



MEMORANDUM

TO: Honorable Mayor DiRocco and Members of Town Council
Chairman Gelb and Planning Commissioners

FROM: Cindy Petkac, Director, Department of Planning and Zoning

DATE: May 18, 2018

RE: Overview of the MAC Ad Hoc Committee

This memo serves as background on the work of the MAC ad hoc committee. At the direction of the Mayor, the committee was formed to research and develop potential amendments to the Maple Avenue Commercial (MAC) zone district that would ensure future mixed use developments would not result in a loss of commercial activity along the corridor, but rather provide a balanced mix of housing, office and retail uses as was envisioned when the MAC district was formed.

The committee, listed below, includes two Council Members, two Planning Commissioners, a representative of the development community and the Planning and Zoning Department:

- Douglas Noble, Council Member
- Carey Sienicki, Council Member
- Michael Gelb, Planning Commission Chair
- Mary McCullough, Planning Commissioner
- Bobby Rucks, L.F. Jennings, Inc.
- Cindy Petkac, Department of Planning and Zoning

The committee met four times on April 3, 18, 30, and May 15. The following is a summary of the main ideas discussed:

- Amount of existing and proposed commercial square footage for recent, proposed and potential MAC projects
- Zoning review of peer jurisdictions' requirements for commercial development in mixed use projects and maximum height/density allowed
- Areas where ground floor commercial uses are more strongly desired, i.e., central business district/downtown vs eastern and western ends of Maple Avenue
- Market conditions for multi-family residential, retail and office development
- Land costs in Vienna compared to other nearby jurisdictions

Based on the analysis and discussion thereof, the committee is proposing several minor text amendments to the MAC, which will be shared and discussed at the joint Town Council/Planning Commission work session on Wednesday, May 23 at 6:00 pm.