

# TOWN OF VIENNA

## MEMORANDUM

TO: Planning Commission

FROM: Gregory M. Hembree, AICP, Director of Planning & Zoning and  
Zoning Administrator

DATE: June 13, 2014

SUBJECT: Staff Report for the Regular Meeting of June 25, 2014



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**GENERAL NOTE:** Comments from Public Works Department Staff have been provided for each agenda item, as appropriate and in the form of a separate memorandum to the Planning Commission.

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### REGULAR MEETING:

#### ITEM NO. 1:

Recommendation to the Mayor and Town Council on a **proposed ordinance** to amend:

- a. **Chapter 18**, Zoning, Article 2, Definitions, by adding new definitions in Section 18-4; and,
- b. **Chapter 18**, Zoning, by adding a new Article 13.1, MAC: Maple Avenue Commercial Zone Regulations including Statement of Purpose and Intent, Applicability Procedure for MAC zone designation, Permitted Uses, Conditional Uses, Accessory Uses, Area Regulations including Yard Encroachments, Height, Parking, Mobility and Circulation, Landscaping Standards, Open Space and Site Development Standards, Lighting, Neighborhood Compatibility, Name Plates and Signs, Incentives, Nonconformities, General and Supplemental Regulations.

*(Referred to the Planning Commission by the Vice-Mayor and Town Council on March 17, 2014; Planning Commission action is required no later July 6, 2014. Public Hearing continued from the Special Meeting of April 2, 2014 and subsequent closed on June 11, 2014.)*

### *Final Thoughts on the Maple Avenue (East/West + VA Route 123) Corridor (MAC) zone:*

As we have noted on several occasions: "The purpose of the Maple Avenue Commercial (MAC) Zone is to encourage compact, pedestrian-oriented, mixed-use development and redevelopment along the Maple Avenue (East and West) corridor to reinforce Maple Avenue's role as the Town's main street. The zone is intended to ensure that development along the corridor promotes Vienna's small-town character and does not compromise the character of residential neighborhoods abutting the corridor."

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The opening paragraph above was taken from the Statement of Purpose and Intent section of the new “MAC” zone regulations—a document that is the culmination of just over 12 years of detailed examination as to what the future might look like within the approximately 8,100-foot-long commercially-zoned area that stretches from the southwest corporate limits to its intersection with East Street on the opposite end. This document builds upon past work that includes the November 1-3, 2001 Workshop that began the “creative thought process,” the subsequent Maple Avenue Vision Committee that met between 2002 and 2005, the Duncan report from 2006 and the two- and three-dimensional color photography from 2010 that helped define the initial matching orders of the 54-foot-high height limit and the 15-foot setback from the public street right-of-way that was decided at the November 15, 2011 work session of the Mayor and Town Council.

To bring about the proposed legislation, then-Mayor Seeman appointed 17 members of the community to the Maple Avenue Steering Committee during summer 2012 for the purpose of working with the consulting firms (Lardner/Klein Landscape Architects + Clarion Associates LLC + Seth Harry & Associates, Inc.) selected by the Mayor and Town Council in June 2012. The Steering Committee began its work in late July 2012 and met on 8 separate occasions to review and refine the product that has been set before the Planning Commission at this initial public hearing. To ensure that the Steering Committee’s work continued to align with the overall direction from the Mayor and Town Council, work sessions were held with the two groups on April 22, 2013, November 11, 2013 and again on February 10, 2014. Moreover, a community forum was also held in the Town Council chambers on May 29, 2013 and a joint work session with members of the Board of Architectural Review and the Planning Commission was held in that same room on March 5, 2014.

The Planning Commission began its work in earnest during the public hearing held on April 2, 2014 and at subsequent work sessions held on May 1 and May 20, 2014. The April 2<sup>nd</sup> public hearing was continued and then reopened on June 11, 2014. After review of a short slide presentation by Deputy Planning & Zoning Director Matt Flis, the receipt of comments pertaining to bicycle parking and other positive aspects of the new MAC zone, and a request from a member of the Steering Committee to move forward with a recommendation this same evening, the Planning Commission subsequently closed the public hearing.

Because the Planning Commission was comprised of only 6 attendees during the June 11<sup>th</sup> public hearing (two members absent and one new vacancy), it was requested by Commissioner Miller that the formal recommendation be held for two weeks until the meeting of June 25, 2014.

***Final Comments Regarding Required Board Approvals / Town Staff Recommendations:***

As noted in the agenda item description above, Vice-Mayor Sienicki and the Town Council referred this document to the Planning Commission on March 17, 2014. In accord with the provisions of § 15.2-2285 of the Code of Virginia, the Commission has a total of 100 days (by July 6, 2014) after its first meeting that occurs subsequent to the Governing Body’s referral in which to

formulate a recommendation on the proposed ordinance. **The practical effect of this provision is that the Planning Commission must formulate its recommendation during the regular meeting of June 25, 2014.**

# TOWN OF VIENNA

## MEMORANDUM

TO: Planning Commission; Gregory M. Hembree, AICP, Director and Zoning Administrator, DPZ

FROM: Matthew J. Flis, AICP, LEED-AP Deputy Director, DPZ 

DATE: June 20, 2014

SUBJECT: Proposed Maple Avenue Commercial (MAC) Zone Regulations & Revisions

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The purpose of the Maple Avenue Commercial (MAC) Zone is to encourage compact, pedestrian-oriented, mixed-use development and redevelopment along the Maple Avenue (East and West) corridor to reinforce Maple Avenue's role as the Town's main street. The voluntary zone is intended to ensure that development along the corridor promotes Vienna's small-town character and does not compromise the character of residential neighborhoods abutting the corridor. The proposed ordinance establishes the MAC zoning district. Any commercially-zoned property located along Maple Avenue East or West between East Street and the western Town boundary may choose to opt into the MAC district.

At the public hearing held on June 11, 2014, several comments and recommendations were received regarding bicycle parking and related facilities. Given the important of supporting multi-modal transportation options, several revisions were incorporated into the draft ordinance. The latest changes are reflected as "tracked changes" in the attached document.

### **§18-95.10 Off-Street Parking and Loading Requirements**

(F) was revised to include new short- and long-term parking bicycle parking requirements. The new ratios reflect the Fairfax County standards. The standards were also clarified to indicate the secure indoor bicycle parking does not necessarily have to be immediately near the primary building entrance.

### **§18-95.19 Incentives**

An incentive was added regarding the provision of weather-protected rooms or cages with controlled access for bicycle users. This requires the set-aside of building area for bicycle parking, above and beyond the standard bicycle rack.

### **Article 2. Definition, §18-4 Definitions**

"Bicycle Parking Spaces" was added as a new definition.