

August 26th, 2016, Revision 1

*Town of Jericho, VT*

# **Commercial District**

**DEVELOPMENT STANDARDS PROJECT**

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REVISION 1 NOTE: Note that this revision of the draft report and standards is a work in progress. LandWorks has reviewed the initial feedback from the first draft and has made revisions based on the edits, comments and notes received. These revisions are based on:

1. DR Notes/Attendance at 8/16 Planning Commission Meeting
2. Email from Katherine Sonnicks, 8/15/16
3. Planning Commission Comments on Commercial District Development Standards Report Draft 8/8/16
4. Email from Katherine Sonnicks, 8/18/16
5. Jericho Planning Commission Draft Minutes, Regular Meeting, 8/16/16
6. Table of Building Size (Square Footage), provided by Susan Bresee
7. Memorandum to Jericho Selectboard, 8/19/16, Re: Planning Commission Response to Selectboard Public Hearing Comments

There are still some remaining key items for discussion and consideration. These key issues will be very important to the full revision of the first draft and will be addressed in the property owners meeting and the public workshop. These key issues are:

- A) Existing character of the district/desired character of the district
- B) Building footprint and size
- C) Uses in the District and compatibility with the intent and purpose of the Village Districts; discuss also if and in what form residential uses should be allowed
- D) How to address future infrastructure and road development.

## 1.0 | INTRODUCTION

### 1.1 OVERVIEW OF THE PROJECT

In early 2016, The Town of Jericho initiated a project to review and consider changes to the Commercial District Development Standards for the Town’s Land Use and Development Regulations. As stated in the Town’s Request for Qualifications, the objective was to revise the development standards for “the protection/ enhancement of the rural character of the Route 15 corridor”. The Request highlights the Town’s three distinct Village Centers, the scenic value of the area along VT 15 between Jericho Corners and Riverside, and the concerns that although this area is zoned as a Commercial District, commercial development that has occurred here is “mainly in a strip fashion, with little attention to aesthetics, pedestrians, views to the mountain or building form”. Therefore, this effort is to develop specific standards for the District with the intent to preserve the inherent resources of the corridor, while ensuring that appropriate commercial activity and development can continue.

### 1.2 THE CONTEXT: COMMERCIAL DEVELOPMENT IN VILLAGE CENTERS

Village centers are typically the core of a community, made up of a variety of civic, residential and commercial uses. It is where we go to shop, congregate and where we live. What, where, and how development occurs in a village setting can have a very powerful visual effect on the landscape of which they are a part. The scale, texture, and symmetry of buildings, roads, and landscapes can distinguish and differentiate an area. It can help shape how we feel about a place, and how we interact in that space. By concentrating the growth and development of a community in the village center, other rural areas and areas of aesthetic value can be better preserved and/or developed in a manner that complements rather than conflicts with the designated village centers. This is the opportunity in Jericho and with the Commercial District along the Route 15 corridor.

#### **ABOUT THE COMMERCIAL DISTRICT AND ITS CONTEXT**

*From the Jericho Town Plan...*

*Green space, landscaping to screen parking from VT Route 15, and other “character of the neighborhood” criteria, must be met in order to preserve the rural character of the community and the views of the mountains.*

The Commercial District begins at Raceway Road/Route 15 intersection and extends along the Route 15 Corridor to the intersection with Browns Trace Road. The District includes areas along North and South Main Street and Orr Road. The Commercial District is primarily bounded by the Village District, but also includes lands bordering the Agricultural, Residential, Forestry and Village Center Districts.

Jericho Corners and the Jericho Elementary School are located to the west of the Commercial District and Riverside Village and the Browns River Middle School are located to the east. Much of the current daily traffic through the district is to access the neighboring schools and village centers.

The primary route through the Commercial District is the state-owned and maintained (through VTrans) VT Route 15. This section of the highway has been the subject of, or has been evaluated in, a number of studies, most recently the:

Jericho Transportation Study, May 2015,  
Jericho Market Traffic Impact Study, January 2015, and  
VT 15 Corridor Management Plan, November 2004

The 2015 Transportation Study yields a number of insights relevant to the revision of the Town's standards for the district including, 1) the transportation network predominantly serves passenger vehicles and trucks, 2) the Town has identified five possibilities for park-and-ride facilities along the two major commuting corridors in town (VT Route 15 and Brown's Trace Road) and that these options continue to be evaluated, 3) key provisions of VTrans access management for state highways relative to the area are that only one access per parcel is allowed and direct access to VT15 may be denied if safe access can be provided on a local street, 4) existing travel patterns throughout the Town show a significant number of vehicles pass through to other communities in Chittenden County, and 5) during the peak afternoon travel, truck volumes account for approximately 7.6% of all traffic on the road.

VT Route 15 through the district currently has a speed limit of 50 mph and a fairly narrow road width. Access to businesses, residences or side streets requires a turn directly off of Route 15.

The drive along Route 15 is notably scenic with views of ridgelines to the north and south and views to Mt. Mansfield. This area is also known and valued for its existing rural qualities, including a substantial amount of undeveloped open lands, dense vegetation, and mature trees; and its many barns and barn-like structures, which lend a tangible quality to the area as an agricultural, open space setting. The Commercial District is currently home to a number of businesses, single-family and multi-family dwellings, a yoga and fitness studio, mixed-use structures, a cemetery, and a church.

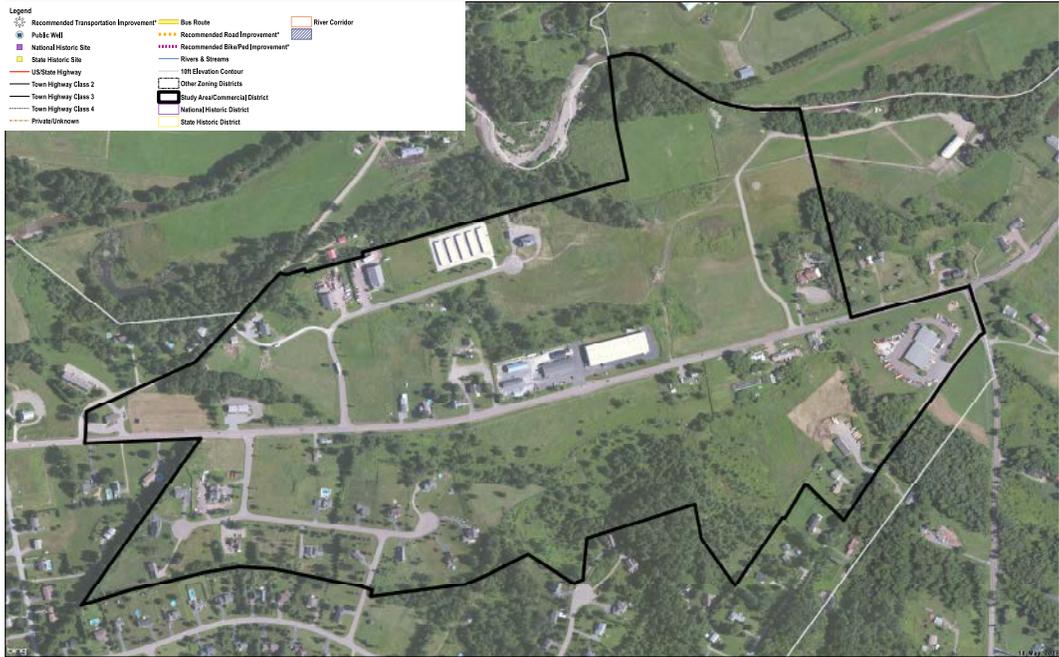
These businesses are located in converted residences, older single story structures and purpose built newer buildings that house a bank and a Dollar General franchise. Current patterns include mostly single building-single lot configurations, although North Main Street has developed in a consistent and pleasing site plan along the roadway with suitable architectural styles.

Businesses in the district include:

Autosmith of VT	Dunkling and Penney Dentistry
Clark's Truck Center	Farrell Chiropractic
Dollar General	Jericho Mini-Storage

Jerihill Ace Hardware  
Merchant's Bank  
Mt. Mansfield Animal Hospital  
Mountain High Pizza Pie

Spafford and Sons Water Well  
Victory Gardens  
Yoga Studio



JERICO COMMERCIAL DISTRICT



Looking West from Raceway Road.



Existing Route 15 businesses.



View East toward mountains along Route 15.



View down North Main Street. Existing fencing, trees, vegetation, and structures create an attractive setting.



Dense roadside vegetation in the district.



Looking West along Route 15 near Ace Hardware.



Looking East along Route 15 near Ace Hardware / Warehouse.



View from Route 15 Northwest toward Jericho Mini-Storage, surrounding buildings and open lands.



View toward Dollar General from Route 15.



End of district at Brown's Trace. View to East and Mt. Mansfield opens up as you leave the district.

### 1.3 PUBLIC PROCESS

An inclusive and thorough public process is at the center of an effective plan or bylaw update and the Town of Jericho has ensured that this project will benefit from the outreach and engagement undertaken by the Planning Commission and its consultant. Clearly the citizens, business people and property owners of Jericho are extensively involved in planning their community. They have provided a substantial amount of feedback and some very creative and forward-thinking ideas and requests in considering how the Commercial District should develop. The following process elements were part of this project and provided the basis for the project recommendations:

Public Workshop #1 & ‘District Drive’ – May 11, 2016

Community Questionnaire – May 11th – May 27th 2016

Key Stakeholder & Property Owner Outreach – Throughout and with meeting on 8/29.

Public Workshop #2 –September 20, 2016

*(... Remaining elements to be added here)*

#### 1.3.1 INITIAL OBSERVATIONS – APRIL 2016

As the project began, the consultant team spent some time “on the ground” and discussed project considerations and parameters with Commission members and the town’s Planning and Development Coordinator. As a result of this first step, some initial considerations and observations were articulated.

- 1) There is a need to identify a vision for the Commercial District that reflects and connects to the surrounding villages and complements their uses, goals and character. Some refinement of district boundaries might be a consideration.
- 2) What are the best uses for this district? The town needs to consider and identify what the widest and most suitable uses are this one district where a range of commercial and even light industrial development might be suitable. Traffic and land development considerations are to be balanced with the possible benefits of tax revenues, local employment, and access to goods and services.
- 3) Vehicular access is an issue in the district but there are good options for improvements. The current single lot/single use linear highway development pattern can be addressed via a variety a land planning and circulation tools and initiatives. Developing some "depth" to the district beyond just the linear development pattern is a consideration. Traffic numbers (and patterns) represent a challenge as well as an opportunity.
- 4) The Commercial District contains a number of parcels that could be developed to promote increased commercial enterprise. More efficient and/or intensive uses of parcels for mixed or multiple uses are a consideration here.
- 5) The Commercial District contains a number of barns that provide nice models for desirable architectural elements. There are some historic structures and larger buildings (i.e. the

warehouse) that could be (or have been) converted in an amenable fashion for the betterment of the district visually and functionally.

- 6) A scenic overlay may or may not be the appropriate zoning tool to protect the visual quality of the district. There are a number of components that contribute to the scenery (Mt. Mansfield, existing vegetation, topography, and architectural elements) and the project should consider all of these elements when defining the visual experience of the district.

### 1.3.2 SUMMARY OF PUBLIC WORKSHOP #1 FEEDBACK – JUNE 2016

The following is a summary of the comments, feedback and responses that developed from the workshop. The responses are organized into seven main categories that highlight the primary issues and opportunities as derived from the workshop participants and their input.

**Transportation:** The primary concern noted by the participants is the need to lower the speed limit in the district. There is a lot of interest in improving the walkability of the area and concern about conditions on Route 15. Participants noted issues with passing on right (especially at turn to Dollar General), people turning around in residential driveways and driving on lawns. Determination of the appropriate location of a bike path was divided among participants, with support for a path along Route 15. There was interest in an off-road route as well, although there was a concern that a bike path should not be in private back yards. Additionally, one participant noted that they like the vehicular approach to AutoSmith.

**Design Standards:** There were a number of topics and issues identified by participants that would generally fall under the category of design standards. These issues include:

- 1) Building height limit (no more than 3 stories);
- 2) Parking: (site-specific, shared lots, parking in back, not enough parking, careful consideration of location of parking lots);
- 3) The importance of setbacks from road;
- 4) The desire for developers to use energy efficient materials and sustainable construction in their projects;
- 5) High regard for new construction that incorporates regional architectural styles and contributes the character of the district (including barn-like structures and no canopies),
- 6) LID related topics including stormwater runoff (noting the desire for use of rain gardens and rain collection) and alternative landscaping, and
- 7) Incorporating or encouraging the use of alternative energy sources such as wind and solar.

Zoning topics such as performance standards and incentives/requirements for landscaping and parking were also discussed for consideration as part of the district standards.

The term **low impact development (LID)** refers to systems and practices that use or mimic natural processes that result in the infiltration, evapotranspiration or use of stormwater in order to protect water quality and associated aquatic habitat.

EPA currently uses the term green infrastructure to refer to the management of wet weather flows using these processes, and to refer to the patchwork of natural areas that provide habitat, flood protection, cleaner air and cleaner water. At both the site and regional scale, LID/GI practice aim to preserve, restore and create green space using soils, vegetation, and rainwater harvest techniques. LID is an approach to land development (or re-development) that works with nature to manage stormwater as close to its source as possible. LID employs principles such as preserving and recreating natural landscape features, minimizing effective imperviousness to create functional and appealing site drainage that treat stormwater as a resource rather than a waste product.

There are many practices that have been used to adhere to these principles such as bioretention facilities, rain gardens, vegetated rooftops, rain barrels and permeable pavements. By implementing LID principles and practices, water can be managed in a way that reduces the impact of built areas and promotes the natural movement of water within an ecosystem or watershed. Applied on a broad scale, LID can maintain or restore a watershed's hydrologic and ecological functions.

