



Mixed Use Development Manual Penfield, NY

Accepted by the Penfield Town Board
on November 1, 2017

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1 Preface

The Town of Penfield's 2010 Comprehensive Plan called for the creation of a new mixed use zoning district to provide the community with diverse housing options, promote walkability and connectivity, and establish a stronger, more varied economic base.

Additionally, the 2010 Comprehensive Plan recognized the town's Four Corners and LaSalle's Landing districts as two existing mixed use areas. The Plan recommended specific areas for new mixed use districts including a section of Fairport Nine Mile Point Road, also referred to as Route 250, in the Sweet's Corners area, and at the former Dolomite quarry on Old Penfield Road known as Manitou Lake. This property has since been sold to a private owner.

On November 1, 2017, the Penfield Town Board adopted Mixed Use District Zoning Ordinance, accepted this document, known as the Mixed Use Development Manual, and amended the official Town Zoning Map to establish the Mixed Use District.

Participants

The study of establishing a mixed use district in the town of Penfield involved multiple agencies.

Key participants are the New York State Department of Transportation, the Genesee Transportation Council, Monroe County Department of Parks, Penfield community businesses, neighborhood representatives, and the Town of Penfield. A Steering Committee of stakeholders was appointed by the Penfield Town Board to assist with the project.

Financial Assistance

Financial assistance for the preparation of this document was provided by the Federal Highway Administration through the Genesee Transportation Council. The Town of Penfield is solely responsible for its content and the views and opinions expressed herein do not necessarily reflect the official views or policy of the U.S. Department of Transportation.

GTC's Commitment to the Public

The Genesee Transportation Council assures that no person shall, on the grounds of race, color, national origin, disability, age, gender, or income status, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. GTC further assures every effort will be made to ensure nondiscrimination in all of its programs and activities, whether those programs and activities are federally funded or not.

En Español

El Consejo Genesee del Transporte asegura completa implementación del Título VI de la Ley de Derechos Civiles de 1964, que prohíbe la discriminación por motivo de raza, color de piel, origen nacional edad, género, discapacidad, o estado de ingresos, en la provisión de beneficios y servicios que sean resultado de programas y actividades que reciban asistencia financiera federal.

1.1 About this Manual

This Mixed Use Development Manual provides guidelines to support requirements set forth in the Town of Penfield Mixed Use District Zoning Ordinance, Appendix E.

This manual is organized to provide information on the concepts of mixed use development, the background of mixed use specific to the Town of Penfield, and guidelines for planning a successful mixed use development project.

Appendices include the Town of Penfield Mixed Use District Zoning Ordinance, application forms and checklists, definitions, maps, examples, sources, and other support material.

1.2 Target Audience

Town staff and boards of jurisdiction will work with developers and the community to ensure that mixed use development projects meet the criteria of the Mixed Use District Zoning Ordinance. This manual supports the planning, development, and review of mixed use development projects for all involved parties.

Target audiences and uses of this manual:

- (1) Town planners and other technical staff may use the manual as an information source and guide for reviewing, commenting, and making recommendations regarding mixed use development proposals.
- (2) Decision makers, including members of appointed boards and the town planning board, may use the manual to determine consistency of specific applications.
- (3) Developers may use the manual for guidance and specific requirements for mixed use development projects in Penfield.
- (4) Engineers may consult the manual for considering street and sidewalk designs, site improvements, drainage reports, and utility placement.
- (5) Architects, landscape architects, and designers may use the manual for design standards and guidelines, especially those pertaining to building orientation, entrances, and facades, as well as landscaping, lighting, and signage.
- (6) Real estate and property management professionals for marketing purposes.

(7) Citizens, including members of neighborhood organizations and nearby property owners, may use the manual as a source of information to evaluate potential impacts of mixed use development with respect to intensity, context, connectivity, and transitions to adjacent uses.

(8) Property owners seeking potential uses for their real estate may use the manual to evaluate mixed use as a way to create and capture future value of their property.

1.3 How to use this Manual

The structure of this manual provides information on general mixed use concepts followed by Penfield-specific guidelines. See the Table of Contents for details.

The Mixed Use District Zoning Ordinance exists in relationship to other Town of Penfield ordinances and regulations. The ordinance sets forth standards and mandatory requirements for mixed use development. There are many references in this manual directing the reader to consult the ordinance for specific standards, which can be found in the Appendix for quick reference:

Photographic and graphic examples in this manual illustrate the ideology of concepts and guidelines; they are not strict directives.

1.3.1 Definitions for Acronyms

DES	Department of Environmental Services
GTC	Genesee Transportation Council
MCDOH	Monroe County Department of Health
MCDOT	Monroe County Department of Transportation
MCWA	Monroe County Water Authority
NYS DOT	New York State Department of Transportation
SEQR	State Environmental Quality Review (NYS)
SEQRA	State Environmental Quality Review Act (NYS)
U.S. EPA	United States Environmental Protection Agency
ULI	Urban Land Institute



2 Executive Summary

Purpose

The Town of Penfield’s 2010 Comprehensive Plan called for the creation of a new mixed use zoning district to provide the community with diverse housing options, promote walkability and connectivity, and establish a stronger, more varied economic base.

To that end, on November 1, 2017, the Penfield Town Board adopted Mixed Use District Zoning Ordinance, accepted this document, known as the Mixed Use Development Manual, and amended the official Town Zoning Map to establish the Mixed Use District.

Philosophy

Mixed Use Development is a planning practice used in urban, suburban and rural areas that combines two or more different types of land uses—such as residential, commercial, services, and entertainment—in a compact setting that emphasizes pedestrian connectivity.

Expectations

The Town of Penfield Mixed Use Development Steering Committee has undertaken the establishment of the Mixed Use District in Penfield. It is the intent of the committee that implementation of mixed use development in Penfield fulfills the spirit and potential of the zoning category. Mixed use is not an incremental variation of existing zoning ordinances. Projects within the Mixed Use District must consistently meet the standards set forth in this manual and the requirements of the Mixed Use District Zoning Ordinance.

Mixed use development proposals in Penfield must emphasize pedestrian orientation and connectivity, multi-modal transportation, compact residential development, open space preservation, interconnected streets, and integration of uses. Proposals for development will feature horizontal (adjacent to each other) and/or vertical (in the same building) mixed use designs.

Projects should provide a variety of residential uses that are integrated with commercial space, small retail spaces, professional offices, public space, civic and other compatible uses. Interconnected streets will disperse traffic, reduce trip length, promote walkability with direct routes, and connect neighborhoods.

Developers are encouraged to present creative ideas to meet the needs of the Penfield community and the spirit of mixed use development.

Process

All developers interested in proposing mixed use developments in the town of Penfield will meet with Planning Department staff to begin the planning phase to share ideas and receive guidance prior to submitting a formal project application.

The Penfield Planning Board will act as the board having jurisdiction for all mixed use development applications. After initial development, the Zoning Board of Appeals shall act as the board having jurisdiction for all change of use and conditional use applications.

Each development within the Mixed Use District should include a conceptual master plan that provides sufficient detail to understand how the development will be arranged and how it will transition to adjacent land uses. Each phase of a multi-phase development must be clearly defined and meet the requirements of the Mixed Use District.

A design and site plan review process is required for each project submittal within the Mixed Use District. The Town of Penfield reserves the right to refer proposals for development to its design consultant where applicable.

Editor's Note

The former Dolomite quarry known as Manitou Lake was evaluated and studied by the Manitou Lake steering Committee. In July of 2015 the lands were sold by the Dolomite Group to a private owner who met with town to request that the study area not be rezoned at that time. The Town of Penfield accepted the owner's request. The owners of these lands have been made aware that in the future they will be able to approach the Town of Penfield to initiate discussions regarding rezoning to create the once envisioned mixed use zoning district at Manitou Lake.

Resources

Town of Penfield Planning Department and www.penfield.org
Town of Penfield 2010 Comprehensive Plan

3 Introduction to Mixed Use

3.1 What is Mixed Use Development?

Today

Mixed use development is a planning practice used in urban, suburban and rural areas that combines two or more different types of land uses in a compact setting that emphasizes pedestrian connectivity, such as, residential, commercial, services, and entertainment.

Land uses must be closely located to promote walking and overall convenient access between destinations. There is an emphasis on pedestrian movement and the use of vehicles and large parking areas is minimized. Common public areas for social interaction and green open spaces are necessary features of mixed use development.

Mixed use developments range in scale from large planned developments to projects for single structures. Projects are typically multi-story buildings with commercial/retail at the ground level and offices and residential above.



Figure 3.1.
New Town Williamsburg is a 365 acre mixed use community located in James City County, Virginia.

History

Many traditional downtowns developed before World War II exhibit mixed use characteristics. Housing above stores was common in village centers and downtown commercial areas. After the war citizens of the middle class grew tired of the factories and commercial structures that were noisy, unsafe, emitted foul odors, and were indiscriminately located among residential

neighborhoods. This disparate juxtaposition drove many families from once thriving urban settings to booming suburbs at the outer rings of metropolitan areas. Municipalities began to enact traditional zoning ordinances to help separate land uses.

Early zoning focused on separating different land uses to minimize conflicts, protect public health, safety and welfare. This led to a pattern known as “suburban sprawl” brought on by the housing boom of the post-war era. Many suburban towns became bedroom communities, cities declined, and resident interaction declined. Today, planners recognize that suburban sprawl has contributed to a highly unsustainable pattern of development throughout the country. Mixed use development is regarded as an effective and sustainable alternative to traditional development.



Figure 3.2. The Gulch is an urban mixed use neighborhood in downtown Nashville, Tennessee encompassing more than 60 acres.

Advantages of Mixed Use

Recent planning and land use studies show that, over time, suburbs can be very costly to maintain for municipalities. Today, mixed use developments are encouraged so that land can be used more efficiently by mixing appropriate commercial uses with residential space in suburban and urban communities.

Incorporating different land uses with mixed use developments is considered a “smart growth” tool because it reduces automobile dependency, minimizes sprawl, increases economic development, provides diverse housing options, preserves green space and natural resources, promotes healthier lifestyles for residents, and a more robust community tax base.

The following chart shows the average property tax per acre ration based on a study by the Urban Land Institute (ULI) based on 15 cities in the United States.

Average Property Tax based on 15 Cities	
Land Use	Tax Revenue/Acre
Single Family Residential (rural)	\$1.00
Single Family Residential (Urban)	\$3.70
Big Box (Walmart)	\$7.00
Mall or Strip development	\$7.80
2-Story Mixed Use	\$53.70
3-Story Mixed Use	\$105.80
6-Story Mixed Use	\$415.00

Table 3.1. This chart from the Urban Land Institute (ULI) shows the typical amount of tax revenue generated per acre for each type of land use based on a sample set of 15 different cities from Montana to Florida. Agricultural uses were not included in the study, in part because the way this type of land use is taxed varies significantly from state to state. In many parts of the country, though, agricultural uses can generate as much or more tax revenue as big box or strip development.

3.1.1 Types of Mixed Use

There are many types of mixed use development. The following list describes some of the most common applications:

- (1) Neighborhood Commercial – Convenience goods and services permitted within a residential development such as a convenience store, childcare center, or small restaurant.
- (2) Main Street Residential/Commercial – A vertical style often found in historic town centers featuring two to three story street-facing buildings with residential units above street level commercial uses.
- (3) Urban Residential/Commercial – A high-density urban development consisting of multi-story buildings that are primarily residential, but include commercial, office, or civic uses on lower floors.
- (4) Office/Residential – Combination of single-family residential and multi-family residential uses conjoined with office uses.
- (5) Office Convenience – Small retail or service uses permitted within a larger office development.
- (6) Retail District Retrofit – Suburban strip plazas retrofitted for a more village-like appearance and mix of uses.
- (7) Live/Work – Vertical style that allows residents to operate small businesses or offices on the ground floor of a building in which they reside.
- (8) Studio/Light Industrial – Permits residents to operate studios or small workshops within the same building in which they reside to assist in business incubation and reduce living expenses.
- (9) Traditional Neighborhood Development – A full range of uses and housing types emulating neighborhoods built before World War II.
- (10) Cluster Development/Land Conservation – Emphasizes clustered residential development to concentrate density and preserve adjacent open space, sensitive environmental areas, or valuable agricultural land.

The above uses may not be appropriate for all mixed use developments. Some projects emphasize residential uses while others focus on commercial applications. The appropriate mix of uses is directed by zoning ordinances and influenced by existing land use of adjacent areas, community needs, and market trends.



Figure 3.3. Small neighborhood markets located within, or adjacent to, mixed use developments help meet the needs of residents while also promoting walkability.



Figure 3.4 - 3.5. These mixed use developments show the importance of pedestrian connectivity. This development in Grand Rapids, Michigan (top), has wide sidewalks and attractive street furniture. Brightleaf Square in Durham, North Carolina (bottom), is a mixture of commercial and residential uses. Turn-of-the-century tobacco warehouses were resurrected as a shopping center with specialty stores and restaurants.



3.1.2 Mixed Use is not Multi-Use

Mixed use developments are different than multi-use developments; the two should not be confused.

Mixed use emphasizes pedestrian orientation and connectivity, multi-modal transportation, compact residential development, open space preservation, interconnected streets, and integration of uses. Mixed use developments can be horizontal (adjacent to each other) or vertical (in the same building).



Figure 3.6. These American Craftsman style homes in Libertyville, North Carolina, are an example of the types of layout often used in mixed use development.

Mixed use developments typically provide a variety of residential uses that are integrated with commercial buildings, small retail stores, offices, public open space, civic and other compatible uses. Interconnected streets can disperse traffic, reduce trip length, encourage walkability by providing direct routes, and connect neighborhoods. Further, uses are integrated, closer together, and linked by trails and walkways. Drive-thru operations are not allowed because they emphasize automobile use.

In contrast, multi-use developments are not integrated, there is not an emphasis on walkability, streets are not interconnected, and the community remains automobile dependent.

3.2 Ten Principles of Mixed Use Development

All projects will follow the ten universal principles of mixed used development:

- (1) A mixture of complementary land uses to create economic and social vitality and encourage the linking of pedestrian and vehicular trips.
- (2) Flexible housing alternatives.
- (3) Areas that are safe, comfortable and convenient for pedestrians.
- (4) Flexibility in the siting and design to support future changes in the marketplace.
- (5) Walkability within neighborhoods with walkways and trails that encourage pedestrian and bicycle travel.
- (6) Variety of services within walking distance.
- (7) Efficient use of land with compact, clustered development.
- (8) Development that supports public transit, where applicable.
- (9) Open space preservation/creation and reduction of impact on natural resources.
- (10) Transportation planning that reduces vehicular demands.

Developers are required to justify proposals for mixed use development with written responses to each of the ten principles in a cover letter or letter of intent.

3.3 The Built Environment

Design standards for the built environment provide a framework to inform and inspire developers to construct innovative, sustainable, mixed use projects that meet community goals and objectives.

Four factors that influence design of mixed use developments are as follows:

- (1) Context - Existing uses, buildings, and sites in the development area.
- (2) Community - Whether urban, rural, or suburban, a mixed use development should relate to its immediate surrounding area and be consistent in terms of scale, use, and density.
- (3) Integration - Mixed use can take many different forms based on context and community. Vertical integration stacks different uses sharing the same building one atop another. Horizontal integration places uses adjacent to one another.
- (4) Density - Development must have defined minimum and maximum density to provide balance between concentrated uses and public open space.

How effectively these factors are addressed will influence the success or failure of a mixed use development project.



Figure 3.7. *The Kendall Town Center in Jacksonville, Florida, exemplifies many of the characteristics of a traditional main street.*

3.4 Characteristics of Mixed Use Design

Mixed use districts have unique characteristics based on the surrounding geography and codes set forth by the local municipality, but they often share basic concepts and elements that are considered for mixed use development.

Mixed Use characteristics include:

- (1) A vertical or horizontal mix of residential, commercial, office, and civic uses in each development.
- (2) High residential densities that concentrate housing units in compact/tall structures, including, but not limited to, low-rise, medium-rise, and high-rise housing, multiplex, or universal design concepts.
- (3) Connectivity of pedestrian paths, bikeways, roads, and structures. All should be accessible, attractive, and inviting, and provide direct connections between places.
- (4) Walkability for pedestrians. Walkways/sidewalks should connect primary building entrances to one another along commercial corridors. They should be well-lit with comfort features including benches, and be visually appealing with landscaping and public art.
- (5) A bicycle-friendly environment with established bicycle lanes and street connections that promote the use of bicycles over automobiles.
- (6) Building heights that are influenced by surrounding land uses, site characteristics, existing fire codes, and community character. Mixed use districts often allow taller building heights in order to increase density and preserve open space.



Figure 3.8. This cottage housing in Puyallup, Washington, is built around a central public space.

(7) Building setbacks along property boundaries that are large enough to create buffers between adjacent land uses, but may feature more limited internal setbacks.

(8) Public open space for parks, plazas, playgrounds, and community enjoyment. Public open space should be centrally located to encourage social interaction.

(9) Private open space that is available only to residents of housing within the district. This can be in the form of decks, enclosed patios or small back yards, or courtyards accessible only to residents.

(10) Landscape design that integrates aesthetic and functional requirements of a pedestrian-scale mixed use development with the inherent character of native plant material.

