



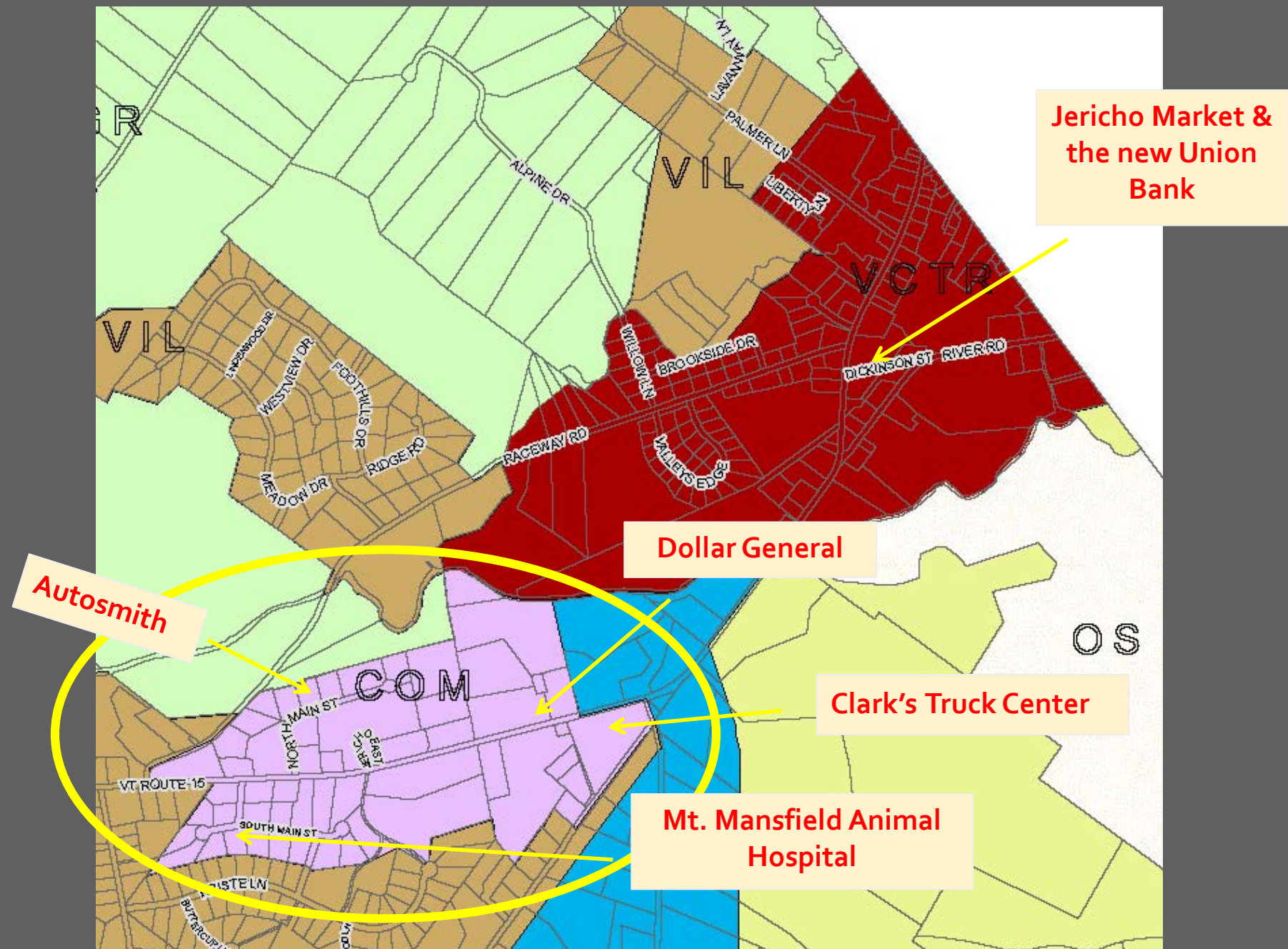
# Community Conversation

The Commercial District – What do we want it to be?