Source: <https://www.epa.gov/polluted-runoff-nonpoint-source-pollution/urban-runoff-low-impact-development>

**District Boundaries:** Comments related to the boundaries included "existing residential area on south side should be re-zoned to Village", "re-zone South Main to residential", "same district from village to village except agriculture after Clarks" and "Good to end at Brown's Trace for view to mountains and distinct end to district".

**Development:** What type of development belongs in the Commercial District (and where it belongs) was the most talked about topic at the workshop. This topic can be further divided into Residential Uses, Business Uses, and Location Related Comments.

- **Residential Uses:** Participants stated, "Affordable housing but no big apartment buildings", "no single-family residences in COM", "Residential homes create a negative impact here", Senior Housing, and "No residential here", "Affordable and senior housing desired", provide range of housing options.
- **Business Uses:** No restaurant drive-thrus, encourage development that promotes health & wellness of citizens (in food, wares, jobs, services, housing, etc), consider an integrated approach to rather than "strictly scaling development to "light industrial" and then a few miles away "commercial", zoning to favor the small, local producer (commercial kitchen, packaging facility, ag business incubator, solar farm, "green" business while integrating public spaces such as parks, trails, community gardens, skate parks, etc.), more services.

**Infrastructure** is lacking in the Commercial District and one group mentioned the need to create a Master Plan to address these issues (3 phase power, water service, roads and connections, wastewater, and whether the public well is going away). It was mentioned that Jericho East is putting water in and that Champlain Water should be brought to the district. There is likely a need to build out this line over time with private/public partnerships.

**Financial:** The groups discussed a number of items related to potential financial impacts or opportunities including the possibility of creating a TIF District, concern about building a tax base, that the district would be expensive to develop, and also the need to create job opportunities in Jericho and concern about attracting young people. One noted simply, "don't stop growth".

**Scenic:** Most participants found views VITAL to district and some would like to see funds put aside for improving access and public use and/or protecting open space. There is a need to identify what is truly scenic and important to preserve. Also noted was the importance of open land and greenspaces that contribute the to scenic qualities of the district.

### 1.3.3 SUMMARY OF COMMUNITY QUESTIONNAIRE – JUNE 2016

The questionnaire yields the conclusion that the majority of respondents would like to see the Commercial District incorporate a mix of uses. There is a strong focus on the aesthetics of the district and a strongly expressed desire to protect open spaces and greenspaces, to encourage recreational opportunities and to promote businesses and environments that contribute to the health and wellbeing of Jericho's residents. Conservation should be a high priority and is mentioned in a number of places throughout the questionnaire, specifically on Question #2

**Tax-Increment Financing (TIF)** creates a redevelopment district in which infrastructure improvements and/or project developments are financed based upon an anticipated future increase in property values. The idea is that the development improvements will eventually result in higher property taxes and therefore, the financing "increment" is justified. TIF can be initiated either by a private developer or the municipality itself. Once the redevelopment district is determined, a base property value assessment is performed, and the revenue to agencies other than the redevelopment authority is "fixed" at a present-day amount. Any increase in tax revenue through increase in property value will accrue to the redevelopment authority. The TIF district is created for a set time period, usually between 5 and 30 years, and once the time period ends, the increase in revenue from the property value increase reverts to the baseline taxing structure. In other words, the money would begin to accrue back to the municipality, county, schools, etc., rather than to the redevelopment authority.

Source:

[https://www.planning.org/divisions/plannin\\_gandlaw/propertytopics.htm](https://www.planning.org/divisions/plannin_gandlaw/propertytopics.htm) - Tax

("Should the district be something else entirely?") where the second highest response was conservation. Most respondents also agreed that heavy industrial uses, large shopping centers, large retail, and apartment buildings should not be permitted in the district.

In terms of architectural styles and building footprints, the historic and remnant agricultural elements (with associated buildings) were the most highly desired of the options presented for design and development patterns<sup>1</sup> (with the barn-like Bisbee's Hardware building a close second<sup>2</sup>). Example photos were provided and are shown below. Respondents overwhelmingly voted against a large-scale grocery store (44,000 sf) with parking in front<sup>3</sup>. A bank with a footprint of 1,600 square feet was the most favored footprint size<sup>4</sup> - although as one participant noted - this is something that they would like to see sited in one of Jericho's Village Centers instead.

*NOTE: The full review of Workshop #1 and the Community Survey is included in the Appendix, "Project Notes 2".*



### 1.3.4 THE FIGURE GROUND

As part of the district analysis process, a figure ground map was created to understand existing development footprints and their scale and pattern. This provides an understanding of both coverage and building relationships that can inform the future build out and relationship of both structures and circulation and parking patterns.

Figure Ground with Aerial

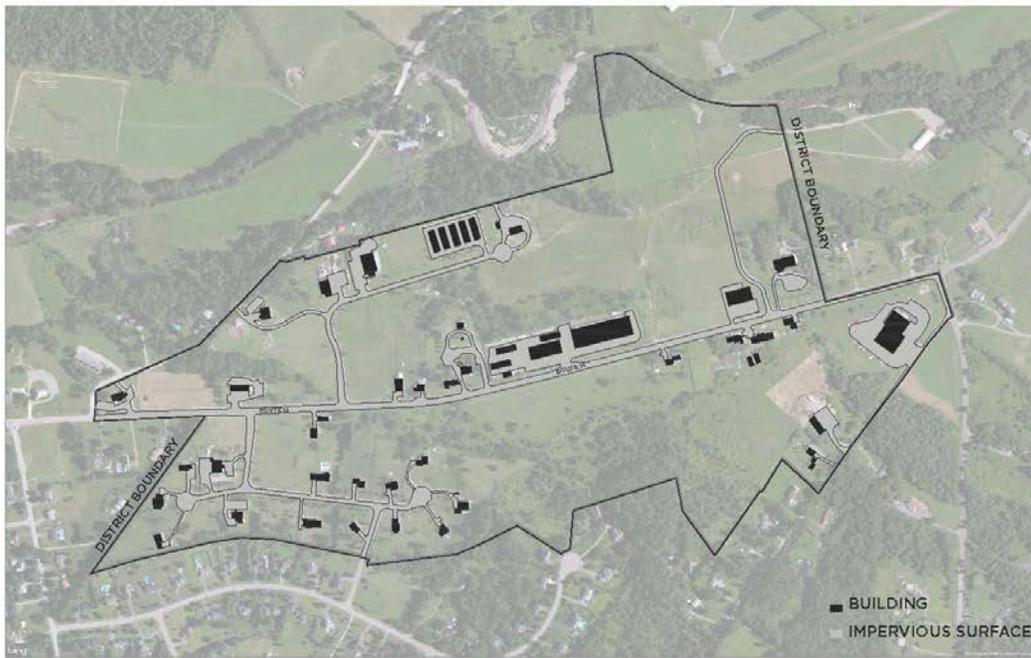
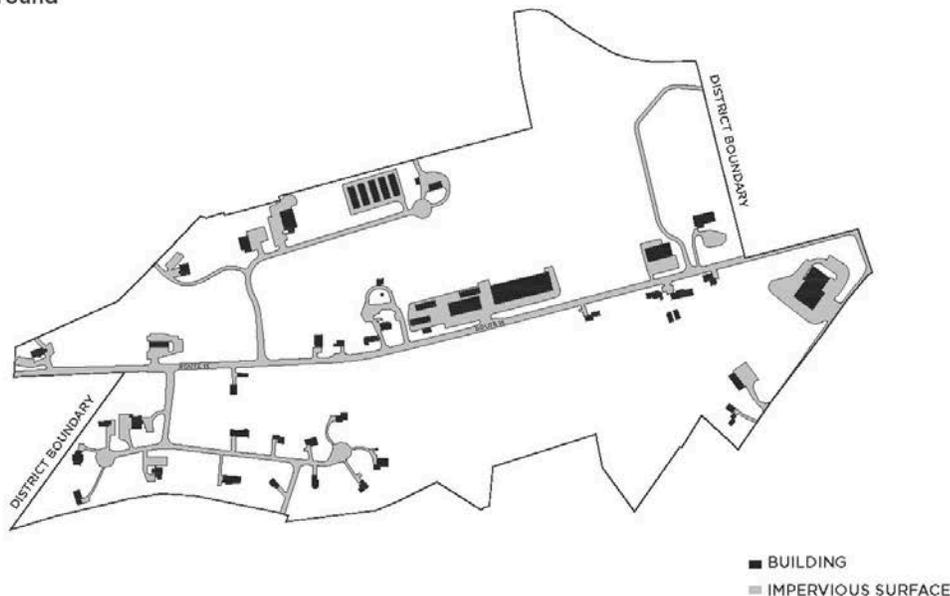


Figure Ground



**JERICO COMMERCIAL DISTRICT**  
EXISTING CONDITIONS: FIGURE GROUND OF BUILDINGS & IMPERVIOUS SURFACES



## 2.0 | THE PLANNING & DEVELOPMENT FRAMEWORK

To guide the overall re-write of the Commercial District standards and to provide a visual tool for understanding the implications of any changes, the Planning Commission and consultant developed a Planning & Development Framework for the district. The Framework shows the desired development areas, identifies key parcels and scenic areas that contribute to the district character and highlights revisions to the zoning boundaries, proposed new roadways and infrastructure. The Framework is included in the Appendix and the primary changes are discussed in more detail below. The Framework may be developed into a Master Plan and could be incorporated into the actual ordinance as a “Guiding Element” and serve as a point of reference for Development Review Board analysis of proposed development applications.

### 2.1 THE DISTRICT’S AESTHETIC QUALITIES – AS SHOWN ON THE FRAMEWORK

Overview of Scenic Views & Rural Character (guiding element of the standards)

Recommendations for Preserving & Protecting Scenic Views and Landscape Character

Conservation – Areas already conserved as well as consideration of open space associated with development projects.

View Corridors – Delineation and incorporation of areas that provide “visual access” to landscape elements and scenic resources

### 2.2 MT. MANSFIELD VIEWS

These representative photos, primarily from the Route 15 ROW and access points, illustrate the dominance of the Mt. Mansfield view. It is also noted that existing infrastructure does potentially compromise the “view from the road”- as shown in photo 1, but as photo 4 shows, buried electrical connections limit the visual clutter and the light poles are not overly obtrusive and do not block the view.

New development projects should address landscape character and scenic views by identifying that there is no impact to the identified views and character or by demonstrating how the development elements, buildings, infrastructure, landscaping, etc. complement or are consistent with desirable elements of the existing views and the existing character.



## 2.3 ROADSIDE VIEWS

These views illustrate landscape character and roadside open space. Open landscapes without extensive street trees do contribute to a rural and/or agrarian character that is currently extant in the district, as shown in photos 5 and 6. Specimen or landmark trees, such as those visible in photo 5 can be contributing elements to the roadside and district character. In some instances, such as shown in photo 7, roadside vegetation can serve as a buffer between the highway and open spaces, but breaks in the landscaping may be desirable to provide short and long distance views.



## 2.4 PLANNING & DEVELOPMENT FRAMEWORK RECOMMENDATIONS

### 2.4.1 Revisions to Zoning Boundaries

The boundaries of the Commercial District were closely reviewed. The following recommendations for re-drawing the district boundaries developed during the project process.

- 1) Move the southwestern boundary of the district east to follow the westerly edge of South Main Street. This recommendation is based on the predominance of uses here. The area that is currently mostly residential on the south side should be converted to the Village district.
- 2) Move the northeastern boundary of the district west along parcel boundaries to exclude the Good Shepherd Church and historic cemetery lots from the Commercial District. These parcels would become part of the neighboring Rural Residential district.

### 2.4.2 New Roadways

A critical component to the Framework is the desire to develop a more dense commercial and industrial area deeper in the district and off the Route 15 corridor. This serves a number of purposes; it protects the visual qualities of the Route 15 corridor, reduces the potential for and impacts of sprawl, provides for internal circulation and access rather than adding to highway access movements, and provides an opportunity for the district to develop a true commercial identity. Guided by updated standards, a new location for larger footprints and industrial uses away from Route 15 allows development to occur in a manner that reflects the Town's goals for this district.

To achieve this goal, a new roadway extending North Main Street to the east and looping back on to Route 15 just west of the Dollar General store is recommended. The proposed standards are based on this recommendation that the Commercial District will ultimately develop off of the Route 15 corridor, versus along it in a “strip” pattern.

#### **2.4.3 New Infrastructure**

Existing infrastructure does not necessarily promote the appropriate development pattern desired. Proposed new infrastructure such as an extension of the water service, suitable electrical service and wastewater treatment options will support the type of density and development pattern envisioned. Infrastructure development is addressed by the town as part of overall capital improvement planning and growth strategies, and thus beyond the purview of a zoning ordinance per se. Improvements and added capacities for water and wastewater may support different uses and densities in the future, and this may need to be anticipated in the rewrite of the section by including a clause that considers this factor.

A bus stop and provisions for electric car charging stations may also be addressed with future development proposals and coordinated planning efforts. For example, if there is sufficient employee and business growth in the future, CCTA may be able to establish a stop along this corridor, as part of the current “Jeffersonville Commuter” route.

#### **2.4.4 Residential Use**

With much consideration of public input, and in an effort to support residential infill in the Villages and zoned residential areas, the Planning Commission has determined that there should be no new residential uses allowed in the Commercial District.

