

Proposed Changes for Planned Developed District #12

Project Background

Eastman Business Park is transforming into an urban-style, mixed-use Innovation District, complete with manufacturing, retail, office, and residential space. Already a hub for high-tech industries, the Innovation District is also becoming an entertainment destination for visitors as a result of continuing investment in the Kodak Center. Additional investment in the relocation of Maplewood Drive, the restoration of Eastman Avenue, and the expansion of Maplewood Park will make the site even more attractive to private developers. As redevelopment of the Park progresses, more residents are expected to move into the area, creating a vibrant, thriving, and revitalized community.

In order to realize the vision identified in the *Eastman Business Park: Strategic Sites Master Plan (2017)*, regulatory changes will be required to support the proposed uses and the desired design character.

Existing Conditions

In 2010, the Eastman Business Park Planned Development District (PD #12) was created in order to provide flexible regulations that would promote high employment and economic development, and would also capitalize on extensive on-site utilities and infrastructure. The original PD #12 was divided into three subareas:

- **Subarea 1:** Subarea 1 is the central core of PD #12 and is bounded by West Ridge Road, Lake Avenue, Eastman Avenue, and Woodside Street. This subarea encompasses approximately 83 acres of heavy industrial, office, and manufacturing facilities as well as vacant sites.
- **Subarea 2:** Subarea 2 has a northern and eastern segment, which collectively encompass approximately 79 acres of primarily parking space. The northern segment is generally bounded by Eastman Avenue, Dewey Avenue, Merrill Street, and Lake Avenue. The eastern segment is bounded by Lake Avenue, Redwood Road, and Maplewood Drive.
- **Subarea 3:** Subarea 3 also has two segments: a 5-acre northwestern segment bounded by West Ridge Road, Dewey Avenue, and Kodak Park that is currently occupied by a gas station, and a 10-acre southeastern segment bounded by West Ridge Road, Minder Street, Pullman Avenue, and Desmond Street that is used for parking space.

Proposed Changes

The proposed changes to PD #12 are meant to promote high employment and economic development – like the original PD #12 – while also emphasizing the creation of residential and entertainment options. As an Innovation District, PD #12 is intended to be an area where people can live, work, and play all within close proximity. To this end, the following proposed changes allow for a mix of uses including residential, commercial, and industrial.

Subarea Boundary Changes:

The amended PD #12 consolidates the original three subareas to two subareas and revises their boundaries:

- **Revised Subarea 1:** Revised Subarea 1 combines the original PD #12 Subarea 1 with the northern segment of the original Subarea 2. The revised subarea also adds the existing property at 1964 Lake Avenue and removes both the Kodak Center property along West Ridge Road and the area bounded by Eastman Avenue, Dewey Avenue, and Woodside Street that will be rezoned as R-3 High-Density Residential. With these changes, revised Subarea 1 encompasses approximately 121 acres of industrial, office, and vacant sites, and is generally bounded by West Ridge Road, Lake Avenue, Merrill Street, and Woodside Street. To capitalize on its concentration of existing buildings, utilities, and infrastructure, revised Subarea 1 is envisioned to be primarily industrial. Use and design character changes will support this vision by encouraging adaptive reuse of existing buildings and providing opportunities for new construction of office, research, and industrial uses.
- **Revised Subarea 2:** Revised Subarea 2 combines original PD #12 Subarea 3 (with the exception of the gas station at 375 and 405 West Ridge Road) with the eastern portion of original Subarea 2 and absorbs the Kodak Center property from original Subarea 1. Privately owned properties that were excluded from the original PD #12 – such as 135 West Ridge Road, 160 Pullman Avenue, 1588-1600 Lake Avenue, 1720 Lake Avenue, 1764 Lake Avenue, and 1768-1776 Lake Avenue – are now included in the revised Subarea 2. Vacant properties at 1540-1550 and 1560 Lake Avenue were also included in the revised Subarea 2 because of their prominent location at the corner of West Ridge Road and Lake Avenue. These properties have potential to be redeveloped as gateway features and should reflect the design aesthetic of the rest of PD #12. With these changes, revised Subarea 2 encompasses approximately 48 acres of recreational facilities, parking lots, and vacant sites. Revised Subarea 2 is envisioned to have a mix of uses, including residential, commercial, office, and recreational. The inclusion of the Kodak Center in this subarea was meant to promote the redevelopment of the adjacent stretch of West Ridge Road as a commercial, entertainment, and cultural corridor, with the Kodak Center as the primary anchor and traffic generator. The large areas of parking space in revised Subarea 2 will also provide opportunities for residential and office development.

