




STAFF REPORT COVER SHEET

June 25, 2025

ATTACHMENT 01

Address	390 B Maple Avenue East	Case Number	PF-1705720-CUP					
Regular Meeting Date	6/25/2025	Applicant	Pinar Turhan					
Board/Commission	Planning Commission	Owner	MCDIARMID ASSOCIATES LLC					
Existing Zoning	Avenue East Gateway District – AE	Existing Land Use	Commercial					
Brief Summary of Request	The applicant requests the Planning Board to recommend approval to the Board of Zoning Appeals for their Conditional Use Permit to allow Specialized Instruction for ceramics studio and classes at 390-B Maple Avenue E.							
Site Improvements	n/a							
Size of Property	22,259 sf (Subject lot and adjoining lot with shared parking = 43,889 sf)							
Public Notice Requirements:	<ul style="list-style-type: none">• Advertisement for two successive weeks in a newspaper having paid general circulation in the Town, announcing the upcoming public hearing at Board of Zoning Appeals meeting.• A letter• Staff posted a sign on the property on 6/16/25, notifying residents of the upcoming Planning Commission and Board of Zoning Appeals meetings.• On June 16, 2025, certified letters were sent to the applicant and Fairfax County Department of Planning & Development. On June 17, 2025, postcard notifications were mailed to the property owner of the subject site and to neighboring properties with dates of the Planning Commission meeting and Board of Zoning Appeals hearing.							
Official Submission Date for Approval:	On June 16, 2025, the application was deemed by staff to be complete.							
Deadline for Action:	The BZA should take action by September 14, 2025, which is 90 days after the application was deemed complete. That date is directory, rather than mandatory; the Board does not lose jurisdiction to act after the time period has passed.							
Brief Analysis								
PROPERTY HISTORY <p>Built around 1963 as a two-story brick townhouse, the building at 390 Maple Ave E has long served as office and commercial space near the intersection of Maple Ave E and Beulah Road NE. It shares parking with the buildings located at 392 and 394-396 Maple Ave E. Both parcels are owned by McDiarmid Associates LLC. Built in 1958, the single-story 4,548-sf concrete block building at 394-396 Maple Ave E has been used for restaurant, office, retail, showroom, and commercial services. It was constructed during the time that Maple Ave E was undergoing significant transformation in the 1950s, shifting from Victorian homes to modern commercial zones, including the widening of the road in 1958.</p>								

COMPATIBILITY WITH THE COMPREHENSIVE PLAN

The location of the proposed Specialized Instruction facility is designated as Mixed Use on the Town's Comprehensive Plan Future Land Use map (page 38). Specialized Instruction is consistent with the Mixed Use designation per the implementation strategies of "Encouraged mixed-use development for sites zoned for commercial uses) and "Support locally owned businesses" for Land Use Objective 4 ("Maintain and strengthen the Central Business District within existing boundaries.") (p. 40). The application is also consistent with the Economic Development chapter's indicators "Decrease in number of vacancies and business closings," "Increase in total gross commercial land use tax and meals tax," and "Growth in business licenses, including home businesses" (p. 55).

COMPATIBILITY WITH THE ZONING ORDINANCE

Specialized Instruction is a Conditional Use in the Avenue East Gateway (AE) zoning district. As proposed, the application generally conforms to the applicable requirements of the Town of Vienna Zoning Ordinance for a Conditional Use. The property was originally developed approximately sixty years ago under an earlier zoning code, with parking requirements that differ from those in place today and may not fully accommodate the parking demands of current uses.

Per Section 18-210 of the Zoning Ordinance, the parking requirement for specialized instruction uses is "two (2) spaces per each three (3) employees on the major shift, plus a sufficient number of spaces to accommodate all persons anticipated to be on-site at any one time under normal operating conditions." While the first part of the standard is quantifiable, the term "sufficient" is not explicitly defined and is subject to interpretation based on the nature and scale of the proposed use.

The applicant and property owner assert that the shared parking arrangement across the two commonly owned parcels provides adequate capacity to meet the anticipated parking demand generated by the studio's class sizes and operating schedule.

