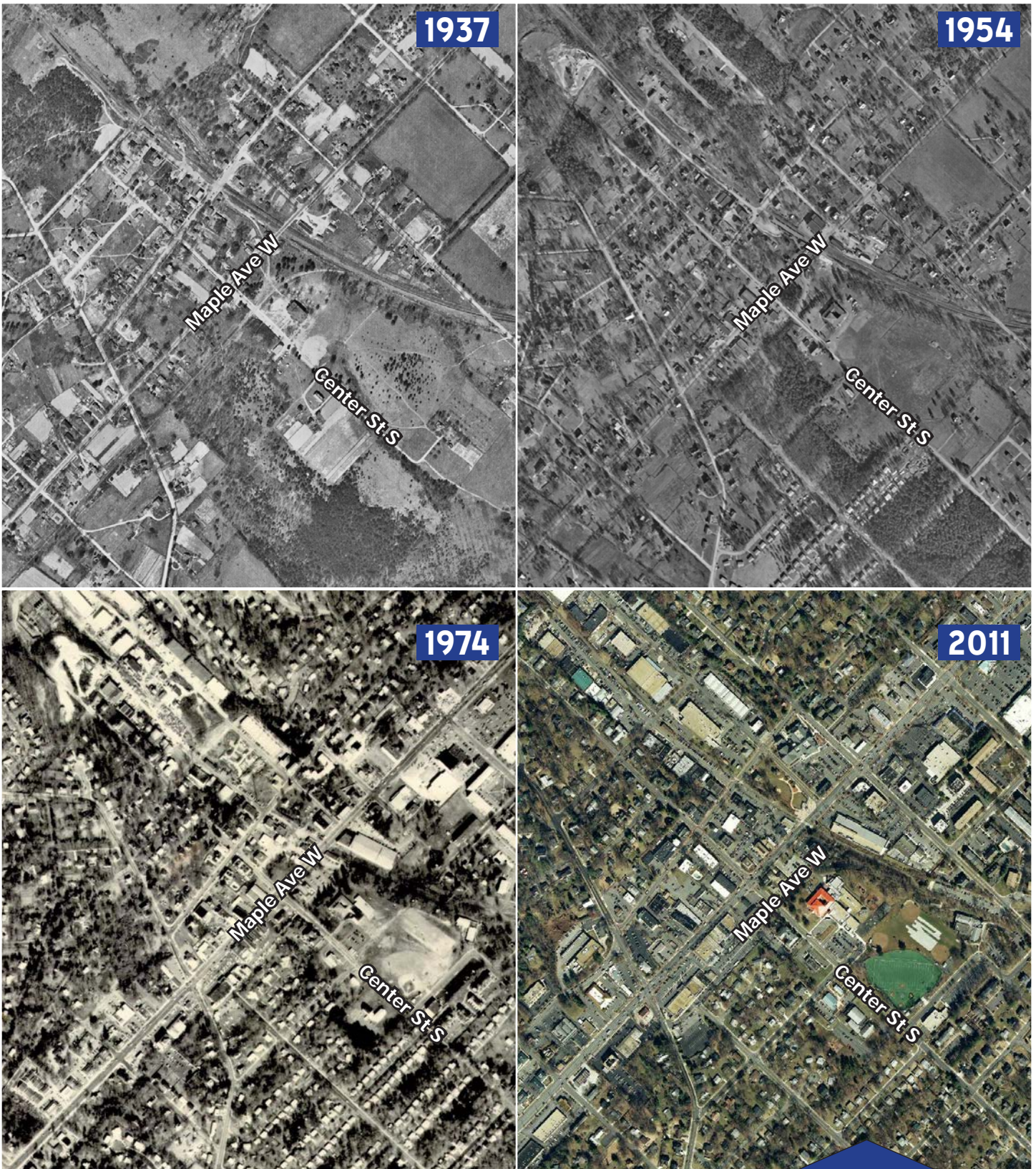
In 1940, Vienna was still a small rural town with a population of 1,237. The end of World War II brought suburban pressure and further development. The Town's population grew by 10,000 people during the decade, and the business core shifted from Church Street to Maple Avenue.

The first of many "modern" shopping centers was built in 1954 along the newly-widened Maple Avenue. In 1957 a part of the surrounding area of Vienna's original boundaries was annexed and the Town grew from 2.25 square miles to roughly 3.8 square miles in size.

