

# Maple Avenue Commercial Corridor

Zoning Code Update

## Town Council Work Session #3

February 10, 2014

**Project Status and Schedule Update**

**Discussion on Maple Avenue Commercial Code**

- **Content**
- **Issues under study**

**Other Items**

# Where We Are Today

Project Scope	
Task	Date
Review Past Work Efforts, Interviews, Steering Committee	Fall 2012
Assess Existing Zoning Code and Development Pattern – ‘ <i>Zoning Discovery Report</i> ’	November 2012
Develop Vision Principles	Winter 2012
Develop Zoning Draft Outline – ‘ <i>Annotated Outline</i> ’	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
Steering Committee Meeting #7	October 8, 2013
Town Council Work Session	November 11, 2013
Steering Committee Meeting #8	February 4, 2014
Town Council Work Session	February 10, 2014
BAR/Planning Commission Meeting	Spring 2014
Public Review and Consideration	Spring 2014

## Desired Outcomes

- Compact, pedestrian-oriented and human-scaled development
- Mixed-use and destination retail-style development
- Promote a wider variety of housing options in Town
- Enhance Town's economic vitality
- Maintain and promote eclectic character and visual interest of building design and site configuration
- High quality and compatible development with adjacent neighborhoods
- Improve environmental quality
- Encourage gathering spaces and incorporate public art



*View of existing conditions on Maple Avenue*

# 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'*

Study Boundaries

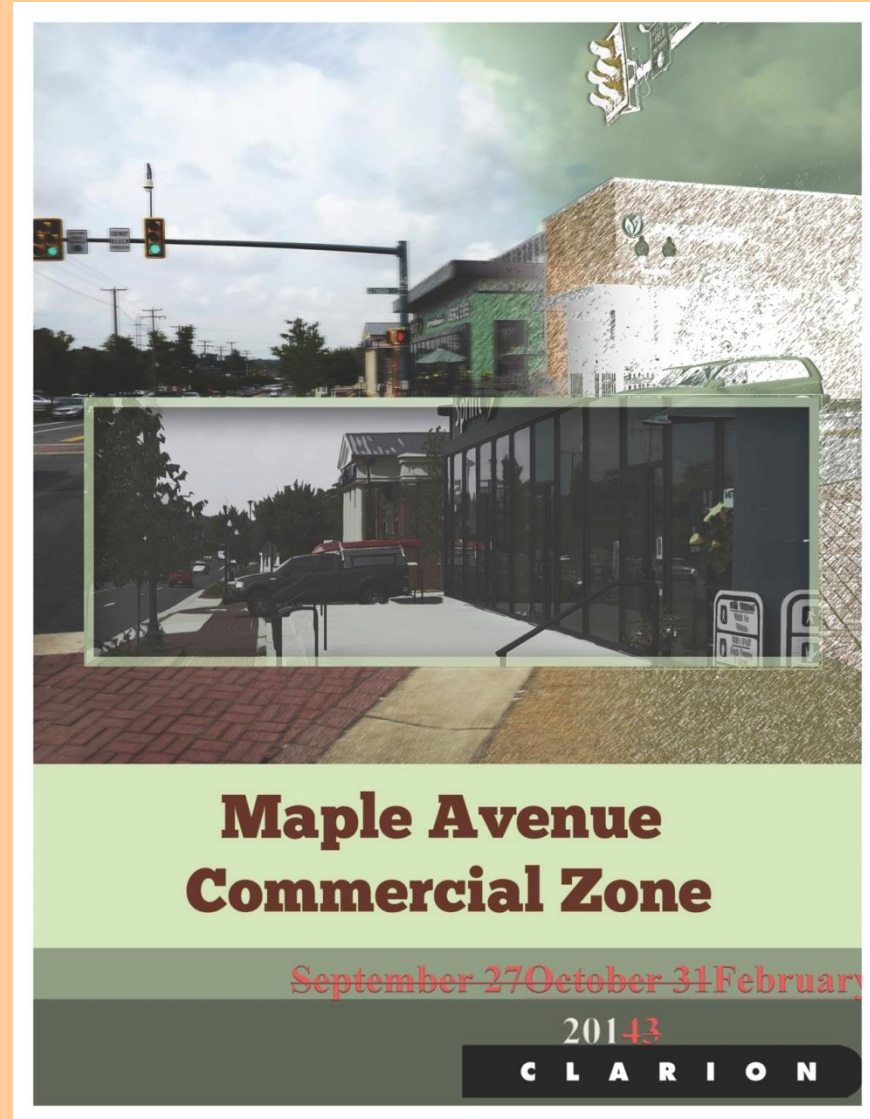


# Draft Zoning Code Amendment

## Maple Avenue Commercial Zone

Draws from:

