Town of Vienna
Office of Planning & Zoning

SEP 26 2018

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Sunrise of Vienna – Project Narrative

September 26, 2018

Sunrise Development, Inc. (the "Applicant") proposes to meet the statement and purpose of the Maple Avenue Commercial District as detailed in bold below:

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. More 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;

The Applicant proposes a residential senior living community that will be carefully designed to reflect the aesthetics of the local area and honor the Town's unique character. Specific to pedestrians, the Applicant proposes generous streetscapes on Maple Avenue and Center Street, which will be 20 feet deep on Maple Avenue and 18.1 feet deep on Center Street to provide a comfortable pedestrian environment. Street level retail is proposed on Maple Avenue which will include transparent storefronts, oriented to pedestrian activity.

B. Encourage a pedestrian-friendly, human-scale design of streets, buildings, and open spaces;

The Applicant has designed a public park on the eastern side of the proposed senior living community for local area residents to enjoy, generous sidewalks and streetscapes on Maple Avenue and Center Street, and first floor design that includes a variety of materials and large windows for pedestrian interest.

C. Foster mixed-use and destination-style retail development along Maple Avenue East and West;

The Applicant proposes both assisted living units as well as approximately 8,400 square feet of high-quality ground level retail with this project, which can be divided into either multiple retailers or a single large tenant.

D. Promote a variety of housing options in the Town;

The area's aging population is expected to significantly increase in the coming years. Notably, every 65 seconds, someone in the U.S. develops Alzheimer's disease. There is an

increasing need for high-quality assisted living and memory care, which local families would be able to use with the development of this senior living community. It also would offer a convenient location for Vienna families who would wish to stay close to their loved ones for visiting purposes. The proposed assisted living and memory care units will provide two housing options that do not currently exist 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;

The Applicant will determine its tenant mix later in the development process; however, it is committed to promoting a mix of business establishments within the 8,400 square feet of retail proposed for this site.

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;

The Applicant has varied the building roofline on all building facades, included a corner element at the corner of Maple Avenue and Center Street to visually anchor the building, and proposed a publicly accessible park on the eastern side of the site. The building has been designed to reflect the appearance of several smaller buildings, consistent with the character of quality small town architecture.

G. Provide for a high quality of development along Maple Avenue East and West; and

The Applicant proposes a high quality mixed-use retail and assisted living community that will add quality retail space to the Maple Avenue Corridor while also filling a critical need for senior housing that is missing in Vienna.

H. Improve environmental quality and promote responsible development practices along Maple Avenue East and West;

With this senior living community, the Applicant proposes attractive, ground-level publicly accessible open space, a green roof, and stormwater management controls on a site which is largely occupied by impervious surface and lacking any meaningful stormwater management. The building will also be designed to meet Energy Star or equivalent certification standards.

I. Encourage the creation of publicly-accessible community gathering spaces, such as parks, plazas, and other open spaces;

The Applicant proposes a ground-level, publicly accessible park on the eastern side of the site.

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;

The Applicant is committed to incorporating public art in this project. Sunrise Senior Living has a history of incorporating meaningful artistic elements into its interior design, including featuring work by local artists or artwork that pays homage to a special landmark or landscape.

K. Foster a built environment that is comfortable, safe, accessible, barrier-free and convenient to residents and visitors of all ages and abilities.

This development is intended to serve Vienna's residents that need quality care, but desire to stay in the Town and close to their community and families. The development will meet all ADA requirements and aims to serve the families of residents as a place that is safe, comfortable, and convenient.