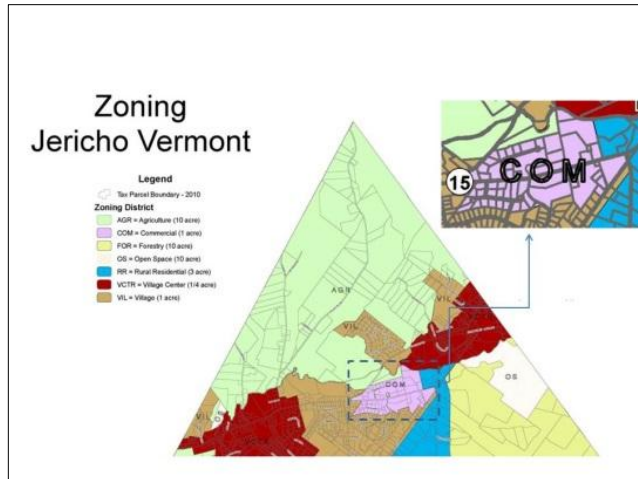


Summary of the 2018 Commercial District Study and How We Got Here

Where is the Commercial District of Jericho?

The Commercial District is located along Route 15 where Jeri-Hill Ace Hardware, Mountain High Pizza, Mount Mansfield Animal Hospital, and Autosmith, to name a few, are currently located.



What is the Commercial District?

Although the area didn't receive the name "Commercial District" until 1998, the area was designated for commercial and industrial growth, along with the Town's village centers, as early as 1975. Prior to 1975, the area was designated for Agricultural uses.

Some businesses have located there, but there are also many houses. There are still several acres of undeveloped open land along Route 15 between Raceway and the new light at Browns Trace.

The **Town Plan**, the Town's main planning guide, defines the purpose of the Commercial District is primarily to *"provide employment opportunities and a location for minimum impact commercial enterprises that cannot or should not be located in the Village Center District."* The **Land Use Regulations** further specify *"The purpose of the Commercial District is to provide employment opportunities and a location for commercial, industrial and similar uses that are not compatible in a village setting due to noise, dust, heavy truck traffic and similar nuisances. While roadside visibility is important for the viability of some businesses, strip development is prohibited in the district."*

What is the Commercial District Project All About?

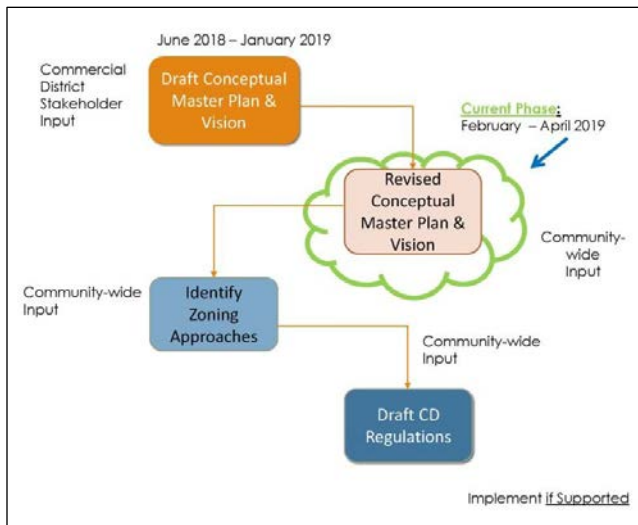
The Jericho Planning Commission, in collaboration with the Commercial District land owners and the public, is tasked to explore the development potential and vision for the existing Commercial District. This multi-phase project is being facilitated by a land-use consultant, made possible by a state planning grant.

The reasons for the project are because the specific development rules are inconsistent with the Commercial District purpose, because the regulations, as currently written, create conflicts between the Commercial District and the Village Centers, which are designated as the central hubs of community and commerce, and because landowners face high costs and obstacles to develop their Commercial District land.

The end result will be a Commercial District Master Plan and updated development standards that articulate the community's vision for the district's role and build-out potential that is aligned with Jericho's rural character.

Summary of the 2018 Commercial District Study and How We Got Here

What is the Process and Where are we now?



Draft Conceptual Master Plan & Vision: While examining existing conditions, constraints, and past history, the consultant met with property owners to draft a conceptual Master Plan and Vision.