- Vision Principles
- Assessment of current zoning code - *Zoning Discovery Report*
- Relevant national best practices
- Discussions with Steering Committee and Town Council





# Elements to Encourage Beneficial Redevelopment

## Code Outline

- ***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**
- ***Green Building Incentives*** - Reference LEED and other programs
- ***Flexibility Mechanisms*** - Retain **Eclectic Character** of Maple Avenue

# Regulatory Approach

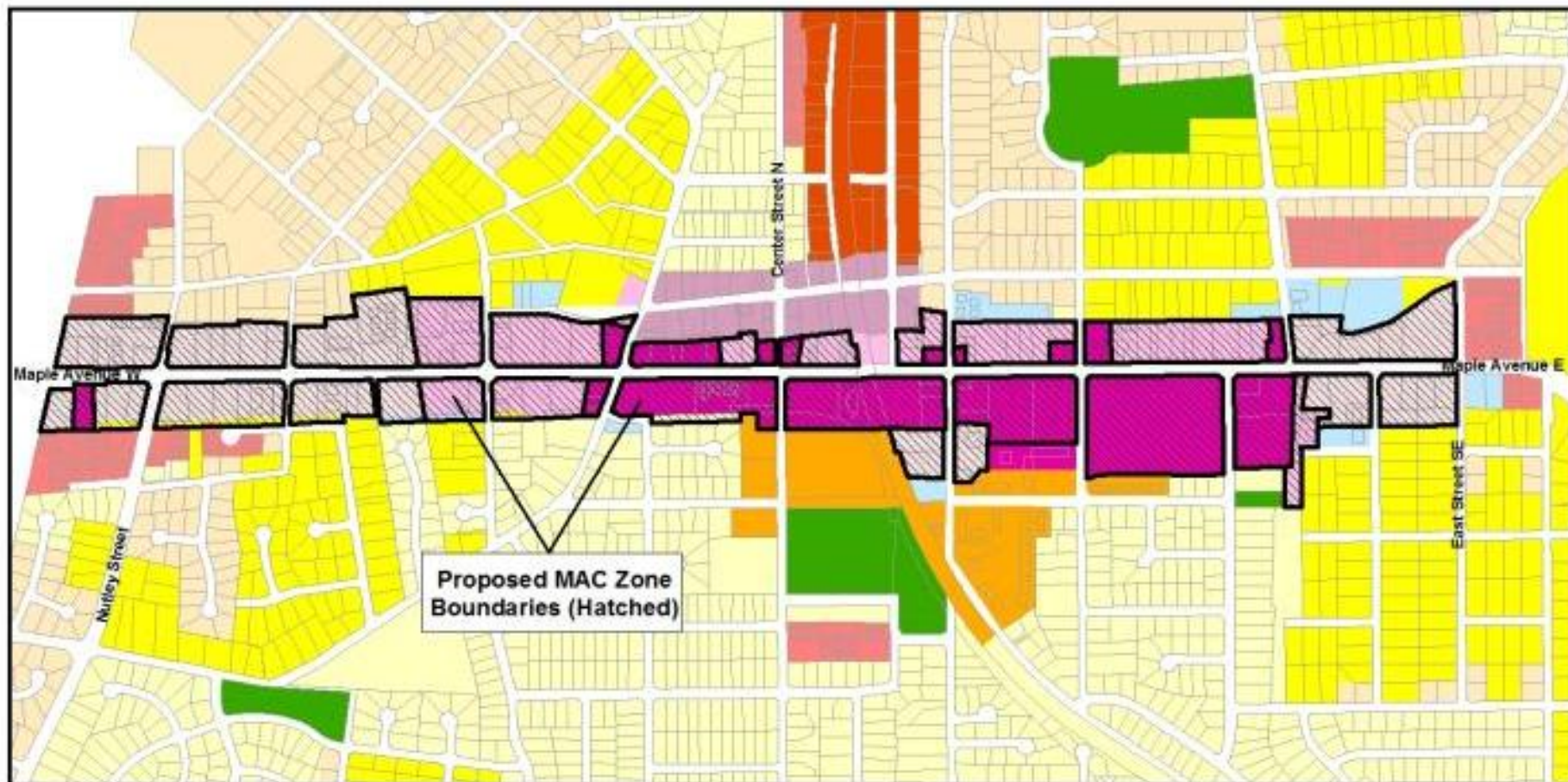
## Maple Avenue Corridor (MAC) Zoning District

