

Maple Avenue Commercial (MAC) Proposed Ordinance

Public Hearing (Continued)
August 18, 2014



Source: Connection Newspapers

Overview

Overview – The Vision

- Compact, pedestrian-oriented and human-scaled development
- Mixed-use and destination retail-style development
- Promote a wider variety of housing options in Town
- Enhance Town's economic vitality
- Maintain and promote eclectic character and visual interest of building design and site configuration
- High quality and compatible development with adjacent neighborhoods
- Improve environmental quality

Overview – The Results

- Strengthen the business environment and retain, enhance and support local business, improve economic development opportunities
- Provide residential opportunities for young people and empty nesters wishing to stay in the Town of Vienna
- Protect and enhance the Town of Vienna's unique character and family-oriented sense of community
- Encourage responsible development and protection of neighborhoods
- Control and direct density
- Make Maple Avenue safer and more pedestrian friendly

The MAC Ordinance

- Sets the **Vision and Framework** for future change, if and when it occurs
- **Does Not Approve** any development
- Change will happen over the **Long Term**



Public Participation

Maple Avenue Vision- Steering Committee

- Process started in 2001
- 2012 - 17 member Steering Committee established by Mayor Jane Seeman
- Serve as Advisors to Consultant Team and Town Council
- Broad Representation of Town:
 - Business Community
 - Large Landowners/Employers
 - Individuals involved with Land use/Land development/Construction
 - Realtors
 - Residential Neighborhoods
 - Town Business Liaison Committee
 - Community Enhancement Committee
 - BAR/Planning Commission

Maple Avenue Vision

Two Years and Twenty Meetings

- 10/11/12 Steering Committee Meeting
- 12/5/12 Steering Committee Meeting
- 1/10/13 Steering Committee Meeting
- 1/14/13 Status Report to Council Work Session
- 3/26/13 Steering Committee Meeting
- 4/22/13 Status Report to Council Work Session
- 5/21/13 Steering Committee Meeting
- 5/29/13 COMMUNITY FORUM ON MAPLE AVENUE VISION
- 6/6/13 Steering Committee Meeting
- 10/8/13 Steering Committee Meeting
- 11/11/13 Status Report to Town Council
- 2/4/14 Steering Committee Meeting
- 2/10/14 Status Report to Council Work Session
- 3/5/14 Presentation to BAR and Planning Commission
- 4/2/14 Planning Commission Public Hearing
- 5/1/14 Planning Commission Work Session
- 5/20/14 Planning Commission Work Session
- 6/11/14 Continuation of Planning Commission Public Hearing
- 6/25/14 Planning Commission Vote
- 7/7/14 Council Public Hearing
- 8/18/14 Continuation of Council Public Hearing



Source: Google Streetview

Current Zoning vs. the MAC

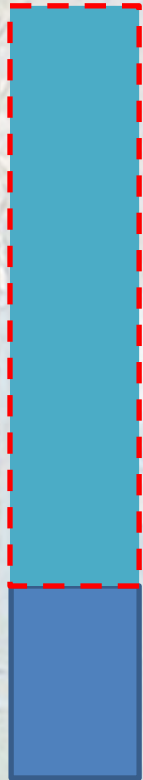
Comparing Current Zoning & MAC

- Existing zoning designations (C-1, C-1A, C-2) currently regulate development
- Important differences exist between the existing zoning and the proposed MAC ordinance (Current zoning dates from 1969)
- Should compare development under both zoning scenarios – NOT A NO-BUILD SCENARIO – which is preferable?
- Idea is to promote development under the MAC because it advances projects that are consistent with the Town's vision

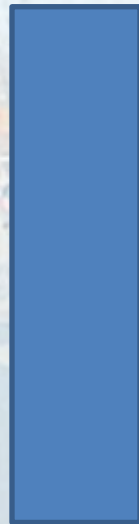
Current Zoning vs. the MAC

	<u>Existing Zoning</u>	<u>MAC</u>
Stories	Three (3)	Four (4)
Max Height	35'	54'
Roofs, Parapets & Mechanical	No height limit	62'
Other Limits	None	35' abutting SFD residential

How does the MAC Compare?



Herndon
50' – Four Stories
(200'+ at Metro)



Falls Church
115'



Leesburg
45' up to 65'



Fairfax City
60' – Six Stories



Vienna
35' – Three Stories
54'-Four Stories

Current Zoning vs. the MAC

	<u>Existing Zoning</u>	<u>MAC</u>
Impervious Area	None	80%
Tree Canopy - Lots	None	1 tree/8 parking spaces
Open Space	None	10%
Bicycle Parking	None	Short & long term parking requirements
Illumination	None	Max Illumination





Source: TBG Inc.