#### **2.4.5 Viewshed Protection**

There are a number of parcels of undeveloped land on the south side of Route 15 in the heart of the Commercial District. These parcels are very important to maintaining the scenic qualities of the district and should be considered for some viewshed protection elements, such as clustering, to maintain district character. There are lands within these parcels, mostly along the stream corridor that extends from Raceway Road to south of Route 15, that are identified in the 2016 Town Plan as Primary Conservation Areas. These areas are defined as “the most sensitive places: the rare natural communities, rare species, vernal pools, riparian areas, river corridors, and wetlands. These areas occupy a small percentage of the town and should not be developed. (p. 38)

#### **2.4.6 Access & Gateway Areas**

- a. There shall be no new access areas, curbcuts or driveways granted along the north side of the Route 15 corridor between North Main Street and the eastern boundary of the Commercial District.

- b.* The construction of new interior roadways along North Main Street would create new gateway areas for the Commercial District along Route 15. These areas might be good locations for “welcome to the district” type signs. The parcel that current serves as an existing gateway to North Main Street is well suited to this type of gateway treatment.

## 3.0 | RECOMMENDATIONS FOR COMMERCIAL DISTRICT STANDARDS

The following standards are set forth for consideration as additions to Jericho's 2015 Zoning, Land Use and Development Regulations, (April 9, 2015). These recommendations are generally in conformance with the existing regulations, however some sections of the existing bylaw are in conflict, or have a different purpose, than the proposed standards. Those sections are:

*11.2.3.1 (b) (c), 11.2.3.3 Front Yard Parking;*

*11.6 Recreation/Open Space/Common Land. Note: The existing regulation applies to residential subdivision or residential development. Similar regulation is being proposed for Commercial District. New regulations does not impact or conflict with Section 11.6.*

*11.7.8 Signs*

*11.8.3 Screening and Buffering Requirements*

*11.9.3 Commercial District*

Photographs and illustrations presented as part of this report can also be incorporated into the ordinance – suggesting that this section may be best served by graphic references – maps, illustrations and photographs, to accompany the narratives.

### 6. Uses

#### **Existing uses in the Commercial District from 2015 Regulations:**

##### Allowed Uses:

Agriculture, Silviculture/Forestry, Wildlife Management, Passive Outdoor Recreation, Recreation (Accessory use)

##### Permitted Uses:

Accessory Apartment, Dwelling, accessory to farm, Guest House, Inns, Bed & Breakfast, Retail (</- 3,000 sq ft), Retail Specialty Store (</- 3,000 sq ft), Farmers Market, Garden Center, Gallery/Studio/Museum, Financial Institution (</- 3,000 sq ft), Restaurant/Tavern (</- 3,000 sq ft), Caterer, Person/Professional services (Type 1, Type 2(</- 3,000 sq ft), Gymnasium, Day Care, Dormitory/Hostel, Home Occupation

##### Conditional Uses:

Slaughterhouse, Veterinary Facility, Veterinary Facility with accessory kennel, Stable, Kennel, Garden Center, SF-1 dwelling unit/lot, Accessory Apartment, Multi-Family dwelling, Residential Care Facility, Hotels and Motels, Lumber (building supply yard), Retail (General Merchandise > 3,000 sq ft), Retail Specialty Store (>3,000 sq ft), Mobile Home Sales, Motor Vehicle Sales, Fuel Sales, Financial Institution (>3,000 sq ft), Restaurant/Tavern (>3,000 sq ft), Personal/Professional services (Type 2 >3,000 sq ft), Motor Vehicle Repair, Car Wash, General Recreation, General Outdoor Recreation,

Industrial Uses, Preschool, Elementary, Secondary, Vocational School, Place of Worship, Hospice Facility, Nursing Home Facility, Club, Funeral Home, Other Municipal Facility

**Proposed Uses in the Commercial District:**

- a. Allowed – Agriculture, Silviculture/Forestry, Outdoor Recreation
- b. Permitted – Light Industrial, Commercial, Retail, Restaurants, Professional Services
- c. Conditional - Renewable Energy, 24-hour operation, Heavy Industrial, Institutional
- d. Prohibited – Drive thrus (to be discussed).

**2. Dimensional Requirements**

- a. North Main Street (North side): Typical recommended building footprint is 10,000 sf or less. The recommendation is for a maximum of 25,000 sf. building footprint – and this size would be permissible with conditions: 1) if the building form breaks the footprint up so as to not “read” and appear as a single rectangular box; 2) the footprint reflects the needs and operational requirements of the potential use but is mitigated by other corresponding measures such as open space set asides, public amenities, or sufficient landscaping and/or screening. The largest footprint in the district currently is the “warehouse” building, at just under 30,000 sq.ft.
- b. North Main Street (South side): Allow multiple small buildings per lot and allow smaller lots for greater density. Typical recommended building footprint is 10,000 sq.ft. or less. Footprints up to 15,000 sq.ft. are permissible with the application of conditions as set forth in 2.a. above.
- c. Building height is of particular concern within the Commercial District and structures shall be designed to enhance, protect, or preserve scenic views of the ridgelines along Route 15 and the rural quality of the Route 15 corridor. A maximum height of 35’ is allowed in the Commercial District, however, this requirement may be waived by the DRB/Planning Commission if an applicant is able to demonstrate that a higher structure would substantially contribute to the visual quality of the district.
- d. Front yard setbacks along North or South Main Street shall be a minimum 25’ from the street centerline.
- e. Setbacks along Route 15 shall be a minimum 50’ from the centerline. Setbacks for new construction are to follow, where appropriate, the 50-foot centerline setback or shall respond to adjacent building footprints where feasible if such setbacks contribute to district character or provide desired open space that reinforces that character. No development shall provide parking to the side or rear of the building and no parking is permitted in front of the building.

### 3. Building Mass & Size

- a. Building size shall not exceed 25,000 sf in the Commercial District.
- b. Proposed structures in excess of 10,000 sf. shall include a plan to incorporate or contribute to a public or community space (indoor or outdoor) within the District (see Community Spaces).
- c. Buildings shall have a distinct “base” at the ground level using articulation or appropriate materials; “middle” made distinct by variations in material, color, windows, balconies, signage, etc; and “top” that emphasizes a distinct profile or outline (see Section 11, Scenic and Rural Quality).
- d. The relative massing of a large building’s façade (greater than 10,000 square feet) should be broken down into progressively smaller elements to achieve appropriate scale.
- e. Building massing should use human scale elements where possible.
- f. Variations in the façade are encouraged to create an interesting design, reinforce rhythms and cast shadows.
- g. Separate structures (storage structures, canopies, etc.) on site shall have the same or compatible architectural details and design elements as the principal structure.
- h. Primary structures must have a steeply pitched roof (4:12) or greater.
- i. Rooftop equipment must be hidden from view along North or South Main Street and Route 15. Solar panels are exempt from this requirement.

### 4. Site Design

- a. All new single-purpose construction along North or South Main Streets shall be oriented toward the street. The front façade should be well delineated and visible from the street.
- b. Multiple-purpose grouped buildings may have their entrances facing whichever direction is most useful for their access, however, the building closest to North or South Main Street must have an entrance facing the street.
- c. Corner lots located at the intersections of North and South Main Streets and Route 15 serve a special purpose within the Commercial District. These lots are de-facto gateway areas into the denser areas of the district and have a particularly important role in maintaining the scenic qualities of the corridor. New construction on these corner lots may face Route 15 or North/South Main Street and all parking or service areas should be located behind the structures and, to the extent possible, effectively screened from both North/South Main and Route 15.
- d. Front facades shall have an identifiable primary entrance that is connected by a walkway to the sidewalk and/or designated parking area. Secondary public access and entryways

may be located on the sides of the building if their location promotes ease of access to parking areas. Side entrances adjacent to parking lots shall incorporate greenspaces or public plazas that promote attractive streetscapes, and provide amenities for pedestrians and bicyclists such as benches, bike racks, and appropriate lighting (See Community Spaces). Primary and secondary public entrance areas shall include weather protection (such as canopies, porticos, porches, awnings or overhangs).

- e. Delivery and freight vehicles are an important consideration in a commercial district. Loading areas (including garage bays and bay doors) shall be located to the rear of all buildings unless conditions as presented by the applicant prohibit such a location. In such cases, side yard loading or service areas may be permitted with conditions. All other service areas shall be located to the rear of a building with storage facilities and loading docks appropriately screened from street view.
- f. Lot size for single lot developments shall be the minimum 1-acre permitted for the district. Smaller lots, if functionally appropriate or possible, can be proposed as part of a Planned Unit Development, which provides for lots as small as .33 acres. Lot sizes and density can be revisited at such time as water line service and community septic fields or municipal wastewater treatment is available.
- g. Landscaping shall consist of a combination of groundcovers and shrub and tree plantings wherever suitable and appropriate. All development proposals in the district require a landscape plan. Such plans can rely on the retention of existing vegetation and tree cover, as well as open space areas with native groundcovers and meadow like conditions to reinforce existing landscape patterns. Native or naturalized materials are recommended. (see Section 5 Streetscape as well)
- h. Vegetative buffers are to be employed for green infrastructure and stormwater management purposes as appropriate, or as screening when necessary. Screen plantings should be designed in a manner that does not call attention to the element being screened – i.e. sometimes utility boxes are better off not being screened if such screening draws the eye and elevates the visual presence of the element, versus diminishing its visibility or presence in the landscape. In some portions of the district native hedgerow plantings may be appropriate to screen incompatible uses or to break up open area.
- i. Fence designs that are commonly found in the town – such as post and rail type designs- and reflect Vermont design patterns are recommended for aesthetic purposes but suitable designs may vary based on location, context and purpose. Colored vinyl chain link fencing, if appropriate for service areas or security, shall be black.

## 5. Streetscape

- a. Existing tree canopies, particularly those along Route 15, shall be maintained to the extent possible. New development should incorporate street trees to enhance the district's scenic quality and new trees should enhance the relationship of the architecture to the street. A minimum of 1 street tree for every 50' of frontage. The trees can be clustered or planted in a regular pattern
- b. Species can be alternated to avoid a uniform look, a monoculture that is susceptible to disease or damage from pests or harsh conditions. Deciduous trees break up paving expanses and provide shade, which is particularly important in parking areas (to reduce the solar gain of the parking surface) and in public gathering spaces.
- c. Tree plantings in parking area islands or along the street should avoid areas of underground utilities to protect the utility infrastructure. Tree massing is encouraged and to be incorporated with green infrastructure elements.
- d. Furnishings such as benches, tables, bicycle racks, and other pedestrian or bicyclist amenities should be made of durable, weather-resistant and vandal-resistant materials. Preference shall be given to Vermont or locally made furnishings that are consistent with the overall character and appearance of the project.

## 7. Site Lighting.

*“ In Vermont, roadway lighting has usually served as an added safety measure for busy transportation corridors and a visual signal that travelers have arrived at key town centers, attractions, or intersections. Roadway lighting uses also include: improving visibility of unusual road conditions such as sharp or blind curves, high density neighborhoods, roads passing by or through large destination centers, and approach ways to and through town centers.*

*To improve the efficiency of municipal streets and public space lighting, all of the locations identified above to see if current and projected needs for these spaces are being met. Many of these locations may be over-lighted. In the past when energy was relatively cheap, municipalities erred on the side of more lighting rather than less. However, it is time to re-evaluate municipal outdoor lighting needs due to the higher costs of power, the carbon footprint of electricity production, and the value of making a more dark-sky-friendly environment.”*

*(from the publication Improving Efficiency in Municipal Street and Public Space Lighting ” available from Efficiency Vermont.)*

Within the Commercial District properties, lighting shall be carefully planned for safety and effectiveness for vehicles, pedestrians, and bicyclists.

- a. Night lighting should be provided where stairs, curbs, ramps, changes in walk direction and vehicular crossings occur. All lighting shall be shielded and “cut-off” style to avoid light spill and trespass.
- b. Motion-sensor security lighting should be employed.
- c. Suitable photometrics shall be employed to ensure that lighting levels are appropriate to the use and suitable for uniform lighting of a parking lot or walkway. For pedestrian lighting and entries, wall mounted downlights or post-mounted lights that illuminate walkway surfaces are suitable.
- d. Retail developments and parking lots with more than 10 spaces are required to submit a lighting plan with photometric and design information that 1) provides lighting wattage, 2) lumen/footcandle patterns, 3) height and type of fixture with proper shielding, and 4) number and location of fixtures.
- e. All outdoor lighting shall be served by underground conduits.

## **8. Parking & Access**

- a. No new accesses/curbcuts will be granted along the north side Route 15 from North Main Street to the eastern boundary of the district. Access to new businesses will be along interior roadways.
- b. Shared access and shared parking areas will be promoted throughout the District. Any new curbcuts shall be no closer than 250’ to any other existing or new curbcut in the district.
- c. Safe and convenient pedestrian walkways shall be provided from parking areas and sidewalks to a primary or secondary building entrance. Walkways must be maintained and effectively lit during hours of operation and conform to current ADA standards.
- d. Curbing delineating parking areas shall be low enough for delivery vehicles/large trucks to drive over.
- e. Parking islands should be incorporated into lot designs to break up parking areas, visually organize the space and provide areas for snow storage.
- f. Entrances to parking areas and business driveways, access to loading areas, and interior circulation patterns shall be designed for maneuverability of delivery trucks and larger vehicles.
- g. Proposed development shall incorporate amenities to support bicycling in the district.