# Agenda

- **Presentation** – Background & History
  - Jason Cheney, Planning Commission Chair
- **Purpose of Tonight's Meeting**
  - Chris Sargent, Dubois & King
- **Small Groups** - Instructions
  - Wendy Verrei Berenback, Planning Commission
  - Sarah MacLeod, Planning Commission
- **Small Group Breakouts**
  - Discussions
  - Sharing & Wrap-up
- **Overview of CD Stakeholder Vision**
  - Chris Sargent, Dubois & King

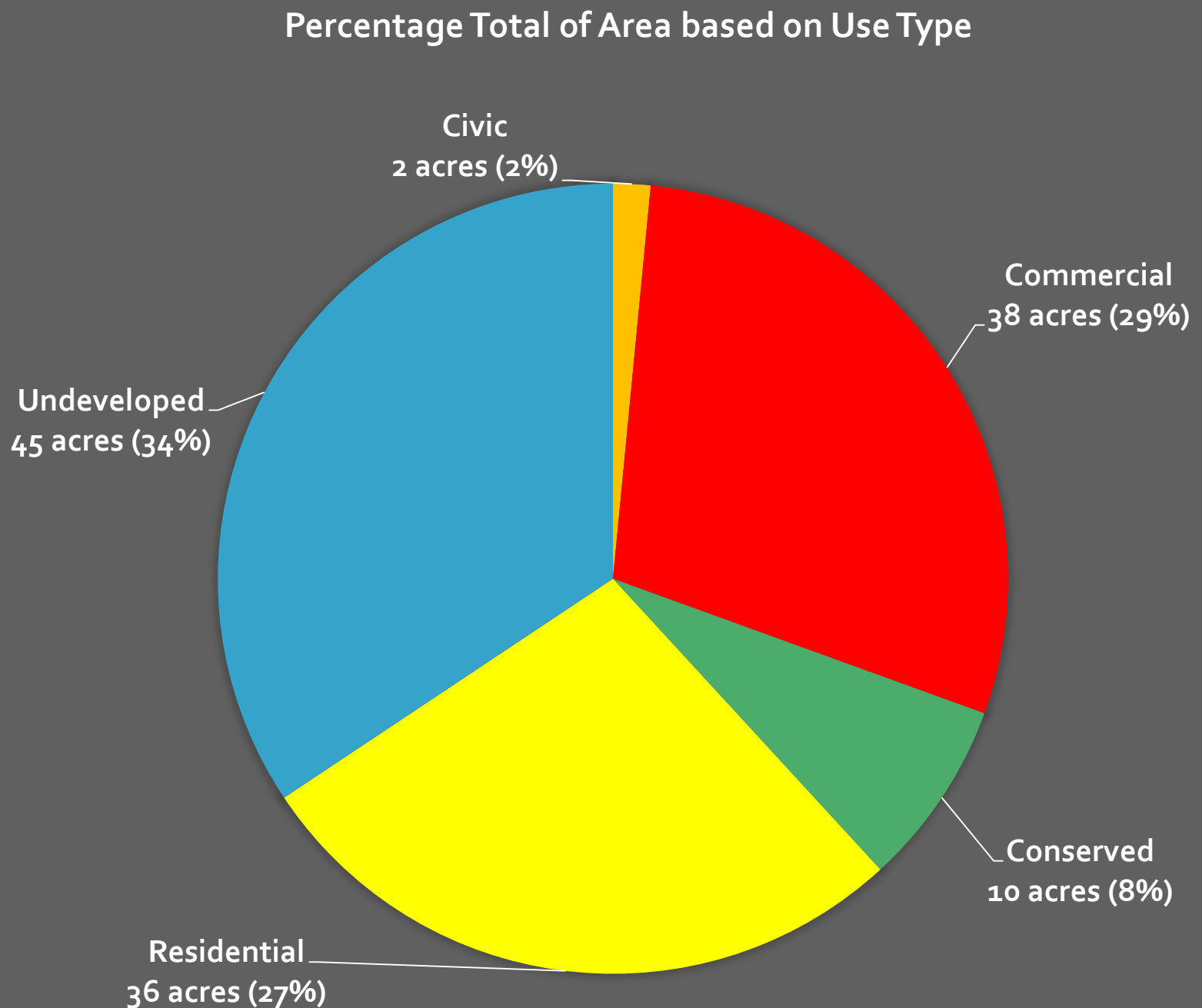
# Where is The Commercial District?





# What is the Commercial District?

The total area of the Commercial District is roughly 131 acres.



