



June 8, 2018

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**Re: 444 Maple
Community Benefits**

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1. The proposed Project is consistent with the MAC Ordinance. Specifically it will enhance the Town's main street, ensure economic vitality, diversify the tax base, and establish a high-quality, pedestrian-oriented, environmentally sensitive development on Maple Avenue.
2. The proposed Project will be the first rental apartment Project developed in the Town in decades and will provide housing diversity for Town residents.
3. The proposed Project represents a significant step in providing the Town with a more affordable housing alternative for Vienna's workforce including local teachers, fire fighters, police, Town and County employees, etc.
4. The Project is the first mixed-use, transit-oriented Project in the Town developed specifically to take advantage of the Vienna Metro station.
5. The proposed Project will be the first rental apartment building in the Town designed and constructed in accordance with the Americans with Disabilities Act (ADA) and the Fair Housing Act.
6. The proposed Project will be the one of the few, and the largest, property in the Town to be designed to meet modern environmental standards and have a modern stormwater management system.
7. The proposed Project will provide significant new net tax revenue to the Town.
8. With over 600 feet of new streetscape on both Maple Avenue and Nutley Street designed in accordance with the new Town Streetscape standards, the Project will serve as a model and a catalyst for future streetscape installations along Maple.
9. The Project is specifically designed to be walkable, bike-able, and pedestrian oriented.



10. A VIP Leasing Program will be implemented for the residential portion of the property. The VIP Program provides move-in discounts for all Town of Vienna employees, including teachers, firefighters, police and Town staff. Move in fees and security deposits are waived including Application fee, Security Deposit, Move-in Fee, and one-time Amenity Fee. This package totals at least \$ 1,000.00 in cash savings at move-in for those targeted for the program.
11. The Project provides over two times the setback that is required along the rear where it is adjacent to residential properties.
12. The landscape buffer along the rear of the property that is adjacent to residential properties is over 30% larger than is required notwithstanding the fact that it also includes an existing brick screen wall which will remain and which the Applicant will continue to maintain.
13. The Project will offer at least four (4) electric car charging stations with two (2) stations available to residents and two (2) stations available to retail customers.
14. The Project will include a safe, convenient all-weather pick-up and drop-off zone specifically designed for ridesharing services such as Uber and Lyft. This is an environmentally focused feature that is just beginning to emerge nationwide in new retail properties.
15. A robust Transportation Demand Management (TDM) program will be implemented to encourage and incentivize use of the Metro and discourage dependence on cars.