*“Biking is one of the most efficient forms of transportation, particularly for shorter trips under 2 miles” (Urban Land Institute, Healthy Places). The Commercial District is centrally located between two of Jericho’s Village Districts, Riverside and Jericho Corners. There are a number of proposals to provide a bike route or path through the Commercial District, either along Route 15 or along an interior pathway. Ensuring that new development in the Commercial District supports bicycle travel will promote a healthy community and provide alternative forms of transportation.*

## 8. Signs

### 7.8.2.1 Commercial District

Up to one (1) free-standing sign shall be allowed per lot in the Commercial District. In the case of a lot containing more than two (2) businesses, each establishment shall be allowed one sign on its own premises, not to exceed sixteen (16) square feet in area. In addition, one (1) common entry sign shall be allowed per lot, not to exceed thirty two (32) square feet in area. A maximum of 3-4 business listings on an entry sign is recommended. When 3-4 entries is not sufficient, it is recommended that one sign with the overall complex name or destination be used not the street with individual locations identified on their building front.

All remaining standards in Section 11.7.8 Signs shall apply to the Commercial District.

## 9. Sustainability & Green Infrastructure

- a. Low Impact Development (LID) shall be incorporated into all development plans. Examples of LID include swales (rock swales, bioswales, or dry swales), riparian buffers, infiltration basins, raingardens, xeriscaping, vegetated screens or walls, tree coverage in parking lots, and pervious paving.
- b. Bio-retention areas in parking lots and on development sites are encouraged to treat stormwater runoff in a natural manner.
- c. Design techniques that stabilize slopes, provide low maintenance alternatives to lawn areas, reduce erosion and runoff shall be utilized.
- d. New construction shall incorporate materials and products that support healthy indoor air quality.
- e. New construction shall maximize natural light.
- f. New construction shall minimize noise pollution and promote a quiet environment.
- g. The use of renewable energy options such as solar, wind, and geothermal are encouraged in the Commercial District as a way to promote a sustainable and healthy environment. All energy projects shall meet the setback requirements for the district and utility lines shall be placed underground. Appropriate and effective screening of the project and any related infrastructure shall be proposed and reviewed as a part of the permitting process.

## 10. Natural Resources

- a. High priority should be given to preserving areas of existing woodland vegetation, including clusters of understory and groundcover vegetation.

- b. Vegetative stabilization techniques and/or retention methods using natural materials for slope retention are encouraged throughout the Commercial District, and required in areas adjacent to the river corridor.

## 11. Scenic & Rural Quality

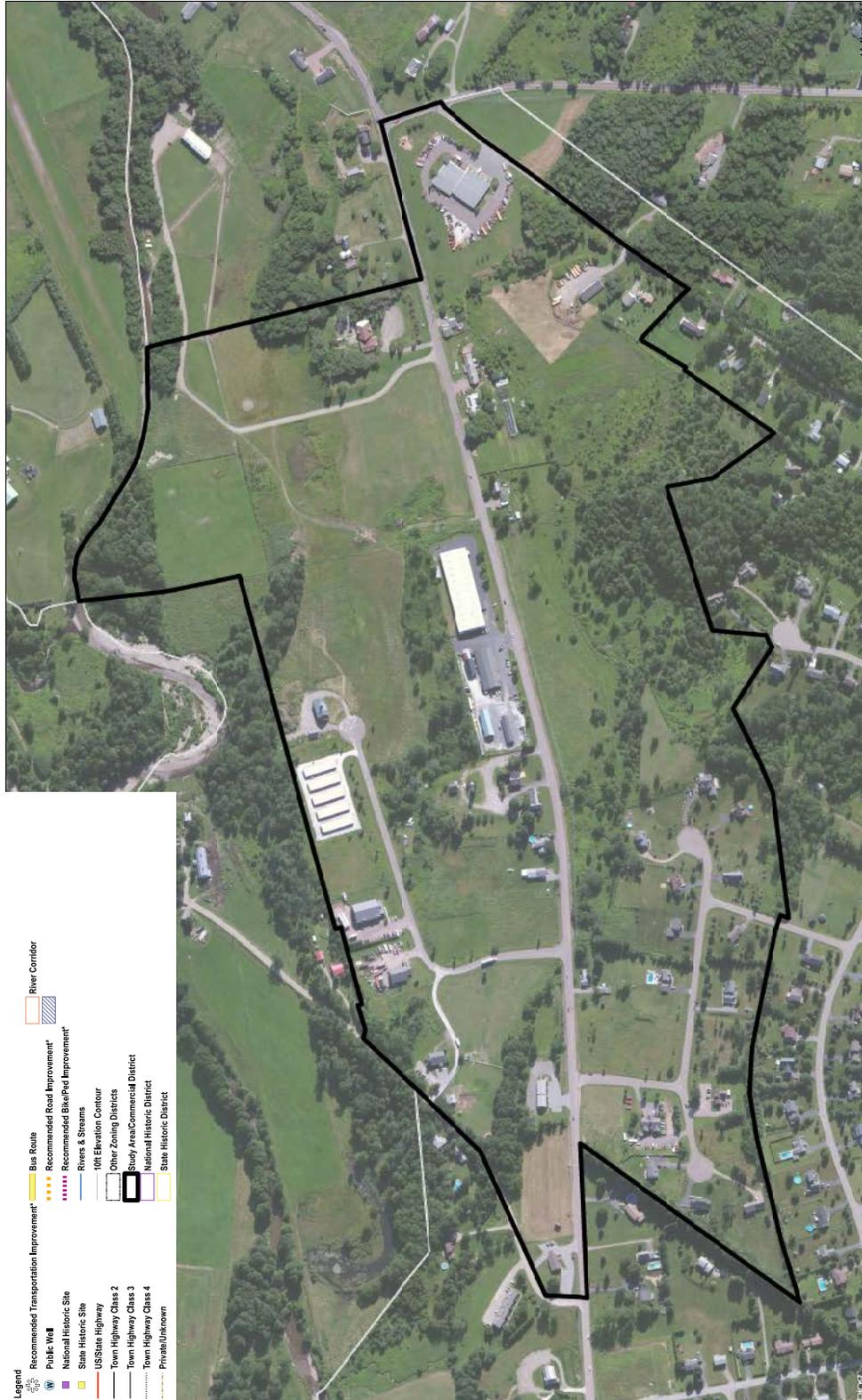
- a. All new utility lines shall be placed underground.
- b. Where feasible, existing vegetation along the Route 15 shall be preserved during any new construction or demolition of existing buildings.
- c. Two or more story buildings shall be designed to create an attractive skyline and shall not include blank walls oriented toward the street or Route 15. Typical Vermont vernacular and architectural features such as gable, gambrel and sloped roofs, spires, cupolas, clerestory windows, weathervanes, and similar architectural features are welcome additions on rooflines in the district.

## 12. Community Spaces

- a. As a condition to the approval of any development plan in the Commercial District, and in an effort to promote a vibrant Commercial District and healthy community, the Development Review Board may require that up to 10% of the areas on the plat be dedicated for the purpose of a public space. The public space may be an extension of the business or may be used to promote products and services, but shall primarily serve as an area that facilitates social engagement or recreation and will provide a benefit to the community or to workers in the district. This may include the implementation of public art, developing recreational opportunities, improving access to the outdoors, creating community gardens, developing trails or links to existing networks, installing interpretive signage, or providing appropriate access to Brown's River.
- b. The Development Review Board may require dedication of recreation land to the Town, or another non-profit association, or other means to ensure the long-term ownership and maintenance of the land. The Development Review Board shall consider the following in determining whether such recreation area is important.
  - i. The size of the proposed development and the resulting area proposed for outdoor recreation purposes,
  - ii. The physical suitability of the site for recreational use,
  - iii. Whether use of the applicant's land for such purposed would conform with the Jericho Comprehensive Town Plan and the Chittenden County Open Space Plan, and
  - iv. The site's proximity to other recreation land.

- c. Upon approval from the Selectboard, if a suitable public space, park, playground, or outdoor recreation site is provided, the Development Review Board may exempt the applicant from payment of municipal impact fees relation to recreation and open space.

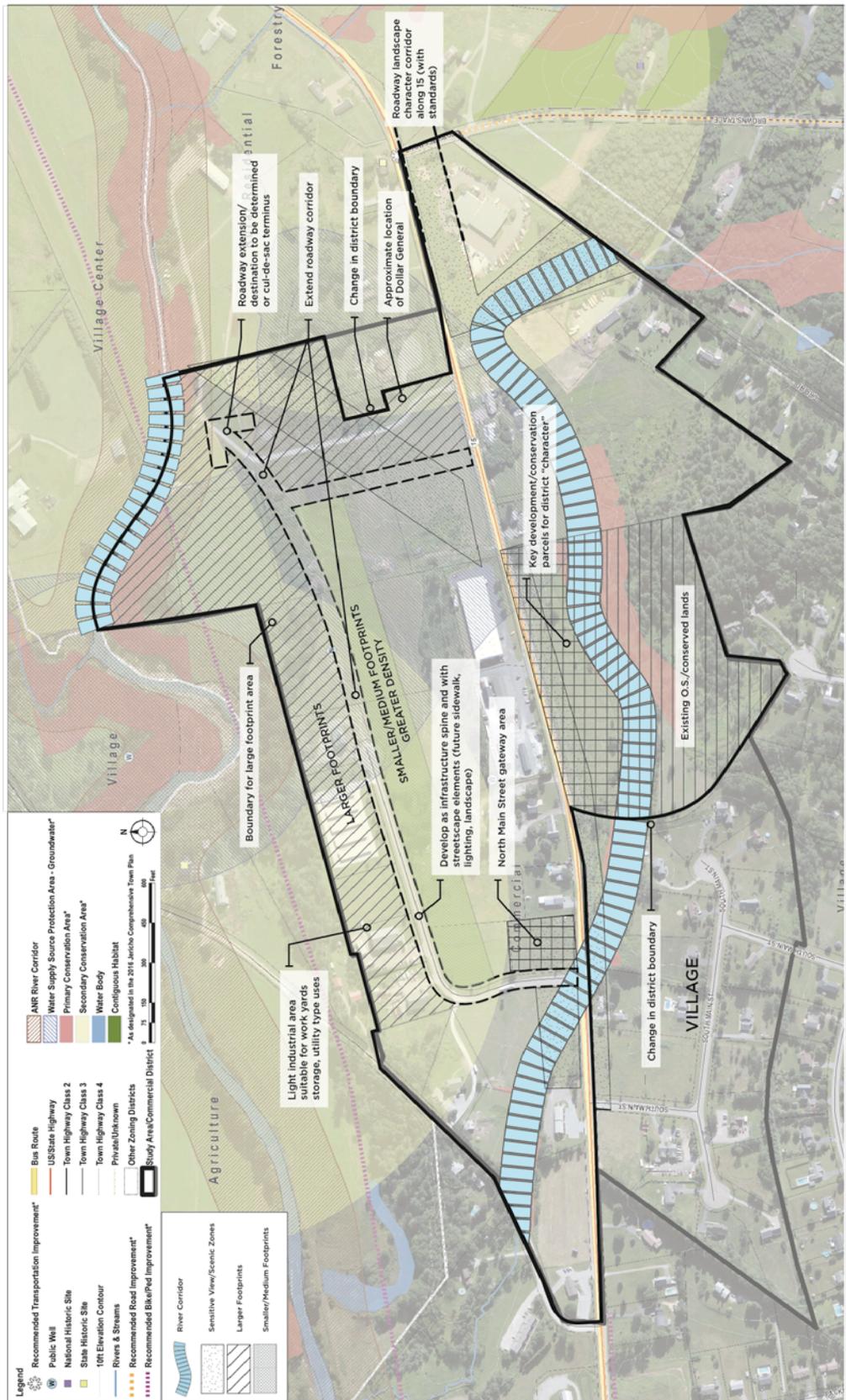
# APPENDIX | Base Map



JERICHO COMMERCIAL DISTRICT

## APPENDIX | Planning & Development Framework

The Framework on the following page provides a planning basis for future development and review of development proposals. The plan provides a framework that looks to the further of the district and how it should be developed with regard to scale, land uses and conservation. The Sensitive View/Scenic Zone designation implies a more careful and considered approach to these locations to ensure that scenic values and landscape character is maintained, if not enhanced.



GENERAL NOTES:  
 1. Secondary conservation area designation need to be addresses  
 2. Bike/pedestrian alignment to be determined  
 3. No new residential uses in the Commercial District.  
 4. No new accesses to be granted along the North Side of Route 15.

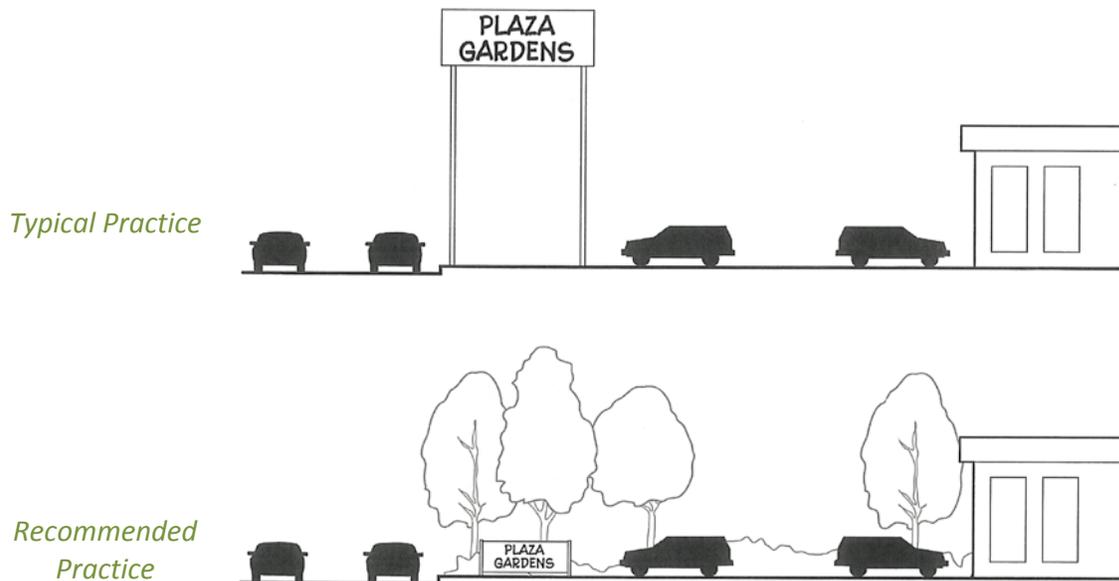
Jericho Commercial District  
**Planning & Development Framework - REVISION 1**

8.29.2016

## APPENDIX | Illustrations

Here are a range of illustrations related to different topic areas and considerations that have emerged from public and Planning Commission discussion and review. They represent a point of departure only; they can be modified for specificity to the district and additional illustrations (budget permitting) can be developed for specific standards and guidelines.