Use Changes:

The amended PD #12 modifies permitted, special permit, and non-permitted uses in order to reflect the vision of PD #12 as a mixed-use Innovation District.

- **Revised Subarea 1:** Changes to permitted uses in revised Subarea 1 are relatively minor, and are targeted mainly at the West Ridge Road corridor. Newly permitted uses include “Bar/Restaurant” and “Hotel,” and newly permitted uses with a special use permit include “Outdoor Entertainment,” “Retail Sales and Services,” and “Mixed Use” – all of which would support the West Ridge Road corridor’s revitalization as a commercial, entertainment, and cultural destination. “Drive-Through Establishments” are no longer permitted in revised Subarea 1 in order to engender a more upscale atmosphere reflective of an entertainment district.
 - Added Uses:
 1. Bar/Restaurant (P)
 2. Hotel (P)
 3. Mixed Use (SP)
 4. Outdoor Entertainment (SP)
 5. Retail Sales and Services (SP)
 - Removed Uses:
 1. Drive-Through (NP)
 2. Accessory Uses and Structures (NP)

- **Revised Subarea 2:** Changes to permitted uses in revised Subarea 2 are intended to support various forms of residential development, with newly permitted uses including “Dwelling,” “Dwelling, Attached,” and “Residential Building.” To enhance the residential character of revised Subarea 2, “Manufacturing” is no longer a permitted use. As with revised Subarea 1, uses like “Bar/Restaurant” and “Retail Sales and Services” are permitted to create a mixed-use environment.
 - Added Uses:
 1. Bar/Restaurant (P)
 2. Day Care (P)
 3. Drive-Through (P)
 4. Dwelling (P)
 5. Dwelling, Attached (P)
 6. Hotel (P)
 7. Outdoor Market (P)
 8. Residential Building (P)
 9. Retail Sales and Services (P)
 10. Outdoor Entertainment (SP)
 - Removed Uses:
 1. Manufacturing (NP)
 2. Accessory Uses and Structures (NP)

Site Requirement Changes:

The amended PD #12 recommends setback changes to ensure that streetscapes throughout the district are engaging, human-scale, and pedestrian-friendly, and that an appropriate buffer is provided between residential and non-residential areas. Setbacks have been revised and reorganized by frontage street rather than by subarea, as street-level consistency is important to creating a cohesive streetscape. As shown below, the amended PD #12 increases setbacks to provide additional sidewalk space and to create a more comfortable pedestrian experience along important corridors.

Street	Revised PD #12 Setback (min - max)	Original PD #12 Setback (max)
West Ridge Road	15 to 25 feet	0 to 5 feet, depending on subarea
Lake Avenue	15 to 25 feet	10 feet
Maplewood Drive	15 to 25 feet	10 feet
Eastman Avenue	25 to 50 feet	0 to 10 feet, depending on subarea
Woodside Street	25 to 50 feet	none
Other	15 to 25 feet	generally 10 feet

In addition to these revised front setbacks, a 0 to 5 feet rear setback is now required throughout PD #12. The amended PD #12 also retains the existing regulation that mandates a 100-foot buffer between residential areas and a proposed structure or use.

Building Height Changes:

To create a consistent design character throughout the district, the amended PD #12 requires a minimum building height of 25 feet for all streets, a change from the original PD #12 which only mandated height requirements in Subarea 3. The amended PD #12 also imposes a maximum height of 75 feet, thereby allowing 2 to 6 story buildings. This range of building heights is diverse enough to avoid monotony but is also limited so as to create a human-scale, urban environment.