# The Commercial District: Ancient History

1961  Zoning began	<b>2 Districts</b> <ol style="list-style-type: none"><li>1. Village centers zoned “Commercial Business” (CB)</li><li>2. Rest of land zoned Agricultural-Residential</li></ol> Today’s Commercial District originally AG-Residential
1973	<b>Planning Commission tried to expand the CB to include this area</b> <ul style="list-style-type: none"><li>• Concerns - growth, traffic – “Williston Road” fears</li><li>• Failed - Area remained Ag-Residential</li><li>• Nadeau Lumber approved</li></ul>
1975	<b>Planning Commission tried again to add this land to the CB</b> <ul style="list-style-type: none"><li>• Succeeded – Area merged into “commercial business” district</li></ul>
1979	30,000 square foot warehouse constructed for lumberyard
1981	<b>Business/Commercial/Light-Industrial District formed</b> <ul style="list-style-type: none"><li>• Some boundaries changed</li></ul>
1998	<b>Separated: Commercial District (CD) and Village Center Districts formed</b> <ul style="list-style-type: none"><li>• CD included parts of Riverside and Jericho Corners, and current CD</li></ul>

# The Commercial District: Recent History

2003 Big changes	<b>Boundaries, Purpose, Regulations changed</b> <ul style="list-style-type: none"><li>• Village Centers – Primary location for mixed business &amp; residential growth</li><li>• <b>Commercial District – uses that cannot or should not be in village center</b>, larger lots, trucks, noise, nuisance</li></ul>
2009	<b>Strengthened commitment to Village Center growth &amp; investment</b> <ul style="list-style-type: none"><li>• Village Center lots reduced to ¼ acre</li></ul>
2013	<b>The Flats/Riverside – zoned for growth</b> <ul style="list-style-type: none"><li>• Goal: compact walkable Village Center</li><li>• New "character-based zoning"</li><li>• Mix of retail, business, residential, municipal</li><li>• Catalyst to develop sawmill area</li></ul>



# The Commercial District: 2015 Dollar General Comes to Jericho



**2015**

The Planning Commission begins review of Commercial District purpose and regulations.



# The Commercial District 2015: Disconnect Between Plan & Zoning

## Town Plan's Purpose for CD

“Provide employment opportunities and a location for minimum impact commercial enterprises that cannot or should not be located in the Village Center District. While roadside visibility is important for the viability of some businesses, measures should be taken to prevent the appearance of strip development.”

## Zoning Regulations for CD

- No guidance on how to prevent strip development
- No screening from RT 15
- No guidance on what cannot or should not be in Village Center
- Most permissive district for uses
  - Residential
  - Commercial
  - Industrial