(11) Discreet parking locations, orientation, and appearance (parking lots, garages, and off-street parking spaces) that support connectivity and walkable neighborhoods.

Specific criteria for Mixed Use Districts in Penfield are set forth in this document in Chapter 5 of this manual.



Figure 3.9. This vertical mixed use building in Denver, Colorado, has retail services on the bottom floor and residential on the top floor.

4 Mixed Use Development in the Town of Penfield

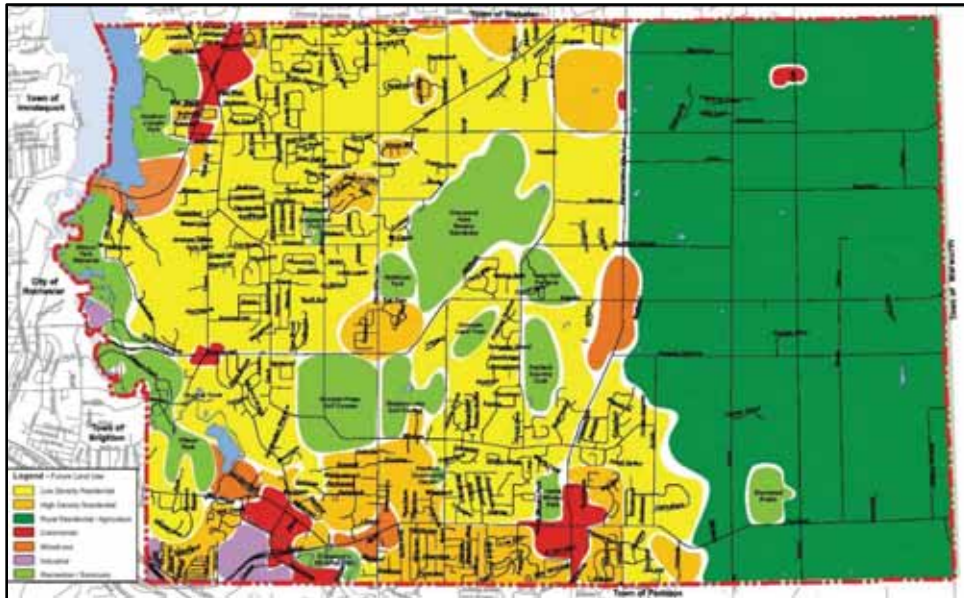


Figure 4.1. Future Land Use Map, Town of Penfield 2010 Comprehensive Plan Update.

4.1 Background

The Town of Penfield has a long history of planning for its future. This is evident in the town motto, “The Town of Planned Progress,” and from the many studies and plans that have been completed over the years. The first Penfield Master Plan was prepared in May, 1966, and recognized Penfield’s potential for growth over the next several decades.

The tradition of planning has continued over the decades as the Town of Penfield has updated its Comprehensive Plans approximately every 10 years, with the most recent plan completed in 2010. The town has also conducted many traffic and transportation corridor studies, area plans, bike and recreation master plans, and economic development plans. The community intends to continue using its previous plans and studies as resources and direction for its future boards and community vision.

4.2 Past Plans and Studies

This section provides a brief overview of plans and studies that have led to the Town of Penfield's implementation of mixed use zoning districts. The most influential study was the implementation of the 2010 Comprehensive Plan Update. All documents are available on the town's website (www.penfield.org) under the "Online Documents" link. Contact the Penfield Planning Department for additional assistance.

4.2.1 2010 Comprehensive Plan Update

The purpose of the 2010 Comprehensive Plan was to provide a framework for future public and private investment. The plan updates recommendations of the 2000 plan to reflect current conditions and the town's vision for the future. In addition to articulating the current vision, the plan establishes policies and strategies to achieve that vision.

The 2010 plan identified three important considerations: (1) aging population, (2) fiscal responsibility, and a (3) mixed use zoning district.

The Penfield 2010 Comprehensive Plan recommended the addition of "Mixed Use" as a land use category in four (4) specific locations of the town. These areas are symbolized by the orange figures on the Future Land Use Map that can be found in the 2010 Comprehensive Plan, as seen in Figure 3.9.

One of these locations included a 360 +/- acre portion of land on Fairport Nine Mile Point Road (Route 250) from the Eastside Y northward to the intersection at Penfield Center Road.

See website: http://www.penfield.org/media/dpt_planning_CompPlan_Final_Version.pdf

4.2.2 Comprehensive Plan Findings

The 2010 Comprehensive Plan steering committee, made up of stakeholders, determined observations and key objectives for mixed use development in the town of Penfield.

The Town of Penfield completed its most recent Comprehensive Plan in 2010. During the public participation component of the planning process, participants emphasized the need for residential options beyond the single family residences now widely available throughout the town. Mixed use was identified as an option offering a variety of residential development styles blended with community uses and neighborhood commercial. A safe transportation system offering options to accommodate a spectrum of people was also identified as desirable.

Throughout the public input process for the 2010 Comprehensive Plan, two issues were consistently raised: (1) the lack of residential diversity, and (2) the small amount of commercial development in the town, resulting in an unbalanced tax base.

In response, one of the major initiatives within the plan was to allow for additional mixed use development within the town. Excerpts from committee recommendations include:

Observations

- (1) “There is an unmet need in the town of Penfield and region for alternatives to traditional suburban tract housing that enhances “quality of life” with walkability, safety, proximity to jobs, services and entertainment, and higher standards for design and layout.”
- (2) “Housing market demands have shifted and there is a desire for diverse neighborhood options.”
- (3) “Rent levels for multifamily, office, and retail are relatively high in Penfield compared with the rest of the region; this is a sign of a fairly healthy demand for these types of products.”
- (4) “Well-designed, higher-density development is more sustainable in terms of reducing the development footprint, and also more effectively uses costly infrastructure, reduces energy use and transportation costs, and increases access to amenities.”
- (5) “Mixed use development patterns have been proven in other locations to be more sustainable than typical suburban conventional zoning.”
- (6) “Mixed use development helps create a stronger economic base and produces more tax revenue for a community.”
- (7) “A mixed use district provides careful consideration of the public environment and its interaction with privately occupied spaces.”

Objectives

- (1) “A district that promotes a coordinated approach to access management, traffic circulation, multi-modal elements, interconnectivity, lighting, landscaping, and community character is desired.”
- (2) “A transportation system that provides for interconnected streets, realistic travel options, and equal consideration to all modes of travel is desired.”
- (3) “The general public, including multigenerational, singles and families, and people with diverse income levels, are to be accommodated.”
- (4) “The built environment is designed and maintained with upstate New York’s four seasons in mind. Particular attention is paid to design features that will encourage walkability even in inclement weather. Snow removal strategies will be addressed as part of all mixed use developments.”
- (5) “The commercial component of a mixed use district is expected to be at a neighborhood scale and is not anticipated to serve regional markets.”
- (6) “Mixed use zoning is sufficiently flexible to allow developers to respond to a variety of market conditions.”

4.2.3 Route 250 Corridor Transportation Study, 2009

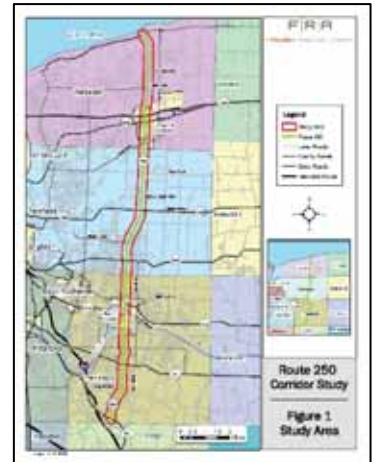
This study developed a long range plan for the Route 250 corridor to address the transportation needs of each linked community. The study specifically addressed current and future congestion problems, future growth, roadway improvement needs, access management strategies, and auto, truck, transit, bicycle, and pedestrian improvements.

Of the municipalities along the Route 250 corridor, Penfield has the greatest amount of undeveloped land. Consequently, there is significant interest in proactive transportation planning to protect the character and safety of the Route 250 corridor.

The study showed that although Penfield has significant zoning in place to limit development in much of the eastern part of the town, the development of a coordinated land use and transportation plan would be highly desirable to help guide future land use decisions along the Route 250 corridor. Further, Route 250 at Route 441 will continue to be a commercial hub and growth pressures are likely to grow at this busy intersection.

See website:

http://www.penfield.org/media/dpt_engineering_Rt_250_Corridor_Study_Final_Report.pdf

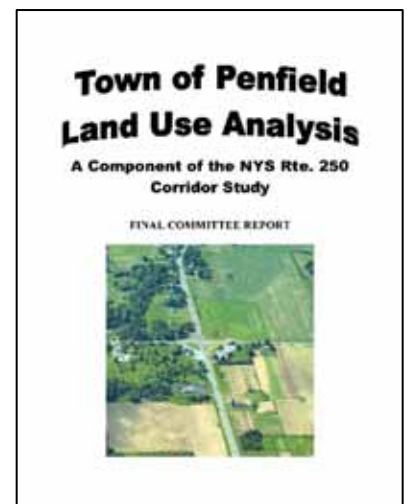


4.2.4 Route 250 Land Use Analysis, 2009

This study analyzed the current and potential land use patterns of the Route 250 corridor as a companion to the Route 250 Corridor Transportation Study received by the Penfield Town Board in 2009. Key recommendations of the land use analysis include creation of an Access Management Overlay District to reduce the number of conflict points along the corridor and the development of a mixed use “hamlet” area near the intersection of Route 250 and Sweets Corners Road. The hamlet concept emphasized, “Creating a node of development largely focused on agribusiness with some potential for niche retail and/or hamlet-style housing mixed in.” The land use analysis was adopted in 2009.

See website:

http://www.penfield.org/media/dpt_planning_Route250CorridorStudyLandUseAnalysis.pdf



4.2.5 Town of Penfield Bicycle Facilities Master Plan, 2008

Through funding by the Genesee Transportation Council (GTC), the Town of Penfield contracted with Environmental Design and Research and SRF & Associates to design the town's Bicycle Facilities Master Plan in 2008. Recommendations for improvements were made in four categories: On-Road Improvements, Off-road Improvements, Bike Facilities at Destinations, and Policies & Programs.

On-road and off-road improvements comply with The American Association of State Highway & Transportation Officials' (AASHTO) 1999 Guide for the Development of Bicycle Facilities. A phasing plan and cost estimates are included to facilitate implementation of the recommendations. An education plan provides tools and strategies to increase public awareness, enhance safety, and encourage bicycling among a diversity of user groups. The Education Plan recognizes that transportation networks are shared resources utilized by motor vehicles, bicycles, and pedestrians alike. Maintenance is addressed as being of critical importance to bicycle comfort and safety.

The Bicycle Facilities Master Plan is a positive step towards making the town of Penfield a bicycle-friendly community.

See website: http://www.penfield.org/media/Bike_2008_Penfield_Bicycle_Facility_Plan.pdf



4.2.6 Town of Penfield Recreation Master Plan, 2013

Recommendations of the Recreation Master Plan are designed to meet the mission and vision of the Department, as follows:

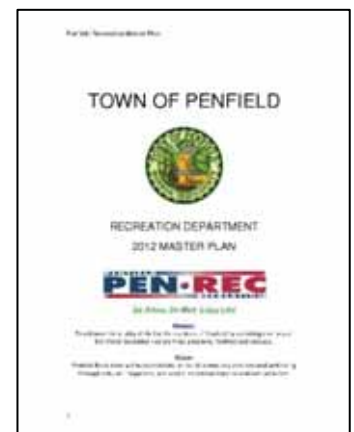
Mission: To enhance the quality of life for the residents of Penfield by providing a variety of beneficial recreation and wellness programs, facilities and services.

Vision: Penfield Recreation will build residents' sense of community and personal well-being through safe, well-organized, and varied recreational and educational activities.

One of the five recommendations from the plan identified the need for the enhancement and/or acquisition of parks, recreation, and open space sites.

Characteristics of mixed use support the goals of this plan through the principals of connectivity and promoting alternative modes of transportation by means of biking and walking throughout all developments.

See website: http://www.penfield.org/media/2012_Recreation_Master_Plan.pdf



4.3 Application Process Overview

This section provides guidance on how to bring a mixed use development to the Town of Penfield. Application documents for site development are available with the planning department.

The Town uses a two-phase site plan review process for all new developments and often redevelopments. The first step is to complete sketch plan application for concept review by the Planning Board. After this is accepted by the Board, a formal preliminary/final site plan application can be submitted to review all necessary approvals.

Prior to submitting any application, applicants/developers shall meet with the planning department staff to evaluate the proposed development for any immediate feedback or recommendations. Staff will provide applicants with the application instructions and forms. All applications are reviewed by the Planning Board in a public hearing setting with subsequent work session meetings to follow as needed.

The Penfield Planning Board will act as the board having jurisdiction for all mixed use development applications. After initial development, the Zoning Board of Appeals shall act as the board having jurisdiction for all change of use and conditional use applications.

4.3.1. Sketch Plan Application Submission Requirements

A sketch plan application is the first phase of review conducted by the Planning Board for all new developments. Applicants will present conceptual site plans and building designs to the board, at a regularly scheduled meeting, for its review. Residents of the community will have an opportunity to speak to the application in the public hearing. All submissions shall follow the adopted procedures and shall include the following information in printed and digital formats. Minimum requirements for submission include:

- (1) Application Form
- (2) Letter of Intent
 - a. Must provide details as to how the proposed development will meet the Ten Principles of Mixed Use Development (see page 13, section 3.2)
 - b. Demonstrate preliminary indication of phased development plans, adequate sewer, water, transportation, waste disposal, and fire protection facilities
- (3) Permission Letter from the property owner, allowing the applicant/agent to represent the owner for the purposes of the application
- (4) Conceptual site plans and building renderings that include mapping elements for those listed under “Sketch” on the site plan design checklist

Once all sketch plan application submission requirements are met, the application will be advertised for the next available meeting with the Planning Board. Following said meeting, the Board will prepare comments pertaining to the application and provide a sketch plan review letter to the applicant.

4.3.2. Preliminary/Final Application Submission Requirements

The Planning Board's second step in the review process is a preliminary/final site plan application. This can also include a subdivision or resubdivision of properties. Applicants shall prepare an application with the necessary forms and engineered plans pursuant to standards set forth in Chapter 250 of the Penfield Town Code, the Town's Design and Constructions Specifications, last revised March 6, 2013, and this Manual. The proposed development shall reflect the comments and concerns issued by the Planning Board from the sketch plan review. Once all application submission requirements are met, the matter will be placed on the next available planning board public hearing agenda. Minimum requirements for submission include:

- (1) Application Form
- (2) Letter of Intent
 - a. Must provide details as to how the proposed development continues to meet the Ten Principles of Mixed Use Development (See page 13, section 3.2). Expand upon the letter that was submitted for the sketch plan application. Provide written responses to the Planning Board's sketch plan review letter.
- (3) NYS DEC SEQRA Environmental Assessment Form (EAF), Part I
- (4) Permission Letter from the property owner, allowing the applicant/agent to represent the owner for the purposes of the application
- (5) Engineered site plans and building renderings that include mapping elements for those listed under Site Plan and Architectural Design Checklist (Appendix D, 12.2)
- (6) Written responses to the Planning Board's factors for consideration for site plan and/or subdivision approval
- (7) Printed and electronic copies (PDFs, non-scanned) of all application documents and site plans (please refer to the Town's Required Fees and Sets of Plans form for the number of copies of printed plans)

Town staff will review the application submission for completeness. After, the town clerk shall give notice of the hearing in the official newspaper of the town 10-20 days prior to the date of the hearing.

The application will be referred to other agencies for input as appropriate. This includes, but is not limited to, the Monroe County Department of Planning & Development, the town's consulting

design architect and landscape architect, the Penfield Conservation Board and all applicable county, state or federal agencies.

All applicable requirements of the State Environmental Quality Review Act (SEQRA) shall be complied with as part of the review and hearing process. In addition to other information that may be required as part of an environmental assessment of the proposal, the assessment shall include verification that the site has adequate sewer, water, transportation, waste disposal and fire protection facilities.

In order to approve any application, the Planning Board shall determine that the requirements of SEQRA have been met and the proposed development is in keeping with the intent of the Mixed Use District Zoning Ordinance and this manual.

5 Town of Penfield Planning

Design Standards

How to Design a Successful Mixed Use Development Project

This section provides direction for preparing designs for mixed use development projects in the Town of Penfield in order to create continuity between projects in the Mixed Use District. The standards listed below support the ten principles of mixed use development (see page 13, section 3.2).

The Town Design and Construction Specification, last revised March 6, 2013, shall be complied with for all roadway, stormwater, utility, and other infrastructure designs for mixed use developments.

Mixed use developments seek to combine multiple uses within a compact site. The following logistical planning and design components should be addressed early in the process:

- (1) Ensure uses are complementary to create synergy and promote social interaction and community pride.
- (2) Connect uses by short and direct sidewalks or paved paths to make travel easier for pedestrians to move throughout the development.
- (3) Implement compact development in order to provide a walkable environment.
- (4) Plan for a maximum walking distance of roughly 1/8 of a mile (660 feet) to connect people to neighborhood amenities and services.
- (5) Design small shared parking lots that support multiple uses throughout the day. Supplement parking areas with on-street parking to reduce the need for large expansive parking fields.
- (6) Ensure building architecture within a mixed use development is complementary to create visual interest and continuity. Provide designs that are consistent in terms of building type, scale, density, and overall character.
- (7) Include transit stations to reduce dependency on the automobile.

