

## Proposed DRAFT Amendments to the MAC

### Sec. 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. **MAC development along the corridor should provide significant office, retail, and commercial opportunities in addition to residential options. Review of applications will take account of the welfare and needs of the Vienna community, market and economic conditions, and the intent of the MAC Zone as enumerated below.** ~~More specifically~~ **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;
- B. Encourage a pedestrian-friendly, human-scale design of streets, buildings, and open spaces;
- C. Foster mixed-use **development and that includes** destination-style **and neighborhood-serving** retail ~~development along Maple Avenue East and West, including commercial services and products that are attractive to and meet the needs of town residents for entertainment, art, recreation, dining, retail and consumable goods;~~
- D. Promote a variety of housing options in the Town;
- E. Enhance the Town's economic vitality by promoting the preservation and creation **of** a variety of **small, independent and locally-owned** businesses ~~establishments, including restaurants, services, small and small, locally-owned businesses, and other uses which contribute to the vitality of Maple Avenue East and West;~~
- 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;
- G. Provide for a high quality of development along Maple Avenue East and West; and
- H. Improve environmental quality and promote responsible development practices along Maple Avenue East and West;
- I. Encourage the creation of publicly-accessible community gathering spaces, such as parks, plazas, and other open spaces;
- 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;
- K. Foster a built environment that is comfortable, safe, accessible, barrier-free and convenient to residents and visitors of all ages and abilities.

### **Sec. 18-95.3. - Procedure for MAC Zone designation.**

- A. Designation of lots to the MAC Zone may only be approved as a rezoning in accordance with article 24 of this chapter.
  - 1. Applications for a rezoning to the MAC Zone shall be accompanied by an existing conditions plan and a concept plan or, at the applicant's option, a formal site plan prepared in accordance with article 25 and concurrently processed, a multi-modal transportation impact analysis, unless waived by the director of public works, a set of color elevations depicting the development's appearance from each of the four cardinal directions, and color, isometric, 3D renderings of the development and surrounding buildings from each of the four cardinal directions. Individuals licensed by the Commonwealth of Virginia to practice as architects, landscape architects, professional engineers, or land surveyors shall prepare the parts of the rezoning application appropriate and specific to their licensed profession.
    - a. The existing conditions plan shall include but not be limited to the following:
      - 1) Boundary outline of the subject property;
      - 2) Existing planimetric information (mapping features) on the subject property;
      - 3) Names and route numbers of all boundary roads or streets, centerline and the width of the existing rights-of-way;
      - 4) Existing topography with two-foot contours;
      - 5) Existing utility easements;
      - 6) Structures within 200 feet of the proposed structure or use;
      - 7) Existing landscaping and treed areas; and
      - 8) Scale, north arrow, and date.
    - b. The concept plan shall include but not be limited to the following:
      - 1) Vicinity map;
      - 2) Total area of property in square feet and acres;
      - 3) Tax map parcel or legal description of the subject property;
      - 4) Conceptual grading with two-foot contours and directional arrows depicting overland drainage of the proposed site and surrounding areas;
      - 5) Scale, north arrow, and date;
      - 6) Adjacent owner names, zoning, and use;
      - 7) Vehicular and pedestrian points of access to the property;

- 8) Existing and proposed utility easements;
- 9) Conceptual sewer and water connections to each proposed structure;
- 10) Approximate location, estimated size of footprint in square feet, capacity and type of all proposed stormwater management facilities, including the full extent of side slopes, embankments, spillways, dams, and approximate water surface elevation for design storms, if applicable;
- 11) Existing and proposed structures; total number of dwelling units by type and breakdown with number of bedrooms;
- 12) General plans of each floor with proposed uses and dimensions;
- 13) Required yards and height and proposed setbacks and building heights, both in tabular form and graphically shown on the layout plan;
- 14) Environmental and historical features;
- 15) Structures within 200 feet of the proposed structure or use;
- 16) Existing and proposed landscaping, screening, specimen trees, and buffering;
- 17) Tree save areas, which include individual trees and groupings;
- 18) Lighting plan depicting general location of lighting fixtures and general lighting distribution pattern;
- 19) Open space and impervious area plan with specific types of open spaces shown and listed in tabular form with corresponding square footage;
- 20) Parking plan;
- 21) Commercial vehicle turning movements;
- 22) Additional information as required by the director of planning and zoning and director of public works; ~~and~~
- 23) Public engagement plan (as described below) is strongly recommended:  
*Public engagement plan:* A plan that establishes the principles processes and milestones for public engagement related to a development proposal to address the needs of community stakeholders and to engage people in the decision-making process; **and**
- 24) **Fiscal impact analysis that demonstrates the long-term fiscal benefits and costs to the Town of the proposal.**

- 2) Requests for modifications of the requirements of this article shall be submitted in accordance with sections 18-256 and 18-257. A narrative explaining each modification shall accompany the request.