# The Commercial District 2015: Survey Common Themes

growth in town was  
developing at the right  
pace

more  
trails/sidewalks

Top qualities:  
rural character,  
scenic beauty, &  
schools

more local  
services &  
retail

# The Commercial District 2015: Differing Opinions

Business should be clustered together in villages not spread out all over town

Encourage Businesses

No more sidewalks, we need sewers

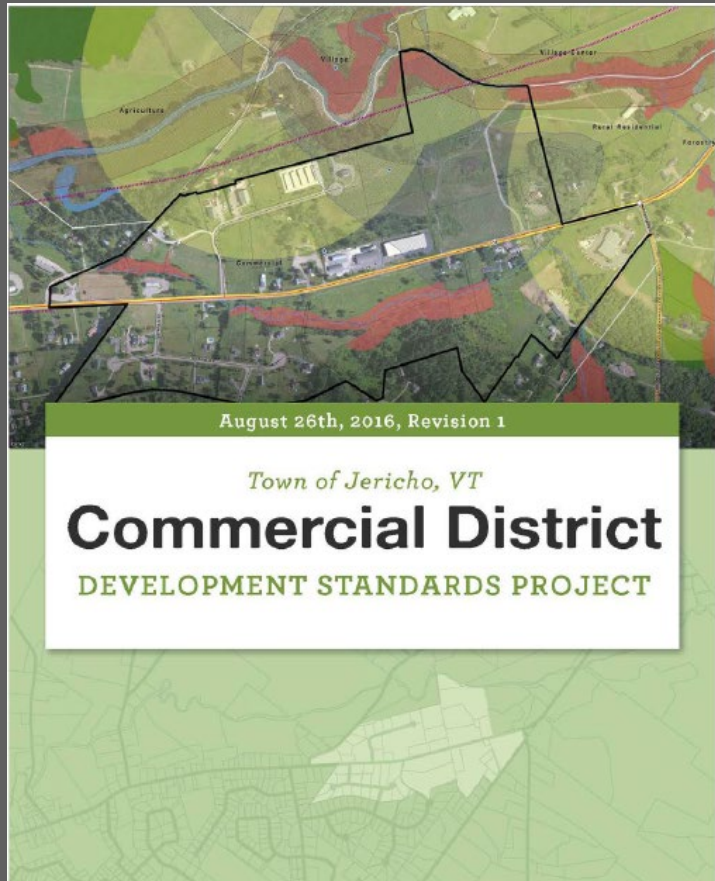
Wish town was more walkable

The Commercial District is ill-conceived

There's plenty of businesses in Essex and Williston, Jericho doesn't need to encourage more

Control development to maintain open land

# The Commercial District 2016: Landworks Study



- Used grant to study Commercial District
- Hired Landworks for study
- Conducted several public activities:
  - Walking tour of area
  - Workshop at Mountain High Pizza space
  - Several meetings
- Published study report



# The Commercial District 2016: Landworks Study - Common themes

New roadways,  
off of Route 15  
for new  
development

Design  
standards for  
sites &  
structures

New development  
should fit  
character of  
Jericho

Mix of uses

# The Commercial District 2016: Landworks Study - Differing Opinions

Why do we need a Commercial District? I don't think typical commercial use comports with town plan goals

Proximity to RT 15 is the primary reason to treat this differently. People need jobs, it would be great if they were in town

Emphasis should be RURAL and within the culture of Vermont –not New Jersey

Encourage Businesses

The Commercial District should be rural, separating the two centers would be nice

It should be similar to the industrial districts along Williston Rd in S Burlington and Williston

Prevent Strip Development



# 2018 Flats/Riverside

- Zoned for growth – compact, mixed, walkable
- Jericho Market in full swing
- Sawmill owner begins more development
- New bank built
- Full build-out expected with homes, apartments and businesses
- Next building in queue
  - Restaurant with apartments above





Artists conceptual design The Flats/Riverside

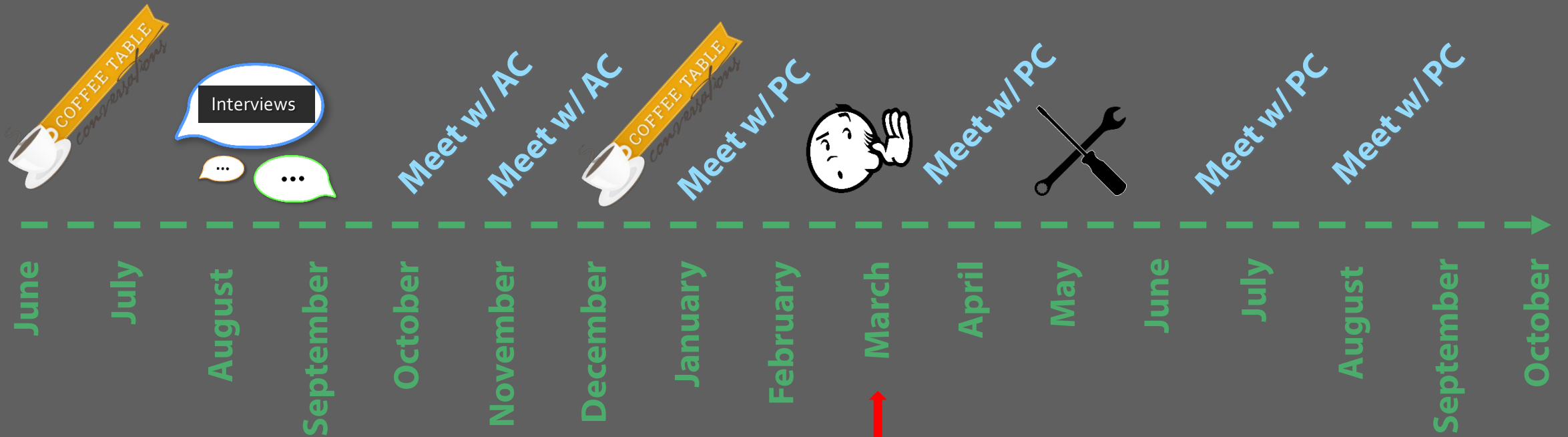




Where we are today

# 2018-2019 Commercial District Project

- Explore the development potential and vision for the Commercial District
  - Start with CD Landowners to understand the opportunities and obstacles
  - **Engage the public**
- Create a Master Plan and Vision for the area
- Identify and draft zoning approaches