- (8) Buffer existing neighborhoods to respect the natural boundaries of the area.
- (9) Implement designs that support economic development. A mixed use development should include the flexibility to adjust sizes and layout of spaces in order to be able to adapt to a changing market.
- (10) Design a built environment that can support daytime programs and evening events. This includes uses that create a dynamic, vibrant setting and allow parking and other features to be shared.



Figure 5.1. The design standards for Lake Oswego in Portland, Oregon, help create a development that is consistent in terms of colors, textures, forms, and materials.

Master Plan Requirement

Each development within the Mixed Use District should include a conceptual master plan that provides sufficient detail to understand how the development would work and how it would relate to adjacent land uses. If a development is intended to be implemented in phases, each phase should be clearly defined. Each phase must meet the requirements of the Mixed Use District.

Site Plan Design Procedure

A design review process is required for each project submittal. It is strongly recommended that developers interested in implementing a project within the Mixed Use District contact the Town of Penfield Planning Department as early as possible in the planning phase to start the process.

5.1 Site Design and Planning Elements

Certain design elements are universal in all mixed use developments. The combination of these elements and their implementation will be determined as part of a master planning process for each development in the Mixed Use District.

In this section the following design and planning elements will be described with respect to the concepts, standards, characteristics, planning, and implementation in the development process:

- (1) Impact on proposed land uses
- (2) Mix of uses
- (3) Permitted uses
- (4) Specially permitted uses
- (5) Parking
- (6) Landscaping
- (7) Site furnishings
- (8) Public spaces
- (9) Signage/wayfinding
- (10) Lighting
- (11) Connectivity – pedestrian/vehicular/complete streets/multi-modal transportation
- (12) Social interaction
- (13) Public transit
- (14) Loading, storage, and trash disposal

The following sections in this chapter will provide details of how these elements can be incorporated into mixed use development.

5.1.1 Impact on Proposed Land Uses

The type of land use in a development will impact community resources such as roads, utility infrastructure, schools, and parks and recreation. All development will cause some level of impact, with the largest, most dense developments making the biggest impact.

Mixed use developments in the town of Penfield will require an environmental assessment as prescribed by 6 NYCRR Part 617 State Environmental Quality Review (SEQR). [Statutory authority: Environmental Conservation Law Sections 3-0301(1)(b), 3-0301(2)(m) and 8-0113]. SEQR requires the sponsoring or approving governmental body to identify and mitigate the significant environmental impacts of the activity it is proposing or permitting. The SEQR

Environmental Assessment Forms (EAF) available on the DEC's website: <http://www.dec.ny.gov/permits/6191.html>.

5.1.2 Mix of Uses

Successful mixed use developments provide a balanced and vibrant mix of compatible uses. Developments within the Mixed Use District are required to plan more than one use. The following categories describe basic uses:

- (1) Residential - single family and/or multi-family
- (2) Commercial/retail
- (3) Office
- (5) Civic
- (6) Public

The mix of uses will vary among projects and they will be evaluated within the context of the individual development and its relationship to the overall district. The number of required uses will be determined for each specific mixed use development based on size, characteristics, surrounding land use, and previous or planned development within the district. Further details can be found in the Mixed Use District Zoning Ordinance.



Figure 5.2. Ivy Walk, located in Smyrna, Georgia, is a development that integrates vertical and horizontal mixed uses.

Land Use Impacts on Travel (Litman 2006)		
Factor	Definition	Travel Impact
Density	People or jobs per unit of land area (acre or hectare).	Increased density to reduce per capita vehicle travel. Each 10% increase in urban densities typically reduces per capita VMT by 2-3%.
Mix	Degree that related land uses (housing, commercial, institutional) are mixed.	Increased land use mix tends to reduce per capita vehicle travel, and increases uses of alternative modes, particularly walking for errands. Neighborhoods with good land use mix typically have 5-15% lower vehicle-miles.
Regional Accessibility	Location of development relative to regional urban center.	Improved accessibility reduces per capita vehicle mileage. Residents of more central neighborhoods typically drive 10-30% fewer vehicle-miles than residents of more dispersed, urban fringe locations.
Centeredness	Portion of commercial, employment, and other activities center.	Increased centeredness increases use of alternative commute modes. Typically 20-50% of commuters to major commercial centers drive alone, compared with 80-90% of commuters to dispersed locations.
Connectivity	Degree that walkways and roads are connected and allow direct travel between destinations.	Improved roadway connectivity can reduce vehicle mileage, and improved walkway connectivity tends to increase walking and cycling.
Roadway design and management	Scale, design and management of streets.	More multi-modal street design & management increases use of alternative modes. Traffic calming tends to reduce vehicle travel and increase walking and cycling.
Walking and cycling conditions	Quantity and quality of sidewalks, crosswalks, paths and bike lanes, and the level of pedestrian security.	Improved walking and cycling conditions increases non-motorized travel and can reduce automobile travel, particularly if implemented with land use mix, transit improvements, and incentives to reduce driving.
Transit quality and accessibility	Quality of transit service and degree to which destinations are transit accessible.	Improved transit service quality increases transits ridership and can reduce automobile trips, particularly for urban commuting.
Parking supply and management	Number of parking spaces per building unit or acre, and how parking is managed.	Reduced parking supply, increased parking pricing and increased application of other parking management strategies can significantly reduce per capita vehicle travel. Cost-recovery parking pricing typically reduces automobile trips by 10-30%
Site design	The layout and design of buildings and parking facilities.	More multi-modal site design can reduce automobile trips, particularly if implemented with improved transit services.
Mobility management	Various programs and strategies that encourage more efficient travel patterns.	Mobility management policies and programs can significantly reduce vehicle travel by affected trips. Vehicle travel reductions of 10-30% are common.

Table 5.1.
This table describes various land use factors that can affect travel behavior and population health.
<http://www.vtpi.org/tdm/tdm20.htm>

5.1.3 Permitted Uses

Chapter 250-5.12 of the Code of the Town of Penfield lists the permitted uses in the Mixed Use District (also available in Appendix D).

5.1.4 Conditionally Permitted Uses

Conditionally permitted uses are identified as other uses not specifically listed as permitted uses, but deemed by the board having jurisdiction to be similar in nature and compatible with the purposes of the district, that may also be considered. A list of conditionally permitted uses can be found in Chapter 250-5.12 of the Code of the Town of Penfield for the Mixed Use District.

5.1.5 Parking

A. Parking Concept

Shared parking is required within all mixed use developments. It is most effective when land uses have different parking demand patterns that vary by time of day, week or season. Shared parking reduces the amount of land needed for parking, creating opportunities for compact development, more space for pedestrian circulation, and increased open space and landscaping. Further, shared parking can reduce the impact of the automobile in land planning, which helps to protect cultural and natural resources.

B. Parking Standards

The Town of Penfield uses the Urban Land Institute's (ULI) shared parking model to calculate parking demand for mixed use and other developments. The ULI model is designed to project parking demand rates of a mixed use development throughout a 6:00 a.m. to midnight cycle on typical weekdays/weekends each month of a year. Further, residential parking spaces are considered private and are not available for public use.

In 2007, the Monroe County Planning Department conducted a parking study and produced statistical analyses of parking needs by land use. The purpose of this project was to obtain accurate parking data for analysis to determine parking ratios for various land uses. The parking data and analysis was aimed at aiding interested municipalities in the evaluation of current parking standards for future development and provide current parking data for developers and consultants. The Town of Penfield has utilized the data from this document in the past in order to provide guidance to its boards and developers to assist in properly sizing parking lots, based on the use of the parcel.

Parking criteria for each mixed use development will be evaluated independently based on site layout and nature of uses within the development.

C. Parking Design Characteristics

A key design characteristic of a mixed use development is shared parking. Designing the location, orientation, and appearance of parking lots, garages, and off-street parking spaces within a development is critical for creating walkable neighborhoods and a sense of community.

The following characteristics contribute to parking layouts that are shared, compact, and discreet:

Types:

- (1) Shared use – Shared parking areas linked to different uses by way of pedestrian walks and trails. Day/night use of same parking areas by complementary users.
- (2) Park and walk – A single automobile trip to visit multiple land uses.
- (3) Reduced parking lot sizes – Multiple small lots instead of one vast parking lot.
- (4) Reduced parking stall sizes – Small parking spaces (9'x18') uses parking area more efficiently.
- (5) Land-banked parking – Reserved green space for overflow or “land-banked” parking supports future growth and can be used for snow storage.



Figure 5.3. This plan view shows planting concepts as well as parking layout.



Figure 5.4 - 5.5. These vertical mixed use examples would be appropriate for most of Penfield's mixed use developments. The visual impact of the three storied structures is reduced by the use of strong horizontal lines, a change of colors and materials, and the introduction of pedestrian scale elements such as street trees.

Parking layout shall to take into account snow storage and removal when necessary.

Locations

- (1) Rear parking – Parking behind structures reduces the visual impact of parking lots and provides visual connectivity to adjacent land uses.
- (2) On-street parking – Meets parking needs and encourages traffic calming.
- (3) Alleys – Alleys provide access to rear-entry garages and parking lots along structures.
- (4) Parking structures – Vertical parking structures maximize land use in dense areas.

Features

- (1) Landscaping – Trees, shrubs, and groundcover help reduce the visual impact of parking lots.
- (2) Bicycle racks – Bike storage supports use of bicycles for transportation.
- (3) Valet parking – Parking by attendants keeps parking organized and convenient for customers.

D. Implementation of Shared Parking

Developers will be required to conduct a parking analysis for each development greater than two (2) acres and indicate how shared parking was, or was not, achieved. If a mixed use development will be implemented in phases, a shared parking plan will be required for the overall development and each phase. A formal parking study may be waived for small developments when there is established experience with the land use mix and its impact is expected to be minimal.

A shared parking plan can be a standalone plan or submitted as part of a site plan, landscape plan, or other plan that communicates the layout of the mixed use development. A shared parking plan could include one or more of the following:

- (1) Site plan of parking spaces intended for shared parking and their proximity to land uses they will serve.
- (2) Signage plan that directs drivers to the most convenient parking areas for each particular use or group of uses (if such distinctions can be made).
- (3) Pedestrian or vehicular circulation plan that shows connections and walkways between parking areas and land uses. Walkways should be direct and easy to use.
- (4) Safety and security plan that addresses lighting and maintenance of the parking areas.

Use	Weekday			Weekend	
	<i>NIGHT - Midnight to 7 a.m.</i>	<i>DAY - 7 a.m. to 5 p.m.</i>	<i>EVENING - 5 p.m. to Midnight</i>	<i>DAY - 6 a.m. to 6 p.m.</i>	<i>EVENING - 6 p.m. to Midnight</i>
Office & Industrial	5%	100%	10%	10%	5%
Retail	5%	90%	50%	100%	70%
Hotel/Motel	70%	70%	100%	70%	100%
Restaurant	10%	50%	100%	50%	100%
Restaurant Associated w/ Lodging	10%	50%	60%	50%	100%
Entertainment & Recreation	10%	40%	60%	50%	60%
Day Care	5%	100%	20%	20%	5%
Housing	100%	60%	100%	100%	100%
All Others	100%	100%	100%	100%	100%

Table 5.2. This table from ULI shows general parking demand for different uses. For example, a parking area for office/industrial used 100% during weekday business hours, but the same parking area has low use during evenings/nights and weekends.

Implementation of shared parking occurs through legal agreements between adjacent uses. Shared parking and cross access agreements allow for all uses to have access to parking spaces at any given time.

The future maintenance of parking facilities is privately managed by one or more property manager and owners.

5.1.6 Landscaping

A. Landscaping Concept

Landscape design can enhance the overall aesthetic value and character of a mixed use development. Landscaping can be used to define spaces, direct pedestrian traffic, screen unwanted views, provide shade, and enhance walkability.

B. Landscaping Standards

Town of Penfield landscape requirements, subject to review and approval of the planning board, apply to all developments. An additional level of landscape and hardscape detail should reflect the unique character of each mixed use development. Plantings should provide visual interest throughout all four seasons to sustain a vibrant, appealing landscape.

C. Landscaping Characteristics

Landscape design should integrate aesthetic and functional requirements of the mixed use development with the native plantings found in upstate New York. Plant species, sizes, colors, layouts, and hardscape materials reinforce the overall design theme, scale, and visual connection of the district. Mature trees shall be preserved and integrated into the project design unless proven to be unfeasible. Plantings should be low maintenance and suitable for the four season climate.

D. Landscape Planning

A landscape plan, designed by a certified landscape architect, shall be included within the site plan designs for all mixed use development projects. The board having jurisdictions may defer the review of landscape plan to the town's landscape consultant.

E. Landscaping Implementation

Landscape design should consider the scale and mass of a building and its relationship to the street and neighboring properties.

5.1.7 Site Furnishings

A. Site Furnishings Concept

Site furnishings, such as benches, bike racks, lighting, and decorative bollards are an essential part of mixed use developments because they reinforce social interaction, walkability, and pedestrian scale activities. Furnishings provide visual continuity and help establish the overall character of a development.

B. Site Furnishing Standards

Site furnishings are typically located in public spaces such as parks, plazas, and other gathering areas. They are usually owned and maintained either by the municipality or by a master association that oversees the mixed use development.

C. Site Furnishing Characteristics

All street furniture including benches, lighting, bollards, and waste receptacles should be consistent and complementary with the architectural style and quality of the buildings that are part of a mixed use development. Elements such as masonry walls, boulders, sculptural elements, amphitheaters, and architectural features can serve as formal or informal places for seating and gathering.

Art in public areas adds visual interest and helps create a sense of identity. The use of creative art in public areas may include sculptures, mosaics, murals, decorative carving, ornamental benches, decorative paving, interactive mobiles, and other elements of a unique and attractive nature that embodies artistic qualities.

Additionally, pet-friendly drinking fountains and pet waste bags stations will encourage residents to walk.



Figure 5.6. Each mixed use development has a maximum height restriction. There are techniques for reducing the perceived height of an architectural structure. Using variations in colors, textures, materials, will help visually break up the perceived scale of a building. Introducing street trees, awnings, benches, seating areas, and other street furnishings also helps create a pedestrian scale and reduces the visual impact of structures.

D. Site Furnishing Planning

Benches and informal seating areas should be designed to encourage people to sit and enjoy public spaces. Benches should be placed and oriented to provide refuge and comfort, but not impede access or circulation. They should also be durable and comfortable. Some benches should be provided with arms to assist older persons.

Bike racks should be placed at convenient locations to encourage the use of bicycles. Trash receptacles, loading areas, and mechanical equipment should be located away from public spaces and screened by architectural building features, fencing, or landscaping to minimize negative impacts.

Refuse enclosures should be self-closing with self-latching doors. Any enclosure should accommodate all refuse dumpsters, totes and recycling bins. Trash and recycling bins shall be shared among users to minimize the number of enclosures throughout the development.

E. Site Furnishing Implementation

- (1) Site furnishings shall be identified on the site plans for each development.
- (2) All outdoor seating areas shall leave at least five (5) feet of unobstructed pedestrian space.
- (3) Graffiti resistant material and/or coating and skateboard deterrents shall be used to reduce the possibility of vandalism.

5.1.8 Public Spaces

A. Public Space Concept

Public space is defined as a designated community gathering place for active and passive recreation use by the general public.

B. Public Space Standards

Mixed use development plans must integrate existing and planned usable public space in ways that benefit the overall mixed use development.

- (1) All public open space (active and passive recreation areas, public courtyards, town square, and other areas that could be used for public gatherings) shall be permanently deed restricted from future subdivision and development.
- (2) No portion of any building lot or road right-of-way area may be used for meeting the minimum required amount of total open space.
- (3) Public open space shall be available to all dwelling units within mixed used developments.

- (4) The mixed used development plan shall clearly delineate between public space and private space. Private and semi-private outdoor spaces (decks, patios, front and back yards, etc.) are encouraged, but are not part of public open space.
- (5) The amount of recommended public open space required is based upon the size of a mixed use development. Table 6.1 illustrates the amount of public open space required for each development.

C. Public Open Space Characteristics

Centrally located public open space that encourages social interaction is critical to mixed use developments. Traditional town squares, urban plazas, parks with walkways, shade trees, benches, and other similar uses all help to spatially organize mixed use developments. Many mixed use district requirements call for a recommended 20% to 30% public open space to provide for active recreation, programmed uses, events and activities that create a community focal point, and to preserve environmental features.

Design elements that exemplify public spaces:

- (1) Centralized open areas
- (2) Town square / village green
- (3) Connections for pedestrian accessibility
- (4) Sheltered areas
- (5) Benches and seating
- (6) Recreation space
- (7) Community gardens
- (8) Shade trees and plant material
- (9) Wildlife habitats

D. Public Space Planning

For planning purposes, new public spaces in mixed use developments should integrate with existing, adjacent public spaces. Public spaces will also mix with and complement new shared use spaces such as parks, town squares, civic buildings, green spaces, transit stops, sidewalks, plazas, and similar uses.

