

# Maple Avenue Commercial (MAC) Zone

## *Preliminary Draft Design Guidelines*

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Prepared by Town of Vienna Planning and Zoning Department

FEBRUARY 7, 2019



TOWN OF  
**VIENNA**  
*since 1890*



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# INTRODUCTION

The purpose of these Design Guidelines is to help promote good design and foster the distinct character of Maple Avenue for development and redevelopment proposed under the Maple Avenue Commercial (MAC) Zone. The Guidelines are intended to benefit the Town, its citizens, and applicants with an aesthetically pleasing and inviting sense of place. The Guidelines do not require nor can they proscribe any specific architectural style.

Application for inclusion in the MAC Zone is voluntary. Lots eligible for designation may proceed with development in accordance with the applicable regulations of the zoning district in which they are located without rezoning to the MAC Zone. Such lots, which do not rezone to the MAC zoning district, will not be required to follow these guidelines.

The design guidelines include photographs and diagrams to illustrate acceptable or unacceptable approaches. These photographs and diagrams are provided as examples and are not intended to indicate the only options. Adherence to the diagrams and photographs does not guarantee appropriateness of a proposed project, nor does it imply the proposed project meets all the criteria required for an approval.

The design guidelines are not meant to restrict creativity and diversity. The intention is not for every building to look the same. The intention of these guidelines is to provide flexibility while directing developers and applicants towards quality building and site design in keeping with the community's vision for Maple Avenue.



*Map of the Maple Avenue Commercial (MAC) Zone with Town boundary and*

The design guidelines are intended to be periodically updated by Staff, with input and review provided by the BAR and approval from the Town Council to ensure that they are in line with Town policies and regulations, as well as the Comprehensive Plan. In general, these guidelines adhere to Local, State and Federal regulations, but wherever a discrepancy may arise, the higher standard shall be applied. It is the responsibility of all applicants to secure a copy of the Design Guidelines and all other pertinent Town requirements and ordinances prior to submitting a design for consideration.

### Design Standards vs. Guidelines

Design standards and design guidelines are distinctly different tools, are worded differently, and serve different purposes.

**Design standards** are objective, quantitative measures of design attributes.

**Design guidelines** are flexible, qualitative measures of design attributes.

Adapted from American Planning Association (July 2018).  
*Design Review: Guiding Better Development*, PAS Report 591.

## How to Use These Guidelines

The Guidelines are intended to be a comprehensive tool for the Town to review and assess development proposals for the MAC Zone to ensure that they promote the highest quality of design and are well integrated with Vienna's unique character. The Design Guidelines have been developed to provide detailed direction to ensure the Maple Avenue Vision is achieved. The design principles within the Guidelines are based on best practices and input from Town residents, business owners, Board of Architectural Review, Planning Commission and Town Council and are meant to complement the MAC zoning regulations.

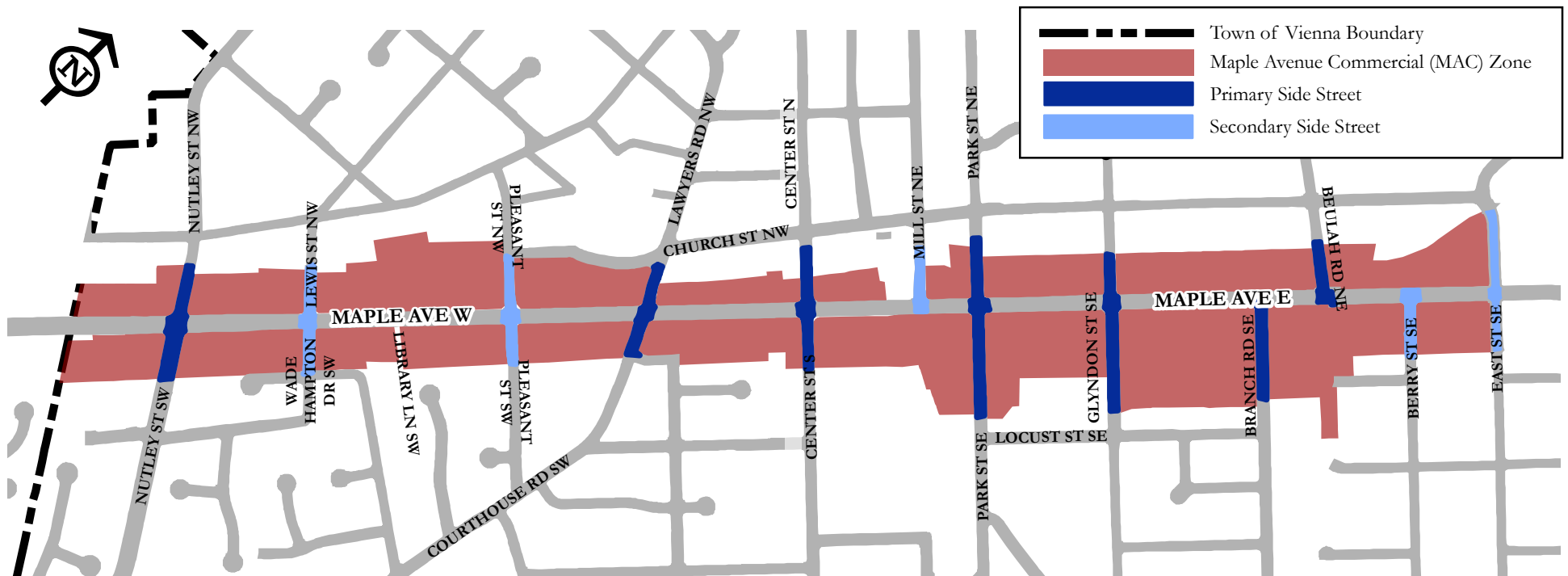
The Guidelines provide a series of comprehensive recommendations that support the scale, natural environment and public open spaces that define the Town. It is expected that the guidelines will be met in order to gain approval during the review process; however, the recommendations provided in these guidelines are expected to be interpreted by the Town, residents and development professionals with a degree of flexibility, to encourage creativity and excellence in design.

The guidelines have two distinct sections, Building Design and Form and Site Design and Streetscape. Building Design and Form addresses architectural character, scale, materials and details, with a focus on compatibly fitting with the character of Vienna, while also encouraging new, creative approaches. The following graphic depicts some of the elements that are addressed in building design and form.