# PROJECT TIMELINE

- Phase 2 – January through May
- Phase 3 – June through October

# We need your input!

## Purpose for Tonight

- To develop a better sense of what residents want for the Commercial District.
- What should its role in the community be?
- What benefit should it offer the community?

# We need your Ideas!

## Group Discussions

- Our purpose is to hear a variety of perspectives
- Respect your neighbors and their ideas
- Pay attention to how long and how often you are speaking - please listen to your neighbors

*There will be opportunities to  
build consensus at a later  
stage!*





# Breakout Session

# The Task: Create Possible Development Scenarios for the Commercial District

## The Process

- Step 1: Introductions & Brainstorming
- Step 2: Hands-on Design
- Step 3: Summarize your Group's Ideas
- Step 4: Briefly share your ideas with Everyone



# Draft Commercial District Stakeholder vision

The Master Plan as Envisioned by Commercial District Landowners, Business Owners and Residents

# Phase 1: CD Stakeholder vision

## Review of Phase 1

- Since June of 2018 Dubois & King have worked directly with residents, landowners and businesses in the Commercial District to understand their vision for the district.
- An analysis of existing conditions and constraints was conducted.
- Interviews and public listening sessions were conducted.
- Draft master plan that reflects the Commercial District stakeholders point of view was written.

## CD Stakeholder Vision

- “A Commercial District that provides a valuable connection between Jericho Village and Riverside Village, acting as a location for mixed-use development and expanded commerce at an appropriate scale for the community.”

# CD Stakeholder Vision: What does it look like?

## Higher Density

Lots as small as 1/4 acre  
(currently limited to 1 acre)

## Improved Infrastructure

Commercial District  
landowners and business  
owners spoke of a need for  
water and wastewater to  
support higher density and  
new development

## Multi-story & Mixed-use

Multi-story buildings that  
have different uses on each  
floor or a mix of uses within  
the district

## Respects the landscape

Uses different building heights,  
massing and screening  
approaches based on distance  
to Route 15, and limits impacts  
on views, the area's character  
and the Brown's River

## Interconnected and Safe travel

Creates connections via new  
roads, sidewalks and shared use  
paths that reduce traffic and make  
for safe bike and pedestrian travel  
within the district and between  
the Village Center



# CD Stakeholder Vision: What does it look like?

## Commercial District Master Plan Conceptual Density Design



# See for Yourself

## Go to Join in Jericho

The draft CD Stakeholder Master Plan and all related documents will be available for download at:

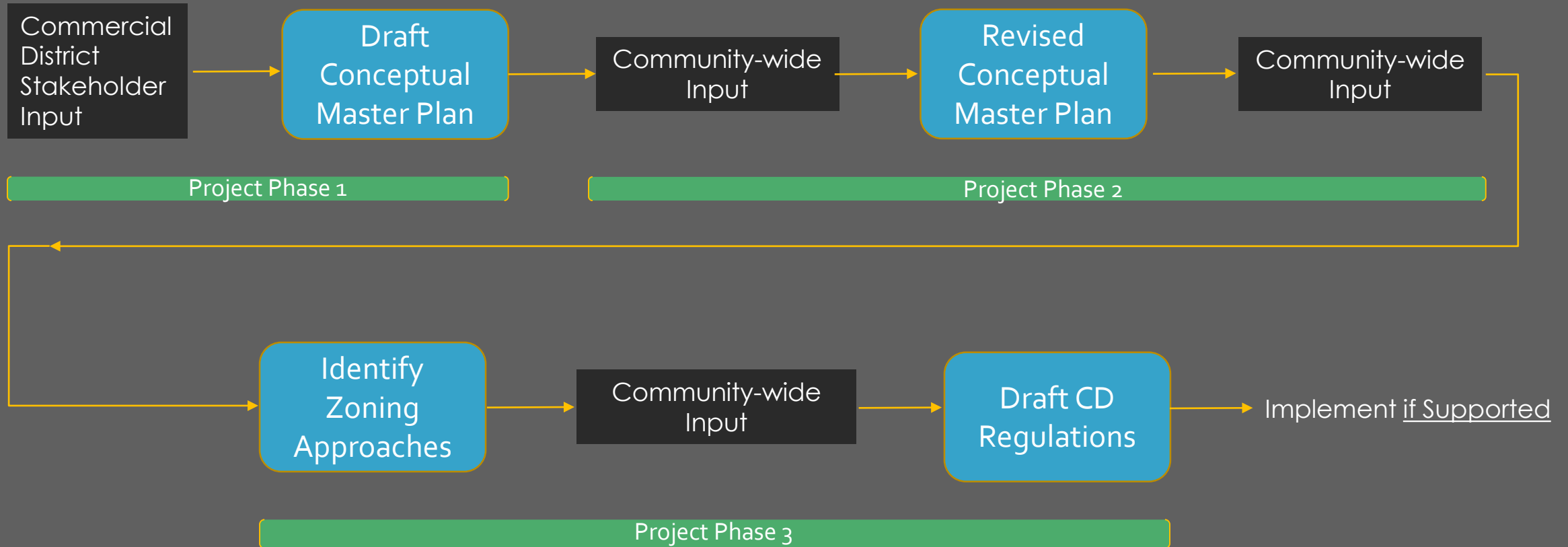
<https://jerichovt.org/commercial-district>