Attachments:	01 – Staff Report 02 – Application & Authorization Form 03 – Applicant Narrative 04 – Floor Plan 05 – Back Patio Kiln Enclosure Plan and Photos	06 – Kiln Specifications and Examples 07 – Parking Plan 08 – Fire Marshal Approved Site Plan 09 – 1963 Approved Site Plan 10 – Site Photos by Staff 11 – Relevant Regulations
Author:	Kelly O'Brien, Deputy Director	

I. EXISTING SITE CONDITIONS & SITE HISTORY:

The subject property consists of two parcels under common ownership at the intersection of Maple Avenue E and Beulah Road NE. The parcels, identified as 0382 02 0028 and 0382 02 0029, are both owned by McDiarmid Associates LLC. (See Figure 1) The first building, located closer to the intersection at 394–396 Maple Avenue E, is a single-story, 4,548-square-foot concrete block structure constructed in 1958. This building has historically housed a variety of uses, including restaurant, office, and retail services. Its construction coincided with a period of significant change along Maple Avenue, during which the corridor transitioned from predominantly residential use with Victorian homes to a modern commercial district. This shift included the widening of Maple Avenue in 1958. (See Figure 3)

The second parcel, 0382 02 0028, located immediately to the west, contains two buildings, 390 Maple Ave E, a two-story brick townhouse-style structure, and 392 Maple Ave E, a two-story wooden accessory structure located in the rear of the property. Together these buildings comprise approximately 4,800 square feet of total gross floor area. They have been historically used for office and light retail purposes. Both properties share an access drive from Maple Ave E and the corner parcel also has an access drive on Beulah Rd NE that is accessible to 390 and 392 Maple Ave E as well. (See Figure 2) The proposed use is located within Unit 390-B of the primary townhouse-style structure.



Figure 1: 2024 aerial photograph of properties with parcel lines and numbers. The yellow star indicates the location of the proposed ceramics studio.

Source: Fairfax County GIS 2024 Aerials, 2025 Parcels



Figure 2: Oblique aerial of the two properties, with 390 Maple Ave E highlighted in blue outline, showing the shared drive entrance on Maple Ave E for both parcels.

Source: Connect Explorer Aerials Dec 2023 - Feb 2024



Figure 3: 1960 aerial photograph of properties with 2025 parcel lines.

Source: Fairfax County GIS

The parcels are designated as Mixed Use on the Town's Comprehensive Plan Future Land Use map. The Mixed Use land use is intended to promote redevelopment of existing commercial areas as mixed-use projects, to give property owners more options, and to encourage more active pedestrian-friendly streets. As shown in Figure 4, the site is bordered on all sides by land designated as Mixed Use on the Town's Comprehensive Plan Future Land Use map.

As shown in Figure 5, this site is zoned AE, Avenue East Gateway, on the Town of Vienna's Zoning Map. It is surrounded by the AE zone to its east, south, and west; and by the Transitional (T) zone to its north. The standards of this zone are designed to promote a vibrant commercial and mixed-use area along Maple Avenue. Primary uses allowed include upper story residential; and various commercial, public, and institutional uses.

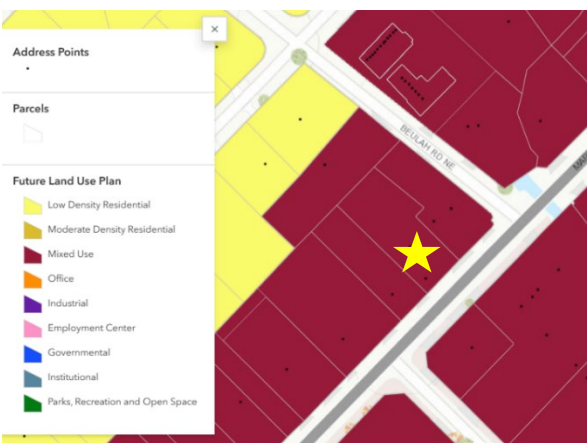


Figure 4: Town of Vienna Future Land Use Map. The subject property is indicated by the yellow star.

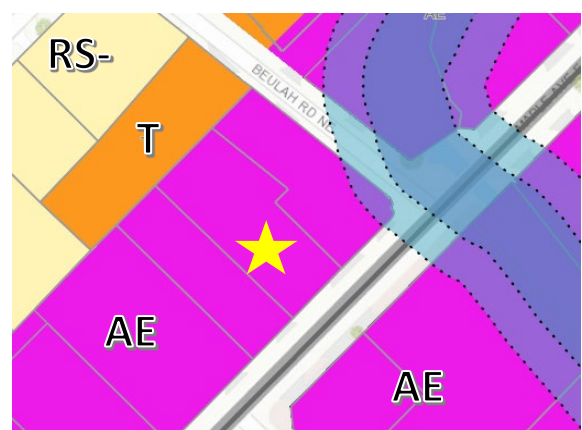


Figure 5: Town of Vienna Zoning Map. The subject property is indicated by the yellow star.