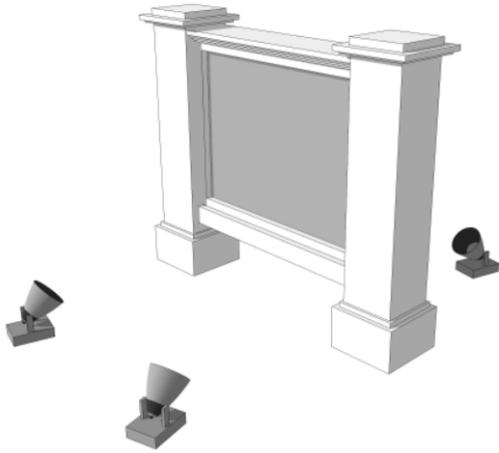
### SIGNAGE



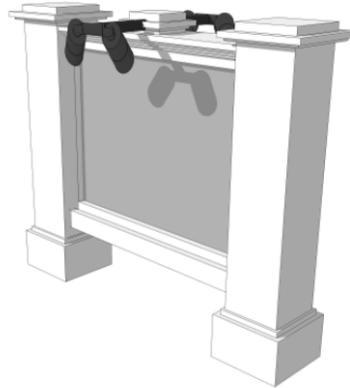
Signs shall be appropriately sized and legible. A sign that is well placed in the landscape will enhance a building site and maintain town character.



It is recommended that signage incorporate high contrasting colors for use on sign messaging, graphics, and background. Typically light colored messaging on a dark background will result in higher contrast and legibility.



*Not Recommended*

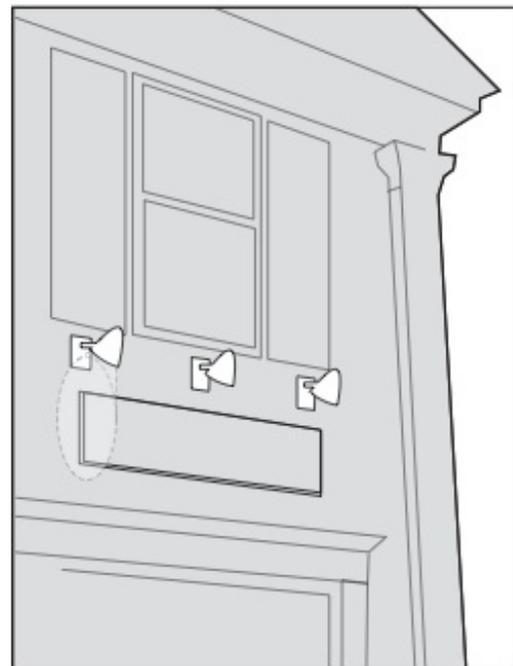


*Recommended Practice*

Proper placement of sign lighting can avoid light spill, reflectivity and glare. Ground mounted spotlights are an example of lighting that can result in light spill or glare, while shielded, top mounted lighting can prevent it.

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Produced light is directed at building rather than into road or neighboring properties. Fixtures are of an appropriate style, and do not detract or distract from the overall façade or streetscape.



## SITE DESIGN & DEVELOPMENT

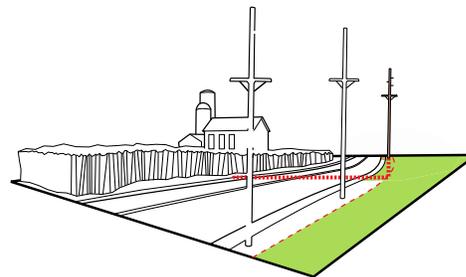
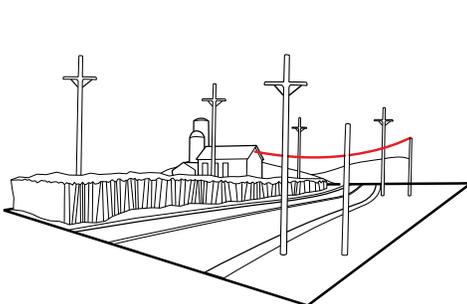
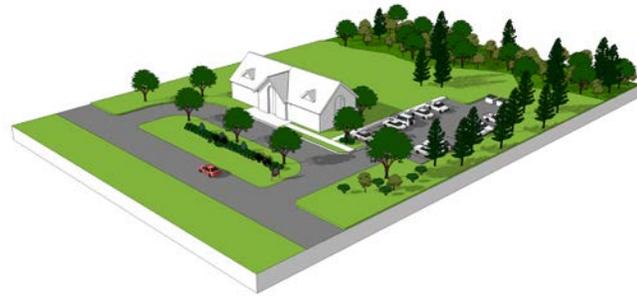
New development, infill projects, or redevelopment projects on existing sites and contiguous properties can incorporate SmartGrowth principles by sharing a curb cut for common access and clustering the individual buildings.



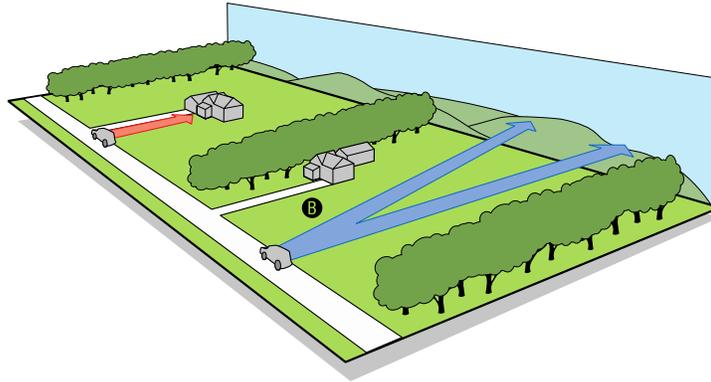
The most desirable location for parking is behind the building – it addresses the desire to move away from a continuous parking lot condition along the frontage of the road with consequent negative aesthetic resulting from a “sea of cars”.



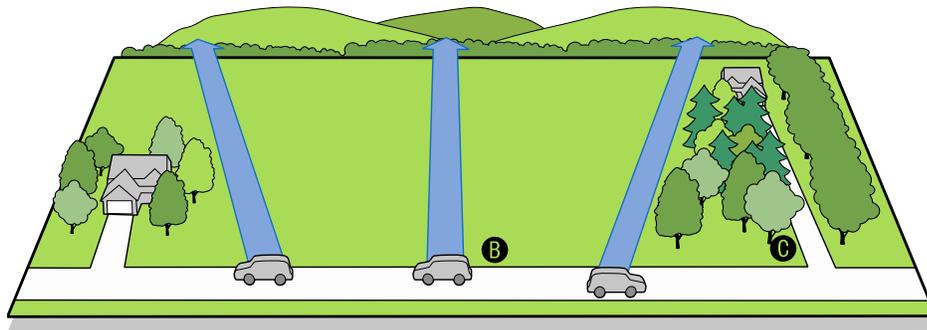
One option for parking is to place the parking area to the side of the building complex, with the parking area kept behind the building’s front façade. For businesses that require or desire direct access to the building entry with a drop-off option, this site design will work well.



As the corridor and district develops, utility infrastructure will as well. Working with property owners and developers, as well as the utility providers to underground service, co-locate lines, and reduce visual clutter will be an important consideration.



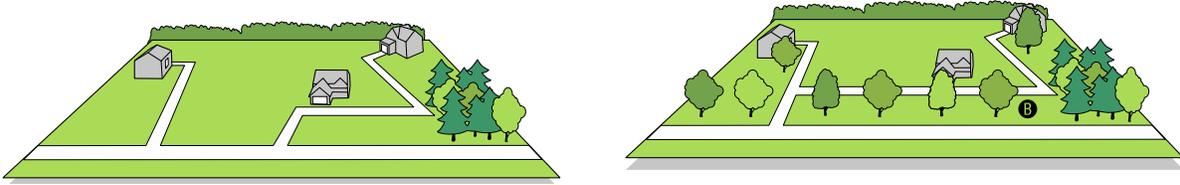
Buildings are often sited in the middle of the open space which (A) blocks views of the distant panorama, leaves the open space less desirable for future use (agricultural) and draws attention to the development. Siting roads and buildings along hedgerow (B) keeps meadow and views open; takes advantage of the shading and windbreak capabilities of the vegetation.



Existing or proposed homes (A) can be sited to maintain the view, even help frame it. It is desirable to extend open views along the road for as long as possible (B). Screen and buffer plantings can also hide an existing structure and access road (C) while directing the view to the distant panorama.

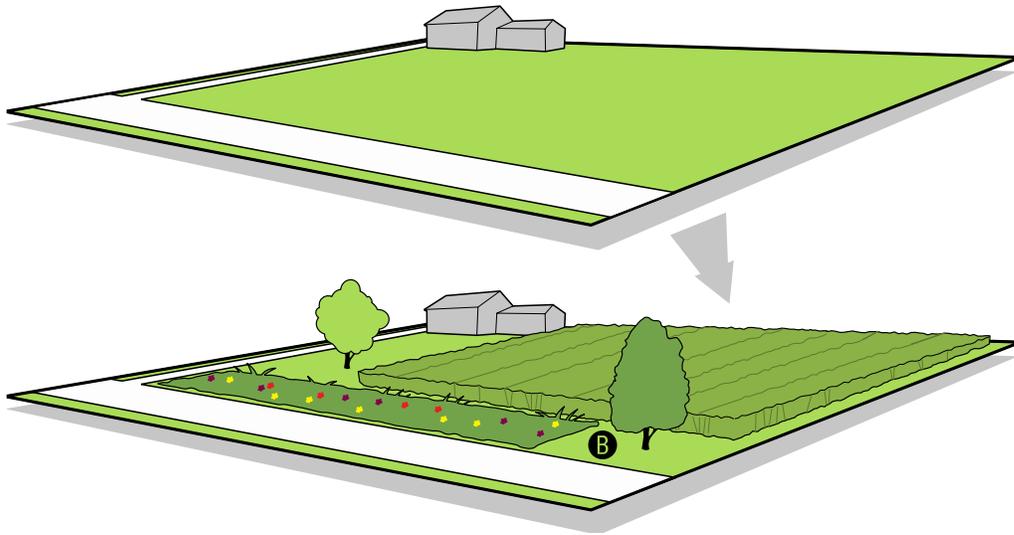
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## STREETSCAPE & LANDSCAPE



Continuous roadside tree plantings (B) link/buffer disparate structures on an open lot, provide shade and an aesthetically pleasing landscape. Buildings scattered within a large open lot (A) undermine the integrity of that open space and create a sense of unplanned clutter.

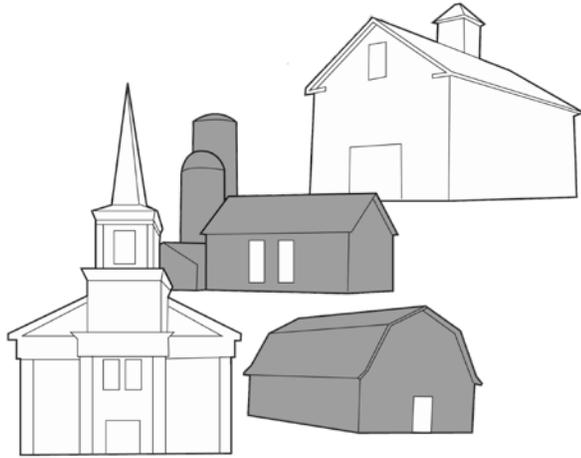
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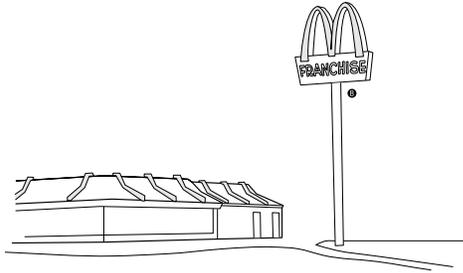
Limiting lawn areas (B) along the highway reduces stormwater runoff and avoids a suburban “look.” Lawn alternatives include wildflowers, forage and hay crops, and numerous low ground covers such as vetch, ornamental grasses and native evergreens (lowbush bluegrass, dogwood, etc). Expansive lawns can negatively accentuate the visual impact of housing and other structures isolated in large areas.

## ARCHITECTURE

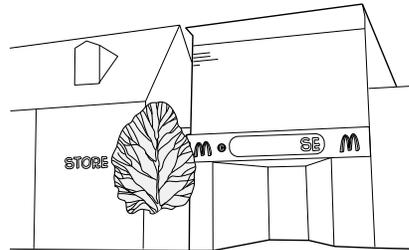
Some existing architectural elements in the district and the town provide a reference for new building design and architecture in the future.