In 1958, the maple trees that gave the avenue its name were removed for transportation improvements. Transportation, shopping, and residential demands continued to grow with the increasing population of Vienna and Fairfax County. Notable regional developments included the construction of Dulles International Airport in 1962, Fairfax Hospital in 1962, Tysons Corner Center in 1968, and the Vienna Metrorail Station in 1986.

During the 1980s Vienna had a front row seat to witness the rise of a new social phenomenon, the "Edge City," popularized by Joel Garreau. Tysons Corner transformed from a suburban retail center into an employment and business center that rivaled the area's traditional urban core of Washington, D.C., in office space and jobs. The traditional pattern of suburb-to-city commuting changed, as the area saw the growth of the suburb-to-suburb commute. In turn, families looking for affordable housing filled in previously undeveloped land in nearby Fairfax County—and Vienna—and pushed development further west and south.

The 1990s brought another wave of change to Vienna, Fairfax County, and the greater Washington, D.C. area. The explosive growth of information technology and Internet-related companies in the area fueled an economic boom



A Comparison of Vienna from 1937 to Present Day

The top left photograph was taken in 1937 and shows a rural Vienna, covered mostly with farmland and a sparsely developed Maple Avenue. In the 1950s and 1960s thousands of homes were built in the Town. By the 1970s, Vienna was mostly built out.



The 144 Church Street NW project was the first development completed under the Church Street Vision. The building contains 13,652 gross square feet of retail and office space.

for the region. Northern Virginia emerged as a preeminent location for high-technology firms. In 1993, a boundary adjustment agreement with Fairfax County increased the size of the Town to 4.4 square miles.

The 21st Century

Significant development continues in the portions of Fairfax County that surround the Town of Vienna, including Tysons, Merrifield and MetroWest. These development projects have included greater density and intensity, and the potential for increased impacts to the Town's transportation network and public facilities.

Within the Town, the demolition of existing single-family detached homes and their replacement with new larger dwellings has increased over recent years. A housing stock 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 subdivision of existing residential lots also continues as an additional

signal of these market forces.

Following the adoption of the [Church Street Vision](#) in July 1999, Church Street has seen resurgence, including several new buildings and renovation projects. The pedestrian-friendly corridor continues to attract residents and visitors as Vienna's traditional "main street."

With the adoption of the [Maple Avenue Commercial \(MAC\) Ordinance](#) in October 2014, following the success of the Church Street Vision, the Town is encouraging mixed-use redevelopment along the Maple Avenue Commercial Corridor.

Given the changes occurring both within and outside the Town, Vienna's citizens and leadership remain dedicated to promoting a stable community with a small-town feel. At the same time, the Town continues to pursue policies which maintain or enhance Vienna's attractiveness as a place to live, while providing the facilities and services necessary for a successful community.



Demographics

Demographic statistics and trends provide an important background for evaluating land use, transportation needs, and infrastructure requirements. The following is a profile of the Town's population compared, where appropriate, to the total population of Fairfax County, Commonwealth of Virginia, and United States. Data sources include the U.S. Census Bureau, as well as data collected by Fairfax County and the Town of Vienna.

Population Changes

Generally the number of residents has remained stable for the past 40 years, remaining between 15,000 and 16,000 residents. The largest periods of growth occurred between 1950 and 1960 and 1960 and 1970, alongside large post-war subdivisions. The peak population of the Town occurred in 1970 and has not been

surpassed. However trends show the population approaching the peak.

