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Via Electronic Submission

Town of Vienna, Virginia
Department of Planning and Zoning
127 Center Street, South
Vienna, VA 22180

ATTN: Michael D'Orazio, AICP,
Deputy Director

Re: Conditional Use Permit for Financial Institution with Drive-Through
315 Maple Avenue East, Vienna, Virginia

Dear Mr. D'Orazio :

On behalf of the applicant, Chase Bank ("Chase"), we respectfully submit the following revised narrative in support of Chase's request for a Conditional Use Permit for a financial institution with a drive-through facility at 315 Maple Avenue East in the Town of Vienna.

As more fully described below, Chase has made significant changes to the proposed use in response to input from Town staff, the Planning Commission and the Board of Architectural Review. These modifications impact all three major elements of the overall development proposal:

First, the location of the proposed ATM has been shifted away from Maple Avenue, and is now located well behind the proposed main bank building.

Second, Chase has extensively expanded the proposed landscaping and pedestrian realm amenities all along the Maple Avenue frontage, taking cues from the landscaping at the Vienna Vintner and the Maple Avenue trailhead for the Washington and Old Dominion Trail. These changes will appreciably amplify the unique character of the Town of Vienna with respect to having lush, interesting perennial plantings immediately adjacent to the pedestrian realm, and high-quality brick paver sidewalks.

Third, Chase has modified the main bank building to include a Maple Avenue entrance, and to enhance the level of detail and dimension on all four sides of the proposed building.

The combination of these significant changes effectively minimizes the visual presence of the ATM canopy from the Maple Avenue frontage, and also substantially enriches the Maple Avenue pedestrian experience.

I. Description of Proposed Use

Chase proposes to locate a new financial institution in the location of the former Outback Steakhouse at 315 Maple Avenue East. As shown on Sheet C-104 of the plan SITE PLAN DOCUMENTS, CHASE BANK VIENNA, PROPOSED FINANCIAL INSTITUTION W/ DRIVE-THRU, LOCATION OF SITE, 315 MAPLE AVE E, TOWN OF VIENNA, VIRGINIA, TAX MAP #: 0382-02-0024”, and dated 11/29/21 (the “Site Plan”), Chase proposes to replace the current 6,380 square foot free-standing restaurant building with a 3,353 square foot financial institution and a free-standing single lane, canopied drive-through automatic teller machine (ATM) structure. As provided in Section 18-89(F) of the Town of Vienna Zoning Ordinance, the drive-through facility is permitted subject to approval of a Conditional Use Permit.

Placement of the Proposed ATM structure

As initially submitted, the proposed ATM was a double-lane drive-through with stacking for eight vehicles, and was located roughly parallel to the proposed bank building, between that building and the corner of Maple Avenue and Glyndon Street. In response to input from Town staff, Chase

had ‘tweaked’ this location to pull the proposed ATM as far from that corner as possible, while maintaining the required circulation and stacking. In addition, Chase had proposed a streetscape amenity at the corner including enhanced landscaping, a seating area and a brick “knee wall” to practically and visually frame that space.

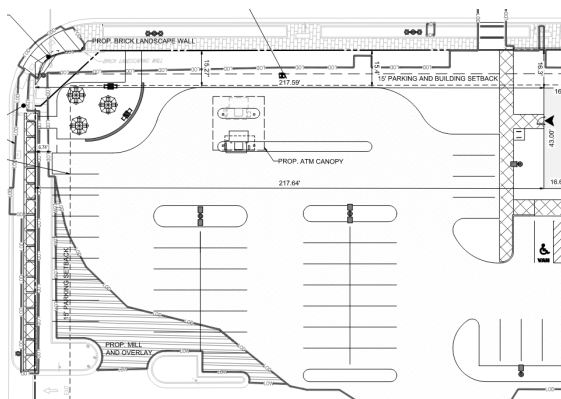
However, some members of the Planning Commission expressed concerns that the proposed ATM was still too visually prominent in relation to, and as viewed from, Maple Avenue. Some Planning Commissioners asked whether the ATM could be located behind the building, and suggested placing the ATM either behind the current building location, or, in the alternative, shifting the main bank building toward the Glyndon Street corner, and then placing the ATM behind the new building location. A majority of the Planning Commission agreed that the ATM should not be as close to Maple Avenue; however, a majority of the members were supportive of an ATM location further back from Maple Avenue, but not necessarily directly behind the main bank building. One member supported the initially proposed location, expressing concerns about site circulation and queueing. Chase assured the Planning Commission that it would consider this input and evaluate possible modifications to address these concerns.