E. Public Space Implementation

In many mixed use developments, public spaces are managed by an association that oversees decisions on day-to-day operations. This association could include business owners and residents.

- (1) Site furnishings shall be complementary for each development within the district.
- (2) All outdoor seating areas shall leave at least five (5) feet of unobstructed pedestrian space.
- (3) Graffiti resistant material and/or coating and skateboard deterrents shall be used to reduce the possibility of vandalism.



Figure 5.7 - 5.9.

Vintage Walk (top, above) in Covina, California, integrates residential development with office space and public open space. Community gardens are available in this development in Seattle, Washington (bottom, above). Multiuse trails (left) can link mixed use developments to surround parks, recreational facilities, and other public facilities.

5.1.9 Signage/Wayfinding

A. Signage and Wayfinding Concept

A cohesive signage and wayfinding program creates a sense of identity for each mixed use development. All signage should be designed to complement the architectural style and setting of adjacent structures.

B. Signage and Wayfinding Characteristics

Permanent signs should be constructed of high-quality materials such as metal, stone, or wood, and sign letters and materials should be professionally designed and fabricated. The signage program should provide a framework for clear, effective, visible, safe, and aesthetically pleasing identification and directional communication.

C. Signage and Wayfinding Standards

All signage proposed in the Mixed Use District shall comply with the requirements of the Town of Penfield Zoning Ordinance. Further, all signage within a mixed use development should utilize the



Figure 5.10. An information kiosk use for wayfinding and the sharing of public information.

same design standards in order to ensure a visually cohesive environment. A sign program should identify the placement, size, materials, colors, method of lighting, and other related requirements for all signs.

Examples of complementary styles should be included in the master sign plan for each district.

Directional signage should be located at major vehicular and pedestrian access points. Directional signage for vehicles and pedestrians, entry signage, and building identification should be horizontal in format and installed lower to the ground in order to improve readability and minimize visual impact to the surroundings. Wall signs may be wall-mounted, projecting, or combined with awnings.

Signs may be illuminated as long as they do not contribute to light pollution.

Animated, moving, flashing, blinking, reflecting, and revolving signs are not permitted. Roof signs are not permitted. Freestanding signs shall only be permitted for the identification of the development.

D. Signage and Wayfinding Planning

The planning board is responsible for approving the initial sign package for a development. Any subsequent modification or alteration to the originally approved sign package will require review from the Penfield Zoning Board of Appeals.

E. Signage and Wayfinding Implementation

All signage proposed in the mixed use development shall comply with the requirements of the Town of Penfield Zoning Ordinance. An overall sign package for each development within the district must be prepared by the developer and submitted to the Penfield Planning Board for review. Signs shall be complementary for each development within the district.

5.1.10 Lighting

A. Lighting Concept

Lighting contributes to the overall character and safety of a mixed use development. A mixed use development with a comprehensive lighting plan is generally perceived as safe, accessible, and inviting to residents and visitors.

B. Lighting Standards

Street lighting in public right-of-ways should be provided in accordance with existing Town of Penfield standards. Current standards for lighting emphasize aesthetics, architectural qualities, and energy efficient fixtures that minimize light pollution.

C. Lighting Characteristics

Light fixtures should be harmonious across a mixed use development to create an overall safe, inviting, and attractive setting.

Interior public space lighting should complement the surrounding streetscape and architecture and be incorporated into surrounding design elements. Sidewalks, walkways, and pedestrian gathering spaces within mixed use developments should be lit for safety and aesthetics.

D. Lighting Planning

The following attributes should be considered in the planning phase:

- (1) Observe dark sky principles in districts. In more rural areas lighting impacts should be reduced by dimming at night and choosing a low lighting classification.
- (2) Establish operational hours for light fixtures that provide safe lighting levels during hours of operation for primary and adjacent facilities.



Figure 5.11.
Lighting along this street in Schenectady, New York, helps create a safe, harmonious walking environment.

- (3) Emphasize the use of low-power luminaires for exterior lighting to illuminate and provide reflected luminance of objects.
- (4) Manage light pollution by installing cut-off light fixtures that direct light down.
- (5) Include lighting along roadways and within mixed use developments for safety and security.
- (6) Vary the heights of pole lighting within developments based on the intent of use.
- (7) Use LED light sources where possible throughout developments.

E. Lighting Implementation

Prepare lighting and photometric plan for review and approval to ensure appropriate light levels for pedestrian walks and parking lots. Site lighting shall be complementary for each parcel within the development. Review the Mixed Use District Zoning Ordinance and the standards set forth within the Town Code (see Appendix).

5.1.11 Connectivity

Connectivity is the principle of connecting people, vehicles, and places to reduce traffic, create walkable street and trail networks, and promote sociability. It is a fundamental component of mixed use development.

The following sections address pedestrian, multi-modal and vehicular connectivity. They also provide explanations of interconnected and complete streets, which are required for site plans proposed within the mixed use development.

A. Pedestrian Connectivity and Walkability Concepts

Walkability is accomplished when mixed use developments connect people and places with direct and easy to use routes. Walking improves health for both young and old, promotes social interaction, reduces dependency on cars, and reduces energy demands. The more people walk, the less they use their cars, and the less impact there is to existing roadways. Placing different uses in close proximity makes it easy to walk from one location to another.

Sidewalks facilitate this by connecting common public areas, parking areas, storage areas, open space, and recreational facilities within the mixed use development. The level of walkability in a mixed use development depends on the proximity of structures.

Compact development clusters buildings into a compact area that requires less infrastructure than traditional zoning. This type of site planning creates a more walkable area for travelers.

B. Pedestrian Connectivity Standards

Design standards for pedestrian connectivity are as follows:

- (1) Sidewalks are needed along all road frontages to connect building entrances, parking areas, central open space, and other pedestrian destinations.
- (2) Clear and direct routes from on-site parking to a building entry and public sidewalk system.

Figure 5.12. The orange lines indicate a one-quarter mile walking distance that is recommended to help create a walkable mixed use development.

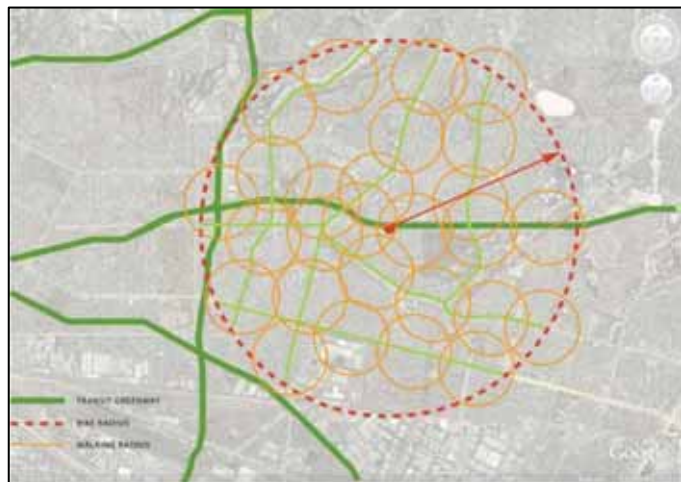




Figure 5.13. Roads are an important part of mixed use developments. This development along 15th Street in Atlanta, Georgia, has narrower roads to provide room for wider sidewalks that improve walkability.

- (3) Commercial/retail development located along road frontages with sidewalk access.
- (4) Pedestrian sidewalks adjacent to commercial buildings, offices, or storefronts shall be installed according to the Mixed Use District Zoning Ordinance.
- (5) Major multi-use walkways and trails intended to accommodate pedestrians, cyclists, and other users shall be installed according to the Mixed Use District Zoning Ordinance.
- (6) Easements shall be provided for the continuation of trails where they leave the mixed use development.
- (7) Proposed plans should incorporate decorative seating and benches along walkways.

For additional requirements, review the Mixed Use District Zoning Ordinance (see Appendix).

C. Pedestrian Connectivity Characteristics

Pedestrian paths should be accessible, attractive, inviting, and provide direct connections between places. Pedestrian elements in mixed used developments include:

- (1) Sidewalks along all streets
- (2) Wide sidewalks to accommodate outdoor dining or events
- (3) Connection to adjacent uses
- (4) Multi-use trails
- (5) Lighting
- (6) Underpasses and overpasses

- (7) Street furniture
- (8) Textures, colors and decorative crosswalks
- (9) Public art at pedestrian scale

D. Pedestrian Connectivity Planning

Within a mixed use development, a zero setback from the side property line(s) is encouraged to help create a more compact development and an uninterrupted pedestrian zone by avoiding excessive side yard setbacks between buildings. Minimum setbacks shall be required as specified to meet fire and building codes.

The number of curb cuts for vehicular entry should be minimized so that pedestrian and bicycle areas are safe, secure, and passable.

Any paving pattern, color, and material used to articulate pathways and pedestrian areas should continue when driveways intersect with these areas. Where pedestrian circulation paths cross vehicular circulation paths, a material change, contrasting color, or raised crossing should be used to delineate the continuing pedestrian path.

Sidewalks and/or plazas should be provided with weather protection (e.g., awnings/ canopies) wherever possible.

E. Implementation of Pedestrian Connectivity and Walkability

Pedestrian walkways or sidewalks shall connect primary building entrances to one another along commercial corridors. Sidewalks within a mixed use development shall connect to existing public sidewalks on abutting tracts and other nearby destinations.



Figure 5.14 - 5.15. A combination of vertical mixed use structures, single family or multi-family residential development, and public open space enhance walkability (top). 15th Street in downtown Atlanta, Georgia (bottom), is a high density development with commercial along the lower floors and a combination of office and residential uses above.

Figure 5.12. The orange lines indicate a ¼ mile walking distance that is recommended to help create a walkable mixed use development.



Multi-use trails that link residential areas and public gathering spaces with parks and public open space are an essential element of larger mixed use developments. Trails should be ten (10) feet to twelve (12) feet in width although secondary trails can be narrow if they are intended for single-tract use. (The 2008 Town of Penfield Bicycle Facilities Master Plan provides an overview of trail options.)

PATH TYPE	MINIMUM WIDTH (in feet)	MATERIAL
Sidewalks		
On-Street	8	Concrete
Internal connections	5	Concrete
Abutting to parking	7	Concrete
Trails		
Primary	12	Asphalt
Secondary	10	Asphalt

Table 5.4. Sidewalks and Trails Paths

Successful walkways use overhead shelters to provide shade and protection from weather. Shelters are often located at bus and transit stops, recreation areas, and other public gathering spaces.

Vehicular Circulation

Mixed use developments are designed to reduce car use, traffic congestion, and parking. Mixed use developments can help to minimize demand for vehicle use by encouraging more internal trips and promoting walkability and alternative forms of transportation. The town will support the use of car share programs as they develop in and around the community.

Interconnected Streets

Successful mixed use developments feature interconnected streets laid out as a grid or modified grid. This type of street system moves traffic equitably among all streets, gives drivers alternative routes to reach their destinations, and establishes a sense of community by allowing all streets to lead to community focal points.

Characteristics of interconnected streets:

- (1) Streets connected for multiple access routes
- (2) Grid pattern layout to create a greater number of entry and exit points
- (3) Minimal dead ends or cul-de-sacs to keep traffic fluid
- (4) Traffic calming devices to slow traffic
- (5) On-street parking to promote access
- (6) Minimal conflict with pedestrians to create a safer community

Figure 5.19 - 5.20. Street layout has to take into account snow removal, snow storage, and alternative routes in case one street or neighborhood is snowed in (below, top). This street layout plan (below, bottom) shows the type of interconnected streets, lot layout, and integrated open space that helps make mixed use developments more walkable communities.



Complete Streets and Streetscapes

The NYS DOT Complete Streets Act of August 15, 2011 defines a complete street as “a roadway planned and designed to consider the safe, convenient access and mobility of all roadway users of all ages and abilities: pedestrians, bicyclists, public transportation riders, and motorists; it includes children, the elderly, and persons with disabilities.”

Characteristics of a complete street include:

Pedestrians

- (1) Limited front setbacks
- (2) Wide sidewalks
- (3) Pedestrian control signals
- (4) Crosswalks
- (5) Wayfinding/signage
- (6) Curb cuts to accommodate all mobility needs
- (7) Protected bicycle lanes

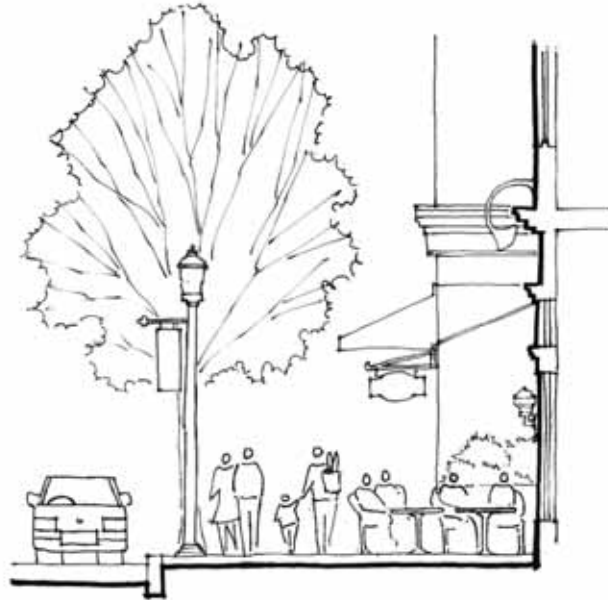


Figure 5.21. Adding street trees, awnings, textured pavement, and other site furnishings can help reduce the scale of a roadway and slow traffic.

Transportation

- (1) On-street parking
- (2) Paved shoulders suitable for use by bicyclists
- (3) Lane striping for bike lanes, transit stops
- (4) Bus lanes and pull-outs
- (5) Median islands, curb extensions, narrow travel lanes, and roundabouts
- (6) Bicycle racks



Figure 5.22. These streets in Overlook Village, Redmond, Washington, are based upon the city's Complete Streets Plan and Guidelines.

Décor

- (1) Street trees
- (2) Street furniture
- (3) Decorative lighting
- (4) Planting beds

Transportation Alternatives

Mixed use developments should offer a range of transportation options that de-emphasize dependence on personal automobiles. Transportation alternatives are explained below.

- (1) Sidewalks

The design and placement of sidewalks are a critical feature in mixed use development. When properly implemented, they can open up new paths of travel for all types of non-automobile commuters.

See section 5.1.11 *Pedestrian Connectivity and Walkability* for more sidewalk details.



Figure 5.23. The City of Chattanooga, Tennessee, is one of many communities that provide bike rentals to encourage alternative modes of transportation. Penfield may not be ready to implement this type of program at this time, but there may be opportunities in the future if more multiuse trails are implemented.

(2) Bicycle lanes

Mixed use developments rely on the use of complete street designs to move commuters safely and efficiently through the area. A key element is use of bicycle lanes along roadways. Depending on the location, bicycle lanes and amenities will be required by the town.

(3) Public Transit

Transit stops should be included in the development whenever feasible. See section 5.1.13 *Transit Stops* for more details.

(4) Electric vehicle charging stations

Sales of electric vehicle have become more popular as commuters make an effort to reduce their carbon footprint. The Town of Penfield currently has three electric car charging stations in use. Beginning in 2012 the Town of Penfield began installing free public EV stations. The town is committed to encouraging developers to consider installing electric car charging stations in parking areas for all future development proposals including, but not limited to, mixed use development.

The implementation of alternative means of transit will vary for each mixed use development application due to the location and scale of the proposal.

5.1.12 Social Interaction

Mixed use developments promote social interaction. Traditional town squares, urban plazas, parks with walkways, shade trees, benches, and other similar features help to spatially organize mixed use developments and promote social interaction.

The following design elements and uses encourage social interaction:

- (1) Public open space
- (2) Squares, plazas and courtyards
- (3) Covered walkways
- (4) Street furniture and seating
- (5) Information kiosks
- (6) Public events, such as a farmers markets
- (7) Programmed classes and activities



Figure 5.24. These architectural styles and details, in general, are appropriate for Penfield’s mixed use districts. These examples include stacked row houses (top and bottom row) and vertical mixed use structures with retail services on the bottom floor and residential on the top floors.



Figure 5.25. The Public Market in Rochester, New York, includes shaded booths that help define public spaces for visitors.

5.1.13 Public Transit

Transit stops should be included in the development whenever feasible. They can be located adjacent to pedestrian-oriented amenities such as courtyards, plazas, and parks. The applicant must contact the transit authority prior to making an application to determine what transit infrastructure would be appropriate for a given site.

5.1.14 Loading, Storage, and Trash Disposal

All loading areas and loading docks shall be located to the side and rear of buildings. Outdoor storage or display of materials is not be permitted overnight.

Trash disposal areas shall be located within buildings or within an opaque screened area that hides the trash and is located to the side or rear of a building. Trash receptacles, loading areas, and mechanical equipment shall be located away from public spaces and screened by architectural building features, fencing, and landscaping to minimize negative impacts.

5.2 Architectural Design Standards

A. Architectural Design Concept

The architectural character for a mixed use district creates a distinctive town or village environment. Architectural style for mixed use developments in Penfield should reflect the community's historic character.