Revised Conceptual Master Plan & Vision: The Planning Commission and consultant will engage with the broader Jericho community to gain their input and then work to join the property owners' vision with the community's vision into the Master Plan and Vision. **This is the current phase, as of February 2019.**

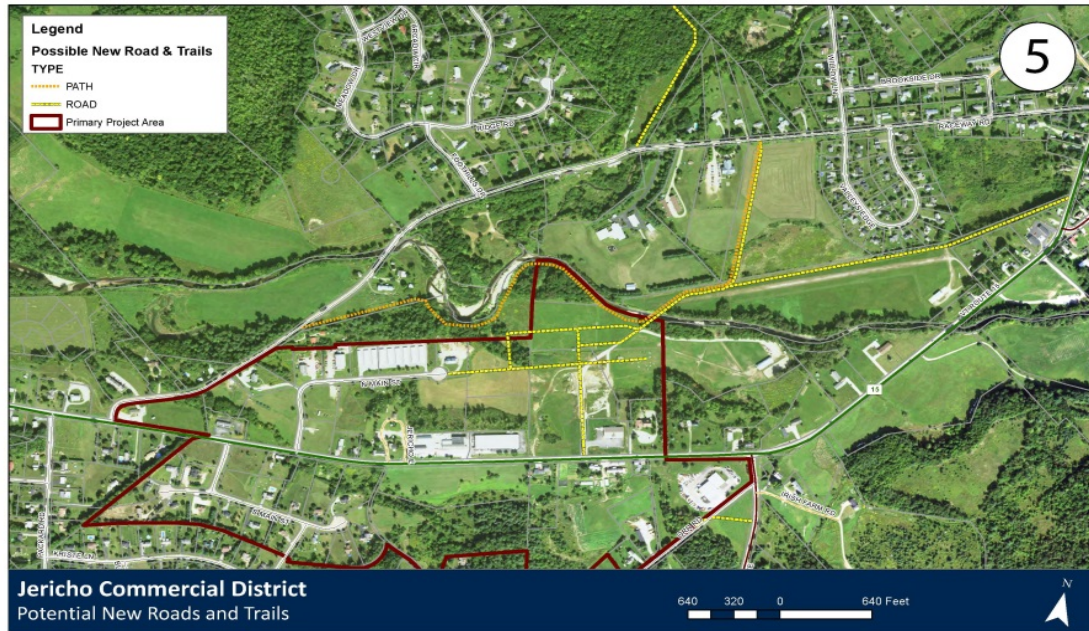
Identify and Draft Zoning Approaches: Again, with community-wide input, the consultant will identify zoning approaches to implement the Master Plan and Vision.

A Quick Review of Past History

The Planning Commission conducted two specific initiatives over the last several years in relation to the Commercial District:

- **2015 town wide survey**, completed by 280 residents, focused on what Jericho residents think about future growth and what they like about Jericho. While there were varying opinions, a majority of survey participants said growth in town was developing at the right pace, people would like to see more local services, they enjoy Jericho's rural/scenic character, want more trails/sidewalks, and specifically in the Commercial District would like to see more retail and professional services. However, the majority of respondents did not want the Town to be actively involved to either speed up or slow down growth in the Commercial District and throughout town.
- **2016 Commercial District Study with Landworks:** The Planning Commission received a grant to develop land use regulations to protect the scenic and rural character of the Route 15 corridor while allowing appropriate commercial activity and development to continue. While this effort did not result in any zoning changes, the study did identify some future elements supported by most participants: new streets, off of Route 15 should be considered for access to future development, design standards could be implemented so future development would fit into the rural character of Jericho and a mix of uses in the district should probably continue, although specific uses could be reviewed.
- **2018 Commercial District Study:** To date, the project Consultant, DuBois & King (D&K), has spent time listening to Commercial District land owners to understand their vision for the future development of the District. A draft Master Plan has been developed that shows the CD land owners' vision of where that development could take place, and it illustrates the infrastructure development (roads, extension of the Champlain Water District waterline to the area, shared wastewater, etc.) that would be important for future growth.

Summary of the 2018 Commercial District Study and How We Got Here



This map shows the potential development of roads, where development could take place off of Route 15. Both roads and multi-use paths could connect the Commercial District to Riverside.

Key themes from the first draft of the Commercial District Master Plan vision are: Interconnectivity and safe travel (as mentioned above and shown in the map), shared and expanded infrastructure, mixed use development, increased density to allow more buildings and smaller lots, limited access directly to Route 15, and respect for the landscape and views through careful site design and building placement.

What is NEXT:

It is time for **YOU** and the rest of the Jericho Community to weigh in on what you think about the land owners' proposed vision, since the vision would need the District's purpose and development standards to change. As noted above, we know many of you already have and we think there are some areas of general consensus already: Interconnectivity and safe travel and respect for the landscape and views through careful site design and building placement.

What we don't know is what do you now think this district should be? How should it function? How should it look? Is it an area for mixed use development, similar to the Village Centers, or should the area be set aside for light industrial uses, or for commercial uses alone, or primarily for residential development? Should the area be dense and compact and full, or should development be spread out with green spaces? How should this area complement the Village Centers to serve the community's needs?

In the upcoming weeks, D&K and the Planning Commission will be reaching out to get your thoughts on the future of the Commercial District. We will hold a workshop on March 26th from 7:00 -9:00 in the MMU library as well as host on line input opportunities on the town website, www.jerichovt.org. Please join in the conversation!