# Next Steps

Where does the process go from here?

# PROJECT PHASES



# Phase Two

- **Goals**

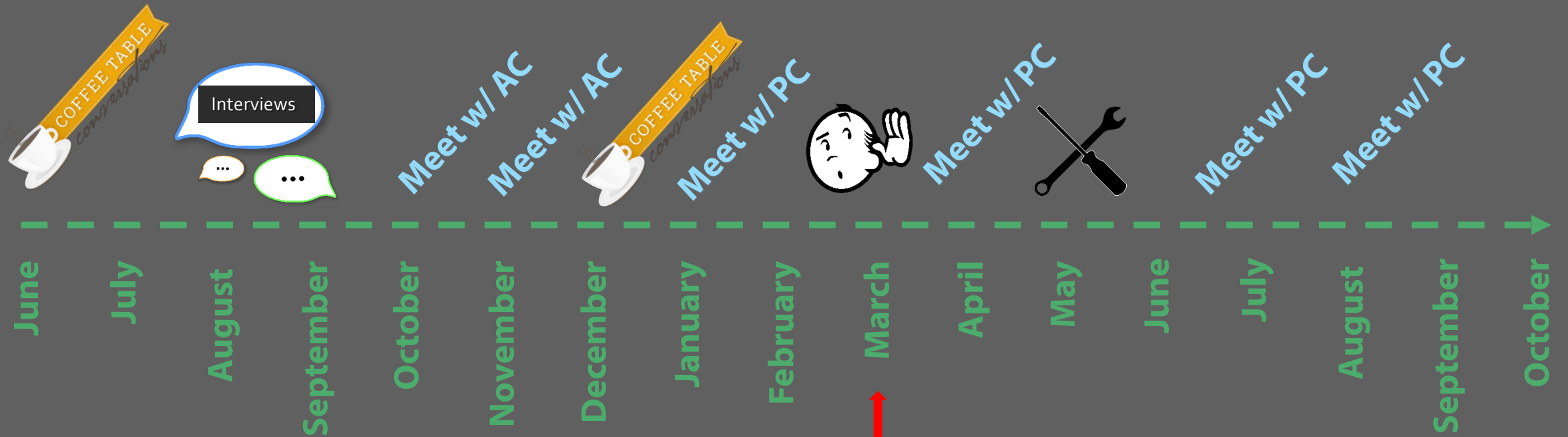
- Provide opportunity for the whole community to comment and give input into the process.
- Have the Planning Commission consider the Conceptual Master Plan in relation to the Jericho

- **Deliverables**

- Revised Conceptual Master Plan

- **Rationale for Approach**

- The Community as whole needs the opportunity for input.
- For the Master Plan to be utilized by the community, it must be incorporated into (or adopted by reference in) the Comprehensive Town Plan.



# PROJECT TIMELINE

- Phase 2 – January through May
- Phase 3 – June through October





Thank you