B. Architectural Design Characteristics

New buildings should be similar to existing regional structures in architectural style, materials, scale, and form. Visual interest is established with variations of color, texture, and architectural detail among adjacent structures. Architecture should include:

- (1) Existing architectural character of the neighborhood/district
- (2) Staggered building frontages
- (3) Street-level emphasis
- (4) Rhythm of windows and doors
- (5) Use of canopies to provide weather protection, human scale, accent materials, and color
- (6) Continuity of building size and scale
- (7) Variety of roof forms
- (8) Variations in building height and massing (rooftops can provide usable outdoor space for both residential and commercial developments)
- (9) Placement of architectural icons and preservation of landmarks to establish a strong spatial hierarchy that promotes a sense of place
- (10) A balanced relationship of buildings to public spaces
- (11) Indoor/outdoor spaces through structures, paving and glazing

- (12) Sustainable materials such as reclaimed wood and items made from recycled products
- (13) Durable materials such as concrete, metal, masonry, stone, glass, and tile

C. Architectural Design Standards

The Penfield Mixed Use District Zoning Ordinance sets forth the standards for historic preservation, façade design, screening of utilities, roof forms, and building heights for mixed use development proposal (see Appendix).

D. Architectural Design Planning

Building relationships in mixed use developments are compact and efficient. Plans, facades, and architectural details should create visual interest at the street level. Blank facades should not be visible from streets or public spaces. Buildings should minimize shadowing and visual impacts to adjacent land uses.

Location

Basic location and orientation planning:

- (1) Locate buildings to create opportunities for usable open space like plazas and gathering areas
- (2) Orient sites vertically within the same building or horizontally in adjacent buildings
- (3) Orient buildings to relate to public spaces and public right-of-way
- (4) Orient buildings to take advantage of natural light and existing views (skylights, view windows, clerestories, light shelves, and controlled lighting)
- (5) Provide direct pedestrian access between buildings
- (6) Provide separate and secure street access to residential units where commercial and residential are mixed

Building Scale and Massing

Requirements for building scale and massing scale will be defined for each mixed use development. The following general concepts should be considered for all mixed use developments:

Building Scale

- (1) Building heights within a site may be higher than surrounding land uses, dependent upon specific characteristics of the district
- (2) Building heights and massing around the district perimeter should be considerate of adjacent land uses

Massing

- (1) Dormers, gables, eaves, and other projections may be used to break up architectural masses
- (2) Street-facing building facades should incorporate articulation and a mix of color and materials to break massing and create visual diversity
- (3) Proportion, scale, materials, and color should be used to manage visual mass and bulk
- (4) Canopies, arcades, and galleries may be used to break masses and create visual interest along ground floor commercial

Building Size

The Mixed Use District promotes small structures that are consistent with the concepts of pedestrian scale, walkability, and harmony with adjacent neighborhoods. A growing number of cities and towns are adopting a maximum size for stores to ensure that new retail development is scaled appropriately for the community. Building size requirements for mixed use developments in the town of Penfield are defined in the Mixed Use District Zoning Ordinance.

The typical size of mixed use commercial developments are as follows:

- (1) “Main Street” stores are generally less than 1,000 square feet
- (2) A full-service neighborhood grocery store is approximately 10,000 square feet
- (3) Locally owned hardware stores generally range from 2,000 to 20,000 square feet
- (4) Independent bookstores are typically about 1,500 square feet

Building Height

Mixed use developments often feature vertical mixed use on lands that have a natural topography that slope downward and can accommodate multi-story structures to achieve minimal impact on the viewscape.

Taller buildings are stepped back so that the structures appear smaller from a pedestrian scale. They also can be set back further from the road’s edge. The existing topography of the site becomes a natural mechanism to minimize the visual impacts and perceived height of taller buildings. Vertical mixed use projects will be subject to a higher level of review by the town for potential visual impacts.

Dimensional requirements for structures can be found in the Mixed Use District Zoning Ordinance. Below is a visual demonstrating a stepped-back design for multi-story structures.

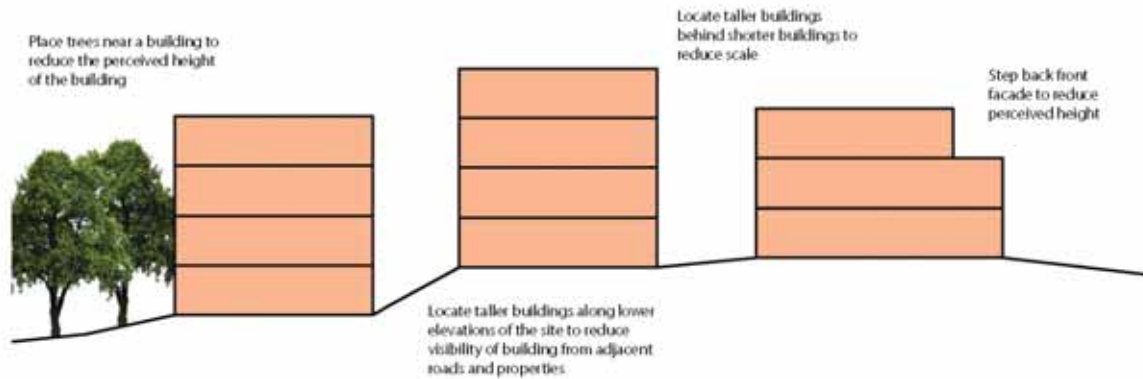


Figure 5.26. A diagram of multi-story buildings placed in a development site using the existing or proposed topography.

E. Architectural Design Implementation

Architecture plans for all buildings within a development should complement one another. All proposed designs are subject to the review of the board of jurisdiction and may be referred to the town’s architectural design consultant. The cost of the review shall be paid for by the applicant of the proposed project.

F. Architectural Inspiration for Mixed Use Districts

Photographs of successful mixed use district can be viewed on the following pages.



Grand Rapids, MI

Figures 5.27 - 5.29.

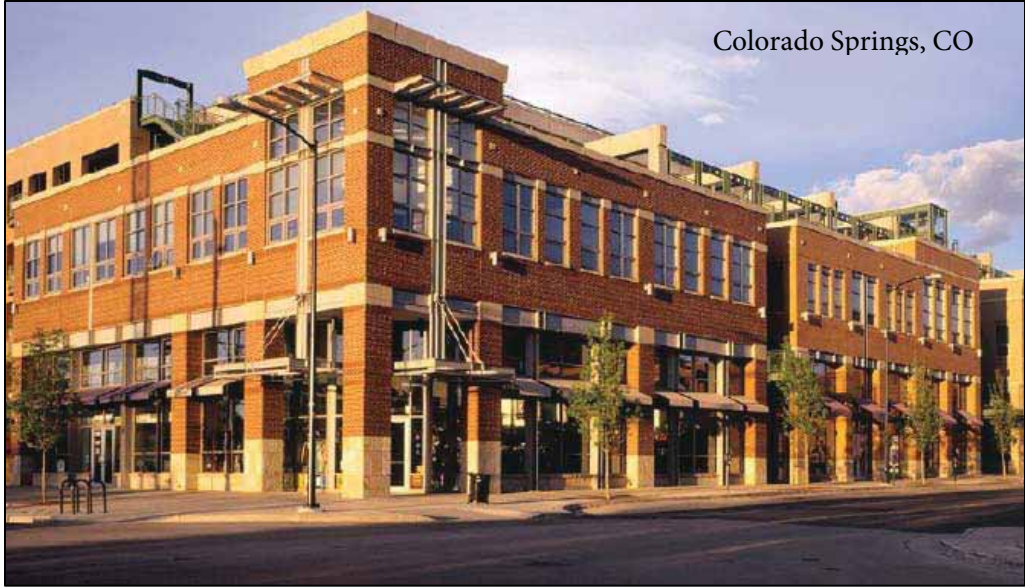
Mixed use developments with retail services on the ground floor and residential above (left) are best for village centers. Paired homes (middle) with a more traditional architectural style provide an alternative to traditional housing in more residential areas. Some mixed use developments include duplexes (middle left, and townhomes (bottom) to increase density.



Riverside, CA



Grand Rapids, MI



Colorado Springs, CO

Figures 5.30 - 5.31 Architectural styles may vary among mixed use districts in Penfield, but the basic principles are consistent. Buildings should be consistent in scale, building materials, building height, and architectural details. The style may be modern or more traditional, but brick, stone, wood, and other traditional materials help ensure the buildings “fit” the aesthetic of the town of Penfield.



British Columbia, Canada



Figures 5.32 - 5.37. These vertical mixed use buildings (top left, top right, and middle left) have retail services on the bottom floor and residential on the top floor. A development in Jacksonville, Florida (top left) includes a cafe on the lower floor. A range of architectural styles and details, in general, are appropriate for mixed use developments in the Penfield Mixed Use District. These examples included stacked row houses (middle right and bottom row).



St. Johns, FL



Langley, WA



Niagara, NY



Gilroy, CA



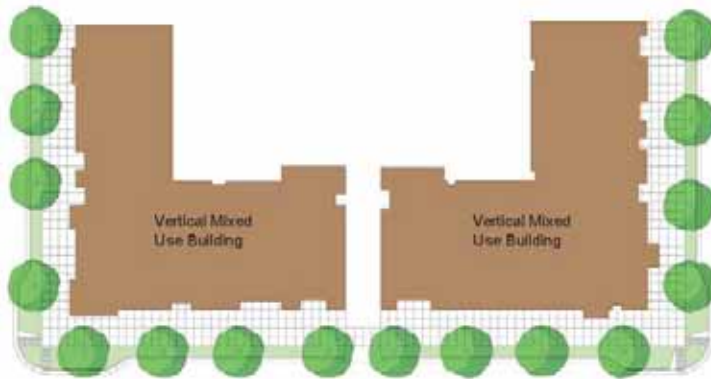
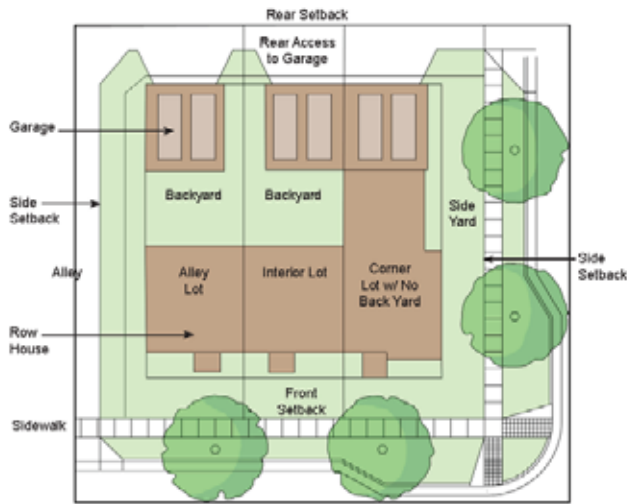
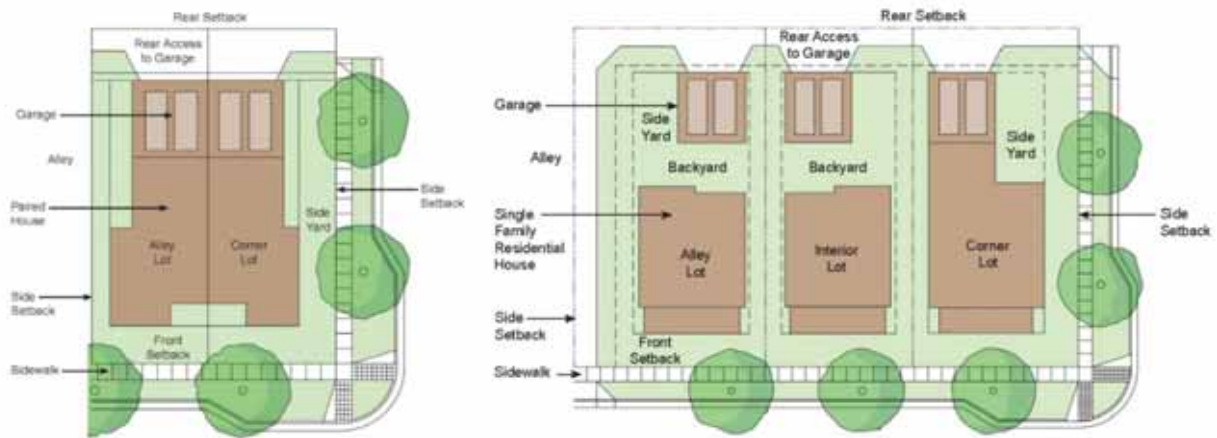
Philadelphia, PA



Denver, CO

Figures 5.38 - 5.43.

Mixed uses that focus on commercial or retail (top left, middle rows, and bottom rows) provide a more diverse economic base. Smaller cottages (top right) on small lots and centered around public gathering spaces can be used to provide more affordable housing while increasing density. Highland Garden Village (middle left) is an attached housing complex that is similar in architectural style to historic homes in Denver. The visual impact of Oxford Mills (bottom) is reduced by the introduction of pedestrian scale elements such as street trees. The areas around buildings should be developed at a pedestrian scale in order to enhance walkability.



Figures 5.44 - 5.48. Structures along property edges have traditional front, back, and side setbacks in order to minimize impacts to adjacent developed areas. Shared walls can also be used to reduce a building footprint. Vertical mixed use buildings (bottom two rows) can use shared parking located behind the buildings.



Minot, ND



Smyrna, GA



Ponte Vedra Beach, FL



Atlanta, GA

Figures 5.50 - 5.52. Maximum height restrictions apply to every development. There are techniques for reducing the perceived height of a building including the use of variations in colors, textures, and materials to help visually alter the scale of a building. Buildings are often designed with a stepped back technique which helps to maintain a pedestrian scale while allowing for a higher building density. The use of street trees, awnings, benches, seating areas, and other street furnishings helps create a pedestrian scale and reduces the visual impact of structures.

5.3 Sustainable Practices

All mixed use developments should incorporate sustainable design, planning, construction, and maintenance practices to the extent practicable. This applies to site features, engineering facilities, and architectural structures.

Sustainable design practices:

- (1) Preserve existing architectural and cultural structures within a district
- (2) Minimize impact on surrounding natural and cultural resources
- (3) Limit development to the smallest possible footprint
- (4) Adopt Low Impact Development (LID) methods such as bio-swales, rain gardens, constructed wetlands, and stream restorations
- (5) Observe International Green Building Code (IGBC)
- (6) Consider building designs that meet or exceed a Leadership in Energy and Environmental Design (LEED) Certification
- (7) Implement stormwater best management practices
- (8) Use green, sustainable materials (local, recycled, etc.) and practices



Figure 5.53. Low impact development solutions include open space that be used for stormwater management, as recreational spaces, and for storage of snow removal.

- (9) Incorporate green infrastructure (Required by NYSDEC)
- (10) Use renewable energy technologies to reduce carbon footprint
- (11) Preserve, protect, and enhance natural environmental systems
- (12) Maximize biodiversity with connected habitats and native plants
- (13) Preserve and protect healthy soils
- (14) Protect significant habitats
- (15) Remove invasive species



Figure 5.54. A combination of gravel to emulate the pattern of a natural creek bed and native materials help manage stormwater runoff while also improving aesthetic quality.

5.4 Environmental Concerns

All projects must comply with the U.S. Environmental Protection Agency (EPA) stormwater regulations, New York State Environmental Quality Review Act, NYSDEC regulations and the Town of Penfield Environmental Protection Overlay Districts (EPODs).

Mixed use developments in Penfield are expected to emphasize environmental sensitivity and sustainability in all phases of design, planning, and implementation. To achieve this, all environmental regulations applicable in the State of New York and in the Town of Penfield will be applied to mixed use developments and districts.

Figures 5.55 - 5.56. The Town of Penfield has a rain garden located along Jackson Road that provides a good example of how to sustainably address stormwater runoff. These images show a new planting (top) and the same garden after several years (bottom).



For mixed use development, natural and cultural resources can be preserved for public use and enjoyment by cluster development and minimizing paving and infrastructure. Natural resources include existing vegetation, water resources, wildlife, habitat areas, air quality, soils, and environmental systems and processes. Cultural resources include manmade elements such as historic features, built structures, trails, archaeological sites, and other similar features.

According to the EPA, one of the greatest areas of environmental concern for human health in developing and developed countries worldwide is water quality. Water is essential for life and plays a vital role in the proper functioning of the Earth's ecosystems. The pollution of water seriously impacts all living creatures and can negatively affect the use of water for drinking, household needs, recreation, fishing, transportation, and commerce.

Mixed use developments in the town of Penfield will utilize best practices to protect water quality. To achieve this, developers are encouraged to implement Low Impact Development (LID) principles to minimize the potential negative impact of development on natural systems. LID helps communities protect water quality, habitat, and biological resources from the impacts of development and stormwater runoff. LID encourages the integration of treatment and management measures at the site level. In short, LID practices manage stormwater in a way that imitates the natural hydrology of a site.