Street	Revised PD #12 Building Height (min - max)	Original PD #12 Building Height (min)
West Ridge Road	25 to 75 feet	20 feet in Subarea 3
Lake Avenue	25 to 75 feet	none
Maplewood Drive	25 to 75 feet	none
Eastman Avenue	25 to 75 feet	none
Woodside Street	25 to 75 feet	none

Buildings along West Ridge Road, Lake Avenue, and Maplewood Drive are now required to have a 5 to 20-foot step back between the second and third floors. This new requirement is intended to prevent the creation of an imposing streetwall, as currently exists along the north side of West Ridge Road. Step backs allow first floors to engage the sidewalk, while recessing upper floors to lessen the bulk of the streetwall and to create a more human-scale streetscape.

Transparency Changes:

The amended PD #12 differentiates requirements between the first floor and upper floors to ensure that first floor facades engage the streetscape. Facades along West Ridge Road, Lake Avenue, and Maplewood Drive require the largest amount of glazing as they are intended to be active corridors.

Street	Revised PD #12 Setback (min)		Original PD #12 Setback
	First Floor	Upper Floors	
West Ridge Road	55%	25%	70% of first floor wall area
Lake Avenue	55%	25%	40% of wall area
Maplewood Drive	55%	25%	40% of wall area
Eastman Avenue	25%	10%	40% of wall area
Woodside Street	25%	10%	40% of wall area

Building Design Requirement Changes:

The design aesthetic of PD #12 is intended to be contemporary yet traditional, reflecting the progress of Eastman Business Park while also celebrating its historical roots. To that end, the list of acceptable exterior finishes has been expanded to include modern materials such as concrete, glass, metal, and wood which would complement the existing masonry finishes throughout the district.

Building facades are now required to include horizontal architectural elements to transition between the first and second stories, while facades that are greater than 100 feet wide are required to have vertical divisions. Entrances providing public access must also be provided at intervals no less than 100 feet. These design treatments are intended to prevent undifferentiated wall surfaces, thereby creating engaging, human-scale streetscapes.

Corner Lot Requirement Changes:

New requirements were created for prominent, highly-visible buildings located at the corners of West Ridge Road and Lake Avenue, Lake Avenue and Maplewood Drive, and Lake Avenue and Eastman Avenue. These buildings are required to have corner features such as chamfered corners, rounded corners, vertical elements, special roof forms, or an open space. Implementing these architectural treatments at corner locations will draw attention to these gateways, enhance the streetscape, and anchor the design aesthetic of the entire area.

Accessibility Requirement Changes:

The amended PD #12 emphasizes the importance of multimodal accessibility by mandating pedestrian and bicycle access. Development proposals are now required to provide pedestrian access throughout the site and to the right-of-way, and are encouraged to provide on-site bicycle parking. In addition, pedestrian routes now require pedestrian-scale lighting to enhance safety. These treatments are intended to foster walkability and bikability, thereby creating an urban environment that is still accessible enough to feel human-scale. Likewise, to prevent front-loaded parking lots from disrupting the urban fabric, off-street parking facilities can no longer be located in the front of the primary structure.

Signage Requirement Changes:

Signage requirements for the amended PD #12 have been expanded and illustrated to enhance clarity. Specific requirements are provided for each type of permitted sign which detail: permitted street and intersection locations, minimum required building height, number of signs per building face per tenant, and required height of placement above ground among other requirements. The maximum total signage area for all buildings has been mandated at 10% of the area of the primary building façade, and the maximum allowable attached signage has been increased to 2.0 square feet for every foot of building frontage, from 1.0 square feet in the original PD #12.

A new sign type – “Gateway Sign” – has been created to define the entry into PD #12 and to signal a transition from one district to another. These signs are intended to improve the recognizability of PD #12 by creating a unique sense of place. “Gateway Signs” are permitted at prominent intersections like the intersection of Lake Avenue and West Ridge Road as well as the intersection of Lake Avenue and Eastman Avenue. In addition to “Gateway Signs,” “Detached Monument Signs” are now permitted on Eastman Avenue and Woodside Street.

Likewise, property owners now have the ability to develop an alternative sign program that creatively addresses site-specific conditions or uses and does not need to comply with existing regulations, thereby providing for additional flexibility and innovation.