Source: There's No Place Like Vienna (DotCom)



Source: Fairfax Advocates for Better Bicycling



Source: Taj Construction

Approval Process

Approval Process Comparison

Current Zoning

By-Right Zoning:

- No requirement for public hearing process – site plans are approved by staff
- BAR reviews against basic architectural standards

MAC

Optional – Incentive Zoning with 5-step review process –including public hearings:

- Staff review submission
- BAR reviews against design standards
- Planning Commission reviews rezoning and site plan
- Town Council reviews/ approves rezoning and site plan
- BAR reviews final architectural design



Source: Fairfax County

Transportation & Parking

The Approach

- Parking requirements have not changed
- Proposals must meet parking standards
- Maple Avenue will not be widened
- Current strip pattern of development, multiple curb cuts, contributes to stop-and-go traffic today
- Traffic flow on Maple Avenue can be improved if access and circulation for adjacent properties are improved – incentive approach
- Cannot limit traffic flow from outside of Town; cannot restrict opportunities for our business to grow based on this factor, which Town does not control
- Must emphasize other modes of transportation, including walkability, bicycle access and transit as well
- Review process allows Town to obtain additional studies and proffered improvements



Source: Chicago Tribune

Architecture & Design

Architectural Design - Standards

	<u>Existing Zoning</u>	<u>MAC</u>
Entry Placement	None	Yes
Entry Features	None	Yes
Façade Design	None	Yes
Transparency	None	Yes
Materials	None	Yes
Roof Forms	None	Yes

Protecting our Single Family Neighborhoods

- Step-downs are required adjacent to single-family detached residential areas
- Buildings adjacent to SFD cannot exceed 35'
- Building design must be compatible with SFD (colors, architectural features, roof types)
- Loading areas must be screened
- Exterior lighting must be shielded
- Signage is limited



Source: Google Streetview





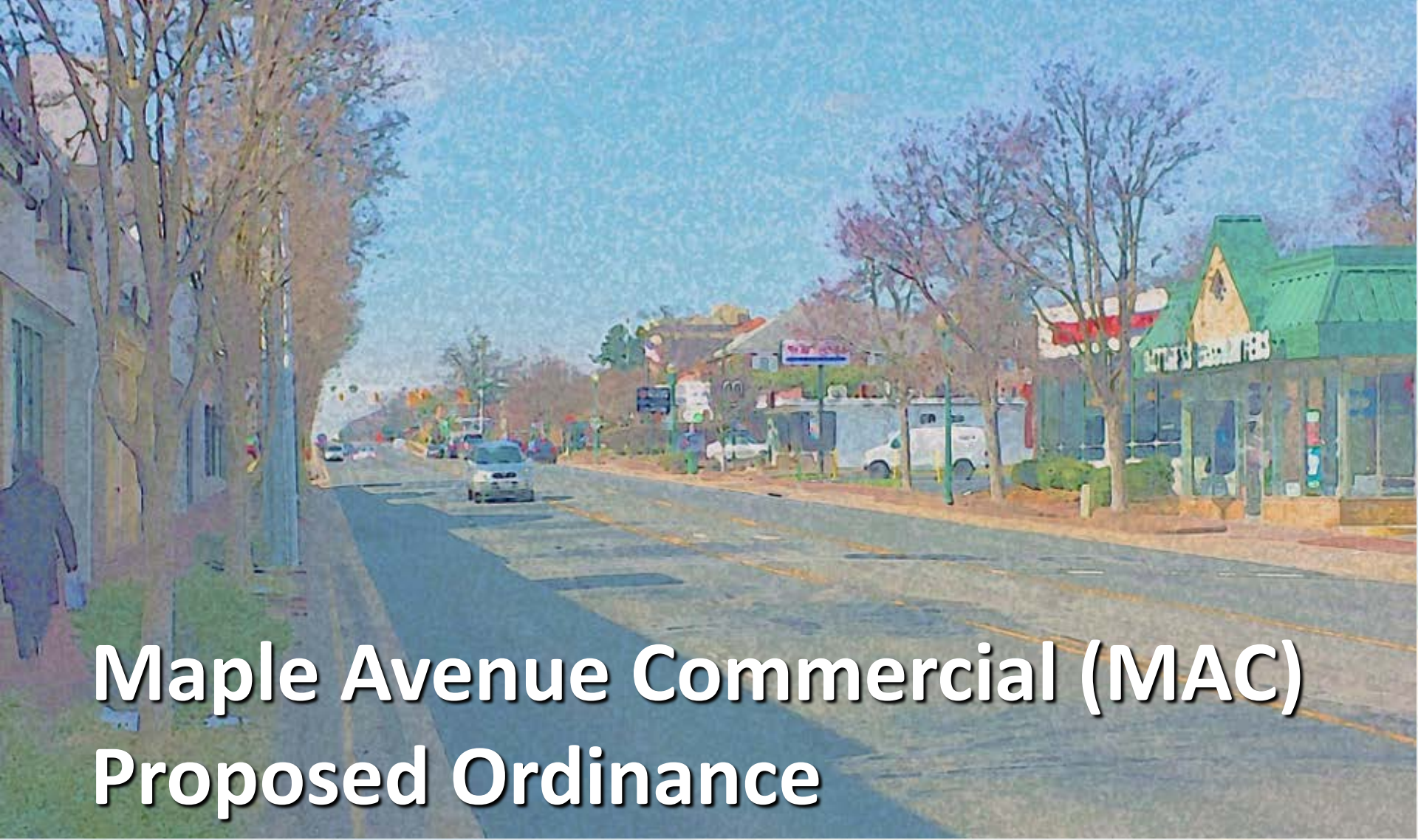
Source: www.inhabitat.com



Church Street & Maple Avenue

- Like Church Street Vision – began with a directive from residents
- Established a Vision for the future of Church Street
- Development has occurred incrementally over the last 15 years
- Church Street is what it is today because of the steps the Town took to create a Vision and a framework
- Church Street is successful and reflective of the Town's character – family-friendly, walkable and small-business oriented
- Maple Avenue Vision follows the same approach and intends to have the same success





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Questions, Comments & Public Input