The Natural Resources Defense Council recommends the following common LID practices:

- (1) Impervious surface reduction and disconnection
- (2) Permeable pavers
- (3) Pollution prevention and good housekeeping
- (4) Rain barrels and cisterns
- (5) Rain gardens and bio-retention
- (6) Roof leader disconnection
- (7) Rooftop gardens
- (8) Soil amendments
- (9) Tree preservation
- (10) Vegetated swales, buffers, and strips

6 Mixed Use District Design

Considerations

6.1 Fairport Nine Mile Point Road (Route 250) Area

The Mixed Use District was first established in East Penfield and occupies a section of Fairport Nine Mile Point Road (also, known as NYS Route 250) north of the Eastside Y up to the south side of Penfield Center Road, and included the parcels that front along the east and west sides of Route 250, as shown in Figures 6.2.

This area of the Mixed Use District was established to provide the framework for implementing a vibrant mixed-use environment consistent with the rural character of Penfield. The Mixed Use District Zoning Ordinance (see Appendix) provides permitted uses and specific standards for development.

The following information in this section provides guidelines for development that are specific to the Route 250 area that was rezoned as a Mixed Use District. The guidelines will be referenced as other areas of the town are considered for rezoning to the Mixed Use District.



Figure 6.1. Aerial photo of Route 250 area to be rezoned. Source: Pictometry.

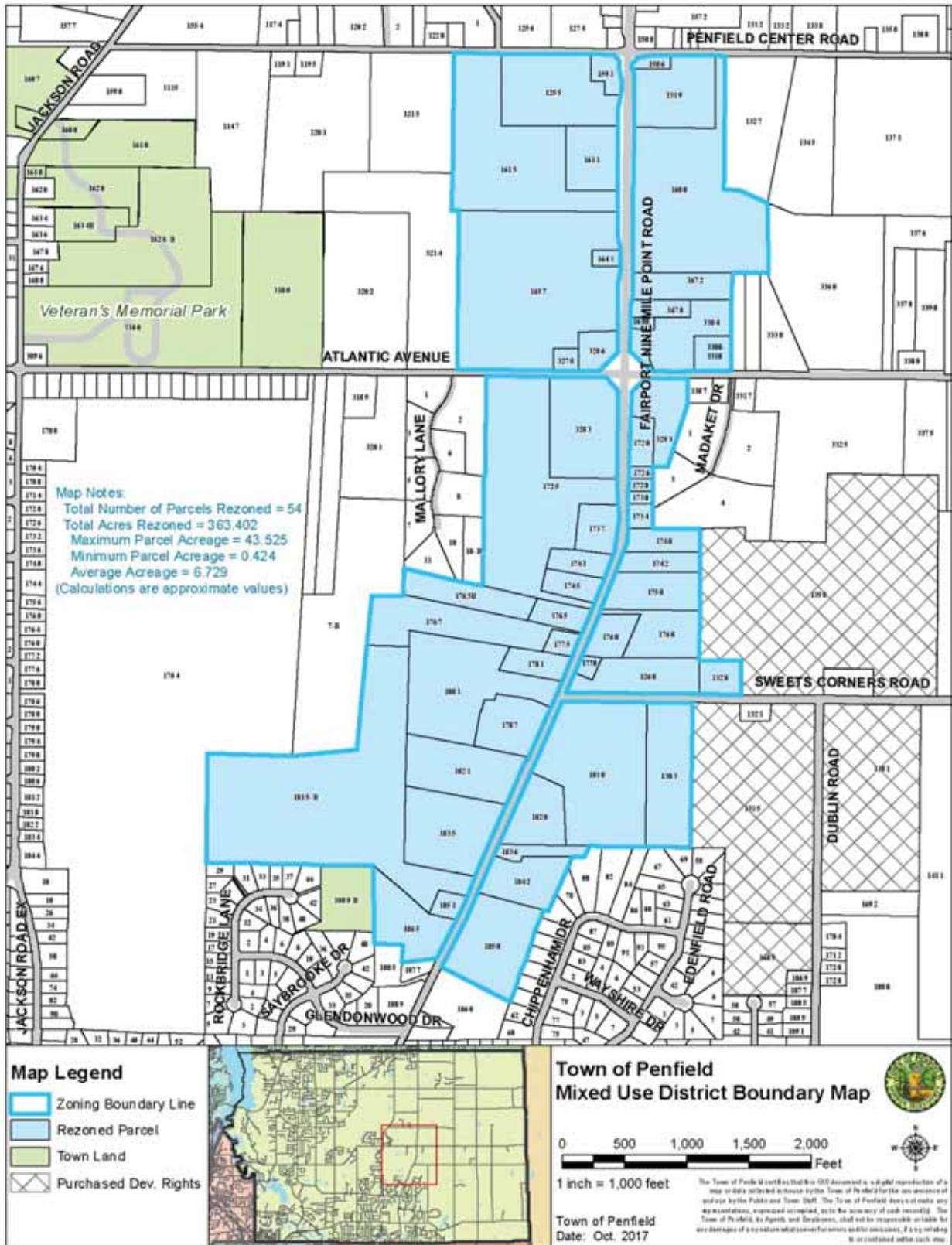


Figure 6.2. This map illustrates the boundaries for the lands to be rezoned to the Mixed Use District.

6.1.1 Development Zones and Types of Uses

Each area that is rezoned to the Mixed Use District is subject to being divided into three development zones as illustrated in figure 6.3. The map shows general locations for specific types of development in the Route 250 area of the Mixed Use District. There is some flexibility in the exact size, shape, and location of each zone.

The purpose of each zone is as follows:

Zone A – High Density Core Mixed Use

Areas identified as Zone A are intended to be most dense portions of the district with a mix of commercial/retail, office, civic, and compact residential uses. The percentage of residential is lowest compared to other uses within Zone A.

Permitted Uses: Emphasis is on vertical mixed use, with commercial/retail/office on lower levels, and residential/office on upper levels.

Zone B - Residential Mixed Use

The majority of the district is designated as Zone B. These areas are intended to provide a mix of diverse residential uses.

Permitted Uses: Emphasis is on providing a variety of residential uses, with the addition of support commercial/retail/office.

Zone C - Low Density Mixed Use

Areas within Zone C are the least dense portions of the district. This area creates a buffer to the existing homes on Penfield Center Road. Uses within Zone C are intended to minimize the impact on existing natural resources and provide transition to adjacent land uses.

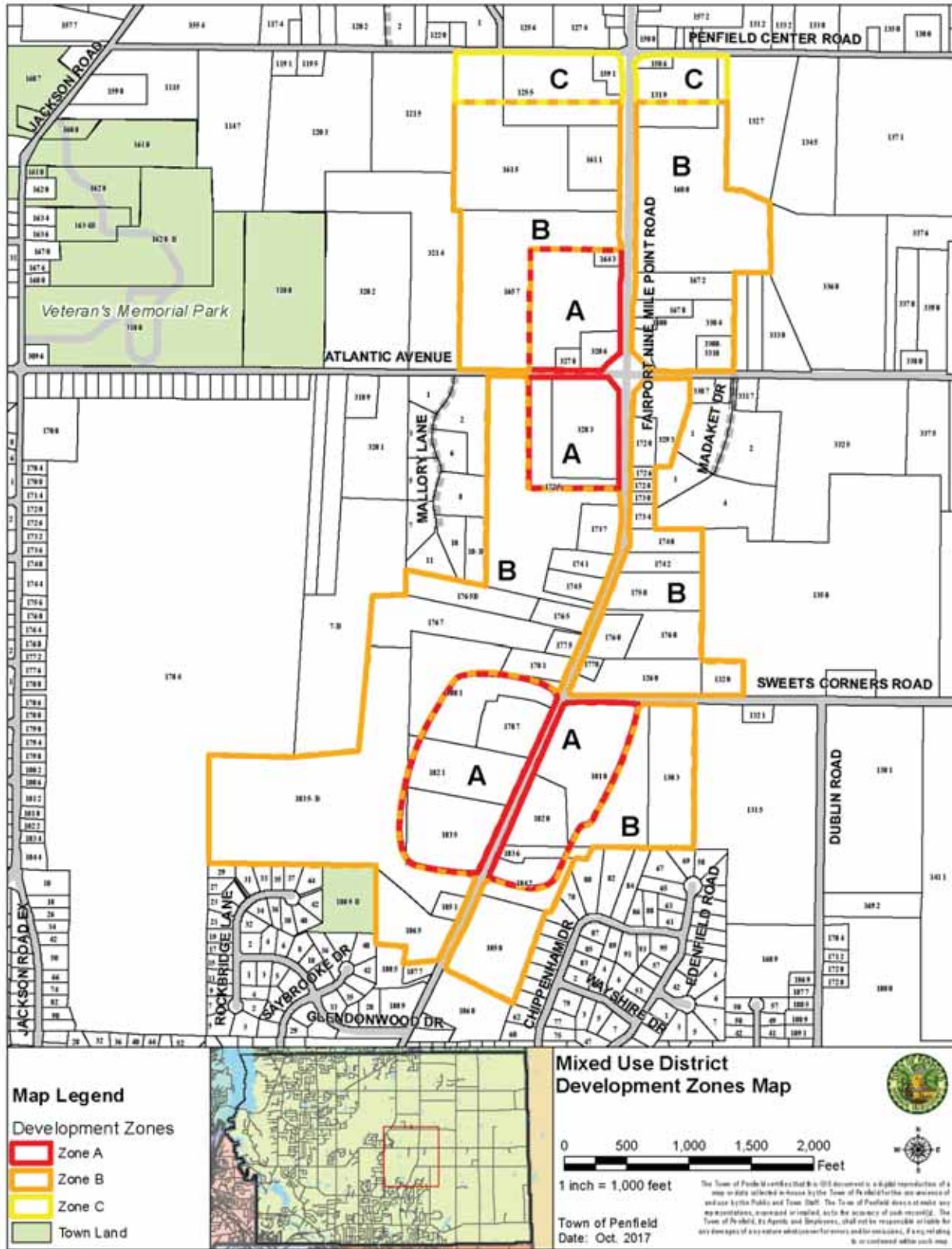


Figure 6.3. This map illustrates development zones for the Mixed Use District.

6.1.2 Guidelines for the Route 250 Area

- (1) Design a mixed use development that:
 - a. respects and expresses the rural character of East Penfield,
 - b. complements the scale and architectural character of existing structures,
 - c. provides diverse residential housing, and
 - d. provides supporting commercial/retail
- (2) Emphasize core areas of high density vertical mixed use surrounded by a variety of residential development, all linked by trails and public gathering spaces that are part of linear parks and public open space.
- (3) Minimize land use with designs that are efficient, compact, and clustered.
- (4) Provide mixed use areas that are safe, comfortable, and attractive to pedestrians and reduce dependence on automobiles.
- (5) Enhance walkability within neighborhoods by including linked walkways and trails that encourage pedestrian and bicycle travel.
- (6) Develop an integrated series of internal streets that encourage traffic to move within the district rather than on Route 250.
- (7) Parking within the district should be on-site, and on-street parking is allowed on internal streets.
- (8) Promote wellness and physical activity within walking distance to fitness centers, neighborhood-scale groceries offering fresh food, and health services.
- (9) Encourage use of mass transit along Route 250 and developments.
- (10) Minimize increased impact on existing state and local transportation infrastructure.
- (11) Protect on-site sensitive environmental resources and minimize impacts to the surrounding areas.
- (12) Prepare development strategies that address infrastructure issues and sewer capacities within and around the district.
- (13) Ensure new neighborhood retail uses that compliment, but do not duplicate, nearby existing commercial retail and services.

6.1.3 Land Use

Consolidate smaller lots to create larger mixed use developments for greater flexibility and opportunities to design a diverse, walkable, and sustainable community.

Small lots (less than 2 acres) developed for mixed use shall include a minimum of two (2) different uses that are complementary to existing or proposed mixed use developments in the district.

A minimum 100-foot landscape buffer shall be provided for developments located directly adjacent residential zoning districts to minimize land use conflicts. Multi-use paths are recommended and allowed within the buffer.

6.1.4 Connectivity and Pedestrian Access

Design a continuous multi-use trail system within the district that connects it to uses such as the Eastside Y, Penfield Town Hall, and Veterans' Memorial Park. Trails may be located within district boundaries. Any portion of a trail located in a right-of-way require the necessary approval by the authorized board or official having jurisdiction (town, county or state DOT). The trail shall be landscaped and include site furnishings such as benches, wayfinding signage, and overhead shelters.



Figure 6.4. This multi-use trail can help connect the various uses in the Mixed Use District.

6.1.5 Summary of District Requirements

Requirements	Zone A – Core Mixed Use	Zone B – Residential Mixed Use	Zone C – Low Density Mixed Use
Minimum Number of Uses	Varies based upon size of development. -Larger than 2 acres = 4 or more uses - Smaller than 2 acres = 2 or more uses	Varies upon size of development: - Larger than 20 acres = 4 or more uses - 2-20 acres = 3 or more uses - Smaller than 2 acres = 2 or more uses	Buffer area from existing residents on Penfield Center Road. Two types of residential housing.
Permitted Uses per Penfield Mixed Use Zoning Ordinance	- Mix of commercial/retail. Office, and residential - 20% Minimum of non-residential	- Emphasis of variety of residential development - Recommended 70% being residential	1 to 2 acre single family and duplex residential development
Types of Mixed Use	Mixed use emphasizing vertical mixed use, with commercial/retail on lower floor and residential/office on upper floors	Mixed use emphasizing diverse medium to high density residential uses	Mixed use emphasizing low density residential uses
Maximum Building Height	Four (4) stories of 55 ft.	Three (3) stories or 45 ft.	Two (2) stories or 35 ft.
Minimum Public Open Spaces	20% recommended	30% recommended	N/A
Parking Requirements	Shared parking per parking analysis	Shared parking per parking analysis	N/A
Minimum Dwelling Units (DU)	Maximum 20 units per acre	6-10 units per acre	1 unit per acre
Setbacks	Minimum setbacks to meet fire and building codes	Minimum setbacks to meet fire and building codes	Minimum setbacks to meet fire and building codes
Maximum Building/Unit Size (Per Level)	A maximum building size is not identified. Box development is strongly discouraged.	Maximum of 5,000 sq. ft. for non-residential space.	N/A
Landscape Buffer	No landscape buffer required.	Minimum 100 ft. landscape buffer from adjacent residential land uses	Properties in this zone create a buffer from existing residential to and proposed higher density developments.

Table 6.1. Summary table of development requirements for the Mixed Use District.

6.1.6 Architectural References

The following images are provided to inspire ideas for mixed use development projects, in addition to those found in chapter 5.2 of this manual.



Figures 6.5 - 6.9.
Vertical mixed use structures allow an increase in density while preserving space for pedestrian oriented activities. The lower level of vertical mixed use buildings should be commercial/retail services, while the upper levels should be predominantly residential (top, middle row). Residential uses (bottom) help provide housing within walking distance of commercial/retail mixed uses.





Figure 6.11. This mixed use development in Lubbock, Texas, includes front porches, sidewalks, and small setback to encourage social interaction.



Figure 6.10. Detached single family development on small lots can provide a sense of privacy while increasing density.

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7 Definitions

Refer to the Chapter 250, Article II-2.2 of the Code of the Town of Penfield for additional definitions.

Block – An area of land in a development with a rectangular shape bounded by streets.

Building Height – Maximum permitted height of a building (in feet and floors).

Cottage – A small, one-story residential structure intended for single family use. Often refers to a modest and small dwelling.

High-Rise housing – An enclosed residential building divided into eight (8) or more stories at regular intervals.

Loading Area – An area of loading and unloading deliverable goods.

Low-Rise Housing – An enclosed residential building divided into four (4) or fewer stories at regular intervals.

Medium-Rise Housing – An enclosed residential building divided into five (5) to seven (7) stories at regular intervals.

Mixed Use Development – The development of a parcel or structure with one or more different land uses, such as a combination of residential, office, retail, public, or entertainment in a single or physically integrated group of structures.

Multiplex – A building with two or more separate units or apartments, each with its own entrance. For example, a duplex has two (2) units, a triplex has three (3) units, and a quadriplex has four (4) units.

Open Space – The area unoccupied by any building, structure or parking area, whether paved or unpaved.

Porch – A porch is a platform covered with a roof and provided as a level entry to a building

Residential density – The number of housing units permitted on an acre of land.

Right-of-Way (ROW) – The line which is the common boundary line between a lot and a street or highway boundary.

Screening – A natural or constructed barrier consisting of any landscaping, fencing, or other barrier intended to block a view.

Service Area – Area used for trash collection, recycling collection, or other similar use.

Setbacks – The minimum allowable horizontal distance from a given point or line of reference, such as a street right-of-way or property line, to the nearest vertical wall of a building or accessory structure as defined herein.

Shared Parking – Multiple parcels or uses sharing one or more parking facilities.

Story – The portion of a building which is between one floor level and the next higher floor level or the roof. If a mezzanine floor area exceeds 1/3 of the area of the floor immediately below, it shall be deemed to be a story. A basement shall be deemed to be a story when its ceiling is six feet or more above the finished grade.

Universal Design – A concept that focuses on producing buildings, products and environments that are inherently accessible to elders, persons with and without disabilities, and families with young children.

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9 Appendix A - Acknowledgements

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10 Appendix B – Examples of Mixed Use Development

The following examples illustrate a wide range of possibilities and approaches to mixed use. It should be recognized that, like Penfield’s mixed use districts, each of these projects was designed and developed with specific district goals and objectives in mind. These projects are provided as examples, they are not necessarily compatible with Penfield’s goals and objectives for mixed use.

