

Maple Avenue Commercial Corridor

Zoning Code Update

Steering Committee Meeting

March 26, 2013



Presentation Overview

- Project Status & Schedule Update
- Review of Annotated Outline
- Next Steps



Annotated Outline

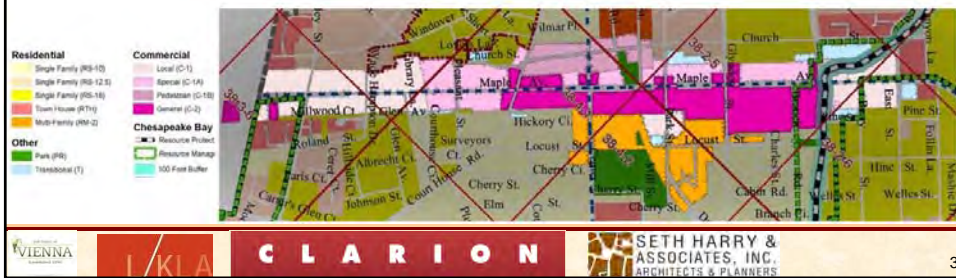
- A “road map” for the proposed Maple Avenue corridor regulations, based on:
 - Input and direction received
 - Visioning efforts to date
 - Zoning Discovery Report
 - Relevant national best practices



Regulatory Approach (page 7)

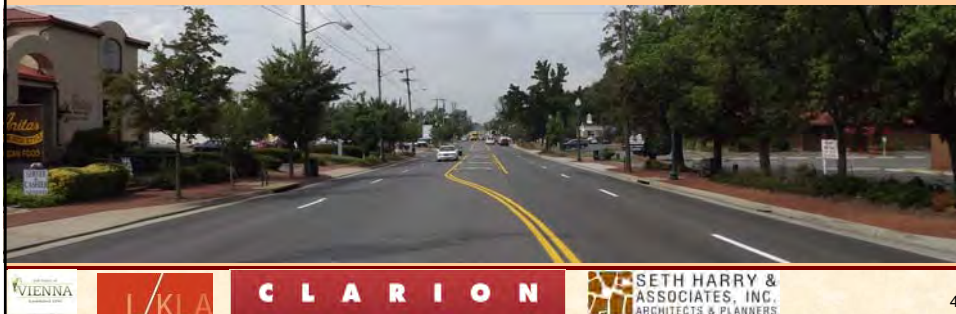
- **Maple Avenue Corridor (MAC) zoning district**

- “Stand-alone” district provisions (new Section 13.1)
- Voluntary
- Available to C-1, C-1B, C-2 lands adjacent to Maple Ave.
- Conceptual site plan review by BAR



Purpose & Intent (page 8)

- Compact, modern development
- Mixed-use
- Pedestrian-oriented
- Human scale
- Compatible (with adjacent neighborhoods)
- Sustainable



Bulk & Dimensional Requirements (Pages 9-13)

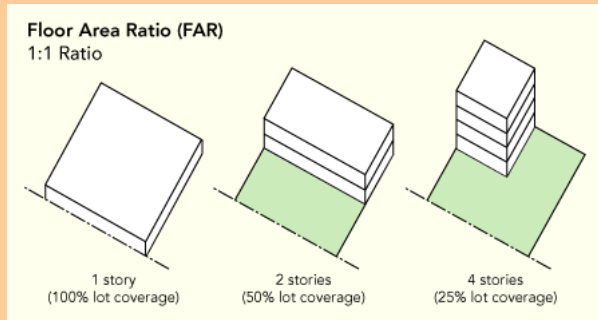
Type	Standard
Density (max.)	16/acre
Lot Coverage (max.)	80%
Lot Area (min.)	None
Lot Width (min.)	None
Height (max.)	54' / 4 stories
Side Setback (min.)	0' / 5' / 8'
Rear Setback (min.)	10'



Reading, PA 17.5 units/acre

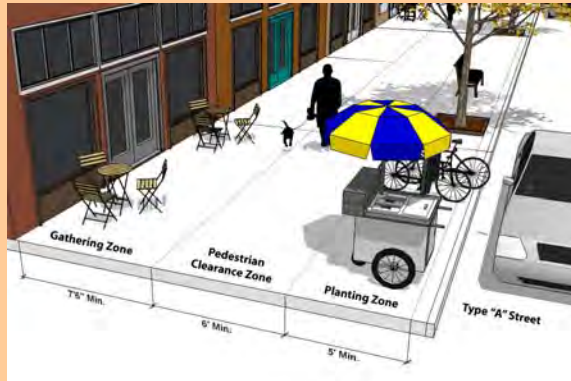
Floor Area Ratio? (page 10)