II. PROPOSED USE

The applicant, Pinar Turhan, owner of Clay & Kiln Club, proposes operating a ceramics studio in unit 390-B. The business proposes to offer instructor-led group classes in wheel-throwing, handbuilding, and glazing. Additional programming includes open studio hours for members (by reservation), private workshops, and occasional special events. The primary audience is adult learners, although occasional family-friendly workshops may be provided. All classes and activities take place indoors. A professionally installed kiln is proposed in a secure, ventilated outdoor area behind the studio. Class sizes are limited to 8 students, and open studio use outside of class times is capped at 15 individuals, including staff.

The proposed operating hours are Monday through Saturday from 10:00 AM to 9:00 PM and Sunday from 10:00 AM to 6:00 PM. Classes are scheduled in two blocks: 10:00 AM to 1:00 PM and 6:00 PM to 9:00 PM. Open studio access outside of class times is by reservation only to maintain predictable and controlled use of the facility.

Specialized Instruction is defined in Section 18-902 of the Town of Vienna Zoning Ordinance as “a facility primarily devoted to giving instruction in vocational, professional, musical, dramatic, artistic, scientific, performing arts, or other special subjects.” This definition excludes childcare centers, home day care facilities, and health and exercise facilities. Specialized Instruction is permitted in the AE zoning district as a Conditional Use under Section 18-304, Principal Uses Table. The proposed use is subject to the standards set forth in Section 18-345, which are outlined below in staff analysis.

III. STAFF ANALYSIS

Town of Vienna 2015 Comprehensive Plan

The Town of Vienna's Comprehensive Plan is used as a guide for future land use within the Town. Per the Comprehensive Plan's Future Land Use Map, the subject property's future land use designation is Mixed Use, which supports commercial uses, including a Specialized Instruction use. In addition, the following Chapters within the Comprehensive Plan contain objectives and indicators relative to the Specialized Instruction as a Conditional Use:

Land Use

Objective 4: Maintain and strengthen the Central Business District within existing boundaries. (p. 40)

- Implementation strategy: Encourage mixed-use development for sites zoned for commercial uses (p. 40)
- Implementation strategy: Support locally owned businesses (p. 40)

This proposal meets this objective and both cited implementation strategies. As a new business on Maple Avenue, the proposed use would contribute to the strength and success of Maple Avenue as a destination shopping district within the immediate region. Further, adding Specialized Instruction to this location brings a mix of uses to the site.

Economic Development

Chapter indicators:

- Decrease in number of vacancies and business closings (p. 55)
- Increase in total gross commercial land use tax and meals tax (p. 55)
- Growth in business licenses, including home businesses (p. 55)

This proposal meets these indicators as it decreases the number of commercial vacancies within the Town, increases the gross commercial land use tax due to the Town, and increases the number of business licenses issued with the Town.

Town of Vienna Zoning Ordinance

The Town of Vienna Zoning Ordinance provides regulations relating to both Conditional Use Permit applications and applications for Specialized Instruction. Relevant regulations are included as Attachment 11.

The applicant has provided the required materials, including a site plan, a narrative description of the proposed operation on site, along with information about the safety features proposed for the kiln use.

The studio is proposed within a commercial plaza with no residential uses on-site or immediately surrounding it. The front entrance is directly adjacent to a shared parking area and is well-lit, providing safe and visible access for patrons during all operating hours.

Parking

The 1963 site plan for the parcel depicted 15 off-street parking spaces, including spaces behind the building. (See Attachment 09) However, historic aerial imagery suggests that only the six spaces in front of the building were ever striped, and the rear parking area, if ever constructed as approved and striped, is now overgrown. (See Figures 6 and 7) The parking spaces in front of the building were striped at one

point but the striping has since faded and was not re-established. (See additional site photos in Attachment 10)



Figure 6: 1976 aerial photograph of properties with 2025 parcel lines. Source: Fairfax County GIS



Figure 7: Existing conditions of asphalt area in rear of property. Source: Staff photo

At the time of development, the 1956 Zoning Ordinance required one (1) parking space per 300 square feet of gross floor area on the first floor and one (1) space per 500 square feet on upper floors for commercial uses. Based on these requirements, the 390–392 Maple Avenue E parcel requires 12 off-street parking spaces.

