



Legislation Text

File #: 19-1513, **Version:** 1

Subject:

Discuss Draft Commercial Development Survey related to Town Council Directive to draft Amendments to Maple Avenue Commercial (MAC) Zone and Other Commercial Zoning Districts along with Related Amendments

OVERVIEW:

At the August 19, 2019 meeting, Town Council directed staff to draft amendments to the Maple Avenue Commercial (MAC) Zone as its top priority and simultaneously to consider amendments to the regular commercial zoning districts of C-1, C-1A, C-1B, and C-2 in Chapter 18 of the Town Code that effect the MAC. Staff was also directed to draft amendments to the commercial zoning districts that require the MAC streetscape, require landscaping for parking lots, and to consider changes to parking requirements or other incentives to encourage economic growth on Maple Avenue when drafting these amendments. To date, Town Council has held three work sessions to discuss the proposed amendments, on September 9, October 9 and October 22, 2019.

Based on the discussion at the October 22, 2019 Town Council work session, staff has prepared a draft commercial development survey to learn how residents, business owners, and property owners want to see commercial areas of town develop in the future. The survey results would inform updates to the Town's zoning ordinance. The draft survey is attached as a word document. The final survey would be formatted as an online survey using SurveyMonkey. Hard copies of the survey would also be available for residents who don't have access to a computer.

Goal for this item : Staff is looking for feedback on the draft commercial development survey so the survey can go live in January, 2020. The survey would be advertised in the January, 2020 *Vienna Voice* newsletter, on the Town's website, and via social media.

BACKGROUND SUMMARY :

At its September 17, 2018 meeting, the Town Council voted to temporarily suspend the MAC Zone for 270 days to provide staff time to develop design guidelines, along with related MAC amendments. The moratorium went into effect on September 30, 2018, and originally was set to end on June 27, 2019. On May 13, 2019, the Town Council voted to extend the moratorium to November 15, 2019. On November 4, 2019, the Town Council voted to extend the moratorium to June 30, 2020.

During the fall of 2018, over one thousand Town residents, property, and business owners provided input through a visual preference survey, which was the basis for creating the draft design guidelines and proposed amendments to the MAC Zone regulations. The preliminary draft design guidelines and proposed draft amendments to the MAC Zone were provided to the Town Council, Planning Commission and Board of Architectural in February, 2019. Both documents were also posted on the Town's Maple Avenue Vision webpage. Staff provided an update on the process to Town Council on

February 11, 2019. Community workshops on the draft amendments were held on March 29 and 30; approximately 175 people attended.

On May 1, 2019, a joint work session of the Town Council, Planning Commission and Board of Architectural Review was held to discuss the preliminary draft design guidelines and proposed draft amendments to the MAC Zone. Prior to that, the Planning Commission and Board of Architectural Review each held two work sessions to review the proposed drafts. Preceding this action, the Planning Commission and Town Council held two joint work sessions in May and June, 2018, on proposed amendments of the MAC ad hoc committee to amend the MAC Zone. The Planning Commission also held a public hearing and made a recommendation on several amendments to the MAC Zone on August 8, 2018. Those amendments have not yet been forwarded to the Town Council for consideration; rather, they will be considered with other proposed amendments to the MAC Zone.

At the direction of the Mayor, an ad hoc committee was formed in spring, 2018 to research and develop potential amendments to the MAC Zone that would ensure future mixed use developments would not result in a loss of commercial activity along the corridor, but rather provide a balanced mix of housing, office and retail uses as was envisioned when the MAC Zone was formed.