10.1 The Market Common Clarendon

Arlington, Virginia

The Market Common Clarendon is an urban village that includes mixed-use retail, apartments, and townhomes on a three-block, 10-acre site located in Arlington, Virginia. The development consists of 250,000 square feet of specialty retail, 300 apartments, and 87 townhomes.

The mixed-use development is based on one- and two-story retail space in varying sizes and elevations consistent with the type of development along a community’s Main Street. A new central boulevard includes an urban park in the median area. This park area is about a half-acre in size and contains green space, fountains, seating areas, a band shell, landscaping, and a small playground.

The east building is five stories tall with four apartment levels. The west building is six stories tall and is comprised of four levels of residential uses above two levels of retail. The Fillmore Street building includes four-story loft apartments along the street, and these step back 24 feet to a six-story apartment building that includes a six-level parking structure.



Figures 10.1 - 10.2 The Village includes diverse housing types that are incorporated into a Village Center that includes residential and commercial uses.

Lessons learned that can be applied to Penfield - Developers point to the emphasis on specialty retail and the density of the project as the reason for its success. These may not directly apply to Penfield, but the Market Commons program was appropriate for its given location.



Figures 10.3-10.5 The Market Commons Clarendon is an example of a traditional retail-orientated urban mixed use development. Additional examples of housing in the Village Center.



10.2 The Village at Niagara-on-the-Lake

Canada

The Village is an architecturally-protected master planned community located in Niagara-on-the-Lake, Ontario. Painstakingly planned and carefully implemented, every aspect of The Village is intended to optimize the quality of life of its residents. The Village Centre offers a host of amenities within walking distance, and the unique home designs capture the authentic architecture of Niagara-on-the-Lake. Proudly returning to all the best values, principles, and traditions embodied in small town Canada, The Village is a truly exceptional neighborhood.

Inspired by the inviting tree-lined streets of the Old Town Niagara-on-the-Lake, the streets in The Village are narrow with gentle curves and include sidewalks on both sides. This crucial combination has the wonderful result of calming traffic to a more civilized pace, providing a safe pedestrian environment. Upon completion, the five-acre village center will include a unique collection of shops, services, galleries, professional offices, cafes and restaurants.

Lessons learned that can be applied to Penfield - The Village at Niagara illustrates that mixed use can be successful in northern climates. Although relatively small, the village center has become a destination point and provides services for residents.

10.3 Corn Hill Landing

Rochester, NY

Corn Hill Landing is located in Rochester, NY along the Genesee River near the Douglass-Anthony Bridge. This mixed commercial/residential development includes 127 apartments, 15,000 square feet of office space, and 14,000 square feet of retail and restaurant space. Residents park in an underground garage and business customers use a small surface parking lot. The development includes a harbor master and access to boat docks. The Landing is across the street from Corn Hill, a restored Victorian residential neighborhood recognized as one of the finest in the country. Wrought iron fences, tall brick cupolas, and narrow, winding streets help define the neighborhood.

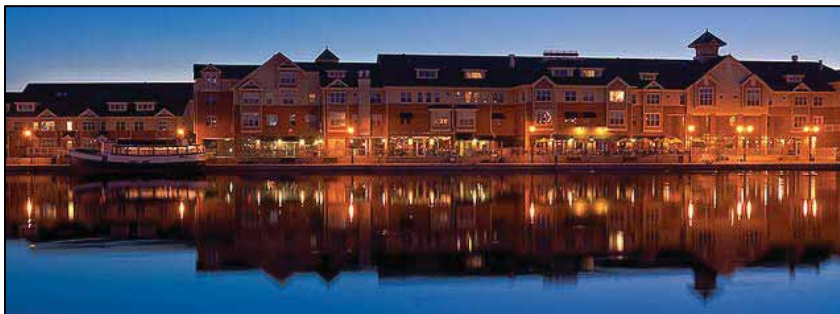


Figure 10.6. Corn Hill Landing is an example of a mixture of residential and commercial uses that can be successful in upstate New York.

Lessons learned that can be applied to Penfield - Corn Hill Landing is one of the few mixed use developments in the Rochester area. The quality of the architecture and the location of the development on the Genesee River are two reasons for its success. Limited parking has been an issue for the commercial uses.



Figures 10.7 - 10.9. Corn Hill Landing is an example of a mixture of residential and commercial uses that can be successful in Rochester, New York.

10.4 Lantern Hill

Doylestown Borough, Pennsylvania

Lantern Hill is based upon concepts of a “traditional neighborhood development (TND)” that include an interconnected network of streets and sidewalks, building types based on the historic homes in the area, an emphasis on curb appeal where garages are accessible from alleys, public open space that encourage walkability and social interaction, and a mix of dwelling unit types reminiscent of the way older communities once developed. The development is based on Doylestown’s traditional-neighborhood-design building codes.

Lantern Hill TND includes 117 townhome and single family units, and 72,000 sq. ft. of office and retail units on 19 acres in Doylestown Borough, Pennsylvania. The builder’s marketing brochure stated, “Inspired by the spirit and vitality of the familiar village, Lantern Hill replicates the great neighborhoods of the past, with a 21st century personality.” The site was a former car-seat factory site at the intersection of Broad Street and Veterans Lane. It was the last large piece of land left in the borough.



Figures 10.10 - 10.11. Lantern Hill TND includes a mix of detached and attached single family homes.

10.5 Vintage Walk

Buellton, CA

Vintage Walk, located on Avenue of the Flags in the City of Buellton (CA), is a mixed-use development built in 2007. The project marked the revitalization of this part of Buellton. The mixed use development includes residential units that are intended to appeal to commuters from Santa Barbara who are looking to be closer to the South Coast. The development consists of 11 condominium residences and 10 office condominiums. There are also six affordable residences and one affordable office unit.

Lessons learned that can be applied to Penfield - Vintage Walk shows that even small scale mixed use developments can have a positive impact on revitalizing an area.



Figure 10.12.
Vintage Walk integrates residential development with office space and public open space.

10.6 The Greene Town Center

Beavercreek, OH

The Greene Town Center is a mixed use development in Dayton, OH. The Greene was built in two phases that covers 72 acres of land and costs approximately \$200 million. The developer provided the majority of the funding, but taxpayers provided \$14.8 million of the project, or eight percent of the total cost.

Phase I was completed in 2006 and it included tenants such as Lane Bryant, White House Black Market, Cheesecake Factory, Chico's, Sephora, Ann Taylor, and other retailers and restaurants. Phase I includes 100,000 square feet of second-floor office space overlooking a town square, and 136 residential loft apartments. Phase II was completed in the fall of 2008 and included other stores and shops to fill out the complex. Future development may include a comedy club, a fitness club, and an upscale movie theater.

The development hosts outdoor concerts and holiday events, and also includes a public space that is heavily used during all four seasons. In particular, children seem to enjoy playing in the main fountain during the warm summer months. Revenue from metered parking benefits a charitable foundation, while parking on lots and in garages is free.

Lessons learned that can be applied to Penfield - Although the Green Town Center is more retail oriented than Penfield is planning, the public open spaces provide the type of gathering spaces that promote social interaction.



Figure 10.13. *The Green Town Center includes office space and apartments within a retail center.*

10.7 Smyrna Market Village

Smyrna, Georgia

Smyrna is a small community located about 10 miles northwest of Atlanta, GA. It is known as the “Jonquil City,” a name derived from the thousands of jonquils that flourish in gardens and along the streets in early spring. About 10 years ago, the city decided to develop a new downtown from scratch, and the result is the Smyrna Market Village, a mixed use development with civic uses as the anchor for residential and commercial development. The Smyrna Market Village consists of two major developments - the Village Green and the Market Village - both models of revitalization and redevelopment for other cities.

- Village Green - This is where Smyrna’s Community Center, Library, and arboretum reside. It is a focal point where people come together, and it is the central location of programmed outdoor activities and festivals. Adjacent to the Village Green is private housing, retail and office space, Smyrna’s City Hall, and a public safety facility.



Figure 10.14. *The streets in the Smyrna Market Village are occasionally closed for outdoor events and festivals.*



Figure 10.15. The streets in the Smyrna Market Village are occasionally closed for outdoor events and festivals.

- Market Village - The Market Village is the heart of Smyrna. The Village consists of Smyrna's Main Street with development on both sides to create a central axis leading to City Hall. The Village features 16 townhomes over the top of first-floor retail space, over 40,000 square feet of retail space, 18,000 square feet of office space, and seven restaurants. The tallest structures are three stories in height, so the entire development has a pedestrian feel.

Lessons learned that can be applied to Penfield - The Smyrna Market Village is an example of a civic oriented mixed use development that incorporates residential, commercial, and service uses into one cohesive development. The Village has become a landmark for Smyrna.

10.8 Northwest Crossing

Bend, Oregon

This 486-acre mixed use community includes parks, locally owned businesses, and residential units. The houses are certified by Oregon's Earth Advantage Program and the development employs sustainable design principles derived from some of Bend's older neighborhoods. These design principles include a grid of interconnected narrow streets, a mix of architectural styles, shops, parks, and schools within walking distance of most homes. These design principles have resulted in safe, attractive, walkable tree-lined streets and neighborhoods that encourage social interaction. The community has proven to be a compelling marketing tool, attracting a range of residents from young couples to retirees.



Figures 10.16-10.17. Northwest Crossing is a full-service development that provides a wide range of housing opportunities.

Northwest Crossing was designed to include a wide range of lots, housing types, and sizes. Housing options include single-family homes, duplexes, accessory dwellings, townhomes and condominiums, multifamily apartments, cottages, and apartments located above commercial/retail uses. The basic characteristics of the development are as follows:

- 486 acres total at buildout
- Average density: 5.2 du/acre (through present development)
- 1,350 homes at buildout
- 26.4 acres of neighborhood and community parks plus 6.8 acres of natural open space
- 63 acres of school property
- 36 acres of mixed-use and commercial development

Lessons learned that can be applied to Penfield - Northwest Crossing is a comprehensive, average density development that is similar to the types of neighborhoods that may be appropriate for Penfield. It includes high quality architecture and an integration of structures, landscape, and site development that would work well in Penfield.

10.9 Market Common

Myrtle Beach, South Carolina

Market Common is an upscale shopping and live/work community located on the former Myrtle Beach Air Force Base. It has become one of the most desired areas for living along the Grand Strand, the large stretch of beaches extending from Little River to Georgetown, SC. New homes are the majority of real estate selling in the Market Common District, and many single family and townhome communities are available. The housing environment of the Market Common area is a part of the thriving Myrtle Beach real estate market.

The shops of Market Common opened in 2008. They include a number of popular shops and restaurants. The development includes parks, walkways, and other public amenities. Adjacent to the Market Common are sport fields, the Virginia Clinic and Horry Georgetown Technical College.

Lessons Learned that can be applied to Penfield - Market Common may be appropriate when redeveloping the more commercial developments in Penfield.



Figures 10.18 - 10.20. The Market Common transformed a former air force base into a mixed use development.

10.10 Blue Black Square Mixed Use Development

West Hartford, Connecticut

The Blue Black Square Mixed Use Development consists of eight buildings on 40 acres that incorporates the Blue Black Square, Webster Walk, Noah Webster Library, police station, and town hall. The site work includes updated hardscape and lighting. The one million square feet of interior space includes condominiums, parking, retail and commercial space, and public works.

Along with retail stores, the Blue Black Square community includes:

The Lofts at Blue Black Square: 48 contemporary loft-style rental apartments

The Heritage: 59 luxury condominiums

The Lexicon: 60,000-square foot, Class A professional office building

The Rutherford: 140,000-square foot professional and medical office building anchored by Hartford Hospital Outpatient Surgery Center

Lessons learned that can be applied to Penfield - Blue Black Square is much denser than what is being discussed for Penfield, but it shows an example of creating high end mixed use with an emphasis on office use.



Figure 10.21. The Blue Black Square is predominantly an office, professional, and medical facility that includes condominiums and lofts.

10.11 Third Street Cottages

Langley, Washington

The Third Street Cottages is a small residential development that demonstrated eight smaller cottages could work on a site originally planned for four larger homes. The development was a response to the City of Langley’s (WA) innovative “Cottage Housing Development” (CHD) zoning code. The purpose of this provision was to preserve housing diversity, affordability and character, and to discourage the spread of sprawl. The code allows for up to double the density of detached homes in all single-family zones providing that the ground floor area is less than 700 square feet. The cottages must also face a usable landscaped commons. Each project proposed is reviewed by the planning and design review boards.

The community of eight detached cottages is located on four standard single-family lots (31,000 SF total area). The homes are approximately 650 square feet, with lofts up to 200 square feet, and are conveyed as condominium ownership. They are situated around a shared garden with a commons building and toolshed. Parking is detached and open, and every residence has a storage room. To ensure privacy between cottages, the houses ‘nest’ together, with the ‘open’ side of one house facing the ‘closed’ side of the next. A pea-patch garden is on one end of the Commons. The Tool Shed provides a spot for shared garden tools.

Each cottage, though similar, is unique. The cottages are painted with a combination of 24 different colors. Each household creates their own garden landscape and flowerbox garden. Another way the cottages are each unique is because homeowners name their own cottage.

Lessons learned that can be applied to Penfield - This type of cottage development provides another option for housing that is needed in Penfield, and it can be accomplished in a very small space.



Figure 10.22. The Third Street Cottages are centered around a central public space that encourages social interaction.

10.12 Ericksen Cottages

Bainbridge Island, Washington

The Ericksen Cottages are located on Bainbridge Island, a short three-minute ferry ride west of downtown Seattle, WA. The development consists of 11 two-bedroom and three-bedroom cottages clustered around a public courtyard. Emphasis was on creating a compact, connected, walkable community that would provide an alternative, affordable source of housing for small households. The cottages have been extremely popular because they provide a quiet, peaceful retreat in Winslow, the small town that serves as the point of departure for ferry travelers. Winslow is a small, walkable community that has an abundance of small, quaint restaurants, shops, and night spots.

Each cottage includes its own private yards surrounded by a low fence. The central courtyard is actually a quiet, relaxing garden that serves as a public gathering space. All cottages include a room-sized covered porch, front porch flower boxes, private yards, freestanding gas fireplaces, regional hardwood floors and cabinets, bay windows, vaulted ceilings, wood paneling, and classic details.

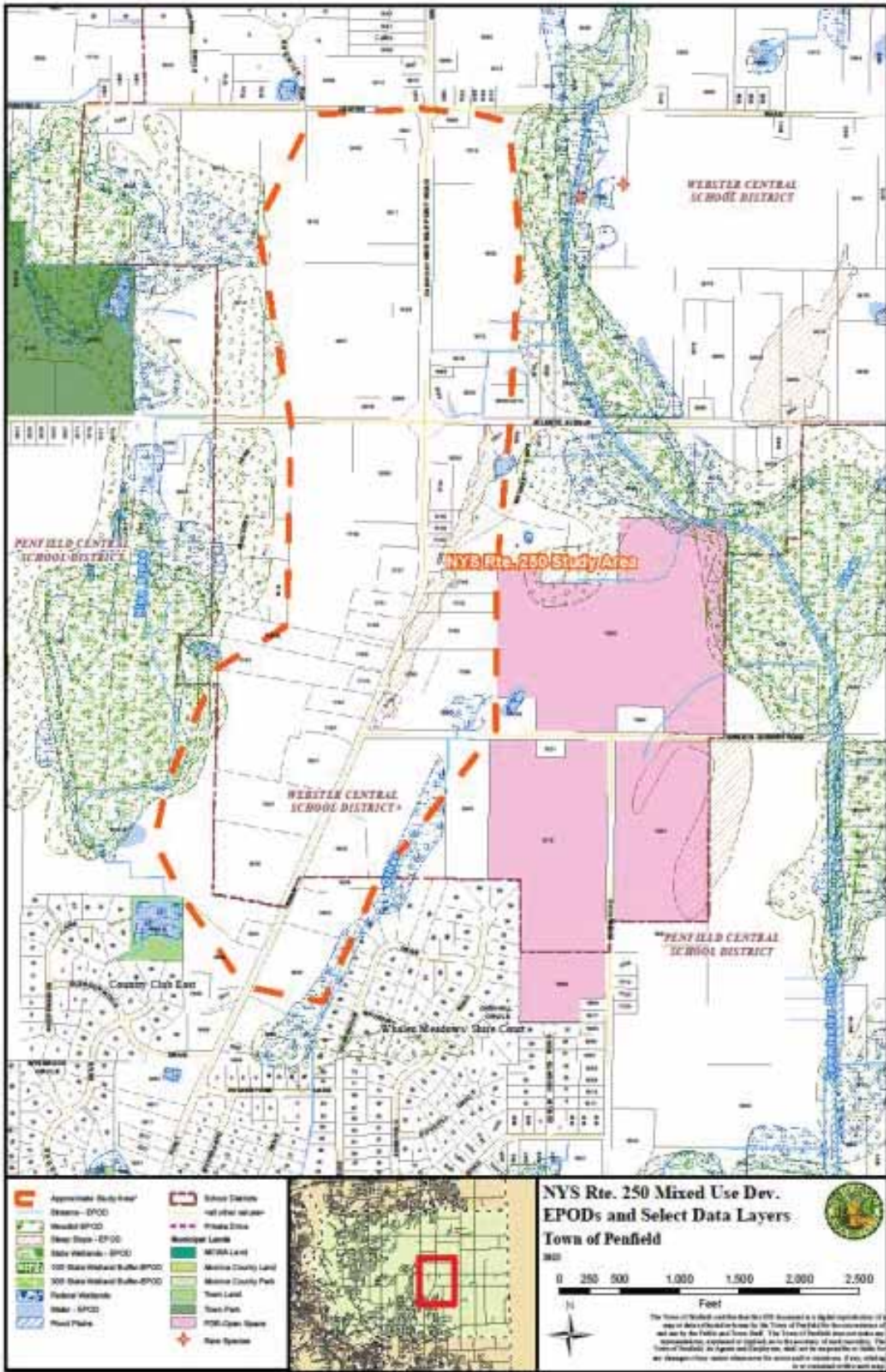
Lessons learned that can be applied to Penfield - As with Third Street Cottages, this development helps create a walkable community in a small space. This approach would provide for more diverse housing in Penfield.