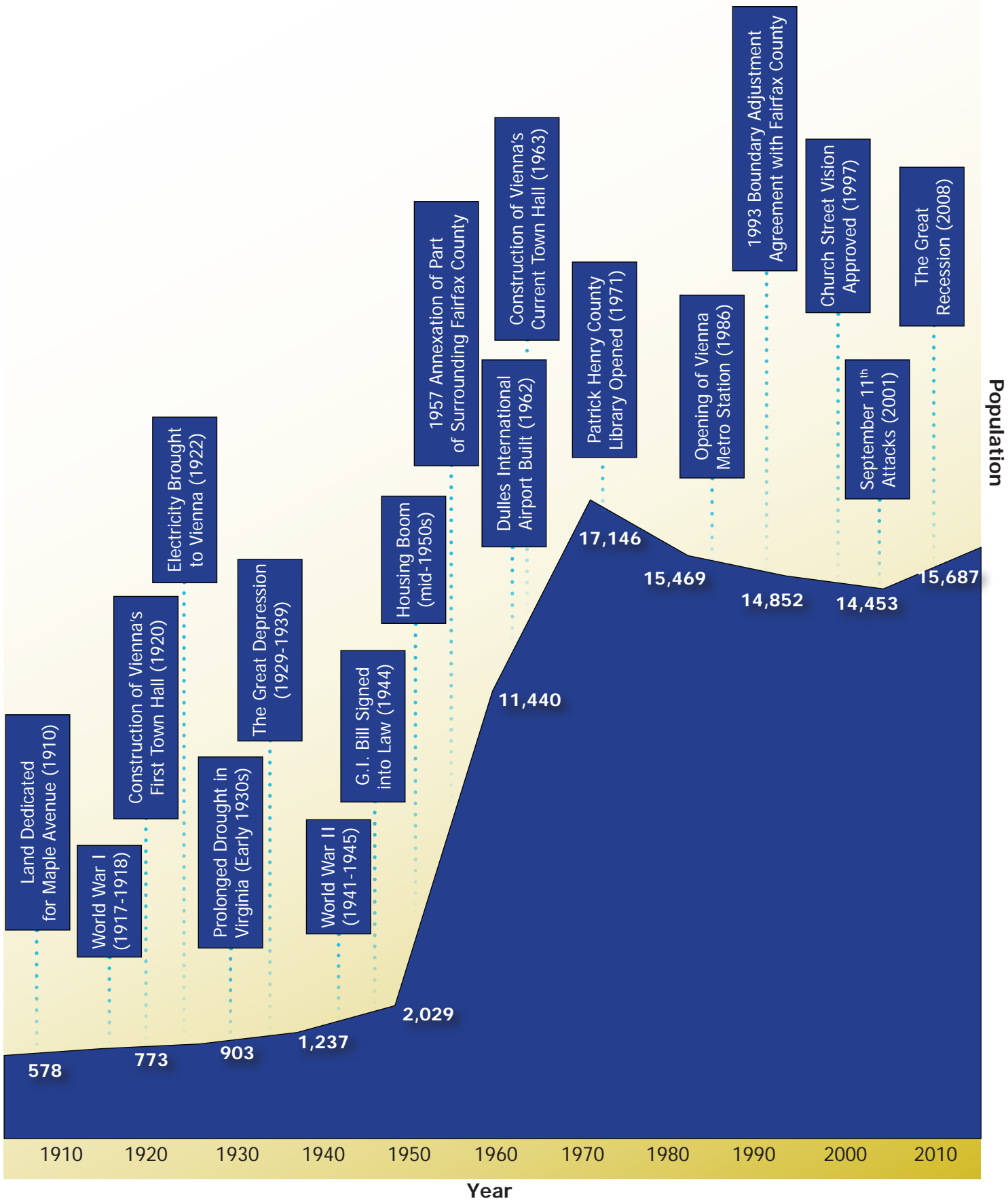
From 2000 to 2010, Vienna saw an 8.5% increase in the number of residents, growing from 14,453 to 15,687, a total increase of 1,234 persons. The U.S. Census Annual Estimates of Resident Population estimated population for 2015 was 16,522, a 5.3% increase from 2010.