Site Design and Streetscape addresses both the public realm located within the right of way and private realm located within the property boundaries. The public realm and private realm are intended to be designed in harmony with each other and contribute to the overall design and look of Maple Avenue. There is also guidance for primary and secondary side streets as well.

Primary side streets with Maple Avenue include Nutley Street, Lawyers Road/ Courthouse Road, Center Street, Park Street, Branch Road, Beulah Road and East Street. Secondary side streets include Lewis Street/Wade Hampton Drive, Pleasant Street, Mill Street, Glyndon Street and Berry Street.

Properties with corner frontages should take their prominence into consideration during the design phase and look to incorporate design features that accentuate their prominent location.



Map of the Maple Avenue Commercial (MAC) Zone with primary and secondary side streets highlighted.

# MAPLE AVENUE VISION

*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.*

- 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 and destination-style retail development along Maple Avenue East and West;
- D** Promote a variety of housing options in the Town;
- 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;
- 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;
- 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.



# REVIEW PROCESS

The MAC Zone is voluntary and must be opted into in order to be regulated through the rezoning process under Article 13.1, as opposed to the C-1, C-1A or C-2 Zones currently regulating the properties along Maple Avenue. The process for review and approval of a MAC rezoning application are outlined below.

**Pre-Application Meeting:** Applicants must first have a pre-application meeting with staff from the Department of Planning and Zoning (DPZ) to go over application requirements. DPZ staff will also schedule at least one work session with the applicant and the Board of Architectural Review, Planning Commission and Town Council prior to the submission of a rezoning application.

**Application:** At time of application, all required documents must be included in the submission to the Department of Planning and Zoning to be deemed complete and ready for review. Required documents are detailed in Section 18-95.3 of the Town of Vienna Zoning Code. Other applicable documents, such as proffers, narratives, transportation demand management plans and parking demand studies, and public engagement plans must also be submitted at this time. In addition, color elevations and 3D renderings of the project (from all four cardinal directions) must also be included in the submission.

**Staff Review:** Once DPZ staff has deemed an application complete, they will review the submission to ensure the proposal is in compliance with the relevant Articles and Sections of the Town Code and State Regulation. Staff will send any compliance comments to the applicant and review any subsequent plan revisions.

**Board of Architectural Review (BAR):** Once Staff determines the application and any revisions thereof are in compliance with the Town Code and State Regulations, a date will be set for a work session(s) with the Board of Architectural Review. The BAR will discuss the conceptual design, and consistency with the design guidelines, with the applicant. Following the work session(s) and, if needed, after a satisfactory resubmission, a date for a public meeting with the BAR will be set. The BAR will vote to make a recommendation to the Town Council on whether or not the application is consistent with the MAC Standards and Guidelines as specified in Chapter 4 Architectural Design Control of the Town Code.

**Planning Commission:** Once the BAR has made a recommendation, the applicant will present the plans to the Planning Commission at a work session(s). Following the work session(s), a meeting date will be set for a public hearing with the Planning Commission, who will make a recommendation to the Town Council on the rezoning.

**Town Council:** After the Planning Commission has made a recommendation to Town Council, Council will hold a public hearing and then vote on whether to approve or deny the rezoning.

**Site Plan:** If the Town Council approves the rezoning, the applicant must then submit site plans that are substantially in conformance with the concept plan approved by Council. Staff reviews the site plans for conformance with the concept plan as well as Town Code and State and Federal regulations. The Board of Architectural Review will review and approve the final design and materials as specified in Chapter 4 Architectural Design Control of the Town Code.

**Building Permit:** Once the site plan and other final design documents are approved by Town staff and the BAR, the applicant submits a building permit application to Fairfax County. Town staff also reviews the building permit plans before approval by Fairfax County. The applicant is able to begin construction once the County and Town have approved the building permit. After construction is complete and all County and Town inspections have been completed, Town DPZ staff issues a Certificate of Occupancy.

# 1. BUILDING DESIGN AND FORM

This section of the design guidelines is a working tool for citizens, civic leaders, developers and architects to share common goals in creating new buildings and places that will be lasting and contribute to the unique character of Vienna. Buildings should be located and designed to define the public realm and frame streets, sidewalks, parking areas and amenity spaces.

The guidelines identified in this section may pertain to specific sections of the buildings or the overall building form. In general, buildings should have a well-defined base/ground floor, middle and top floors to reduce the apparent bulk of the buildings. The base, or ground floor, should appear visually distinct from the upper stories.



**Top Floor  
and Roof Form**

**Middle Floor(s)**

**Base/Ground Floor**



*Buildings should have a distinct base and appear visually to have been built over time.*



## 1.1 Base /Ground Floor



### 1. Storefronts & Commercial Space

Commercial retail development contributes to an active pedestrian focused public realm on Maple and key secondary streets.

- a. **Visual Weight** – Materials consisting of greater visual weight should be used on ground level to anchor the building to the streetscape. Preferred materials include brick and stone masonry, finished lumber, finished metal or other natural, durable materials. Variation in façade details that create a horizontal line between ground floor and second floor, achieved through architectural details and/or variation in building materials is recommended.
- b. **Façade Details** – Façade components should be utilized in a way that incorporates architectural details, textures, and patterns to establish a sense of human scale. (see also 18-95.14.G. Materials)
- c. **Materials** - Acceptable storefront materials include painted or stained wood; clear or etched glass; brass, aluminum or painted metal; marble, granite, slate or limestone; and decorative brick, tile, or terra cotta.



*The stone material of the ground floor commercial provides visual weight making it distinct from the upper stories.*



*Varied patterns in facade materials and scale bring interest to the facade and break up the mass of the building.*



*Windows on the ground level provide visual connection to the streetscape and the awning and materials helps differentiate the ground floor from the middle and top floors.*



*Awnings bring color and depth to building facades as well as highlight building and business entries.*

- d. Entry Features** - Primary entries should be clearly defined using at least two of the following features: covered roof projection, distinctive roof forms, 15 foot by 15 foot window walls adjacent to the door, covered pedestrian courts, fountains or other water features, canopy trees, public art. (See also 18-95.14.C. Entry Features)
- e. Windows** - Windows and doors shall be visually permeable in accordance with the MAC standards. (See also 18-95.14.F. Transparency). Within the window openings, piers, columns, pilasters, and/or trim should be employed to frame windows consistent with the architecture of the structure.
- f. Awnings and Canopies** – Awnings and canopies must be constructed of materials proven to be reliant in exterior, high-traffic environments. The colors and finishes should be selected to not show environmental pollutants, and other debris.
- g. Arcades and Public Corridors** – The interior of arcades and corridors should be enhanced with material selections resilient for exterior use and exposure to the elements, and appropriate lighting. Arcades and enclosed corridors should connect with the primary pedestrian circulation of the site though the use of paving materials. Arcades or colonnades are not a desirable feature facing parallel to Maple Avenue because their design elements interfere with the massing of the block and flow of the streetscape.