- Ratio of building floor area to the size of the lot
- Limits building size but allows flexibility in configuration
- Alternative to setbacks/lot coverage approach – useful in urban settings where there are no setbacks
- C-1B = FAR 0.7



Front Setbacks / Sidewalks (Page 12)

- Current = 15'
- 15-foot setback = buildings 26' – 30' from curb
- Patchwork configuration today
- Need uniform standard
 - Street tree location
 - Planting configuration
 - Sidewalk location
 - Sidewalk width
 - Sidewalk materials
 - Street furniture
 - Front building façade location



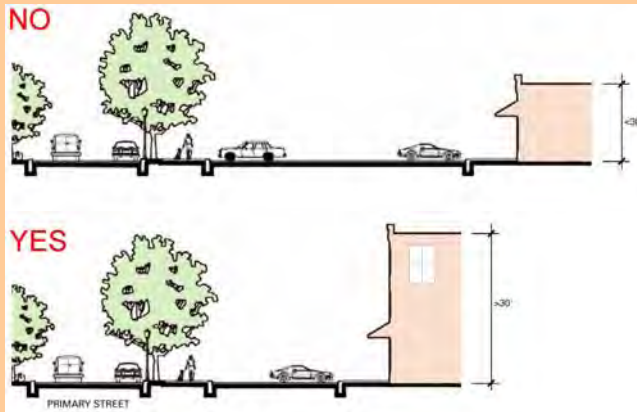
Use Standards (Page 13)

- Upper-story residential, by right
- Ground-floor retail/office
- Live/work units
- Horizontal mixed-use
- Outdoor dining/gathering, by right
- Outdoor display, by-right



Off-street Parking Standards (Page 14)

- Few changes to current space requirements
- Incentives for provision of structured parking
- Parking location limitations
- Alternative parking plan process
- Bicycle parking requirements
- Cross-access requirements



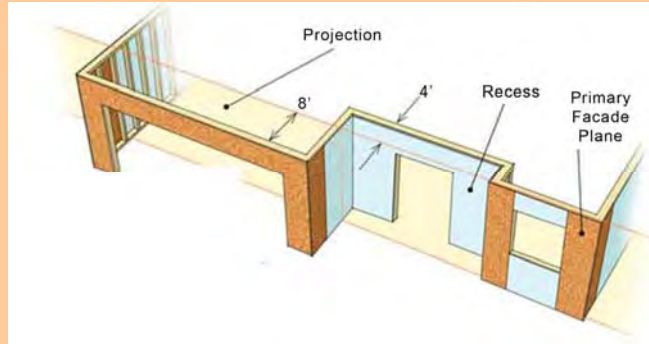
Landscaping / Open Space Standards (Page 16)

- Need increased precision
- Perimeter & interior parking lot requirements
- Required shading
- Reduce street tree planting size
- Broaden open space requirements to more uses
- Credit green roofs, gathering areas, stormwater amenities towards open space



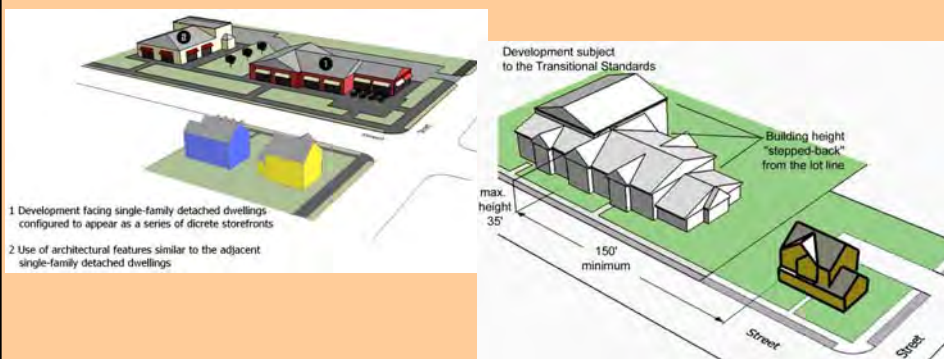
Design Standards (Page 17)