#### **Sec. 18-95.4. – Required and permitted uses.**

Required uses in the MAC Zone: new development or redevelopment must result in a net increase of ground floor commercial square footage. Commercial includes any activity conducted with the intent of realizing a profit from the sale of goods or services to others. Ground floor commercial square footage includes space that is currently occupied, vacant or was demolished in the past five years. (5/23/18 jws)

The following uses are permitted by right in the MAC Zone: **NEW TEXT AMENDMENT**

- A. Multi-family dwellings, if they are not located on a ground floor façade facing Maple Avenue. The following are the maximum dwelling units allowed per acre based on the gross development area:

Gross Development Area	Maximum Dwelling Units per Acre
Under 5 Acres	50
Over 5 Acres	40

- B. Live/work dwellings, if the residential portion of the unit is located on an upper floor.
- C. Cultural facilities, including museums, art galleries, libraries, and similar establishments.
- D. Governmental facilities, including governmental offices, public safety, or emergency services, in accordance with section 18-13.
- E. Assembly uses of 30,000 square feet of floor area or less, such as auditoriums, performance halls, theatres, civic clubs, fraternal organizations, churches, or private clubs.
- F. Restaurants including those with live entertainment and patron dancing, but not including drive-through service.
- G. Offices, such as professional offices, medical offices, financial offices, or service-related offices that do not involve the on-site parking or storage of commercial vehicles or equipment.
- H. Indoor recreation uses and amusement enterprises of 30,000 square feet of floor area or less.
- I. Retail sales use under 65,000 square feet of floor area, including department stores, variety stores, and shopping centers.
- J. Repair establishments taking place wholly within an enclosed building.
- K. Personal services uses, including, salons, spas, certified massage therapists, photocopying services, and photography studios.
- L. Motels, hotels, and bed and breakfast inns.
- M. Commercial group building development, subject to the standards in section 18-173.1.

## **Sec. 18-95.9. - Height limit. NEW TEXT AMENDMENT/DELETION**

- A. The maximum height shall be the lesser of four stories or 54 feet, as shown in Figure 18-95.9.1, Determination of Height. **The building shall have the appearance of, at most, four stories when viewed from every cardinal direction.**
- B. Functional or decorative elements on the highest level of a building may not result in a total height, including those elements, that is more than 115 percent of the permitted building height, nor exceed ten percent of the area of the building footprint, **with an exception for solar panels and green roofs.**
- C. The minimum height of the first story of a principal building shall be 15 feet, **which shall be maintained for a depth of 50 feet.**
- ~~D. Mezzanines shall not occupy more than fifty percent of the area of the floor below and shall not be considered a story for the purposes of determining height for residential uses only.~~

## **Sec. 18-95.14. – Site development standards. NEW TEXT AMENDMENT/DELETION**

- E. Building façades:
  - 3. Buildings of 10,000 square feet in floor area or less shall be configured so that at least 60 percent of **all four sides are** ~~the front wall is~~ differentiated architecturally by two or more of the following features (see Figure 18-95.14.6, Front Architectural Features). Buildings of more than 10,000 square feet in floor area shall be configured so that at least 60 percent of **all four sides are** ~~the front wall is~~ differentiated architecturally by three or more of the following features:
    - a. Recessed or display windows;
    - b. Offset surfaces, niches, insets, projections, or bas relief with a minimum depth of four inches;
    - c. Window indentations that incorporate a differing building material, texture, or color, along with an awning or overhang;
    - d. Differentiated piers, columns, or pilasters;
    - e. Textured materials;
    - f. Public art;
    - g. Roofline changes, coupled with correspondingly aligned wall offset or façade material changes, changes in the roof planes, or changes in the height of a parapet wall; or
    - h. Changes in wall planes (such as projections or recesses) with an offset or depth of at least two feet and a width of at least fifteen feet, located a minimum of every 30 feet.
  - 4. ~~Side and rear building facades, if visible from public streets, shall have a similar architectural treatment as uses on the primary or front façade.~~
  - 5. Buildings shall be constructed (through the use of materials, design elements, or architectural details) to emphasize the proportion of height to width so that building facades are vertically oriented, instead of horizontally oriented, as shown in Figure 18-95.14.7, Vertical Orientation.
  - 6. Stand-alone buildings located in front or other buildings within the same development shall include a consistent level of architectural detail on all four sides of the building as well as

exterior materials and colors that are compatible with the primary building in the development.

7. The top floor of the Maple Avenue façade shall be recessed to a depth of at least five feet and a width of fifteen feet, located a minimum of every 60 feet, or for an area equal to twenty percent of the total linear feet.
8. There shall be a break in the building façade of all four sides every 350 feet for a minimum width of at least 100 feet, which shall include a minimum width of at least 50 feet of open space.

**The following figures, which currently show two-story buildings, are proposed to be replaced with four-story buildings:**

- 18-95.14.3 Roof Forms
- 18-95.14.8 Transparency
- 18-95.14.9 Materials
- 18-95.14.12 Integrated Service Areas
- 18-95.16.2 Building Modulation
- 18-95.16.3 Storefront Architecture