From: Potter, Steve
To: Town Manager; Petkac, Cindy
Subject: MAC Amendment List
Date: Tuesday, October 15, 2019 9:12:55 PM

Below are my MAC Amendment thoughts as requested:

1. Density: current regulations encourage maximization of building height and square footage. A realistic approach is needed to measure and control this. Buildings should be limited to 3 and 4 stories with distinctive height variances. The highest rated picture (#6 of 16) in the Building Design & Form section of the MAC Visual Preference Survey should reflect the final selection.
2. Setbacks/Sidewalks: should be wide/deep enough to comfortably and safely accommodate existing and future uses (pedestrians, bicycles, scooters). The highest rated picture (#3 of 16) in the Site Design & Street Scape section of the MAC Visual Preference Survey should reflect the final selection. Is 28' enough?
3. Purpose and Intent: "Small-town character" and "Neighborhood Compatibility" are cornerstones of the original MAC, the Maple Vision, and the Comprehensive Plan. They must be included in the revisions in a place that is enforceable.
4. Neighborhood Compatibility: Real step-downs in building height in the rear of the building closest to adjacent /abutting neighborhoods should be a must, as well as buffering zones that provide a meaningful transition.
5. Retail/Residential Mix: The MAC cannot be allowed to become the Maple Avenue Residential Corridor. "Destination retail" cannot be lost.
6. Parking: The lack of adequate parking is holding businesses back and this cannot allow to be continued. Parking incentives should be considered only to promote public parking, not reduce it.
7. Publicly Accessible Open Space. "Improving green space" was a top priority in the Vienna Citizen Survey earlier this year. In my opinion, we've lost track of that. Providing private areas for residents only does not meet the intended definition.
8. Economic Development Strategies: Should be employed to enhance commercial areas, attract visitors, and increase Town revenues. We should know which types of businesses best meet these criteria and actively attract them.

Steve Potter
Council Member

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