

**Maple Avenue Commercial Corridor**  
Zoning Code Update

**Vienna Community Forum**

May 29, 2013



**Presentation Overview and Agenda**

- Study Purpose and Charge
- Study History and Tasks
- Draft Zoning Outline/Annotated Outline - Big Picture
- Next Steps



'Windshield' survey of current uses along Maple Avenue – green/grocery, pink/civic, blue/office, red/retail

**Impetus for Study**

**Why do this?**

- Even if nothing is done, **change will happen** on the corridor
- Current Zoning Code **dates from 1962**
- This project gives you the **opportunity to control and shape the kind of place Vienna will become** in the coming decades

**Impetus for Study**

**Benefits of updating the Vision and Zoning Code**

- Control and direct density
- Strengthen the business environment and retain, enhance and support local business, improve economic development opportunities
- Provide residential opportunities for young people and empty nesters wishing to stay in the Town of Vienna
- Protect and enhance the Town of Vienna's unique character and family-oriented sense of community
- Encourage sustainable development and protection of neighborhoods
- Make Maple Avenue safer and more walkable

**Purpose & Intent of Proposed Code Update** (AO - page 8)

**Desired Outcomes**

- Compact development
- Mixed-use
- Pedestrian-oriented
- Human-scaled
- Compatible (with adjacent neighborhoods)
- Sustainable



View of existing conditions on Maple Avenue

**Steering Committee Leadership**

**Role and Responsibility**

- Serve as Advisors to Consultant Team and Town Council

**Membership, Mayoral Appointees**

- Broad Representation of Town
  - Business Community
  - Large Landowners/Employers
  - Individuals involved with Land use/Land development/Construction
  - Realtors
  - Residential Neighborhoods
  - Town Business Liaison Committee
  - Community Enhancement Committee
  - BAR/Planning Commission

## What is Our Charge?

**Our charge is to frame a vision and update the zoning code for the commercial corridor of Maple Avenue**

### Town Council and Staff Direction

- **RFP Request:** Preparation of amendments to the current Zoning Ordinance consistent with the Town's Comprehensive Plan, and the current zoning and planning principles for increased building heights along the Maple Avenue West and East Corridor (not a Market or Traffic Study)

- Assume Height Maximum of 54'
- Setback from ROW of 15'



## Potential Extensions to This Study Effort

### Transportation Study

- **Local Trips** – improved park and shop strategies, inter-parcel connections, etc. to reduce friction and to chain trips together for local use traffic like errands, school, shopping, professional services
- **Through Trips** – between Tysons and Oakton/Fairfax – improvements to signalization, intersections, landscape median, retention of four through lanes of traffic
- **Multi-Modal** – connections for walking, bicycling and existing/proposed transit service

### Utilities Study

- Stormwater Capacity
- Sewer Capacity
- Water Capacity

## Potential Extensions to This Study Effort

### Market Study - Retail Viability

- Health and Retention of Existing Retail
  - Current Vacancies and Rents
  - Need for lower level retail
- Is it possible to remain competitive without change?
  - Impact from Adjacent Retail Growth Areas
- How can the eclectic nature of the retailers and the varied buildings styles in the current corridor be retained?

### Sign Study

- Update current standards

## Past Studies and Explorations on Maple Avenue 12 Years to date

### 2001 – Vision Vienna



### 2006 – Duncan Report

This report has focused on five different regulatory approaches that the town has to accommodate increasing and diverse demands at point to one approach and say definitively. "This solution will serve fairly as corporate citizens from all lines."

As mentioned in the opening of the report, a number of comments:

- Should we regulate parking (allow change and underdevelopment, or preserve existing development patterns?)
- How much of an increase in building height and density is appropriate?
- Is there a lot for unrequited residential development (desert at the report end?)

### 2010 – Height/Setback Photo Simulations



## Site Explorations and Past Studies

### Findings

- 15 foot Setback from right-of-way may measure as much as 30 feet from back of curb
- 54 foot height build out along entire corridor is not probable due to parcel depth and parking requirements
- Maple Avenue pedestrian enhancement is possible, traffic count similar to pedestrian-oriented streets in region
  - Washington Street in Old Town Alexandria – 36,000 AADT
  - Broad Street in Falls Church – 23000-34000 AADT (2011)
  - M Street in Georgetown – 25,500-32600 AADT (2010)
- Current parking standard is high compared to industry standard
- Insignificant increase in leasable area if only surface parked

## Maple Avenue Commercial Corridor

### Zoning Code Update

### Capacity Analysis of a Vienna block

- bounded by
  - Maple Avenue, Town Green, Church Street and Center Street



## Where We Are Today

| Project Scope   |                       |
|---|-----------------------|
| Task  | Date                  |
| Review Past Work Efforts, Interviews, Steering Committee                        | Fall 2012             |
| Assess Existing Zoning Code and Development Pattern – ‘Zoning Discovery Report’ | November 2012         |
| Develop Vision Principles   | Winter 2012           |
| Develop Zoning Draft Outline – ‘Annotated Outline’                              | April 2013            |
| Town Council Work Session   | April 22, 2013        |
| Meet with Community – Community Forum   | May 29, 2013          |
| Draft Zoning Code Amendments – update zoning code                               | Summer 2013           |
| Public Review and Consideration   | Fall 2013/Winter 2014 |

## Draft Zoning Code Outline - Annotated Outline

### “Road map” for proposed Maple Avenue corridor regulations

- Vision Principles
- Assessment of current zoning code - Zoning Discovery Report
- Relevant national best practices