## 2. Residential

Single use residential development such as townhouses, stacked townhouses and condominiums are permitted as a transition use from Maple Ave to adjacent properties.

- a. **Materials** – Residential structures are encouraged to incorporate a variety of color, material, and fenestration pattern in order to ensure the articulation of the street wall. The use of water tables, belt courses, and ornamentation with brick or stone is encouraged.
- b. **Entry Features** - Exterior openings may vary in size and pattern but should be of a vertical proportion. Porches, steps, pent entryway roofs, roof overhangs, hooded front doors or similar architectural elements should be used to define the primary entrances to all residences. When the primary residential entrance is accessible by steps, a secondary at-grade entrance should be provided.
- c. **Windows** - Facades including upper stories should consist of window and door openings, providing residents within the buildings a visual connection to activity on the sidewalk and street.
- d. **Garages** – Garage openings should not be visible from the right of way.



*Garage openings should be on the rear facade of the residence.*



*Variation in vertical elements and roof forms helps break up the facades of a row of townhouses.*



*A variety of materials, colors and architectural details provides visual interest and differentiates each unit.*

## 1.2 Middle Floor(s)



- 1. Materials** - Materials are to be visually lighter than the ground level. Consider how the texture and pattern of building materials will be perceived, including the scale of materials and fenestration. Building components should be utilized in a way that incorporates details, textures, and patterns to establish a sense of human scale.
- 2. Fenestration** - Upper stories should provide a balance of windows to provide occupants within the buildings a visual connection to activity on the sidewalk and street. Windows should be designed with punched and recessed openings, in order to create a strong rhythm of light and shadow. Window shape, size and patterns should emphasize the intended organization of the façade and the definition of the building.



*Variety of building materials, facade details and window styles are used to differentiate the middle of the building*



*Windows bring light into the building and visually connect the occupants to the outside.*



## 1.3 Top Floor and Roof Form

(See also 18-95.14.H. Roof form)



- 1. Vertical Variation** - Variation in building heights are important to develop visual interest and convey a sense of scale. Providing some variation in height at the street edge breaks up the mass of a large building and gives the appearance of several buildings built over time in the same structure. Variation in height is essential for larger projects.
- 2. Rooflines** - Buildings may be designed with pitched and/or flat roofs. Flat roofs should be defined with a discernable cornice line. Variations in roof type, height, and or distinct, separate roof segments should be considered as a means of creating greater visual interest, identifying changes in use, areas of ownership or reducing monotony. Pitched roofs such as gable, hip, shed or mansard roofs should be clad with highly durable materials such as standing seam metal, slate, ceramic or fireproof composite tiles. Use of asphalt shingles is discouraged.



*Variation of building heights break up the mass of the buildings.*



*Providing a variation of roof forms brings visual interest to the building.*



*A combination of stepbacks and varied roof forms and materials is recommended.*



**3. Rooftop Equipment** - Minimize visibility of mechanical, structural equipment or other building features (sight line 75' from across street). All rooftop equipment should be screened from view from adjacent streets, public rights-of-way and adjacent properties. Preferably, rooftop equipment should be screened by the building parapet, or should be located out of view from the ground. Exterior mechanical equipment such as ductwork should not be located on primary building facades.

**4. Green Roofs** - Green roofs may be an acceptable form of stormwater management for buildings with flat, mildly sloped, or terraced roofs. In addition to stormwater management and heat abatement, green roofs can also be used to create more aesthetically pleasing rooftop environments for rooftop dining areas and rooftop terraces.

Green roofs, like all stormwater practices, require ongoing care in order to maintain their function as a stormwater practice. Green roofs should include a significant percentage of evergreen plants to minimize erosion in winter months. When fully established, the selected plantings must thoroughly cover the growing medium. Use of invasive plants is not permitted. All plants must be appropriate and compatible with soil, hydrologic, light, and other site conditions. Perennials, grass-like plants, and groundcover plants must be healthy, well-rooted specimens.

**5. Solar Panels** - Solar collector installations should provide the best possible integration with the design of the building and the least possible negative visual impact. Solar collectors attached to roofs should be flush mounted and may not extend above any roof line. Solar collectors on racks on flat roofs should be located toward the center of the building away from the edges of the roof and public visibility should be alleviated to the maximum degree possible.



*Green roofs offer environmental benefits and can help create a more pleasant rooftop spaces.*



*Solar panels should integrate with the design of the building or be installed in a way that is not visible from the street.*



## 1.4 Additional Design Guidance

### 1. Façade Breaks

**a. Articulation** - In addition to windows and doors, facades shall be articulated with vertical and horizontal details to reduce the scale and uniform appearance. “Flat” facades should be avoided.

- Facades should include architectural elements and patterns that divide the facade into familiar intervals creating the appearance of multiple buildings built over a period of time.
- Employ the use of vertical volumes (e.g., towers, gables, etc.) and changes in height to break up long facades, provide focal features, and identify key locations (e.g., building entrances, street corners, etc.)
- Avoid repeating the same wall surface design horizontally by more than a third of a lot face.

### b. Facade Stepbacks

- Front - Front stepbacks diminish the perceived height of a building when viewed from the ground. Lesser stepbacks may serve the function of breaking up the massing of a building by recessing upper levels but still allowing them to be seen from the public way. Larger front setbacks provide the potential for a development to include terraces and green roofs.
- Side - Side stepbacks should primarily be employed to provide adequate light, privacy, and ventilation for adjacent properties. They should strive to eliminate the “canyon effect” between buildings.
- Rear - Rear stepbacks serve to facilitate a transition in height from a proposed development to the adjacent existing fabric. Multiple stepbacks may be employed in instances where there are multi-story discrepancies in height so as to create a gradual stepping down of the building as opposed to abrupt transitions. These stepbacks should take into consideration preserving access to adequate light and ventilation for adjacent properties.