- MAC not 'by-right'; a Voluntary Zone by request
- “Stand-alone” district provisions (new Section 13.1)
- Available to lands adjacent to Maple Ave. (added some areas currently split-zoned)
- Four Step Review Process
  - Initial Staff Review
  - Conceptual Site Plan Review by BAR
  - Planning Commission/Mayor and Town Council Approval of Rezoning and Site Plans
  - Formal Review by BAR

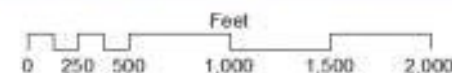
# Regulatory Approach

## Maple Avenue Corridor (MAC) Zoning District

Proposed MAC District Boundaries  
Town of Vienna, Virginia  
January 27, 2014



Note: Map for illustrative purposes. Final limits of MAC overlay zone subject to change prior to any final adoption by the Town Council.





# Design Standards

- 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



# Major Revisions since 11.11.13 Work Session

## Updates Since Last Work Session

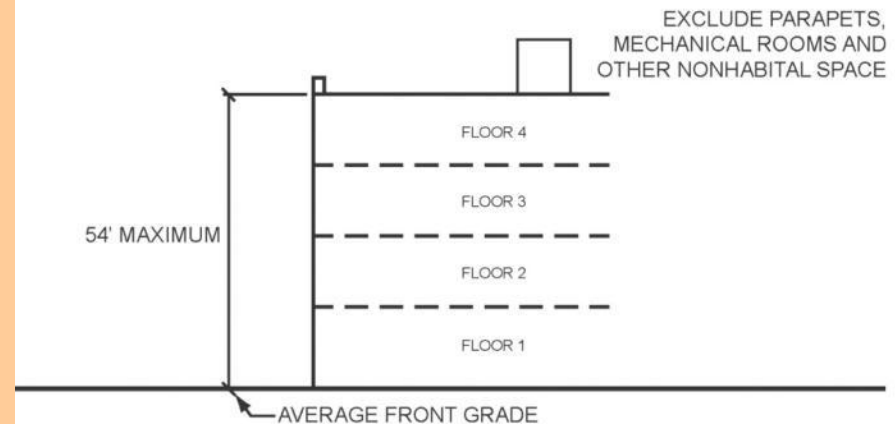
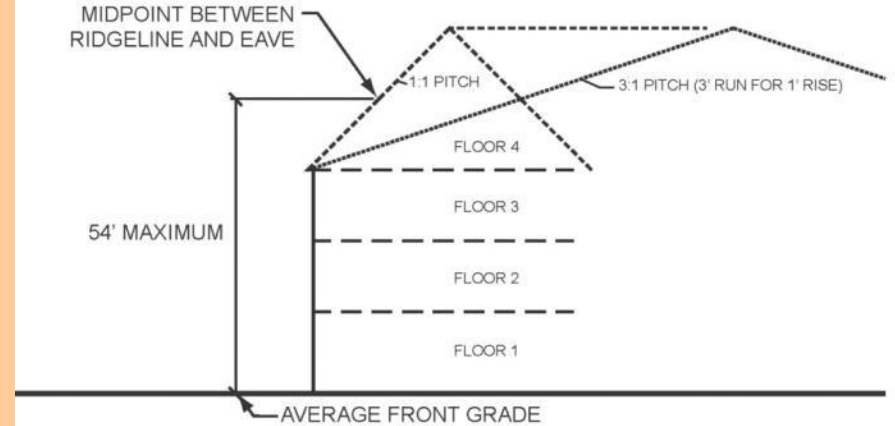
- **Housekeeping:** Clarified language, revised typos/grammar
- **Intent and Purpose Statement:** Substantially revised presentation
- **Incentives:** Substantially revised
- **Setbacks:** Consistent on each side of Maple Avenue for properties abutting single-family residential parcels
- **Setbacks:** Added front yard setback for side streets
- **MAC Zone Boundaries:** Revised to include areas currently split-zoned
- **Graphics:** Added place-holders for additional diagrams/graphics (Transparency, Materials etc.)
- **Public Art:** Added explicit references
- **Density Measure:** Removed as a standard and incentive (duplicative)
- **Off-site Parking:** Changed distance maximum

# Discussion Topics for the Work Session

- Measuring Height
- Offsite Parking Distance Maximum
- Changes to Incentives
  - LEED / Green Building Certification
  - Small & Locally Owned Businesses
- Access and Curb Cuts - Closure

## How to Measure Height

- Current Town Code measure height to top of flat portion of roof; mechanical rooms, elevator penthouses etc. are not included
- Proposed MAC district would use same standard, but clarify how to measure sloped roofs
- Alternative: Measure to the top of all structures; for some commercial and office uses, this would effectively restrict the height to three stories



