

Maple Avenue Commercial Corridor

Zoning Code Update

Planning Commission Public Hearing - Continued

June 11, 2014

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

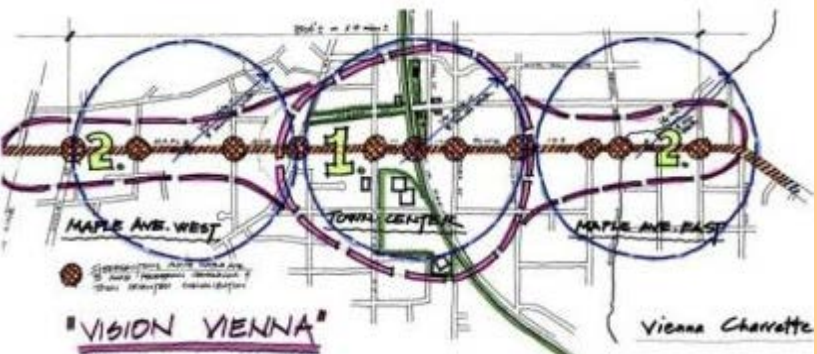


'Windshield' survey of current uses along Maple Avenue – green/grocery, pink/civic, blue/office, red/retail

Past Studies and Explorations on Maple Avenue

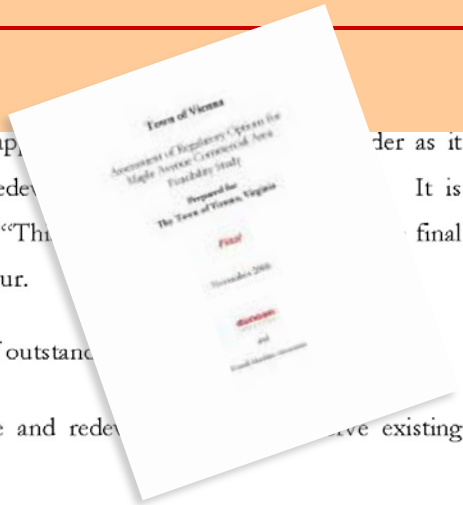
12 Years to date

2001 – Vision Vienna



2006 – Duncan Report

This report has focused on four different regulatory approaches and decides how best to accommodate investment and redevelopment. It is difficult to point to one approach and say definitively, “This solution will most likely incorporate elements from all four.”



As mentioned in the opening of this report, a number of outstanding questions are:

- Should new regulations promote/allow change and redevelopment patterns different from existing development patterns?
- How much of an increase in building height and intensity is appropriate?
- Is mixed-use (or increased residential) development desired in the target area?

2010 – Height/Setback Photo Simulations



MAC Zone Draws from

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

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)

Study Boundaries

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



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
Joint Session Planning Commission/BAR Work Session	March 5, 2014
Public Review and Consideration	Spring/Summer 2014

Where We are Today

- PC Work Session #1 – May 1, 2014 – Provided an overview and history of the discussion, analysis and decision-making by the Steering Committee, staff, consultant team and Town Council which led to the development of the draft ordinance
- PC Work Session #2 – May 20, 2014 – Page-by-page review of the draft ordinance; identified questions and areas for changes, additions and further consideration by staff and the consultant
- PC Public Hearing (Continued) – June 11, 2014 – Draft ordinance and graphics have been revised

Changes to the Draft

- Removed eligibility of lots adjacent to MAC zone
- Clarified some of the permitted and conditional uses
- Established limits on some encroachments
- Revised and clarified landscape requirements for parking lots
- Clarified parking garage façade treatment requirements
- Updated some graphics for consistency with text revisions and for clarity
- Revised terminology throughout for consistency

Bottom Line

- Rezoning is **VOLUNTARY**
- Town Council has ultimate authority to **APPROVE OR DENY** request
- Overlay **PRESERVES** the rights of current landowners
- Overlay **INCENTIVIZES** appropriate development consistent with the Town's **VISION**
- Provides **MECHANISM** to address challenges of **REDEVELOPMENT** on the corridor

Some Outstanding Questions

- Bicycle Parking - Should requirements be increased for residential uses, including addition of visitor parking?
- Building façade modulation – is 30' an appropriate, buildable dimension? (18-95.14.E.3.g and 18.95.16.D.1.b)
- Should green building certification (LEED or similar) be required for any development seeking an incentive, over a certain development size? (Table 18-95.19.B)

Next Steps

- Public Review and Comment – PC Recommendation to Town Council
- Town of Vienna Council Consideration & Adoption

Comments or Questions?

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