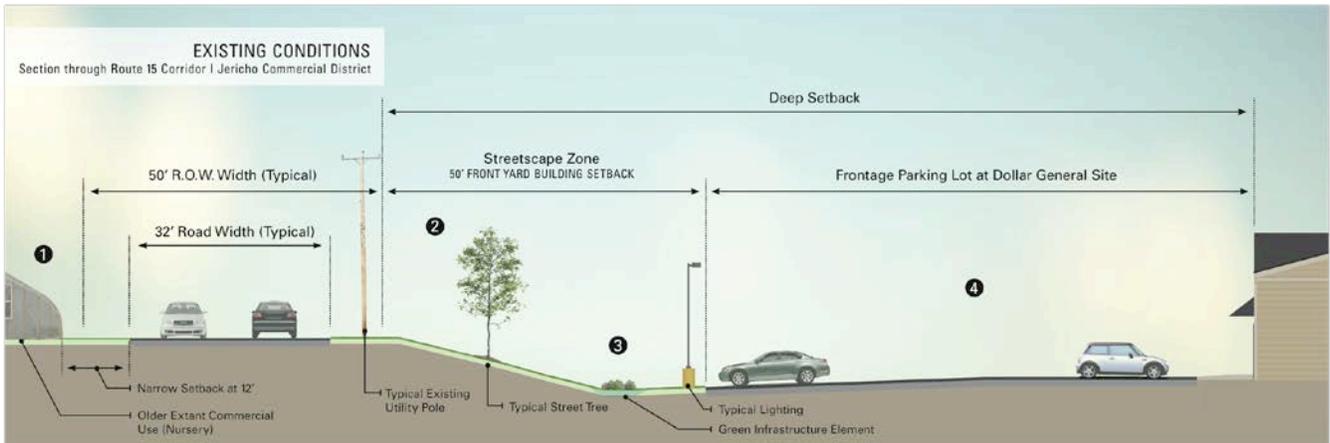
*Typical Practice*



*Recommended Practice*



Typical franchises have a style that is out of context with the surrounding area. Materials and details that are compatible with nearby buildings can be used to allow chain stores or franchises to blend in.



### Existing Conditions

Section through Route 15 Corridor | Jericho Commercial District

1. Existing buildings can provide a basis for new development to replicate corresponding setbacks and footprints in their vicinity.
2. This portion of the corridor which includes both the ROW and the setback areas is a critical location to assess, with future development the maintenance of long distance views to the Green Mountains as well as visual and physical open space which is a contributing factor to the desired District character.
3. More intensive Green Infrastructure treatments in this area may reduce the need for structural stormwater treatment and large detention ponds. Streetscape landscaping can be implemented here, but regular patterns of tree plantings can and perhaps should be interspersed with the maintenance of existing viable and contributing landscape elements or new clustered or mass plantings.
4. Large frontage lots might be able to accept infill buildings in the future to reduce the strip development effect and extensive paved areas along the streetscape. Parking will be required to be located to the side or rear of future buildings in development proposals.

# APPENDIX | Project Notes 1



**LandWorks**  
 Landscape Architecture  
 Planning  
 Graphic Design  
 228 Maple St., Suite 32  
 Middlebury, VT 05753  
 phone: 802.388.3011  
 fax: 802.388.1960  
 info@landworksvt.com  
 www.landworksvt.com

## Memo

To: Jericho Planning Commission	Date: 4/5/16
Company: Town of Jericho	No. of Pages:
From: David Raphael, LandWorks	
Re: Jericho Commercial District	

attachment/enclosure

Project Notes #1: Preliminary Questions and Initial Observations

### Preliminary Questions

- 1) What would a proposed scenic overlay protect? What does the Planning Commission consider to be most scenic about the Commercial District?
- 2) Is the sign ordinance appropriate and effective for this district?
- 3) Are there incentives or a framework in place to promote appropriate structures?
- 4) What does the Planning Commission consider to be the key takeaways from the Riverside Character Based Code project? How are the regulations expected to impact the neighboring Commercial District?

### Initial Observations

- 1) There is a need to identify a vision for the Commercial District that reflects and connects to the surrounding villages and complements their uses, goals and character. Some refinement of district boundaries might be a consideration.
- 2) What are the best uses for this district? The town needs to consider and identify what the widest and most suitable uses are this one district where a range of commercial and even light industrial development might be suitable. Traffic and land development considerations are to be balanced with the possible benefits of tax revenues, local employment, and access to goods and services.
- 3) Vehicular access is an issue in the district but there are good options for improvements. The current single lot/single use linear highway development pattern can be addressed via a variety of land planning and circulation tools and initiatives. Developing some "depth" to the district beyond just the linear development pattern is a consideration. Traffic numbers (and patterns) represent a challenge as well as an opportunity.
- 4) The Commercial District contains a number of parcels that could be developed to promote increased commercial enterprise. More efficient and/or intensive use of



Copies to: \_\_\_\_\_

**Memo (continued)**

parcels for mixed or multiple uses is a consideration here.

5) The Commercial District contains a number of barns that provide nice models for desirable architectural elements. There are some historic structures and larger buildings (i.e. the warehouse) that could be (or have been) converted in an amenable fashion for the betterment of the district visually and functionally.

6) A scenic overlay may or may not be the appropriate zoning tool to protect the visual quality of the district. There are a number of components that contribute to the scenery (Mount Mansfield, existing vegetation, topography, and architectural elements) and the project should consider all of these elements when defining the visual experience of the district.



## APPENDIX | Project Notes 2

### LandWorks

Landscape Architecture

Planning

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### Memo

DRAFT FOR REVIEW

To: Katherine Sonnick & Jericho Planning Commission Date: June 2, 2016

Company: Town of Jericho

No. of Pages: 20

From: David Raphael, LandWorks

Re: Jericho Commercial District Project

attachment/enclosure

Project Notes #2: Outcomes & Feedback from Public Workshop #1 and Questionnaire; Summary of Zoning Uses; and Discussion Items for 2nd Work Session with the Planning Commission

#### 1. Workshop Summary Narrative

The Town of Jericho Planning Commission held a public workshop on May 11, 2016 to gather comments, ideas, and concerns relative to the town's Commercial District. The workshop was held at the warehouse adjacent to the Ace Hardware on Route 15 and was very well attended – almost 50 people showed up to participate. Additionally, the Town received comments by email from a few residents that were not able to attend the event.

The evening started with a summary overview of the Commercial District by the project consultant who reviewed the geography, character, natural resources, existing uses and conditions, parking, access, architecture and the built environment of the area. Immediately following this was a 'District Drive with the Town's Planners' with stops at Raceway Road, N. Main Street, Orr Road, Dollar General and Mountain High Pizza Pie. After the District Drive, participants returned to the warehouse for the workshop which included a powerpoint presentation and group work sessions. The groups discussed the following questions:

1) *Should the district be primarily commercial or mixed use (residential, commercial, institutional, conservation)?*

- o What uses should be permitted uses?*
- o What uses should be conditional uses?*
- o What uses should be prohibited uses?*

2) *Should the district be something else entirely? (i.e. rural or medium density residential, with site plan approval for projects meeting certain standards, a conservation district to separate the 2 village centers, etc.?)*

3) *What is your vision for the District's future?*

- o Stay the same (it's working OK and it should evolve on its own)*



Copies to:

**Memo (continued)**

*o Stay the same but with new standards to support alternative design and site development patterns such as 1) shared access and parking, 2) planned developments with internal parking and 3) site development not all aligned along the corridor.*

*o Support mixed uses (allow for light industrial, retail, office, institutional of a certain scale and design.*

*o Discourage or eliminate single lot/ single family residences (to encourage more density and different housing types within the district)*

*4) Is increased residential development a good fit here? Should uses not be specified and the district organized around how developments are designed and laid out in terms of site plan, scale and architecture?*

*5) How important is the scenery and views to your experience of the district? How important do you think it is to visitors?*

*6) Are there any particular vantage points, landmarks or view corridors that are worth preserving or maintaining?*

The following is a summary of the comments, feedback and responses that developed from the workshop. The responses are organized into seven main categories that highlight the primary issues and opportunities as set forth by the workshop participants.

**Transportation:** The primary concern noted by the participants is the need to lower the speed limit in the district. There is a lot of interest in improving the walkability of the area and concern about conditions on Route 15. Participants noted issues with passing on right (especially at turn to Dollar General), people turning around in residential driveways and driving on lawn. Feedback on the location of a bike path is divided, some say on Route 15, other say on a path, although there was a concern that a bike path should not be in private back yards. Additionally, one participant noted that they like the vehicular approach to AutoSmith.

**Design Standards:** There were a number of topics and issues identified by participants that would generally fall under the category of design standards. These issues include: building height limit (no more than 3 stories); parking: (site-specific, shared lots, parking in back, not enough parking, careful consideration of location of parking lots); the importance of setbacks from road; the desire for developers to use energy efficient materials and sustainable construction in their projects; high regard for new construction that incorporates regional architectural styles and contributes the character of the district (including barn-like structures and no canopies), LID related topics including wastewater runoff (noting the desire for use of rain gardens and rain collection) and alternative



**Memo (continued)**

landscaping, incorporating or encouraging the use of alternative energy sources such as wind and solar. Zoning topics such as performance standards and incentives/requirements for landscaping and parking should also be considered to implement the districts standards.

**District Boundaries:** Comments related to the boundaries include "existing residential area on south side should be re-zoned to Village", "re-zone South Main to residential, "same district from village to village except agriculture after Clarks" and "Good to end at Brown's Trace for "view to mountains and distinct end to district".

**Development:** What type of development belongs in the Commercial District (and where it belongs) was the most talked about topic at the workshop. This topic can be further divided by Residential Uses, Business Uses and Location Related Comments.

- Residential Uses: Participants stated, "Affordable housing but no big apartment buildings", "no single-family residences in COM", "Residential homes create a negative impact here", Senior Housing, and "No residential here", "Affordable and senior housing desired", Housing Options.
- Business Uses: No restaurant drive-thrus, encourage development that promotes health & wellness of citizens (in food, wares, jobs, services, housing, etc), consider an integrated approach to rather than "strictly scaling development to "light industrial" and then a few miles away "commercial", zoning to favor the small, local producer (commercial kitchen, packaging facility, ag business incubator, solar farm, "green" business while integrating public spaces such as parks, trails, community gardens, skate parks, etc.), more services.

***"How about a bike/ski shop, a bakery, an Art Space for kids and adults?"***

- Location Related comments include: Concentrate on north side, clustered housing, future development is of Route 15.

**Infrastructure** is lacking in the Commercial District and one group mentioned the need to create a Master Plan to address these issues (3 phase power, water, roads and connections, public well is going away (???)). It was mentioned that Jericho East is putting water in and that Champlain Water should be brought to district. There is likely a need to build out over time with private/public partnerships.



**Memo (continued)**

**Financial:** The groups discussed a number of items related to potential financial impacts or opportunities including the possibility of creating a TIF district, concern about building a tax base, that the district would be expensive to develop, and also the need to create job opportunities in Jericho and concern about attracting young people. One noted simply, "don't stop growth".

**Scenic:** Most participants found views VITAL to district and some would like to see funds put aside for improving access and public use and/or protecting open space. There is a need to identify what is truly scenic and important to preserve. Also noted was the importance of open land and greenspaces that contribute the scenic qualities of the district.

*One participant stated that "we talk about protecting rural character but don't do anything about it".*



Workshop 1 Photos



Memo (continued)

Comments from Workshop 1

Notes - Comments - Mentions - Boiled Down	Group 1	Group 2	Group 3	Totals	Category
Infrastructure needed if goal is to SPUR development (water, roads)	1			2	3 Infrastructure
Extend N Main St for more development there	1	1		2	2 Infrastructure
Bike to amenities (on or adjacent to Rt 15)	1			1	2 Policy
Development has costs (contamination, services, fire protection), open land costs less	1			1	2 Policy
Lower speed limit for Rt 15			1	1	2 Policy
Master Plan for area				2	2 Policy
Consider tax impacts - build the base vs increase costs (fire, infrastructure)	1			1	1 Policy
Attract young people	1			1	1 Policy
Scenery & views are vital to this district	2	1		2	5 Rural/Green
Discontinue (commercial or residential) development to retain countryside	2			2	2 Rural/Green
Keep development off Rt 15	1	1		2	2 Rural/Green
Cluster development to preserve open space		2		2	2 Rural/Green
Buffers and Setbacks on Rt 15 to increase green		1		1	2 Rural/Green
Do not develop past Browns Trace, keep view open		1		1	2 Rural/Green
Public purchase land to preserve essential open space/views	1			1	1 Rural/Green
Protect rural character, do it, not just say it	1			1	1 Rural/Green
Foliage on Rt 15				1	1 Rural/Green
Design standards, fits character	1	1		2	4 Standards
Walkability		2		1	3 Standards
Specific enough to be effective	1	1		2	2 Standards
Energy efficient buildings	1			1	2 Standards
No tall buildings	1	1		2	2 Standards
Limit building size	1	1		2	2 Standards
Parking regulated (not in back, shared, and/or not dominating, site specific)	1	1		2	2 Standards
Balance control & flexibility re: design	1			1	1 Standards
Autosmith building (original) is attractive - good role model	1			1	1 Standards
No big apartment buildings	1			1	1 Standards
Don't limit building size	1			1	1 Standards
Regulate lighting & landscaping	1			1	1 Standards
Commercial only	2	1		2	5 Use
Zone south side to residential (not commercial)		2		1	3 Use
Affordable housing would be nice	1	1		2	2 Use
Commercial vs. Industrial - what are we talking about?				1	1 Use
Drive thru - not for restaurants			1		1 Use
No Walmart	1				1 Use
Local employment options would be nice	1				1 Use
Professional Services, medical (no trucks?)	1				1 Use
Senior housing would be nice			1		1 Use
Mixed use in district ok (residential & business)		1			1 Use

Workshop Conclusion

Jericho has a unique situation in that the scenic qualities, views, and existing character are some of the most important considerations in the Commercial District. This provides an opportunity to implement and develop forward-thinking standards that preserve these qualities while concurrently promoting uses typical of a commercial area.