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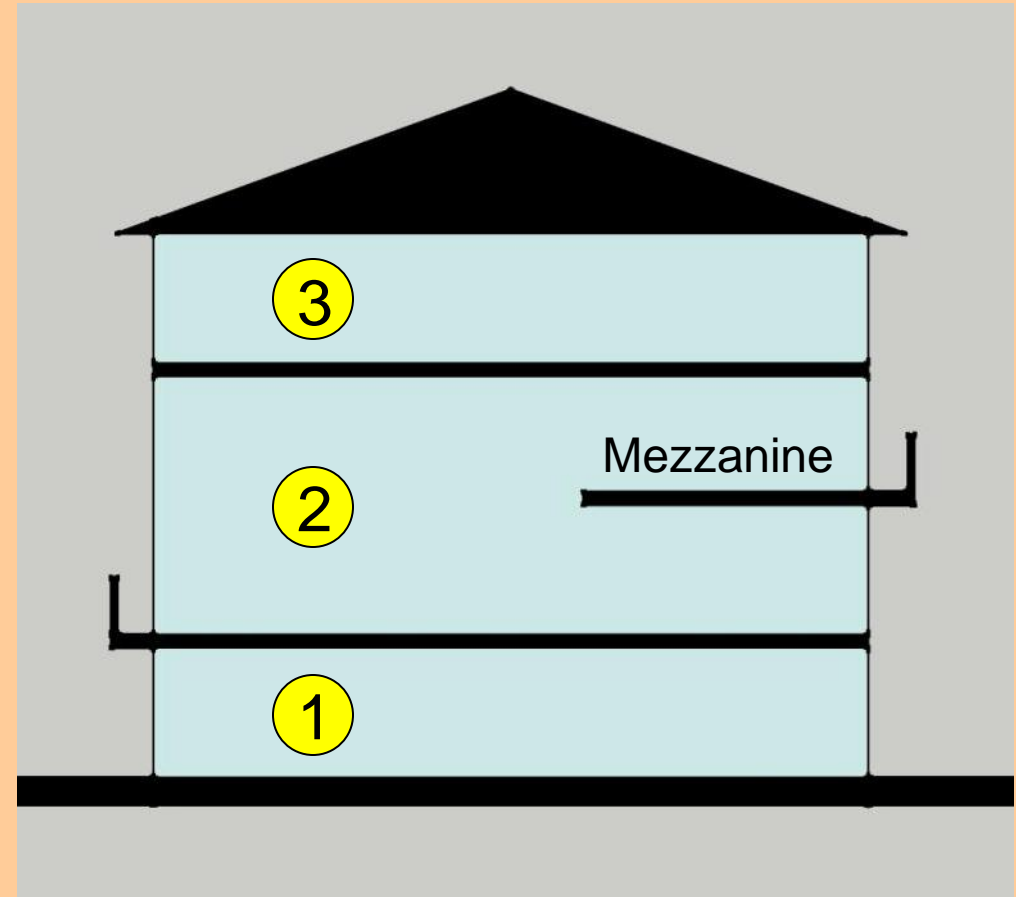
18-95.9.1 DETERMINATION OF HEIGHT

DRAFT



## How to Measure Height

- What to do about mezzanines...
- Should they be counted as a full floor?
- Should some limits be established?