## Elements to Encourage Beneficial Redevelopment

### Outline Contents

- **Regulatory Approach** - District and Procedural Mechanisms
- **Bulk & Dimensional Requirements** - Modulate Building Height/Density/Intensity along Maple Avenue
- **Setbacks** - Modulate Building Setbacks from Right-of-way/Curb line
- **Use Standards** - Incorporate Mixed-Use, including Residential
- **Off-street Parking** - Address the Parking and Traffic Challenges
- **Landscaping/Open Space Standards** - Make Maple Avenue More Pedestrian Friendly
- **Design Standards** - Improve Aesthetics
- **Neighborhood Protection Standards** - Protect Existing Neighborhoods
- **Sustainability Incentives** - Incorporate Building and Site Sustainability
- **Flexibility Mechanisms** - Retain Eclectic Character of Maple Avenue

## Regulatory Approach

(AO - page 7)

### Maple Avenue Corridor (MAC) Zoning District

- MAC not ‘by-right’
- “Stand-alone” district provisions (new Section 13.1)
- Voluntary – request MAC
- Available to C-1, C-1A, C-2 lands adjacent to Maple Ave.
- Three Step Review Process
  - Initial Staff Review
  - Conceptual site plan review by BAR
  - Planning Commission Review



## Bulk & Dimensional Requirements

(AO Pages 9-13)

| Type                | Standard        |
|---------------------|-----------------|
| 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'             |



## Front Setbacks / Sidewalks

(AO - Page 12)

### Streetscape Investment

- 6' wide planting box
- 5' wide brick sidewalk

### Current Setback Configuration

- 6' planting strip
- 5' sidewalk
- 15' setback from right-of-way
- = 26' setback between curb and building (varies due to time of development)



### Front Setbacks / Sidewalks

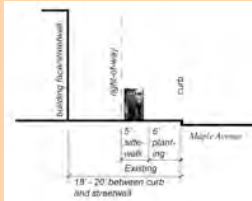
(AO - Page 12)

#### Town Council Direction

- Front setback 15' from right-of-way
- = same as current – 26' between curb and building

#### Recommendations

- 18' – 20' between curb and building
- 26' is excessive for a pedestrian oriented environment
- Need uniform standard
  - Street tree location
  - Planting configuration
  - Sidewalk location
  - Sidewalk width
  - Sidewalk materials
  - Street furniture
  - Front building façade location



### Use Standards

(AO - Page 13)

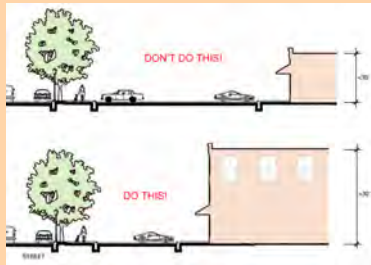
- Upper-story residential, by right
- Ground-floor retail/office
- Live/work units
- Horizontal mixed-use
- Outdoor dining/gathering, by right but subject to standards
- Outdoor display, by-right but subject to standards
- Public Art



### Off-street Parking Standards

(AO - 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

(AO Page 16)

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



### Design Standards

(AO - Page 17)

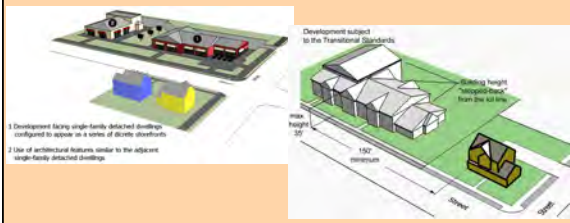
- Combination of minimum and a menu-based standards
  - Minimum standards –
    - orientation, transparency, screening, compatibility
  - Menu-based standards –
    - entrance features, façade massing, materials, roof forms, avoiding franchise architecture



### Neighborhood Protection Standards

(AO - 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

(AO - Page 19)

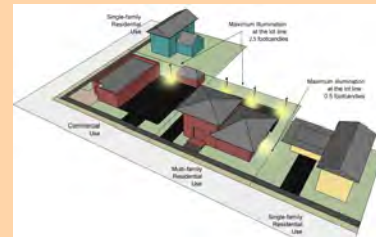
- Site design
- Lot size
- Parking/Driveway standards
- Loading/Refuse areas
- Open space standards



## Neighborhood Protection Standards

(AO - Page 19)

- Lighting standards
- Signage standards
- Operational standards



## Sustainability Incentives

(AO - Page 20)

### Incentive-based System

- Incentives
  - Density bonuses
  - Additional lot coverage (beyond 80%)
  - Reductions in parking standards
  - Reduced application fees
  - Expedited review
- Sustainable features
  - LEED certification
  - Green roofs
  - Rainwater harvesting
  - Shaded pedestrian ways in parking lots
  - Porous paving
  - Energy conservation
  - Additional open space
  - Transit features

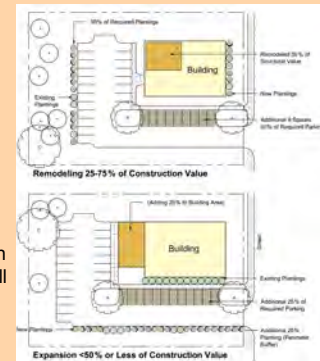


## Flexibility Mechanisms

(AO - Page 21)

### Established Building Patterns

- Alternative equivalent compliance plans
- Administrative adjustments
- Sliding scale of compliance for redevelopment
- Mechanism to deal with existing buildings, small unusual shaped lots, enhance eclectic character



## Next Steps

- Draft Regulations
- Steering Committee Review
- Public Review/BAR Review/PC Review
- Town Council Consideration

### Comments or Questions?

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