*Distinctive architectural elements provide visual interest and depth to the facade.*

### c. Building Setbacks and Breaks

- While maintaining a continual streetwall is important, it is also important to avoid a monolithic façade without relief. The front building facade should not create a uniform straight line, but have a natural rhythm and articulation to add scale and visual interest to the public realm.
- The ground level façade should have articulation to read as substantial change in the façade (i.e., provide a significant shadow line). This may be provided through street wall elements such as recessed storefront entrances and window bays.
- Larger front setbacks provide the potential for inviting gathering spaces.





*Examples of facade breaks*



*Examples of building breaks*



**2. Blank Walls** - The use of blank walls without glazing or architectural features should be minimized. Unarticulated blank walls deteriorate a sense of place, walkability and activity. While it may not be feasible to have windows in some locations due to interior layout, those walls should at a minimum utilize one of the following treatments: vines, plantings on wall trellises, artwork, and architectural detail.



*A combination of facade details and murals bring interest to an otherwise blank wall.*



*A living wall provides color and texture to an otherwise blank wall.*

**3. Corner Buildings** - Corner buildings and buildings that terminate streets or primary view corridors should reinforce their prominent location through appropriate building massing, setbacks and building base design (i.e. active-uses, bay windows, projections, recesses, materials and other architectural details) and/or design treatments, such as taller corner elements, double height entrance areas, and large expanses of glazing.



*Buildings on corner sites should use distinct architectural design to feature the prominent location and entrance to the building.*

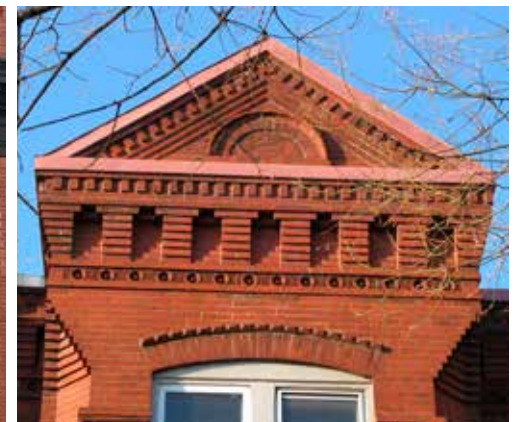


*Large expanses of glazing and taller awnings bring attention to the ground floor of this corner.*



**4. Decorative Elements** - Creative use of trim can have a significant impact on the appearance of the building and can mitigate the visual effect of larger scale and mass. Examples of decorative facade elements include, but are not limited to:

- Upper cornice with brackets
- Dentils
- Recessed panels
- Corbelled brickwork
- Upper facade pilaster
- Window hood
- Window sash
- Window sill
- Lower cornice
- Glass transom
- Columns
- Paneled bulkhead
- Brise soleil/ sun screen/ trellis





**5. Parking Structures** - Parking structure facades should be designed and architecturally detailed like the other sides of the building. The structure's exterior should feature horizontal detailing to hide angled ramps within the structure's interior.

### 5. Walls

The design, materials, detailing and color of walls should blend with building architecture and surroundings. Walls should be constructed of durable, high quality materials, such as:

- Poured-in-place concrete, faced with brick
- Natural Stone
- Textured, patterned and/or cast-inplace concrete
- Integrally colored, pre-cast CMU (concrete masonry units), provided that surfaces are molded, serrated or treated to give wall surfaces a three-dimensional texture.

Materials to avoid:

- Unadorned plain or painted concrete block
- Wood timbers



*This undulating brick wall provides allows the wall and trees to work together harmoniously as an attractive screen.*



*The parking level of the structure should be detailed to look like the rest of the building while still screening the parked cars.*



*The parking level of this structure is masked by a combination of tiered brick walls and landscaping.*



## 2. SITE DESIGN AND STREETScape

Sites should be designed to create a sense of entrance and arrival, contributing to community image and identity and providing a higher order of streetscaping. Contributing elements include trees and other landscaping, active at-grade uses, urban plazas, feature lighting, paving, seat walls, wayfinding signage and public art. Streetscapes should be attractive and pedestrian-oriented. Well designed, appropriately scaled and publicly accessible exterior spaces create an inviting public realm that becomes an integral part of the surrounding neighborhood and can be enjoyed by the widest range of users. The combination of standards for sidewalks, landscaping, lighting and other streetscape elements covered within these guidelines were developed to not only enhance the town's image and character but to help create a safe, pleasing, and convenient experience along town streets.



*Wide sidewalks buffered from vehicular traffic provide a safe and comfortable pedestrian experience.*

