

County Council Testimony of Rob Eisinger
Zoning Text Amendment 24-03
Great Seneca Life Sciences Overlay Zone
July 16, 2024

Good afternoon, Rob Eisinger with Promark Partners, the owners of 9711 and 9715 Medical Center Drive. Our property is comprised of 8.5 acres and is located immediately north of the Adventist Hospital.

We support ZTA 24-03 which will help make the recommendations of the Great Seneca Plan become a reality. The Great Seneca Plan rightly focuses on ensuring that Great Seneca is a thriving life sciences hub. At the same time, the Plan recognizes the need to promote other uses, including housing options, in order to create a “complete community.” To this end, we have one suggestion to help promote an appropriate amount of housing and other uses.

The ZTA rightly eliminates the Great Seneca Life Sciences Zone provision that capped residential uses at 30 percent of gross floor area and retail at 15 percent of gross floor area. However, the existing LSC zone still requires that on tracts greater than five acres, a minimum of 40 percent of the gross floor area proposed must be for Life Sciences and related uses. We recommend that this provision be eliminated for the area surrounding Adventist Hospital in order to ensure that this area may be developed as a complete community. Importantly, we have discussed this change with the Adventist Hospital and they are supportive of our recommendation. Our property is part of the 56 acre area south of Blackwell Road, bordered by Medical Center Drive on the south & east and Broschart Road on the west. The Hospital owns 80 percent of this 56 acre area, ensuring that the current and future uses of that land will be exclusively medical and life science related. In order to achieve the Great Seneca Plan’s desire for a complete community, a healthy amount of supporting housing, retail and other uses would

need to be developed on the remaining property in this area that is not owned by the hospital. Such uses could include housing, which could support hospital staff; a hotel, which would in part support patients' families; and other general supporting commercial uses.

However, the current provision requiring that 40 percent of the development on these remaining parcels must be life science uses would preclude much of this, given the limited size of the remaining parcels. Without change, the maximum amount of non-life science uses would be limited to just 11 percent of this 56 acre area...as opposed to the 60 percent, currently allowed by the zone. We therefore propose that a provision be added to the ZTA removing the 40% restriction from this large 56 acre area as more specifically detailed in my written testimony.

We appreciate the opportunity to share our recommendation with you and would be happy to answer any questions.

Propose that the following provision be added to the ZTA as Section 4.9.13.C.2.c:

c. Section 59.4.6.3D.2.a requiring that a minimum of 40% of the gross floor area proposed must be for Life Sciences and related uses is not applicable to that area bordered by Blackwell Road to the north, Medical Center Drive to the east and south and Broschart Road to the west.

FIGURE 17: LIFE SCIENCES CENTER RECOMMENDED ZONING