- Entrance faces Maple Avenue
- Front façade modulation
- Ground floor transparency
- Encouraged building materials
- Screen roof-top equipment
- Limits on monopitch roofs



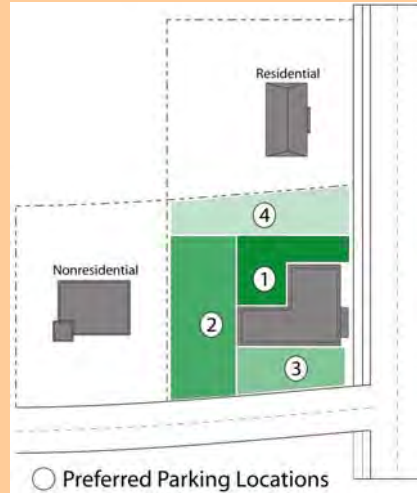
Neighborhood Protection Standards (Page 19)

- Applied when multi-family, mixed-use, and nonresidential uses abut lots with existing single-family homes
- Building façade standards
- Building dimension standards



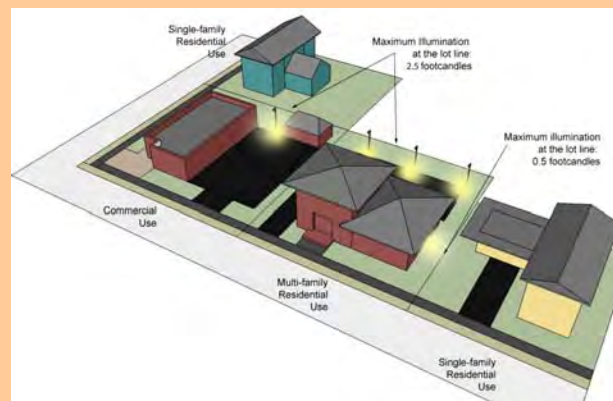
Neighborhood Protection Standards (Page 19)

- Site design
- Lot size
- Parking/Driveway standards
- Loading/Refuse areas
- Open space standards



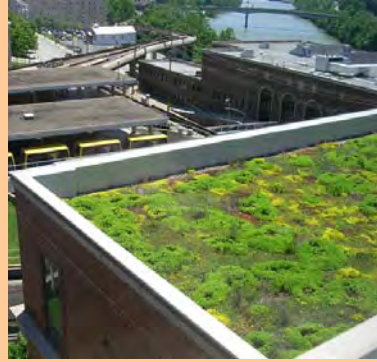
Neighborhood Protection Standards (Page 19)

- Lighting standards
- Signage standards
- Operational standards



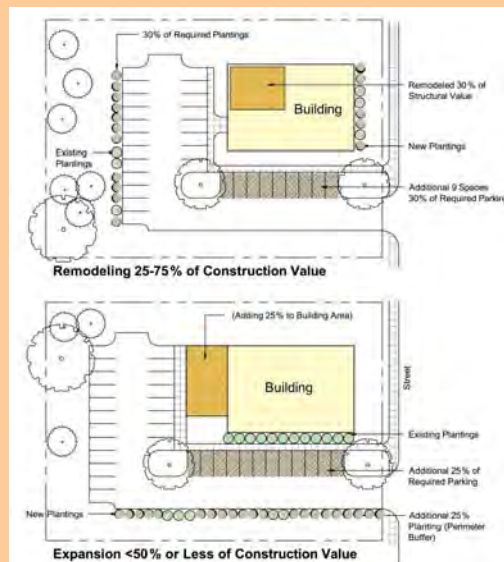
Sustainability Incentives (Page 20)

- Incentive-based system to promote sustainable development
 - Incentives:
 - Density bonuses (up to 21 units/acre)
 - Increase in FAR
 - Additional lot coverage (beyond 80%)
 - Reductions in parking standards
 - Reduced application fees
 - Expedited review
 - Sustainable features:
 - LEED certification
 - Green roofs
 - Rainwater harvesting
 - Porous paving
 - Energy conservation
 - Additional open space
 - Transit features



Flexibility Mechanisms (Page 21)

- Alternative equivalent compliance plans
- Administrative adjustments
- Sliding scale of compliance for redevelopment



Next Steps

- Additional Steering Committee Meetings (April 3/16)
- Review with Town Council (April 22)
- Drafting regulations