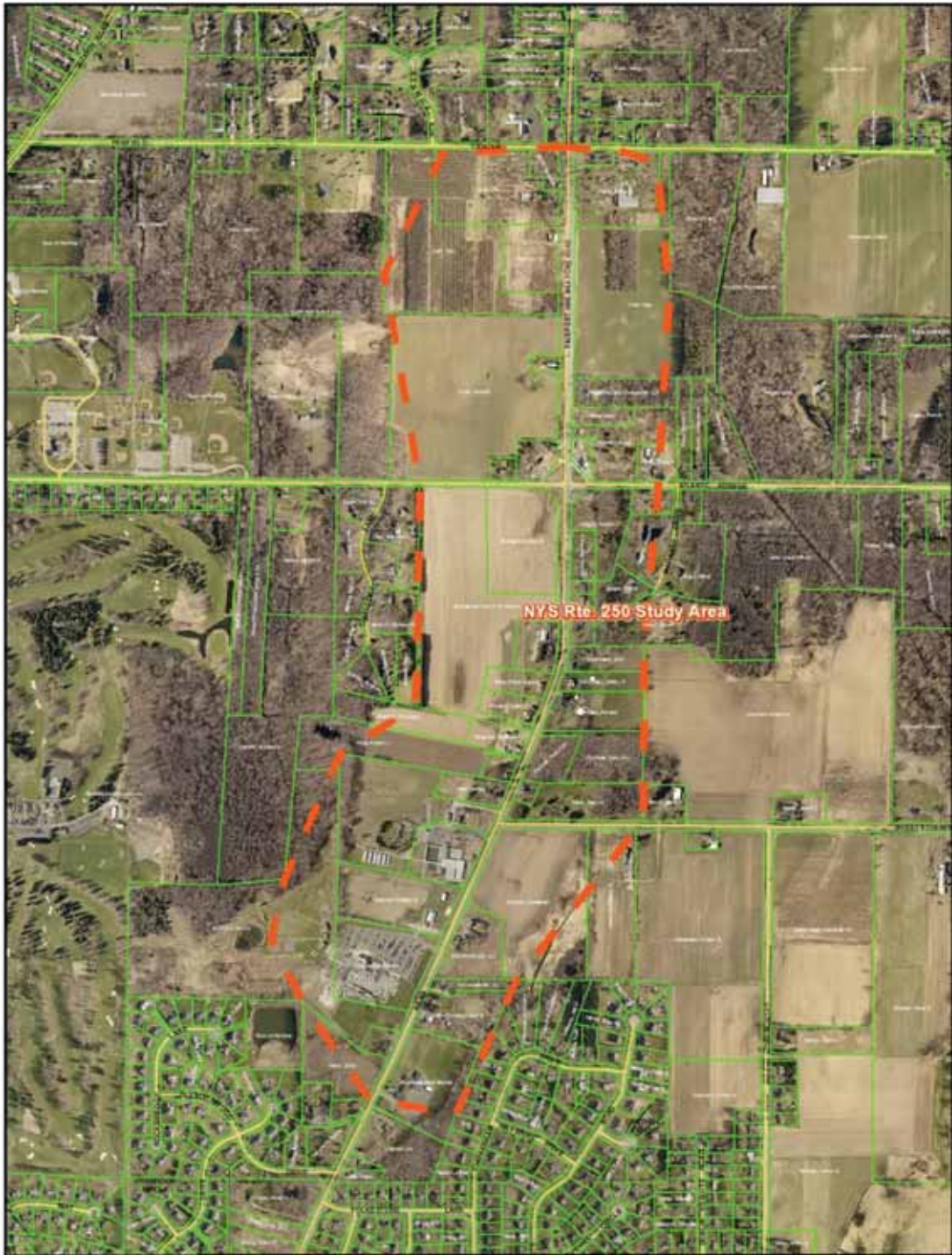


Figures 10.23 - 10.25. The Ericksen Cottages are within walking distance of the Bainbridge Ferry, which takes commuters and tourists to downtown Seattle.



11 Appendix C – Additional Mapping





Approximate Study Area*
Penfield Roads
 - - - - - Dedicated Roads
 - - - - - Private Drive
 - - - - - Parcels
 NYMONR017040.ecw
RGB
 Red: Red
 Green: Green
 Blue: Blue



NYS Rte. 250 Mixed Use Dev.
Aerial with Parcel Owners
 Town of Penfield
 January, 2013

0 500 1,000 1,500 2,000 2,500
 Feet

Legend:
 N
 The Town of Penfield certifies that this GIS document is a digital representation of a map or data collected or done by the Town of Penfield for the convenience of use by the public and Town Staff. The Town of Penfield does not make any representations, expressed or implied, as to the accuracy of such content. The Town of Penfield, its Agency and Engineers, shall not be responsible or liable for any damages of any nature whatsoever that may result or accrue, if any, resulting from or connected with this map.

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12 Appendix D – Town of Penfield

Mixed Use District Zoning Ordinance

The following can be found in Chapter 250, Article V of the Code of the Town of Penfield.

Also available online at: <http://www.ecode360.com/PE0095>

§ 250-5.12 Mixed Use District (MUD)

This local law shall be known as Local Law No. 3 of 2017 entitled Mixed Use District.

This section of the Town of Penfield Zoning Ordinance applies to all mixed use developments in the Town of Penfield. For the purposes of the ordinance, “mixed use” means a combination of residential, commercial and civic uses, arranged vertically (in multiple stories of buildings) or horizontally (adjacent to one another), at a pedestrian scale that encourages less reliance on the automobile for the daily lives of residents.

The Mixed Use District was generated in conjunction with the Town of Penfield Mixed Use Development Manual. The Manual serves as a guidebook for the development in the District (e.g. definitions, design criteria, development intensity).

A. Purpose.

- (1) The purpose of the Mixed Use District is to permit, where zoned, the creation and construction of mixed use developments within the town. All development must comply with the following ten principles of mixed use development:
 - (a) A mixture of complementary land uses to create economic and social vitality and encourage the linking of pedestrian and vehicular trips.
 - (b) Flexible housing alternatives.
 - (c) Areas that are safe, comfortable and convenient for pedestrians.
 - (d) Flexibility in the siting and design to support future changes in land use.
 - (e) Walkability within neighborhoods with walkways and trails that encourage pedestrian and bicycle travel.
 - (f) Variety of services within walking distance.
 - (g) Efficient use of land with compact, clustered development.
 - (h) Development that supports public transit where applicable.
 - (i) Open space preservation/creation and reduction of impact on natural resources.
 - (j) Transportation planning that reduces vehicular demands.

B. Mixture of Uses.

- (1) Mixed use developments shall provide a variety of compatible uses located within the same project site in an integrated manner. The minimum number of uses is based upon the size

of the development. **Table 6.1** of the Mixed Use Development Manual sets forth the minimum number of uses per development size, and the minimum percentage of each use in square footage.

C. Permitted Uses.

(1) The following uses are permitted in the Mixed Use District. No vehicular drive-through operations are permitted. Commercial uses shall be scaled as appropriate to be consistent with the size and location of a specific parcel.

(a) Permitted single-family and multi-family residential uses shall include the following housing types:

- [1] Low-Rise Housing (4 stories or less)
- [2] Townhouses
- [3] Duplex
- [4] Multiplex
- [5] Cottage
- [6] Multi-family
- [7] Single-Family Detached
- [8] Single-Family Attached
- [9] Vertical Mixed Use with Residential on Top
- [10] Universal Design

(b) Permitted commercial uses shall include the following:

- [1] Insurance office of independent or general agents.
- [2] Medical and dental offices and clinics, excluding overnight occupancy.
- [3] Offices for other licensed professionals, such as architects, designers, engineers, etc., excluding, however, any warehouse or storage areas.
- [4] Attorney or law offices.
- [5] Other applicable office space.
- [6] Financial establishments.
- [7] Art galleries and studios.
- [8] Grocery Stores.
- [9] Laundromat or dry-cleaning pick-up establishments.

- [10] Bakeries.
- [11] Drugstores or pharmacies.
- [12] Hardware stores, garden supply stores, and paint and wallpaper stores.
- [13] Barber and beauty shops.
- [14] Flower shops.
- [15] Liquor stores.
- [16] Retail stores.
- [17] Retail outlets and department stores.
- [18] Theaters (not including drive-in theaters).
- [19] Bowling alleys.
- [20] Civic uses, such as, churches, schools, community centers, and other public-oriented uses.

D. Conditionally Permitted Uses.

- (1) The following uses are conditionally permitted in the Mixed Use District. Commercial uses shall be scaled as appropriate to be consistent with the size and location of a specific parcel.
 - (a) Bar, tavern, restaurant or other eating place.
 - (b) Hotels and bed and breakfast establishments
 - (c) Nonprofit institutions for charitable, religious, cultural or community social purposes.
 - (d) Nursery or day-care centers, and nonprofit schools.
 - (e) Combinations of permitted single-family residential, business non-retail, limited business and general business uses.
 - (f) Entertainment (adult uses and adult entertainment establishments are not permitted).
 - (g) Other uses not specifically listed above as Permitted Uses, but determined by the board having jurisdiction to be similar in nature and compatible with the purposes of the Mixed Use district may also be considered, provided, however, that in any event, no Conditional Use Permit shall or may be issued with respect to any explicitly prohibited use. Upon approval from the board having jurisdiction, applicants are required to obtain a Conditional Use Permit from the Town Clerk prior to occupying the space.

E. Accessory Uses.

- (1) Uses that are accessory to an integral part of and used solely by the permitted or conditionally permitted use and determined appropriate by the Authorized Official or the board having jurisdiction, as the case may be. Types of accessory uses include, but are not limited to, parks and recreation facilities, private and public active and passive recreational uses, and multi-use trail systems.

F. Change of Use.

- (1) At any time a specific use originally permitted within this district is to be changed so that it involves a separate, different and distinct use, process or product, an Authorized Official shall make a determination if an application must be made to the Zoning Board of Appeals for a Change of Use Permit or Conditional Use Permit.
- (2) Upon a determination by the authorized official that any business or conditional use originally permitted within the Mixed Use District is to be changed so that it involves a separate, different and distinct use, process, product or service, or involves a new operator, an application for a conditional use permit must be made to the board having jurisdiction. Prior to authorizing the Town Clerk to issue the conditional use permit, the board having jurisdiction shall ensure that the applicant satisfies the Town's standards and requirements of this section. As part of this process, the board having jurisdiction may require the modification of any and all phases of the operation that have become, or are liable to become, detrimental to the neighborhood. The board having jurisdiction, in its absolute discretion, in cases it deems to be appropriate, may delegate authority to the authorized official to grant or deny a conditional use permit consistent with the standards and requirements of this section.

G. Minimum Dimensional Requirements.

- (1) All mixed use developments shall comply with the minimum dimensional requirements are set forth in **Table 6.1** of the Mixed Use Development Manual.
- (2) The Planning Board or the Zoning Board of Appeals, as the case may be, shall have the power to establish, determine and modify applicable provisions of the Mixed Use District with regard to setbacks for the purpose of enabling and encouraging flexibility of design and development of land in such a manner as to promote the most appropriate use of land and to facilitate the adequate use of streets, utilities and amenities that will benefit the Mixed Use District and/or development.

- (3) No structure shall be greater than two stories or 35 feet in height, whichever is less, within 100 feet of any adjacent permitted residential zoning district abutting the Mixed Use District.
- (4) Within the mixed use development, a zero (0) setback from the side property line(s) may be permitted to help create a more compact development. Minimum setbacks shall be required to comply with fire and building codes.

H. Parking.

- (1) Shared parking for different uses is required within all mixed use development. The minimum number of parking spaces for a mixed use development shall be determined by a study prepared by the applicant following the procedures of the Urban Land Institute (ULI) Shared Parking Report or Institute of Transportation Engineers (ITE) Shared Parking Guidelines. A formal parking study may be waived by the Planning Board for small developments if it is demonstrated that sufficient parking is available for the planned uses.
- (2) Shared parking spaces for residential units must be located within a maximum of 300 feet of dwelling unit entrances that are being served by those spaces.
- (3) There shall be limited visibility of parking lots from the main-street-facing sides of buildings. Single row, on-street parking shall be permitted.
- (4) Adjacent properties abutting the Mixed Use District shall be adequately screened from parking structures and lots.
- (5) Parking provided to the general public shall be clearly marked and separate from private resident parking spaces.
- (6) The size and number of ADA compliant parking spaces for each development must meet the New York State Building Code.
- (7) Residential units such as single family detached or semi-detached, townhouses, or other similar housing shall be provided with private parking spaces, garages, or other covered parking spaces. Visitor parking shall be included as shared parking with other adjacent land uses.

I. Connectivity & Pedestrian Access.

- (1) Connectivity involves providing options for getting from one place to another, reducing traffic, and creating viable street networks.
 - (a) Sidewalks shall be installed along all roads both public and private, and shall connect to front building entrances, parking areas, central open space, and other pedestrian

destinations. Sidewalks shall also be included to connect common areas, parking areas, open space, and recreational facilities within the mixed use development.

- (b) All mixed use developments shall comply with the dimension requirements for sidewalks that are set forth in **Table 5.4** in the Mixed Use Development Manual.
- (c) All mixed use developments shall comply with the dimension requirements for major multi-use walkways and trails intended to accommodate pedestrians, cyclists, and other users are that set forth in **Table 5.4** in the Mixed Use Development Manual.
- (d) Bicycle racks shall be provided close to building entrances, public plazas, and other public gathering areas.

J. Public Open Space.

- (1) In reference to open space, “public” refers to those areas within a mixed use development that shall be available for use by local residents and the general public. These spaces may be owned, operated, and maintained by an association, organization, agency or municipality. Public open space can take the form of active and passive recreation areas, public courtyards, town square, and other areas that are be used for public gatherings.
 - (a) All public open space shall be restricted from future subdivision and development.
 - (b) The amount of public open space required is based upon the size of a mixed use development. The board having jurisdiction shall establish the required amount of public open space required for each development.
 - (c) All structures shall be constructed with connectivity to public open space.
 - (d) No portion of any road right-of-way area may be used for calculating the minimum required amount of total open space.
 - (e) The proposed site plan shall clearly delineate between public space and private space. Private and semi-private outdoor spaces (decks, patios, front and back yards, etc.) are encouraged, but are not considered public open space.

K. Landscaping.

- (1) All landscaping proposed within the Mixed Use District shall be subject to the review and approval of the Planning Board or Zoning Board of Appeals, as the case may be, and shall comply with the Mixed Use Development Manual.

L. Lighting.

- (1) Lighting of properties within the Mixed Use District shall be coordinated so as to provide consistency of design and to maximize efficient use of energy. All such lighting shall be no more than 16 feet in height, and located so as not to cause glare to any adjacent sites and shall be approved subject to the Planning Board or Zoning Board of Appeals, as the case may be, and shall comply with the Mixed Use Development Manual as written in section 5.1.10.

M. Signage.

- (1) All signage proposed in the Mixed Use District shall comply with the requirements of the Town of Penfield Zoning Ordinance.

N. Architecture.

- (1) The requirements for architectural design standards are set forth in the Mixed Use Development Manual. The final design of any proposed mixed use development shall be subject to the review and approval of the Planning Board or Zoning Board of Appeals, as the case may be. The Board may refer the review of architectural designs to its Architectural Consultant at its discretion for report and recommendation.

O. Hours of Operation.

- (1) Business establishments within the Mixed Use District shall be permitted to operate from 6:00 a.m. to 12:00 a.m. on a daily basis. Based on the intensity of use and its potential impact on the neighboring area, the Planning Board or Zoning Board of Appeals, as the case may be, may modify the hours of operation as part of the process of granting a Conditional Use Permit.

P. Area Rezoned.

- (1) The 360+/- acres, as described in Schedules "A" and "B", attached hereto and made a part hereof are rezoned to Mixed Use District (MUD) and the Official Zoning Map and Zoning Ordinance of the Town of Penfield be and the same are amended to reflect the aforesaid zoning changes for the properties described in Schedules "A" and "B".

Q. Effective Date.

- (1) This local law shall take effect immediately.