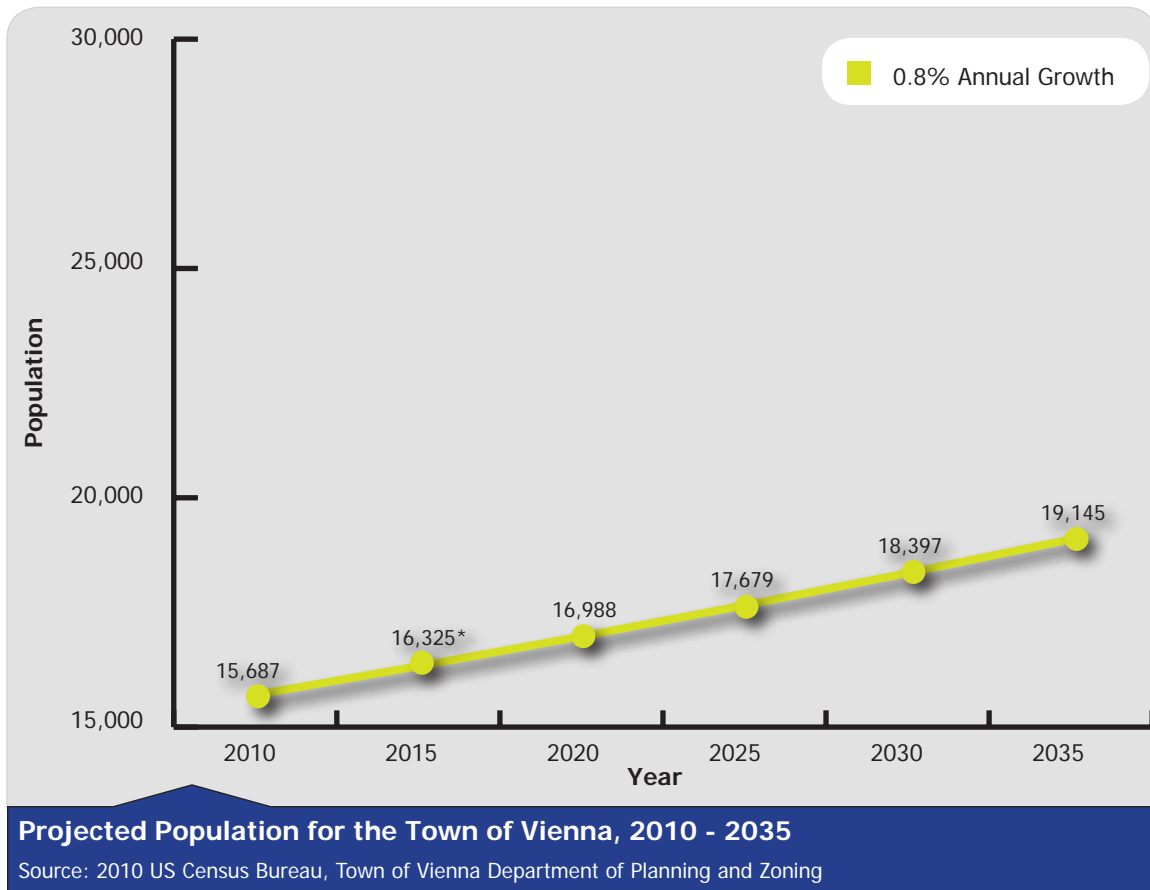
The population chart on the next page shows the population over the last 100 years, along with important local, state, and national events.

Fairfax County

Fairfax County has seen continual growth for the past century. From 2000 to 2010 it saw a 12% increase in population and now has more than 1 million residents.

POPULATION CHANGES AND TIMELINE FROM 1910 TO 2010





Population Growth

Most of the current residential development in Vienna consists of demolition and rebuilds of existing single-family detached homes. Due to the limited available vacant land zoned for residential dwellings and properties which can be subdivided, the population in the near future will likely not increase significantly if there are no significant changes in land development trends. However, there are likely to be changes due to the Maple Avenue Commercial (MAC) ordinance, which promotes mixed-use along Maple Avenue.

- The population will likely continue to grow 0.8% annually, nearly matching the population growth from 2000 to 2010. Based on this projection and using the 2010 U.S. Census population as a base, by 2035, the population will have increased by 3,458 persons from the 2010 population, an overall growth of 22% from 2010 to 2035.
- Residential development in single-family neighborhoods will decrease slightly with a relatively low percentage of new homes being built as a result of subdivisions.
- Projection assumes that some multi-family units along Maple Avenue will be built, resulting from Maple Avenue Commercial (MAC) rezoning and mixed-use development. Based on the projected 2035 population, roughly 45 to 50 multi-family units would be built per year (assuming an average household size of 2.8 persons).

*The U.S. Census Annual Estimates of Resident Population estimated a population of 16,522 for 2015, closely in line with the 16,325 estimate.

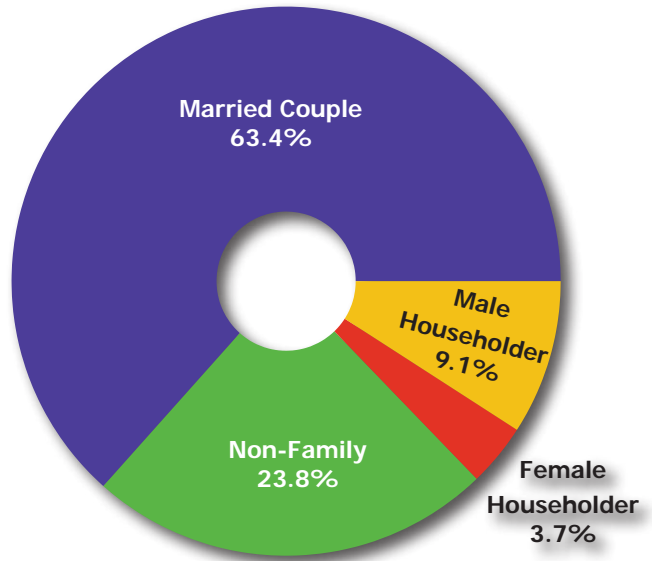
**The Metropolitan Washington Council of Governments (MWCOC) completed its own population projection. However it did not appear to factor in any potential new development or land use changes.

