

## CONTROLS

Zoning and land use controls and incentives directly impact redevelopment projects. When in place and adequately designed to maintain the economic viability of each real estate project. To promote the needs of diverse retailers, each cluster can utilize the three recommended tools separately or together to accomplish the goals to:

- Promote a more affordable micro-retail use of less than 1,000 square feet
- Encourage the creation of a variety of retail space sizes
- Limit the ground floor retail frontage of larger retail spaces

This section introduces and expand upon various tools, but some tools (i.e., Commercial Inclusion Zoning and Optional Method of Development) are not recommended due to feasibility and ability to accomplish the goals detailed above.

### MICRO-RETAIL ZONING

**Geography Assigned: Countywide**

The existing Montgomery County Zoning Code became effective on October 30, 2014, and includes a series of Commercial/Residential (C/R) Zones where mixed-use development is allowed at a range of densities and heights.

All parcels with diverse retailers analyzed for this report lie in Commercial Residential Town (CRT), i.e., Takoma Langley Crossroads, or Commercial Residential (CR), i.e., Silver Spring and Wheaton, zones. The existing code allows for restaurants of all sizes and retail under 50,000 square feet as by-right uses. Larger retailers (50,001 square feet and over) and drive-thru restaurants are permitted with limits or conditions.

In CRT and CR zones, the code states that where a development is located within a half mile of a Metro station entrance and has a minimum 50,000 square foot footprint or a minimum of 100,000 square feet of all gross floor area designed for a single user:

- *Additional floor area equal to at least 20% of the footprint designed for the Combination Retail must be provided as street level retail spaces with less than 5,000 square feet of tenant gross floor area each. These spaces must be located at street*

*level, and a secondary entrance accessing the Combination Retail use is prohibited. At least 50% of the additional tenant space(s) must be located along the facade where the primary active customer entrance for the Combination Retail is located.*

This strategy successfully supports retail space development falling in the smallest existing use category of retail (up to 5,000 square feet). A later recommendation in Overlay Zones explores the potential to utilize this precedent as a way to provide even smaller, more affordable spaces to diverse retailers seeking to occupy redeveloped retail space.

#### **Recommendation 1: Amend the code for micro retail/service establishment use(s) of less than 1,000 square feet**

In all Commercial/Residential (C/R) and Commercial Residential Town (CRT) zones, amend the zoning code to provide a designation for micro-retail uses of less than 1,000 square feet, by right. Deploying this recommendation will promote the construction of smaller spaces in overlay zones for more affordable spaces to diverse retailers. Refine designations to:

- Retail/Service Establishment (Up to 1,000 SF)
- Retail/Service Establishment (1,001 – 5,000 SF)