In evaluating the Planning Commission feedback, Chase considered whether a relocation of the proposed freestanding ATM to behind the main bank building would be feasible. At the Planning Commission hearing, the Chase team pointed out that the convenience and handicapped parking directly behind the building was a critical element of the design. Notably, the proposed main Chase Bank building is closer to Maple Avenue than the Outback Steakhouse building, and has eliminated the parking and drive aisle that is currently located between that building and Maple Avenue. The new building placement is more in keeping with the Town’s design policies and makes the building relate better to the pedestrian realm. However, it does make the directly adjacent parking at the rear of the building even more critical. Chair Kenney suggested that the nearest of the two rows of parking could possibly be retained, leaving room for a drive aisle for the ATM behind it. Chase did evaluate whether this design change would be feasible. As Chase learned in its evaluation – and as expressed by Commissioner Petariu -- the real issue is queueing. Due to the proximity of the main bank building to the Maple Avenue curb cut, there is not sufficient

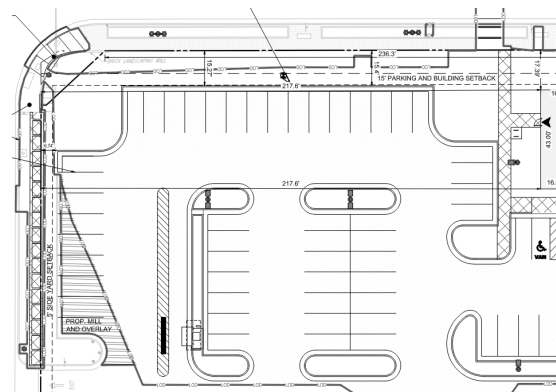
room for queueing behind an ATM located behind the main bank building. As suggested by some members of the Planning Commission, and by Town staff, Chase also explored whether the main bank building could be shifted toward Glyndon Street. Unfortunately, neither Chase nor the landlord has the legal authority to place a building in that location, due to pre-existing legal restrictions.

Third, Chase evaluated the suggestion to evaluate pulling the ATM away from Maple Avenue, further toward the interior of the site, and potentially rotating the drive aisle to be perpendicular to Maple Avenue, as opposed to parallel. Chase concluded that this realignment was viable, and could be accomplished while ensuring safe site circulation and adequate queueing. The proposal, as revised, adopts this realignment suggested by a number of members of the Planning Commission.

Initial layout with ATM along Maple



Revised layout -- ATM at back of Chase parking



In the revised layout, as shown on Sheet C-301 of the Site Plan, Chase has made three modifications to the ATM in order to minimize the visual prominence of the free-standing canopy, in response to Planning Commission and Town input:

1. The canopy has been relocated on the site, and away from Maple Avenue. The proposed canopy has been shifted away from Maple Avenue by over 70 feet, and is over 55 feet behind the back of the main bank building. The setback, and the setback relative to the main bank building,

serve to de-emphasize the ATM canopy and emphasize the new bank building, which will be more directly related to the sidewalk realm than the current Outback Steakhouse building.

2. The ATM canopy has been changed to a single-lane ATM. While this was not a request from the Planning Commission, Chase concluded that making this change supported the ability to shift the ATM as far from Maple Avenue as possible, and would further de-emphasize the ATM from a visual massing standpoint.

