Town of Vienna
Office of Planning & Zoning
SEP 27 2018
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NARRATIVE FOR HOW 380 WEST MEETS THE STATEMENT OF PURPOSE AND INTENT FOR THE MAC

§18-95.1 Statement of Purpose and Intent.
The purpose of the Maple Avenue Commercial (MAC) Zone is to encourage compact, pedestrian-oriented, mixed-use development and redevelopment along the Maple Avenue 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. More specifically, the MAC Zone is intended to:

A. Encourage **compact**, pedestrian-oriented development along Maple Avenue East and West that collectively **accommodates** residents, visitors, and businesses;

By building an internal parking deck behind the retail space and moving the end of the building further from Glen Avenue, we reduce the total footprint of the building by as much as 7%. This will also increase the number of available parking spaces for residents, businesses and visitors while also increasing the open space.

B. Encourage a pedestrian-friendly, human-scale design of streets, buildings, and **open spaces;**

By reducing the footprint of the building we create additional "open space." This will allow us to plant more trees and evergreens and enhance the streetscape along Maple Avenue, Wade Hampton Drive and Glen Avenue. The additional plantings will also offer storm water management benefits.

C. **Foster mixed-use and destination**-style retail development along Maple Avenue East and West;

The added internal parking deck will significantly increase the number of available parking spaces for retail tenants. One of the main concerns of prospective high quality retail tenants in the Town is the availability of adequate parking, not just "meets the code" parking. Our plan provides the number of parking spaces required under the MAC plus additional parking spaces that high quality retail tenants will demand in order to do business in the Town. In addition, our internal parking deck offers a covered, well lit

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and ventilated structure that appeals to both retailers and their customers.

D. Promote a **variety** of housing options in the Town;

380 West will be the first mixed-use development in the heart of Vienna that offers residents high quality, aesthetically pleasing and low maintenance housing options. The building will offer a mix of unit sizes to meet the desires of a variety of residents. Residents will have the benefit of high quality retail establishments on the street level of the building and the walkability to patronize various other business throughout the Town. 380 West provides living options which remove areas of potential burden for homeowners: exterior maintenance, climbing stairs and security when they are away from home.

E. Enhance the Town's economic vitality by promoting the preservation and creation a variety of business establishments, including **restaurants,** services, small and locally-owned businesses, and other uses which contribute to the vitality of Maple Avenue East and West;

Restaurants are no longer willing to accept the minimum parking required under the Town code. They realize this is not adequate in many areas where there is limited off street parking for their patrons and staff. We will provide parking for a restaurant over and above the required minimum which will reduce the need for staff and patrons to seek off street parking in the surrounding neighborhood.

F. Maintain and promote eclectic character and visual interest of building design and **site configuration** by encouraging a variety of building heights, density, and building mass consistent with Vienna's small-town character and compatible with surrounding residential neighborhoods;

Building an internal parking deck creates more open space in the rear of the building (the area that backs to Glen Ave) and this will allow us to be more creative with our landscaping and hard scape features which will provide better screening for all the neighbors during the construction phase as well as once the building is complete.

G. Provide for a high quality of development along Maple Avenue East and West;

Creating more open space and eliminating surface parking makes the building much more appealing to neighbors and residents alike. Nobody wants to see a parking lot when they look out their windows. Trees and lush landscaping provide a much more desirable view.

H. **Improve environmental quality** and promote responsible development practices along Maple Avenue East and West;

Be reducing the building footprint we increase the pervious area and reduce the impervious area. This helps not only with storm water retention but with water quality management; both of which are extremely important to promote responsible development. We intend to add landscaping that will promote natural water management as well as provide an appealing look. The building will also be "solar ready" for future solar power opportunities.

I. Encourage the creation of publicly-accessible community gathering spaces, such as parks, plazas, and other open spaces;

We intend to have a park-like outdoor common area for residents where they can gather to socialize, read or relax and enjoy the outdoor environment.

J. Encourage the incorporation of art in sites and buildings through a variety of design elements, natural features, installations and displays in highly visible and publicly accessible locations.

We are very sensitive to the concerns of town residents and officials about design a building that naturally integrates itself architecturally into the Town. After spending considerable time listening to feedback provided by town residents and officials, we have worked closely with our architect to design a building that will help foster and promote the architectural integrity of Vienna.

K. Foster a built environment that is comfortable, safe, accessible, barrier-free and convenient to residents and visitors of all ages and abilities.

Building an internal parking deck allows us to create a safe, well-lit and reliably maintained parking area for the residents and retail tenants and their customers. The parking and building will be accessible to visitors of all ages and abilities. The residential and retail parking will be separated. The residential parking area will have technology in place to secure access providing an additional layer of security for the buildings residents.

There are several more concerns that were brought up during the past meeting for the Wolf Trap Motel by the neighbors that I feel will be brought up at our public hearings and I would like to address them now.

1. The "water table". This topic was brought up numerous times and I feel that if we add the parking internally in a vertical manner rather than by going deeper we will avoid any disturbance of the water table and thereby reduce the concerns of the neighbors.
2. Landscaping. Many of the neighbors were concerned with the lack of landscaping between their properties and the new structure. By reducing the building foot print we can increase the amount of open space allowing more and larger species of trees and evergreens to be planted. Larger trees and evergreens provide a better buffer sooner.
3. By going vertically we can reduce the amount of sheathing and shoring and thereby reduce not only the construction noise but also the construction time. Again this was a concern of the neighbors.
4. The height of the building in the rear. We are able to step the building in the rear so that the neighbors will not be looking at "One Tall Structure" as they expressed in the hearing. We do this by stepping the fourth floor back from the third floor.
5. Off street parking was a major concern and this is being addressed by increasing our parking significantly and including

guest parking, which is not even required under the MAC zoning. We will be able to provide guest parking at a ration of 1 space per every four condo units which is even better than what is required for townhouses.

This project will be much more viable with the "EXTRA" parking spaces than it would be with the "required number under the MAC" and consequently will have more open space for the residents to enjoy.

We are not interested in doing just enough to meet the code but our goal is to build a building that will set the STANDARD for what we believe will **"reinforce Maple Avenue's role as the Town's main** ".