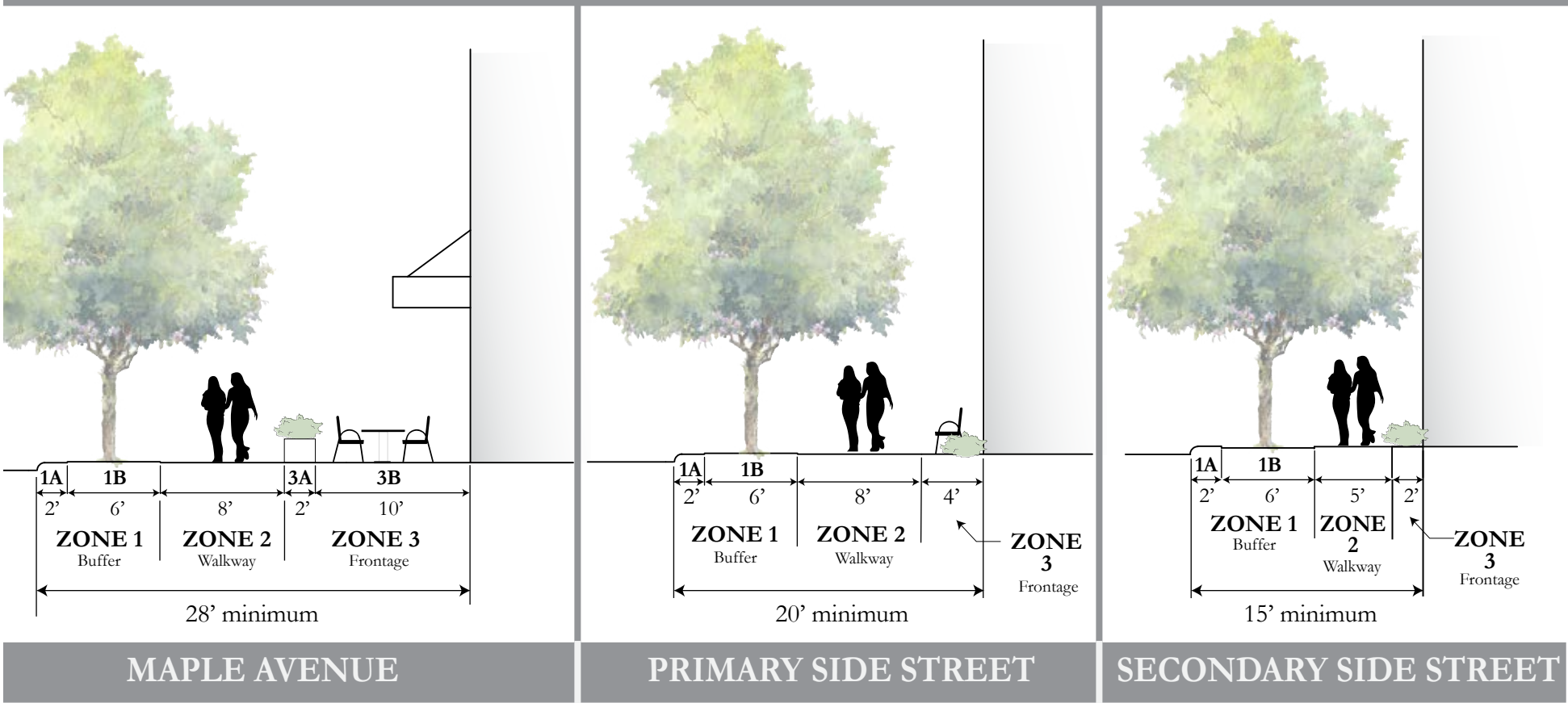


*Streetscapes have many elements including landscaping that acts as a buffer between pedestrians and cars as well as an accent for the base of the building and outdoor gathering spaces.*

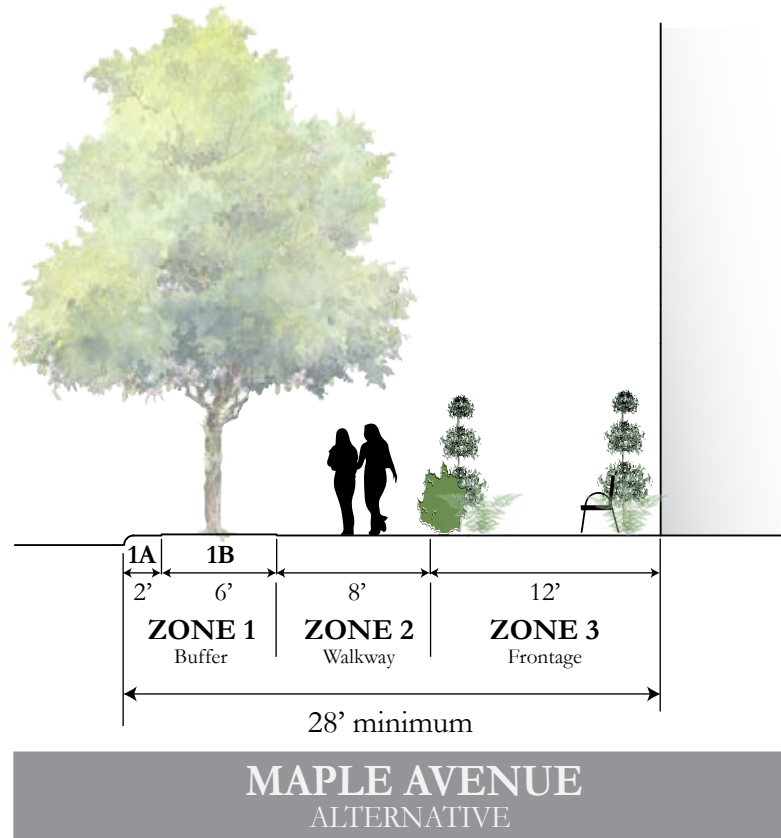
## 2.1 Streetscape Zones

This section provides guidance for designing the pedestrian realm for three different street types in the MAC Zone; Maple Avenue, primary side street and secondary side street. As shown on the map on page vii of these Guidelines, primary side streets include Nutley Street, Lawyers Road/Courthouse Road, Center Street, Park Street, Branch Road, Beulah Road and East Street. Secondary side streets include Lewis Street/Wade Hampton Drive, Pleasant Street, Mill Street, Glyndon Street and Berry Street.

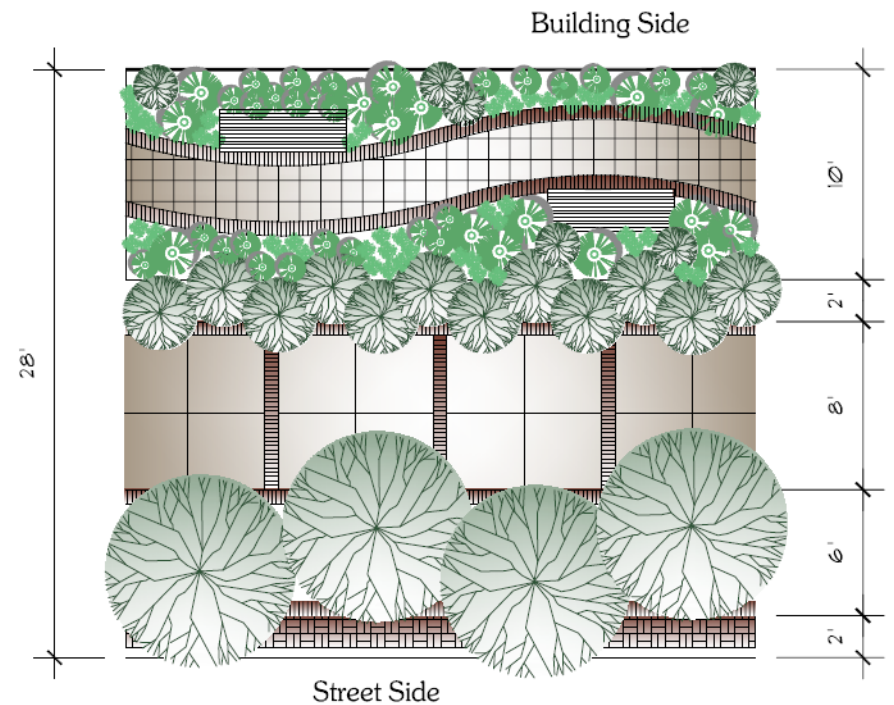
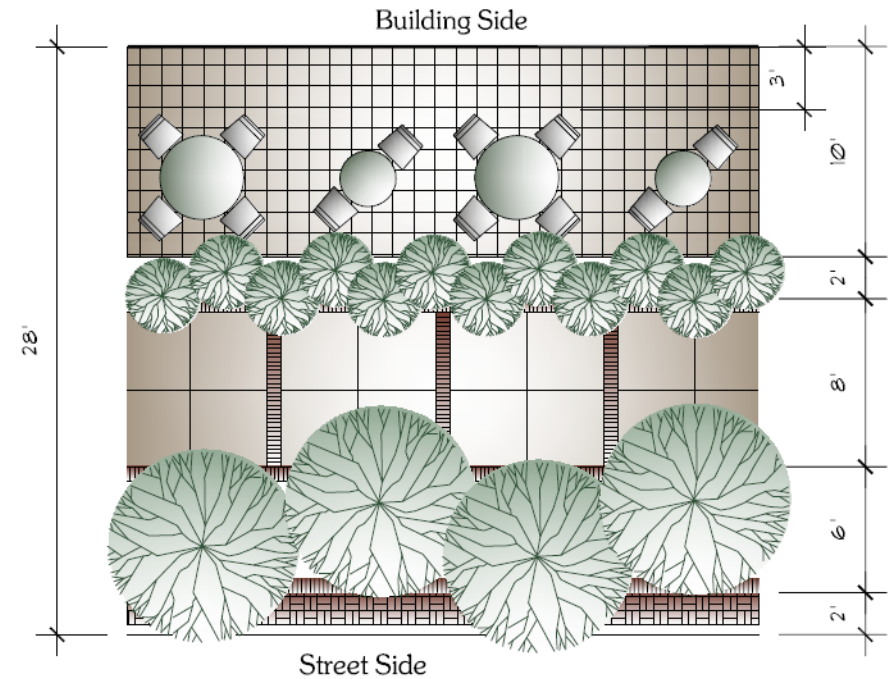
The images below show typical street sections for each of the street types. Wider sidewalks are required for areas with a high level of pedestrian activity. Landscaped buffers are required for all three street types to provide safety and comfort for the pedestrians away from the vehicular traffic.