3. The ATM canopy has been rotated to position the drive lane perpendicular to Maple Avenue, as opposed to the originally proposed parallel alignment. This change was suggested by a member of the Planning Commission.

The Applicant respectfully submits that these site plan changes are aligned with the feedback from the Planning Commission, and serve the purpose of de-emphasizing the drive-through aspect of the bank use as perceived from Maple Avenue and the Maple Avenue sidewalk realm. At the same time, the revised location provides queue capacity that meets the requirements (up to 20 cars can stack within the site), without creating circulation or safety conflicts.

As shown on the Elevations, the ATM canopy structure shares the linear simplicity of the bank building façade, and incorporates the bank’s signature blue accent color. The simplicity and scale of the canopy is intentionally designed to minimize its visual impact while echoing the aesthetic of the main bank building.

Hours of Operation of ATM structure

The hours of operation for the financial institution in the primary structure will be 9:00AM to 5:00PM on weekdays, 9:00AM to 1:00PM on Saturdays, with the bank branch closed on Sundays. The ATM itself will operate twenty-four hours a day, as will the ATM machine located in the lobby of the main bank building. This operation is typical for ATM machines. It should be noted that the canopied ATM structure is *not* a “live” drive-through bank facility whereby bank customers are interacting with tellers inside the building, and conversing over a loudspeaker. The

ATM facility will not be audible from the site boundary lines. Neither the proposed bank building nor the associated ATM facility will have a negative impact on air quality.

Enhanced Landscaping and Sidewalk Realm Improvements

In response to initial input, Chase reconsidered the entire proposed site plan from the standpoint of creating a robust, intentional and visually appealing connection to the Maple Avenue sidewalk realm. As shown on the Proposed Exterior Elevations prepared by OTJ Architects (dated November 22, 2021) (the Elevations), the main bank building now has a prominent entrance on the Maple Avenue side of the building. In response to feedback from the Board of Architectural Review and Town staff, the façade treatment on all four sides of the building has a richer mix of textures and planes, adding visual interest and avoiding “blank” looking facades.

With an eye to creating an inviting connection along Maple Avenue, and emphasizing the new pedestrian front entrance, Chase has fundamentally redesigned the proposed landscaping on the site. The new landscaping design includes varied beds of shrubs and perennials, and a particularly deep “front yard” treatment on either side of the bank’s front door on Maple Avenue. As shown on Sheet C-703 of the Site Plan, this treatment is extended along Maple Avenue all the way to the corner – for a linear distance of approximately 230 feet. The design of the new landscaping scheme was informed by the context in front of the Vienna Vintner site, and at the trailhead for the Washington and Old Dominion Trail on Maple Avenue. The use of lush, varied, flowering perennials in a “commercial” context is relatively rare, and as such, this is a distinctive characteristic feature of the Town of Vienna’s Maple Avenue corridor. The proposed landscaping will create a long stretch of enhanced visual interest that can be appreciated by pedestrians, and will help to amplify the unique “sense of place” of the Town of Vienna. Additionally, the use of high-quality brick pavers, consistent with the context, adds a depth of richness and quality to the pedestrian realm, and further amplifies Vienna’s unique and beautiful streetscape.

Waste Disposal

The vast majority of waste materials generated by the proposed use will be paper, and the bank will implement a shred program for this bank-related paper waste. The shredded paper will be stored inside the main bank building, and will be collected and taken offsite weekly. Other daily trash will essentially be limited to household-type trash generated in the bank's break room and restrooms. This trash will be stored in outdoor trash cans adjacent to the building, and will not require the use of an exterior dumpster. This trash will also be picked up on a weekly basis and taken away from the site.

This plan of waste disposal permits the proposed financial institution to operate without the need for a large, visible dumpster near the bank building, which is a visual and practical enhancement to the site design.