One question that remains, and was not clearly established from the workshop takeaways, was the public's desire for a mixed use district (and what type of residential options that might include) versus a typical commercial district.



**Memo (continued)****2. Summary of Questionnaire Responses**

In an effort to strengthen the public process and to collect additional comments a questionnaire/survey was developed as a leave-behind at the workshop. The questionnaire was posted online as a Google survey and feedback was collected for a period of almost 2 weeks (from May 11th to May 27th). The online survey received 72 responses and there were 2 hard copies returned to the Town Office. A summary of the questions and responses is below (organized by number of responses, high to low):

**1) Should the district be primarily commercial or mixed use (i.e. mix of residential, commercial, institutional, conservation)?**

- (41) Mixed use
- (11) Commercial
- (9) Conservation

Comments include:

- *Mixed use but no giant condo or apartment buildings.*
- *Mixed use mainly conservation, power grid supply (solar), food hub.*
- *Primarily light mix leaning toward conserving & small local business & "green" housing.*
- *Why do we need a commercial district? I don't think typical commercial use comports with the town plan goals.*
- *Residential and conservation.*
- *Commercial should take priority in the district.*
- *If it has to be developed make it small mix with lots of land saved.*

***If Rt 15 becomes a designated big rig/commercial corridor then mix use; otherwise strictly conserve land.***

**a) What uses should be permitted uses?**

- (13) Conservation
- (12) Commercial
- (9) Recreation, Retail, Doctors/ Lawyers/ Professional Services
- (8) Residential (also Co-housing, Eco-housing)
- (6) Food Processing
- (5) Residential, Restaurants, Institutional
- (4) Affordable Housing
- (3) Low Density Housing, Industrial, Light, Factory or Manufacturing
- (2) Solar, Warehouses, Waste water treatment facility
- (1) Small Business, Vehicle Sales, Permaculture, Home Based Business, Wildlife



**Memo (continued)**

Pathways, Start up Space, Art, Wind, Grocery Store, Equipment Vendors, Town Garage, Sawmill, Lumber Yard

Comments include:

- *Things we actually need: more affordable housing, child care, etc. Things to entice more families and children to move to Jericho.*
- *Permitted uses should be fit in with the rural nature of the town. No box stores, no hazardous waste. Has the town considered an ordinance to disallow any establishment with more than 10 outlets, they do this in other states to limit box store, dollar store type development?*
- *What about a recreational facility... An ice rink would be ideal!*

**b) What uses should be conditional uses? (Conditional uses are those that can be approved with certain relevant or appropriate conditions attached to the approval.)**

(7) None

(6) Industrial

(5) Commercial

(4) Large Multi-Family Dwellings, High-Density Residential, Retail

(3) Residential

(2) Restaurant, Sustainable Agriculture

(1) All Uses, Quick Food Businesses, Hazardous Materials, Solar, Wind, Gas Station/ Service Station, Auto Repair, Manufacturing, Schools, Meat Processing, Trucking, Malls, Bus/ Taxi Terminal, Parking Garage, Institutional, Chain Business

Comments include:

- *Light commercial should be allowed on the condition that delivery hours/ hours of operation do not negatively affect residents. Further, there should be a condition that the development rely on green building practices as well as sustainable energy sources.*
- *I say reduce regulatory influence and process in the commercial area.*
- *I'd want to know that any business has a good plan for waste management, hazardous materials. Can we do that?*

**c) What uses should be prohibited uses?**

(11) Industrial (includes heavy or major industry) and Chain Stores, Markets, or Restaurants

(6) Shopping Center/ Mall (includes strip mall)

(5) Large Retail

(4) Loud or Nuisance Business; Condos, townhouses, apartment complexes; Gas Stations

(3) Heavy Trucking; Slaughter House; None



**Memo (continued)**

(2) Correctional, Prisons; Storage Units; Factory operating 2nd & 3rd shift; Adult stores or head shops; Garbage dumps, Landfill; Warehouses

(1) Two-Story Building; Anything creating pollution; Chemical Waste Storage Government Buildings; Military; Rental; Big Parking Lots; Any construction; Mono-culture, GMO Farming; Development; Anything unfriendly to the environment; Car Dealers; Large Parking Lots; Residential; Restaurant/ Cafe; Zoos; Pig Farms; Religious; Town facilities; Commercial; Very very little; Non-local companies; Gun shops; Bars without restaurants; Nightclubs; Large movie theatre; Heavy manufacturing

Comments include:

- *None, encourage business*
- *Businesses should not be stand-alone, this is a waste of space*
- *Anything that detracts from quality of life, health, and community-like big box stores and single home suburbs. Industries that require large trucking should be prohibited due to traffic and noise. Avoid Williston like development.*

**d) Should there be changes to the current listing of uses (permitted or conditional) ? (see the Land Use and Development Regulations)**

- (10) Yes  
 (5) No more chain stores  
 (5) Not sure/don't know  
 (2) No

Comments include:

- *Please keep some open spaces for horseback riding.*
- *Less regulations in all areas by government*
- *I think that we can afford to remove the no-drive through rules.*
- *Yes, we need to be more thorough and careful when considering large scale developments.*
- *Town really needs to address the traffic issues throughout town before re-writing zoning on one area. Any development will bring more cars - while traffic patterns on smaller roads are too fast and too many big rigs. Maybe a truck route only on major highways?*

***Development should take place in the already "developed" areas rather than scattering businesses along a road front.***

**e) Other?**

- *Please, please no box stores, no single use buildings. Please preserve open, green spaces and create more spaces for the community to walk, bike etc. Also the traffic and speeding needs to be addressed before any development happens. The increase in big trucks will continue to affect quality of life for all*



**Memo (continued)**

*the roads and residents.*

- *Please address and remedy high traffic throughout town.*
- *Any plan must value paths and side walks and parks for bikers and pedestrians.*
- *More recreation please*
- *Connect the town with bike lanes and side walks*
- *Traffic control & calming*
- *Big rig and commercial trucking traffic needs to be addressed before any development. The town is too busy already with speeding vehicles.*
- *More commercial*
- *There is too much big traffic on all roads. If there is a commercial district then Rt 15 should be a designated road for the large trucks.*
- *I'm less concerned about uses (in general) than I am in the aesthetic. The Form Based Code as created for the Riverside area is perfect.*
- *Let the market place decide.*
- *Would welcome renewable energy work (eg solar farm) in the district.*
- *Don't fill the space with businesses. Save that for the village centers.*
- *Truck route on major road ways only to reduce traffic impact on smaller roads through out town - like skunk hollow, barber farm, gov peck etc.*
- *All consideration should be given to retaining rural natural characteristics. No more dollar generals. Ugh.*
- *Please widen the roads (skunk hollow & 15) a turning lane on 15 would be great*

**2) Should the district be something else entirely? (i.e. rural or medium density residential, with site plan approval for projects meeting certain standards, a conservation district to separate the 2 village centers, etc.?)**

(13) No

(11) Conservation

(2) Rural

(3) Rural Residential

(1) Affordable housing, Green space and recreation, Open space, Re-forested, Recreation

Comments include:

- *Rural, separating the two centers would be nice*
- *Proximity to route 15 is the primary reason to treat this differently. People need jobs, it would be great if they were in town.*
- *We need more services. Helps the tax base. Provides more entry level jobs for young people*
- *Conservation District - YES! How about an intervalle-like property that is an incubator for agriculture?*
- *Commercial; however, no polluting manufacturers.*
- *Encourage growth*

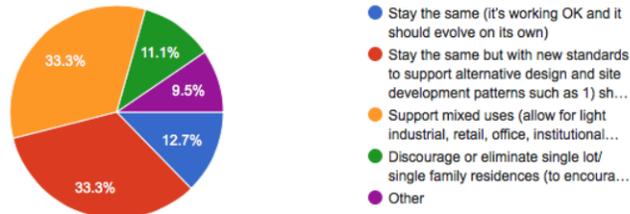


**Memo (continued)**

- *Keep it rural and open land. If there is going to be development include paths, parks, and places to gather*
- *I think some of the land should be conserved. Especially the field across from Jerihill, and the field past Clarks, with the view of the Mt.*
- *I would LOVE to see a pedestrian/bike corridor between Jericho Elementary/JCaT and Underhill Central schools, and a good bike lane from Clarke's Truck stop, all the way down Browns Trace, past MMU and to the village center, so that biking, walking, running and strolling can be safe. I would like to be able to walk from Autosmith to the DRML library, or even walk from Jericho East to UID/DRML/BRMS without taking my life into my own hands, crossing that 50 mph bridge. We must keep sight of the fact that the town is made up of people, and should serve the people, whether they are driving, biking, or walking. Safe routes to schools, libraries, retailers, restaurants, etc. are essential. This will also allow teenagers and others to get to jobs without a car, and will benefit us all.*

**3) What is your vision for the District's future? (Please mark your selection below)**

(63 responses)



**4) Can you name an area that describes your vision, such as Hinesburg, Essex or South Burlington?**

- (15) Hinesburg
- (9) Richmond
- (5) Waitsfield
- (3) Bristol
- (2) Jeffersonville
- (2) Woodstock
- (1) Milton TIF, Hannaford Plaza (New North End), Lang Farm (Essex), Williston rd between Kennedy Drive in South Burlington and Route 2 in Williston, Williston of Zephyr Drive, Colchester corner of Kellogg Road, where McGillicuddy's is. Shelburne Village, Middlebury, Windsor, Europe, Vergennes, Fairfax

**Comments include:**

- *We shouldn't try to copy anyone*
- *Definitely not South Burlington or Essex as the character of each has dramatically changed the character of each removing the "neighborhood" and focusing on commercial growth*



**Memo (continued)**

- *Consult with Preservation Vermont on development grants to avoid sprawl and retain character.*
- *It should be similar to the industrial districts along Williston Rd in South Burlington and Williston.*
- *Emphasis should be RURAL and within the culture of Vermont - not New Jersey.*

**5) Is increased residential development a good fit here? Should uses not be specified and the district organized around how developments are designed and laid out in terms of site plan, scale and architecture; and how they “perform” in terms of traffic, environmental and of site impacts.**

- (11) Yes
- (8) No
- (4) Possibly
- (3) Uses should definitely be specified
- (2) Don't specify uses, No more residential development
- (1) Only in high density form, Only if its sustainable co-housing, Only if it includes green space, Only if mixed use, No condos or subdivisions, Value thoughtful development

## Comments include:

- *Residential is a problem because it may not be compatible with industry. Other than that, a form based code could work.*
- *Yes, more affordable housing, please! We have bus service now; so Jericho is not as isolated.*
- *Homes are always good. Avoid condos, townhouses or apartment complexes as these will deteriorate over time and negatively affect the esthetics of the area.*
- *No more residential.*
- *Main focus should be zero impact on the environment, site plan and architecture are important as well. Buildings like autosmith (barn like) are good for the look of things, furthermore they should be aligned towards the sun and designed and built to take advantage of passive solar energies.*
- *We already have three village centers why are we adding more development outside these areas?*
- *Rt. 15 can not handle any large scale development. Open space protection paramount. Once you lose it, it's gone for good.*

**6) How important is the scenery and views to your experience of the district? How important do you think it is to visitors?**

- (49) Extremely/ Very Important
- (8) Important
- (3) Not Important
- (1) Somewhat Important



**Memo (continued)**

Comments include:

- *Visitors like looking at leaves and mountains, they buy knickknacks and experiences but don't live here, we should encourage business development to balance our tourism heavy economy. The view should be considered when development occurs but should not stand in the way of a good project.*
- *Loaded question. Visitors don't come to Jericho for our views or scenery. Commercial is key for both visitors and the town.*
- *The real "view" in that stretch is of Mount Mansfield from the road.*
- *Very important. Jericho isn't S. Burlington. It should be designed and used in such a way that provides opportunities for working locally without overly sacrificing the quiet and green space.*

**7) Are there any particular vantage points, landmarks or view corridors that are worth preserving or maintaining?**

- (14) All
- (12) Mt Mansfield
- (10) Waterways, green spaces, open spaces
- (8) Mills Riverside Park
- (6) The mountains
- (5) No
- (4) All of Route 15
- (3) Ag views
- (1) Access and view to the cemetery, All of North Main Street, Browns Trace to the bridge, Skylines, Church steeple between Ace and Dollar Store, Brown's Trace to River Road

Comments include:

- *If we are going to restrict development because of a view we should be compensated by the rest of the county for keeping it open, otherwise we should pursue a balanced growth plan that includes commercial and industrial development.*
- *Yes. it is hard to name them all. There is value to a hay field, a forested hill, etc.*
- *Perhaps the view of Mt mansfield by the Mills River Park, people stop there all the time to look at the mountain.*

***All of them. Please be mindful of our landscape. Fields and mountain views and skies. We don't need more light pollution.***



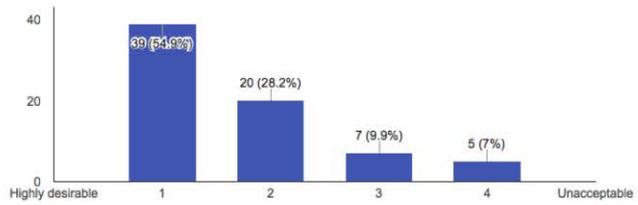
Memo (continued)