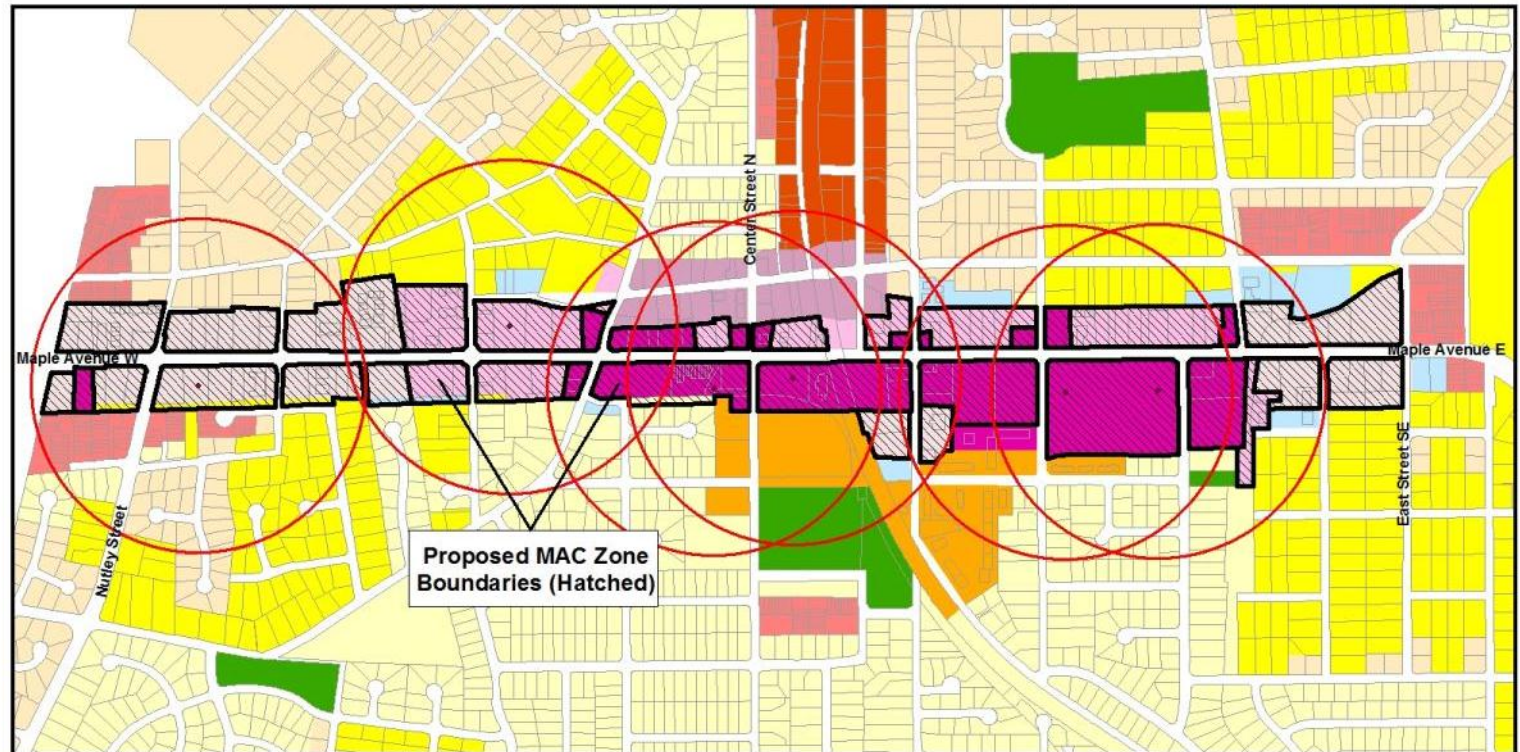


# Offsite Parking – Maximum Distance

## Offsite Parking Distance Maximum

- Maximum distance reduced to 1,250 ft. (from 2,000 ft.)
- Equivalent to a comfortable five minute walk

1000' Walking Radius  
Town of Vienna, Virginia  
January 27, 2014



Note: Map for illustrative purposes. Final limits of MAC overlay zone subject to change prior to any final adoption by the Town Council.



Feet  
0 250 500 1,000 1,500 2,000

# Incentives

## Changes to Incentives

- Based upon Town Council discussion, incentives were substantially changed
- Focus is on **Water Conservation and Quality Protection**, **Site Configuration**, and **Green Building Certification**
- Eliminated term '**Sustainability**'; term '**Energy Conservation**'; category of **LEED Certification**; category of **Building Configuration**; category of **Economic Development** (small business incentives)
- These changes were identified as most directly relating to the Town's goals for development along Maple Avenue
- Specific incentives for density increases and reductions in open space were eliminated

# Incentives – Small/Locally-Owned Businesses

## Small & Locally Owned Businesses

- Incentives were removed per discussion with Town Council; as written, TC felt that they did not adequately address issue
- Several regulations within proposed code may have an impact on small/local businesses:
  - Threshold for conditional use permits (CUPs) for retail uses
  - Eliminating CUPs for outdoor dining
  - Eliminating seating requirements for restaurants
  - No minimum lot size will allow for smaller infill redevelopment
- Other Ideas?



# Incentives – Curb Cuts

## Access and Curb Cuts - Closure

- The closure/consolidation of curb cut / driveways remains part of incentives
- Cannot require closure of access points
- Can influence location through site plan review process based upon safety, traffic concerns (negotiated)

# Next Steps

- Town Council Authorization to Initiate Amendment to Town Code
- BAR and Planning Commission Work Sessions
- Public Review

## Comments or Questions?

**Matthew J. Flis**, AICP, LEED-AP

Deputy Director of Planning & Zoning

Town of Vienna

127 Center Street South

Vienna, VA 22180

**(703) 255-6347**

(703) 255-5722 (fax)

**mflis@viennava.gov**