II. Traffic Analysis

The Applicant has submitted a Trip Generation Analysis and Site Assessment prepared by Wells + Associates and dated November 23, 2021 (the Traffic Analysis). As indicated in the Traffic Analysis, the traffic impact of the proposed use, as compared to existing development, will be negligible. In addition, the Traffic Analysis refers to a recent (2020) Traffic Impact Analysis (TIA) prepared for 332 Maple Avenue East, which included the former use of the site as a high-turnover restaurant. The Traffic Analysis concludes that the change of the former Outback Steakhouse to the proposed financial institution with drive-through would not impact the results of the 2020 TIA, and that the adjacent road network would continue to operate at consistent levels of service. Please refer to the Traffic Analysis for the information required by Section 18-210.II.1.B of the Zoning Ordinance.

III. Use Permit Standards

The Applicant respectfully submits that the proposed use will not have an adverse effect on the health or safety of persons residing in the neighborhood, nor will the proposed use be detrimental to the public welfare or nearby properties. In fact, the design of the proposed use emphasizes a safe and appealing pedestrian experience, and incorporates high-quality building materials and plantings. As discussed above, the Applicant has deliberately pulled the ATM away from the corner in order to visually de-emphasize the canopy, and to emphasize the elements of the streetscape. The inclusion of a substantial and well-designed streetscape amenity at the corner of Glyndon Street and Maple Avenue will further enhance the overall neighborhood experience. These aspects of the site design support the over-arching goals of the Town's master plan to create a vibrant, safe and walkable environment.

As stated above, the proposed use satisfies the criteria for the approval of a use permit as set out in Section 18-210.II.2 of the Zoning Ordinance:

A. Location and arrangement of any drive-through window in relation to adjoining properties and public rights-of-way.

The proposed drive-through ATM canopy has been relocated as described above in order to visually de-emphasize the structure relative to the pedestrian streetscape. The ATM is well-screened with enhanced, thoughtfully designed landscape materials along the Maple Avenue frontage.

B. Appropriateness of proposed hours of operation.

As stated above, the ATM, as is typical of virtually all ATM facilities, will be in continuous operation.

C. Traffic circulation patterns, including safe ingress and egress, and a clear designation of drive-through aisles through the use of paving materials, pavement markings or landscaping.

As indicated in the Traffic Analysis, and as shown on Sheet C-303 of the Site Plan, the proposed ATM will operate with a one-way stacking lane within which automobiles will operate parallel to Glyndon Street. The circulation pattern of the ATM itself will be accessed as shown, utilizing the internal street grid within the existing parking lot. The Applicant does not propose to change the entrances to the shopping center in connection with this application.

D. Pedestrian circulation and safety.

The proposed financial institution will be located in the midst of a connected multi-modal network of pedestrian and bicycle facilities, as depicted in Figures 3 and 4 of the Traffic Analysis. Bank patrons may either park on-site and walk into the main building, or utilize the drive-through facility, or walk into the Maple Avenue entrance directly from the sidewalk. The layout of the drive-through lane and the associated circulation, and the ample provided parking (which is well in excess of the parking requirements for the use) supports the ability to walk safely and conveniently into the building from the site parking.

E. Adequacy of screening of vehicle use and parking areas.

As shown on Sheet C-703 of the Site Plan, both the drive-through facility and the associated bank parking are well-screened with landscape plantings. The relocation of the ATM canopy further supports the adequacy of the site screening. The proposed use complies with the requirements for interior parking lot landscaping, perimeter parking lot landscaping, and tree canopy calculations.

F. Noise impact associated with, but not limited to, exterior speakers and motor vehicle.

The ATM facility itself will not generate noise at a level that will be audible at the site boundaries.

G. Compliance with federal, commonwealth and local pollution standards.

The proposed use will comply with all applicable legal requirements with respect to pollution.

The Applicant, Chase Bank, respectfully submits that the proposed financial institution with a drive-through ATM facility meets all applicable standards and requirements for the approval of a conditional use permit, and respectfully request approval of this application.

Sincerely yours,

HOLLAND & KNIGHT LLP

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