



Memorandum

To: Board of Architectural Review
From: Hyojung Garland, Deputy Director
Date: February 15, 2018
Re: Item No. 3

Request for recommendation to Town Council regarding compliance with requirements of Article 13.1 of the Town Code for the proposed Vienna Market mixed-use building, as part of Maple Avenue Commercial (MAC) Zone application, located at 245 Maple Avenue, W, (Docket No. BAR-12-18), in the C-1A Special Commercial zoning district, pending approval for rezoning to the Maple Avenue Commercial Zone; filed by Doug D'Alexander, developer.

Introductory Comments:

The approximately 1.97-acre property is located at the intersection of Maple Avenue and Pleasant Street. The site is presently developed as a restaurant/commercial building with numerous pad sites. There is a 17' elevation drop from the northwest corner of the property to the south-east corner of the property. The Bank of America building is located to the east, separated by a driveway. Church St NW, located in the rear, is a one way street going east. There is a single family house located north of Church Street NW at the intersection with the Pleasant Street NW.

A similar project located at this site was reviewed in 2016 for the rezoning but was not approved by the Town Council. Per the code [section 18-245](#), the applicant was required to wait for a minimum of 12 months to come back with a new rezoning application.

The Current Proposal:

The applicant seeks to redevelop the property with first floor retail along Maple Avenue with one level of the underground garage and 44 townhouse condominium units above. The proposed retail space consists of approximately 8,200 square feet of leasable area. A total of 44-townhouse units are proposed for this project.



At the corner of Maple Avenue West and Pleasant Street NW, the applicant is proposing public art at the at-grade plaza. The commercial garage entry is provided from Maple Avenue West, near one of the exits from the Bank of America site. Residential parking is located on the first floor of each unit with two-car garages. Nine surface visitor parking spaces are provided as well.

The Board of Architectural Review previously held a work session on February 2, 2018. The Board had the following recommendations:

- Make a concerted effort to make the grade of the retail level to match the grade of the street level
 - Provide openings with steps to connect the street to the retail entry
 - Provide landscaping to soften the transition and to retail area from the sidewalk
- Soften the townhouse level front along the Maple Avenue with landscape materials
- Consider the following recommendations for the corner façade & loading space area:
 - Provide some type of public art, such as a mural
 - Include signage with a creative design
 - Utilize the proposed brick pillars from the second floor and carry down the look to create architectural embellishment
- Provide street trees along Maple Avenue without impeding the sight line regulation from transportation (Public Works has determined that street trees are not allowable in the sight triangle but landscaping of 3 feet or less is allowable)

The design includes numerous architectural details, such as corner features at the street intersection. The specific material details of the architecture have not been provided yet but, if the rezoning is approved, are to be required at a later date for separate BAR application. The proposal includes a concrete sidewalk along Church Street NW and Pleasant Street NW, with the exception for a brick bordered concrete sidewalk along the Pleasant Street NW. As required by Code, the project’s Maple Avenue streetscape will follow the streetscape already implemented along Maple Avenue East and parts of Maple Avenue West.

Conceptual plans and renderings have been included as part of the package.

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This staff report is not an approval.

Applicants should attend the meeting and represent their application.

Failure to appear may result in the deferral of the item or amendments to the design.

Failure to appear will not relieve any pending violations.