To address this, the applicant collaborated with the property owner to develop a restriping plan that provides 12 spaces on the subject parcel and 12 spaces on the adjacent corner parcel, for a total of 24 striped spaces on site, including accessible parking. The Zoning Administrator has reviewed the proposed plan and confirmed that it brings the site into conformance with the parking requirements in effect at the time of original development.

The current Zoning Ordinance requires two (2) spaces per every three (3) employees on the major shift, plus a sufficient number of spaces to accommodate all persons anticipated to be on-site under normal operating conditions for the Specialized Instruction use. While the staffing component is quantifiable, the term “sufficient” is subjective and based on the characteristics of the proposed use. The applicant and property owner contend that the shared parking arrangement between the two parcels is adequate to meet the expected demand.

Staff do not have access to precise square footage for each tenant space and therefore cannot prepare a typical parking tabulation chart. Based on the 12 striped parking spaces available on the subject parcel, and assuming four tenant spaces, this yields an average of three spaces per tenant. The applicant has indicated that the peak number of occupants during open studio hours would be 15 individuals, including staff. Across both commonly owned parcels, a total of 24 parking spaces are provided to serve seven tenant spaces.

Staff do not have the authority to waive minimum parking requirements or formally approve shared parking arrangements. Any such arrangement would constitute a modification of requirements, subject to review by the Planning Commission and approval by the Town Council. Alternatively, the Planning Commission and Board of Zoning Appeals may determine that, based on the applicant’s assessment, the shared parking between the two parcels provides a sufficient number of spaces to accommodate all

persons anticipated to be on-site at one time under normal operating conditions, meets the intent of the Zoning Ordinance. Such a conclusion could be supported by a finding of this nature in the Board of Zoning Appeals' decision.

Summary

Staff believe that, as presented, the applicant's request for a Conditional Use Permit to operate a Specialized Instruction use, specifically a ceramics studio at 390-B Maple Avenue East, is unlikely to result in adverse impacts on adjacent properties or to the health and safety of the public. The property is surrounded by other commercial properties. If overflow parking is needed for an event, the applicant could coordinate with a nearby commercial lot for shared use. For example, United Bank is two properties away to the south along Maple Ave E. The applicant has submitted a site plan to the Fire Marshal showing the proposed location of the outdoor kiln and has received approval. (See Attachment 08)

While the on-site parking may not fully conform to current minimum requirements for Specialized Instruction, staff find that the application otherwise meets the relevant standards for a Conditional Use. As with all Conditional Use Permits, the Planning Commission may recommend reasonable conditions to address any specific concerns related to the proposal in accordance with the applicable standards for approval.

IV. REQUIRED COMMISSION/BOARD APPROVALS

Review of the application (as established under Section 18-824 of the Vienna Town Code) requires initial consideration and recommendation by the Planning Commission and a subsequent public hearing with sworn testimony before the Board of Zoning Appeals, where the application will be acted upon.

Section 18-824.6.D. states that the Planning Commission shall make a recommendation on the application based on the applicable Use Standards outlined in Article 3 and the Conditions for Approval outlined in Section 18- 824.3:

Conditions for Approval:

- A. Will not affect adversely the health or safety of persons residing or working in the neighborhood of the proposed use;
- B. Will not be detrimental to the public welfare or injurious to property or improvements in the neighborhood;
- C. Will be in accordance with the purposes of the Town's comprehensive plan; and
- D. Meets use-specific standards outlined in Article 3 of this chapter (Section §18-331 and 18-335 Outdoor Dining apply).

Subsequent to the Planning Commission's recommendation, the Board of Zoning Appeals may issue a use permit for any of the uses indicated within Article 3 with a "C" ("Conditional") in the Use Table, as outlined in Section 18-842.6.E. The Board may impose such conditions relating to the use for which a permit is granted as it may deem necessary in the public interest, including limiting the duration of a permit, and may require a guarantee or bond to ensure continued compliance with the conditions imposed.

Per Section 18-824.4, the Board of Zoning Appeals shall fix a reasonable time for the hearing of an application, within ninety (90) days of the application being deemed complete. This time period is directory, rather than mandatory; the Board does not lose jurisdiction to act after the time period has passed.