*Zone 3 along Maple Avenue can either be actively designed for outdoor dining or a more passive setting of significant landscaping with a pedestrian access and seating as shown in the study diagrams to the right.*



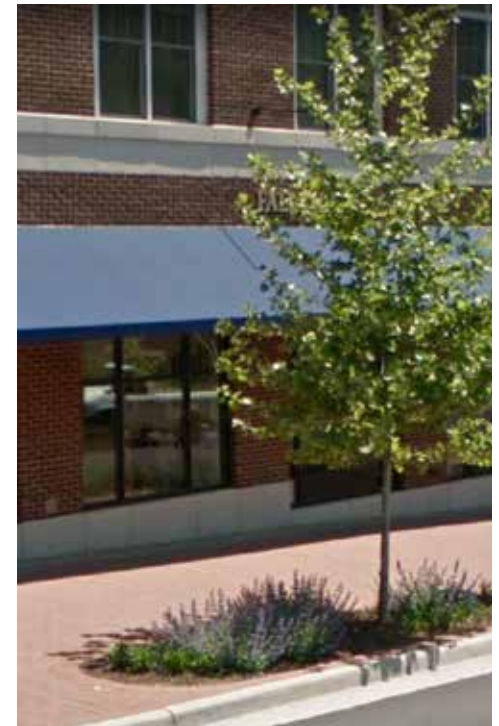
## 1. Zone 1 – Buffer Zone

This is an amenity zone that contains street trees, street furnishings, street signs, light poles and utilities and acts as a safety buffer between pedestrians and moving traffic.

1. Surface material is red brick pavers installed to minimize tripping hazards. Planter wells and boxes within this zone shall also be made of red brick pavers.
2. Seating should be oriented to face the building and buffered from the roadway.
3. Street furniture, including bicycle racks, waste receptacles, light poles and bollards should have a consistent style to promote a pedestrian orientation.
4. Trash receptacles should be placed alongside every light pole. The standard trash receptacle used by the Town along Maple Avenue is the Victor Stanley model RS-12 container constructed of 1/4" steel with powder coat finish or equivalent approved by the Director of Public Works is to be used in this Zone.
5. Per ADA standard textured edges and sound assisted crosswalks shall be used to assist the visually impaired, curb ramps shall be used to provide assistance to persons with disabilities, as well as providing a proper transition between the road surface and top-of-curb at pedestrian sidewalk corners.
6. Above-ground dry utilities should be undergrounded and transformers should be primarily located in Zone 1 and appropriately screened.
7. Stormwater infiltration streetscapes may be located in this Zone.
8. Transit shelters will be primarily located in Zone 1 with a minimum clearance of 3 feet around all sides and entrances.



*Zone 1, shown here in red, is the Buffer Zone between the pedestrians and vehicles.*



*Existing planter beds with raised edge will be replaced with edging flush with the sidewalk.*





*Existing brick planter beds along Maple Avenue.*



*Stormwater management infiltration plantings could also be used for streetscape in the brick planter area.*



*Typical Vienna bench and bollard with similar styling to promote sense of place.*



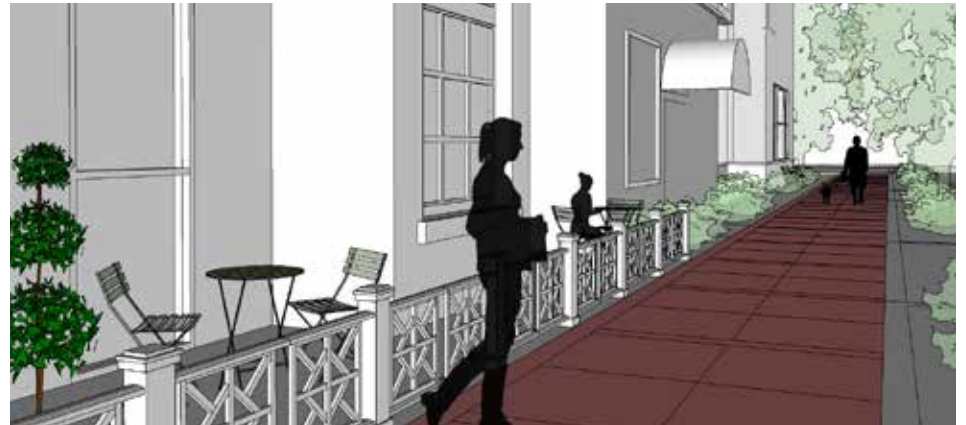
## 2. Zone 2 – Walkway Zone

A clear, unobstructed path for pedestrian movement with a sufficient width to accommodate two directions of pedestrian travel. See code section \_\_\_\_\_ for required sidewalk width based on street frontage type.