The rating scale for questions 8 -17 is as follows:

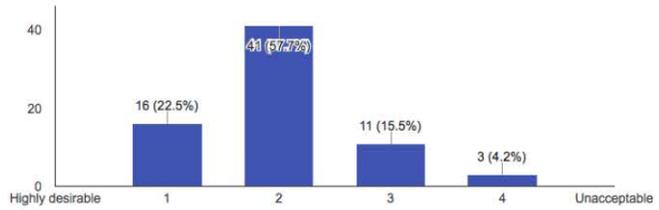
1 - Highly Desirable, 2 - Desirable, 3 - Acceptable, 4 - Unacceptable



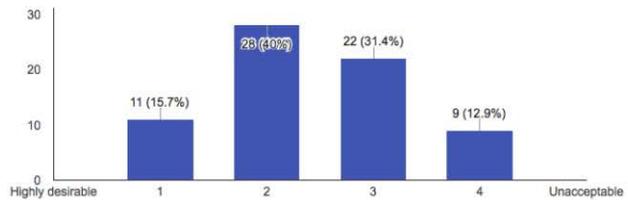
8) In terms of design and development patterns for the district, rate the following example of architecture and site development as:  
(71 responses)



9) In terms of design and development patterns for the district, rate the following architecture and site development as:  
(71 responses)



10) In terms of design and development patterns for the district, rate the following architecture and site development as:  
(70 responses)

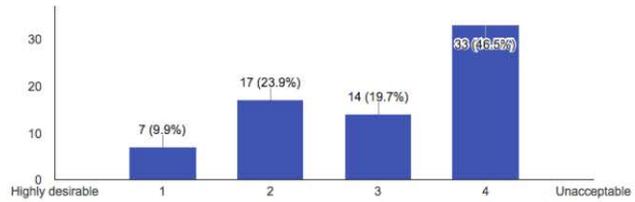


Memo (continued)



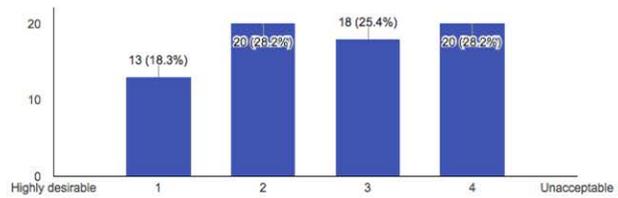
11) In terms of design and development patterns for the district, rate the following architecture and site development as:

(71 responses)



12) In terms of the sizes of buildings, would this building and its footprint size be:

(71 responses)

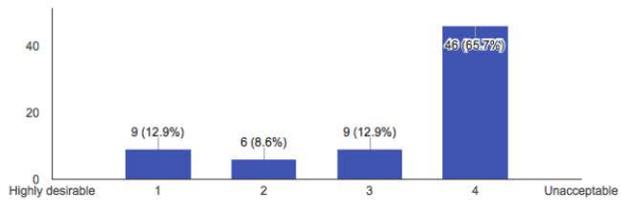


Commercial, approximately 9,600 sf



13) In terms of the sizes of buildings, would this building and its footprint size be:

(70 responses)



Grocery Store, approximately 44,000 sf



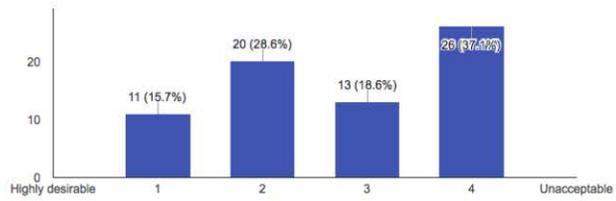
Memo (continued)



Drugstore, approximately 11,000 sf

14) In terms of the sizes of buildings, would this building and its footprint size be:

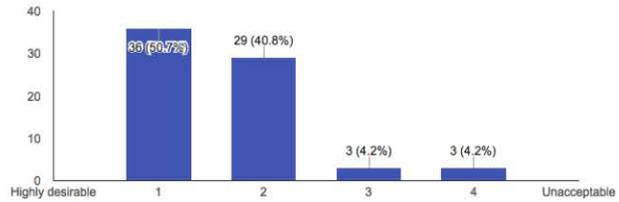
(70 responses)



Bank, approximately 1,600 sf

15) In terms of the sizes of buildings, would this building and its footprint size be:

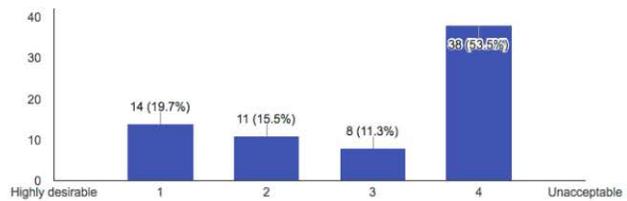
(71 responses)



Chain Restaurant, approximately 3,600 sf

16) In terms of the sizes of buildings, would this building and its footprint size be:

(71 responses)

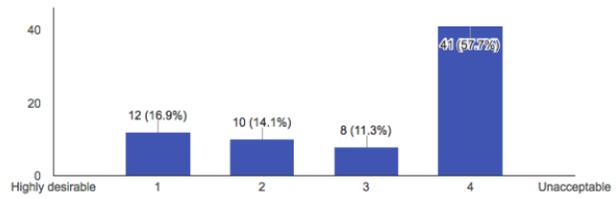


**Memo (continued)**



Mixed use development with stores and smaller grocery store, approximately 22,500 sf

17) In terms of the sizes of buildings, would this building and its footprint size be:  
(71 responses)



**Questionnaire/ Survey Conclusion**

The questionnaire/survey yields the conclusion that the majority of respondents would like to see the Commercial District incorporate a mix of uses. Again, there is a strong focus on the aesthetics of the district and a strongly expressed desire to protect open spaces and greenspaces, to encourage recreational opportunities and to promote businesses and environments that contribute to the health and wellbeing of Jericho's residents. Conservation should be a permitted use and is mentioned in a number of places throughout the survey, specifically and somewhat surprisingly, on Question #2 ("Should the district be something else entirely?") where the second highest response was conservation. Most respondents also agreed that heavy industrial uses, large shopping centers, large retail, apartment buildings should not be permitted in the district.

In terms of architectural styles and building footprints, the agricultural use (with associated buildings) was the most highly desired of the options presented for design and development patterns (with the barn-like Bisbee's Hardware building a close second. Respondents overwhelmingly voted against a large-scale grocery store (44,000 sf) with parking in front. A bank with a footprint of 1,600 sf was the most favored footprint size - although as one participant noted - this is something that they would like to see sited in one of Jericho's Village Centers instead.



Memo (continued)

### 3. Notes about Uses in VIL/ VCTR & COM

The following lists are summaries of the uses table for the Village, Village Center and Commercial Districts contained within the 2015 Land Use and Development Regulations. LandWorks reviewed the table to identify overlapping uses among the districts and to highlight uses that are specific to only the Commercial District.

#### Agriculture

- Ag is allowed throughout all districts
- Vet office (professional service) is conditional throughout these districts
- Same for stables
- Same for Garden Center accessory to farm

#### Residential

- Residential uses are (for the most part) Conditional in the COM.
- Senior Housing is not allowed in the COM.

#### Commercial

- Hotels/motels conditional in COM/VCTR
- Inns & B&Bs permitted throughout each of these districts.
- Retail uses permitted throughout but reviewed by size and type (General vs. Specialty Store). COM & VCTR are similarly zoned for this.
- Farmers Market permitted throughout these districts
- Small garden centers conditional or permitted throughout. Larger (>3,000 sf) Permitted in COM
- Gallery/Studio/Museum permitted in COM, conditional (or permitted) elsewhere
- Mobile home sales in COM ONLY
- Motor Vehicle sales in COM ONLY
- Fuel sales in COM ONLY
- Financial Institutions in COM/VCTR
- Restaurants in COM/VCTR
- Catering throughout districts
- Personal/Professional Service primarily in COM & VCTR. Again based on size and type (Type 1 or Type 2)
- Motor vehicle repair and Car Wash Conditional in COM/VCTR
- General recreation is Conditional throughout districts
- Passive allowed throughout these districts
- Gymnasium Permitted in COM & VCTR. Conditional in VIL



**Memo (continued)****Industrial**

- All manufacturing (Heavy, Light, Research & Development, Wholesale or Warehousing, Contractor Yard) and Junk Yards are Conditional in COM.
- Light manufacturing and Research & Development also conditional in VCTR

**Institutional**

- Daycare permitted throughout
- Schools are Conditional in COM and VIL. Permitted in VCTR
- Hospice is Conditional in COM.
- Same for Nursing Home Facility and Club (these uses are throughout the districts)
- Dormitory/Hostel Permitted throughout

**Accessory Structures and Uses** – Permitted or Allowed throughout the districts

**OVERLAPPING USES ( but not necessarily the same permitting process i.e. Allowed/ Conditional/ Permitted):**

- 1) Agriculture (including veterinary office, stable, garden center accessory to farm)
- 2) Residential
- 3) Inns & B&Bs
- 4) Retail
- 5) Farmer's Market & Small Garden Center
- 6) Small (<3,000 sf) Gallery, Studio, Museum
- 7) Catering
- 8) General and passive recreation
- 9) Daycare
- 10) Schools
- 11) Dormitory/ Hostel
- 12) Accessory Structures & Uses

**COMMERCIAL DISTRICT ONLY USES ( maybe Allowed, Permitted or Conditional):**

1. Motor Home
2. Motor Vehicle
3. Fuel Sales
4. Heavy Manufacturing
5. Wholesale or warehousing
6. Contractor Yard
7. Junk Yard



**Memo (continued)**

#### **4. Overall Takeaways & Challenges that Remain**

1. Address/discuss conflict between desire for commercial or mixed use development and conservation.
2. District boundaries
3. Address uses and overlap between districts
4. Discuss overlay and/or standards for landscape/scenic quality
5. Look at how list would/could develop under current zoning and under revised zoning (to be developed).
6. Look at the District "geography and development pattern" (see current footprint graphic on next page).
7. Future provisions for residential development.



Figure Ground with Aerial

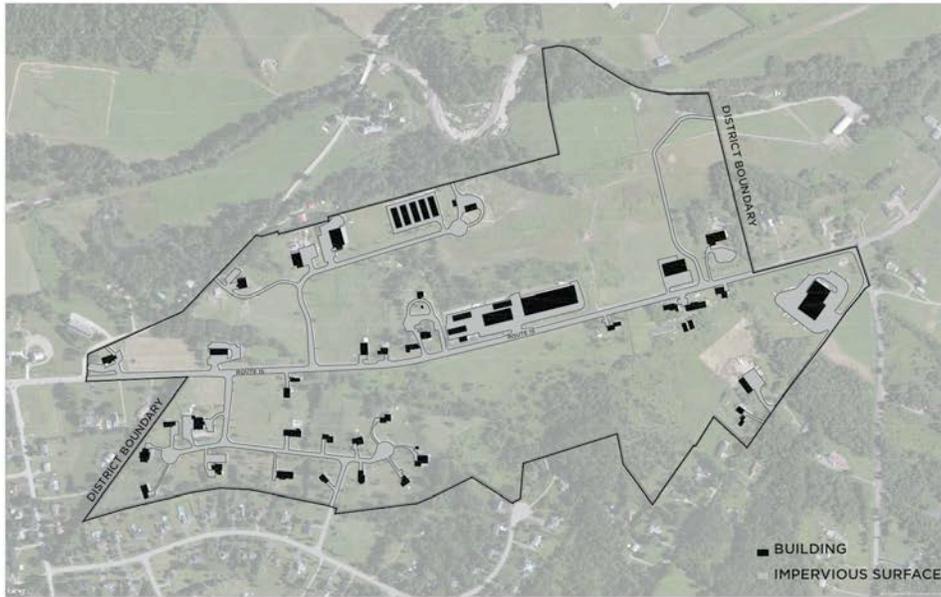
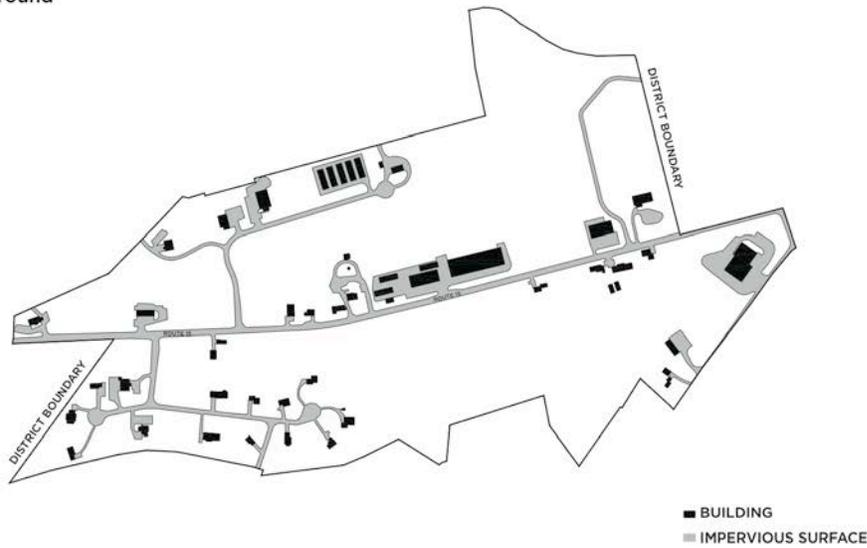


Figure Ground



**JERICO COMMERCIAL DISTRICT**  
EXISTING CONDITIONS: FIGURE GROUND OF BUILDINGS & IMPERVIOUS SURFACES