Households

The 2010 Census recorded 5,528 households in the Town, an increase of 197 households from the 2000 Census.

The average household size in 2010 was 2.8 persons per household. This is slightly higher than 2.7 persons per household in 2000. However, since 1990, the household size has largely stayed the same. This is true of Fairfax County and the United States as well.

In 2010, the majority of households in Vienna were married couple households. They comprised 63.4% of all households. Non-family households make up 23.8% of all households, with either female householders or male householders making up the remaining 12.8%.



Household Types in the Town of Vienna
Source: 2010 US Census Bureau

Age/Sex Distribution

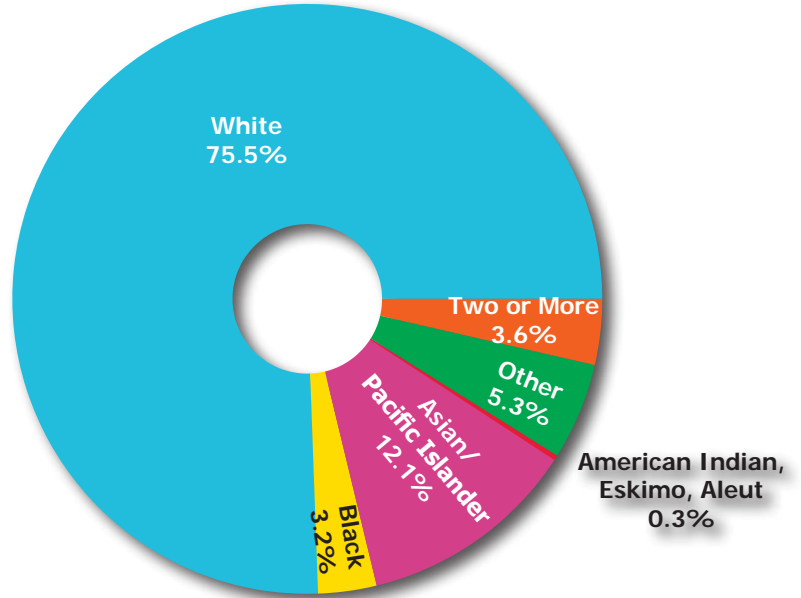
Vienna's increase in population from 2000 to 2010 resulted in gains for all three major age groups. The most growth occurred in the "24 and under" category, with gains in the number of school-age residents, almost 600 additional 5 to 19 year olds. Both the "25 to 64" and "65 and up" categories increased in absolute numbers, but decreased as a percentage of the Town's total population. In terms of sex distribution, the 2010 population was 50.1% female and 49.9% male, almost evenly split. The age/sex pyramid below shows a more detailed description of the distribution of age/sex in Vienna in 2010.



2010 Age/Sex Pyramid in the Town of Vienna
Source: 2010 US Census Bureau

Race

With regards to race, Vienna's population is majority white. The white population comprises almost 76% of the total population. The Asian/Pacific Islander population is the second most populous with 12.1% of the total population. This group has seen almost 39% growth from 2000 to 2010. Five percent of the population identifies itself as "other" and 3.2% of the population identifies itself as black. Overall, there have been some trends over the last 20 years with more diversity in the population, with slight decreases to the overall percentage of the white population and increases in the Asian and Hispanic populations.



Racial Composition in the Town of Vienna

Source: 2010 US Census Bureau

As for ethnicity, according to the 2010 U.S. Census, 12% of Vienna is of Hispanic origin. This is a 76.7% increase from 2000.

More information on racial composition can be found in the [Appendix](#).

Income

In 2000 Vienna's median household income was \$85,519. In 2013 the median household income was \$126,991. This 48.5% increase surpasses the increases seen in both Fairfax County (36.1%) and the Commonwealth of Virginia (36.9% increase). It is also above the increase that the United States as a whole has seen in 13 years (26.3% increase). In terms of absolute numbers, the 2013 median household income is slightly higher than the County's \$110,292 and is significantly higher than Virginia's (\$63,907) and the United States' (\$53,046).

Findings

- Vienna's population is growing slowly 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 distribution of the age and sex of residents has stayed mostly the same from 2000 to 2010. The most growth 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.
- The median household income in Vienna (\$126,991 as of 2013) and is higher than Fairfax County (by almost \$17,000) and Virginia (by a little over \$63,000).

**For additional information please see the Community Profile section of the [Appendix](#).