1. Walkways shall be designed and constructed in strict adherence to the Americans with Disabilities Act.
2. All sidewalks should be barrier-free. Sidewalk clutter should be minimized to enable safe and efficient movement of pedestrians.
3. The sidewalk materials and pattern should be concrete center with brick paver border. Bricks should be installed to minimize trip hazards
4. Transit shelters may be partially located in Zone 2 with a minimum clearance of 3 feet around all sides and entrances.
5. Where necessary, public utilities located in Zone 2 should not impede pedestrian flow and be screened appropriately.

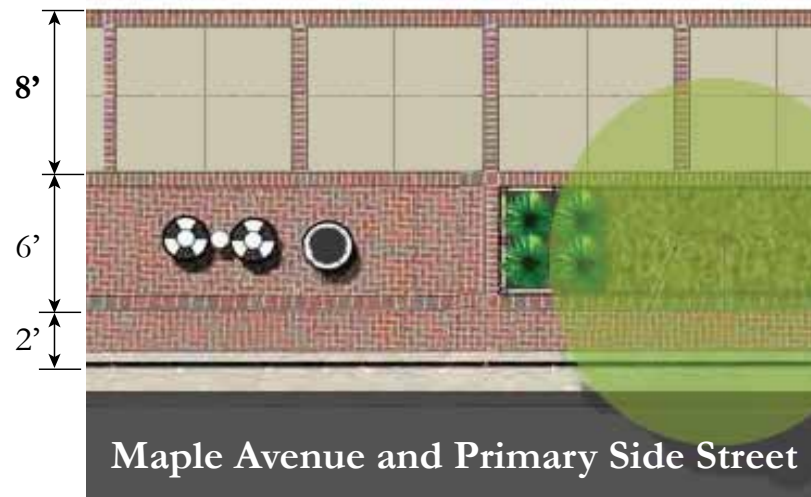


*Walkway zone must be kept clear of clutter.*



*Zone 2, shown here in red, is the Walkway Zone for pedestrians.*

*Top: 10 foot walkways on Maple Avenue; Middle: 8 foot walkways on primary side streets; Bottom: 5 foot walkways on secondary side streets*



*New developments will have a mixture of concrete walk and brick paver trim. This combination will help tie in other sections of Maple Avenue streetscape that are currently either only concrete or only brick*



*Example of five foot wide sidewalk with landscape buffer from the street and landscaping along the base of the building.*



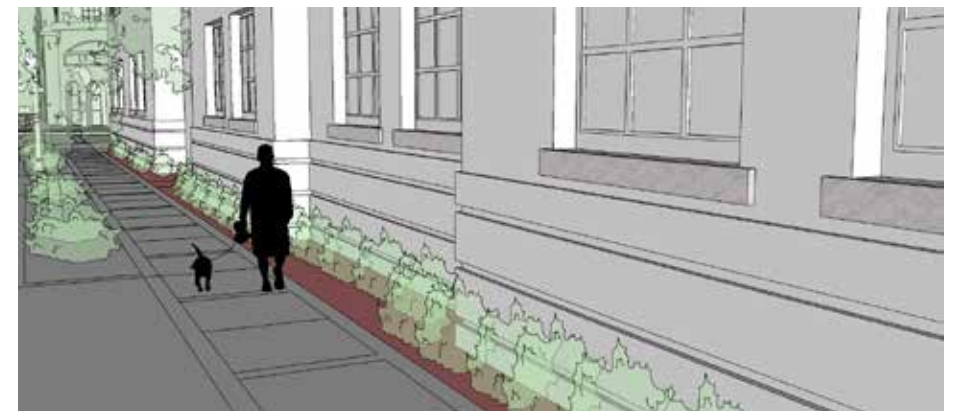
### 3. Zone 3 – Frontage Zone

A transitional exterior space between the walkway and the adjacent buildings. This zone may be used for outdoor seating, sidewalk cafes, landscaping, an area for the display of products for sale in accordance with section 18-95.6.B, or as an extension of the public realm. form an extension of the public realm (building plazas, forecourts, etc.) along Maple Avenue or primary side streets. Secondary streets should provide some type of landscape buffer at the base of the building.

1. A unified palette of street furniture helps to avoid visual clutter.
2. Furniture should be durable, attractive and comfortable. Should be sited and maintained so that they can function all year round.
3. Furniture should be made of finished lumber, metal or other materials appropriate for external multi-season use.
4. Ensure furniture placement is such that when people use it, they do not obstruct the walkway zone.
5. Dining areas shall be separated by a type of barrier such as fencing, planters or a wall or a combination thereof.
6. Seating areas may not be enclosed by plastic or tarp material.
7. Planters must be made of natural durable materials. Plastic planters are not allowed.
8. Bike racks shall be located within Zone 3 in areas not conflicting with pedestrian flow.



*Example of a combination of fencing and wall to separate the dining area from the pedestrian walkway.*



*Zone 3, shown here in red, is the Frontage Zone for the ground floor which may provide space for outdoor dining, bench seating and landscaping. Top: Maple Avenue frontage; Middle: Primary side street; Bottom: Secondary side street*





*Decorative fencing used to separate the dining area from the pedestrian walkway. The tables and chairs are attractive and made of durable materials.*

*Zone 3, adjacent to the building, may also be used primarily for landscaping. In larger areas, a pathway should be included to use that vegetated space for credit as gathering space.*



## 2.2 Gathering Spaces

A gathering space is a community amenity that serves a variety of users including building tenants and visitors and members of the public. This space may have many functions including pedestrian site arrival point, display of public art or a setting for recreation or relaxation. These spaces should be designed to cater to a diverse set of activities including those that are active or passive, formal or informal, group or individually oriented, and planned or spontaneous. Gathering spaces may be comprised of paved areas, grass, gardens, shelters and seating. They should also link with the pedestrian movement network, allowing people to use them as through routes as well as places to linger and socialize. Examples of gathering spaces include plazas, forecourts and covered atriums.



*Gathering spaces created by building setbacks should be an extension of streetscape Zone 3.*



*Planting trees around the outer edge can frame the gathering space and better define it.*



*Plazas provide an area for people to gather or relax.*



1. Buildings fronting gathering spaces should maximize transparency on the ground floor facades and maximize integration between the buildings and the spaces.
2. Gathering spaces may be located in facade setbacks, building breaks and areas behind the building that is usable (not including refuse collection, etc).
3. Incorporate a variety of small public spaces, ranging in size from 100 to 2,000 square feet in size, to provide opportunities for informal interactions and public outdoor access.
4. Orient buildings to form gathering spaces rather than isolating them in forgotten, unattractive portions of the site. Use trees, walls, topography, and other site features to define gathering spaces and to lend a human scale to the area.
5. The space should be comprised of a combination of landscaping and hardscape materials. Hardscape materials, including natural stone, may be incorporated in varied patterns and color.
6. The space should be usable activated gathering spaces including dining and other seating and can include passive elements.
7. Pedestrian scale lighting is encouraged.
8. Ceiling treatment in arcades may include murals, lighting or contrasting materials.
9. The space may not be enclosed by plastic or tarp materials hanging from a structure including canopies.
10. Bike racks may be located in gathering spaces provided they do not impede pedestrian walkways.

*NOTE: Gathering Spaces replaces Open Space Set-Asides Section 18-95.13.*



*Examples of gathering spaces and the possible features.*

## 2.3 Landscaping

Landscape elements should be used to define and enhance building edges, the street and open spaces so that these areas contribute to a consistent and well defined image for the site.

1. Street trees and landscaping should be comprised of native species when feasible. Recommended plant species include:

<b>Canopy Trees</b> (>30 foot height)	Black Gum ( <i>Nyssa sylvatica</i> ) European Hornbeam ( <i>Carpinus betulus</i> ) Ginkgo ( <i>Ginkgo biloba</i> ) Silver Linden ( <i>Tilia tomentosa</i> ) Sawtooth Oak ( <i>Quercus acutissima</i> ) 'Fort McNair' Horsechestnut ( <i>Aesculus x carnea</i> 'Fort McNair') 'Armstrong' Red Maple ( <i>Acer rubrum</i> 'Armstrong')
<b>Understory Trees</b> (<30 foot height)	Eastern Redbud ( <i>Cercis canadensis</i> ) Serviceberry ( <i>Amelanchier arborea</i> ) 'Winter King' Hawthorn ( <i>Crataegus viridis</i> 'Winter King') Japanese Tree Lilac ( <i>Syringa reticulata</i> )
<b>Groundcover</b>	Lily-turf ( <i>Liriope</i> sp.) Prairie Phlox ( <i>Phlox pilosa</i> ) Creeping Phlox ( <i>Phlox subulata</i> ) Sweetfern ( <i>Comptonia peregrina</i> )

2. Careful consideration should be given to the type and location of trees to ensure that higher branching trees are positioned to mitigate potential interference with large vehicles such as trucks. Sight lines should also be considered in the location of trees planted at intersections and vehicular points of ingress and egress.



*Mature street trees along Maple Avenue.*



3. Existing street trees (Zone 1) should be preserved wherever possible, as mature street trees create a greater sense of enclosure along roads. If existing street trees die, they should be replanted with trees that will grow to be comparable in size.
4. Planters in Zone 1 should be spaced apart by 15-20 feet in order to accommodate an appropriate amount of space for light poles and trash receptacles. In cases where transit shelters are nearby, the space between planters should be spaced further apart to allow for pedestrian access to the shelter.
5. Irrigation systems should be installed in the planters. Pop-up irrigation systems are preferred over drip irrigation systems.
6. Plant material adjacent to areas of high pedestrian activity should be:
  - o Low maintenance, pest and disease resistant;
  - o Free of features that could cause injury to pedestrians (i.e. sharp bushes);
  - o Selected and placed to ensure clear views into and out of amenity spaces;
  - o Varied, interesting and full-form during all seasons of the year.
7. Whenever possible, development should incorporate and integrate natural features on or adjacent to the site. (i.e. Wolftrap creek, trails, Town Green, etc)
8. Storm water management facilities are encouraged to be designed to combine their function with amenities for residents and the local community and can be counted towards the impervious requirements.
9. Areas not devoted to site improvements should be planted.



*Native species plants along the walkway leading to Vienna Vintner.*



*Rain garden located behind Town Hall.*



*Natural features like Wolftrap Creek should be integrated into the site.*

## 2.4 Lighting

Sustainable lighting practices should be implemented to reduce light pollution, conserve energy and reinforce pedestrian priority. Pedestrian-frequented areas can be emphasized by the use of pedestrian scaled light standards or illuminated bollards.

1. Downcast pedestrian-scale lighting should be provided in high traffic pedestrian areas.
2. All pedestrian and street lighting should minimize light pollution.
3. Private property lighting should ensure safe and well-lit pedestrian areas, including parking areas and building entrances.
4. Accent lighting should be used to emphasize architecture and pedestrian accommodations such as under seat lighting and public art.
5. In Zone 1, Light poles should be placed approximately every 90 to 120 feet, primarily between planters. The final locations of the light poles will be dictated by both site plan conditions and coordination with Dominion Energy and Fairfax County. Standard fluted tapered light poles with Victorian style decorative light fixtures, are to be used in this Zone. Model details for the Whatley 14' Tall Fluted Tapered Dark Green Light Pole with Hadco Victorian Post Top.



*(left) All future light poles in Vienna will be single lanterns. (middle) Bollard lights provide pedestrian scale lighting closer to the ground. (right) Decorative building mounted lighting brings attention to architectural features and adds to the safety of the streetscape.*



*Lighting placed at the base of a wall or under benches adds more pedestrian scale lighting.*



## 2.5 Placemaking and Public Art

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1. Public art pieces should be durable and easily maintained.
2. Public art installations should not damage or obscure important architectural features of a building.
3. Public art should be installed at highly visible sites that provide an opportunity for casual viewing from adjacent buildings and/or public streets.
4. Sites with public art pieces should include appropriate landscaping materials that complement the piece.
5. Sites may be reserved for groupings of complementary pieces, including temporary installations.
6. Public art should be both physically and visually accessible and barrier free. The incorporation of universal design principles is encouraged.
7. Acceptable placemaking or public art components include:
  - a. Murals
  - b. Clock Towers
  - c. Fire Pits
  - d. Fountains
  - e. Sculptures
  - f. Art Installations
  - g. Interactive Features





