

STATE ENVIRONMENTAL QUALITY REVIEW (SEQR)

DRAFT ENVIRONMENTAL IMPACT STATEMENT (DEIS)

VOLUME I (REPORT)

PROPOSED ACTION:

WEGMANS FOOD MARKETS, INC. – FOOD MARKET CONSTRUCTION

LOCATION:

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INDEX OF ABBREVIATIONS

<u>Abbreviation</u>	<u>Description</u>
WFM	Wegmans Food Markets, Inc.
DEIS	Draft Environmental Impact Statement
EIS	Environmental Impact Statement
SEQRA	State Environmental Quality Review Act
RRCDC	Rochester Regional Community Design Center
SEAC	South East Area Coalition
CUE	Culver University East Neighborhood Association
NYSDEC	New York State Department of Environmental Conservation
SPDES	State Pollutant Discharge Elimination System
SWPPP	Stormwater Pollution Prevention Plan
MCDOT	Monroe County Department of Transportation
BLS	Basic Life Support
ALS	Advanced Life Support
CCTU	Critical Care Transport Unit
psi	pounds per square inch
gpm	gallons per minute
IESNA	Illuminating Engineering Society of North America
ASHRAE	American Society of Heating, Refrigerating and Air Conditioning Engineers

REFERENCE DOCUMENTS

- City of Rochester Comprehensive Plan. *Rochester 2010: The Renaissance Plan – City of Rochester*
 - *State Pollutant Discharge Elimination System (SPDES) General Permit for Stormwater Discharge from Construction Activity*, Permit No. GP-0-008-001 – New York State Department of Environmental Conservation
 - ULI - the Urban Land Institute and NPA-The National Parking Association. *The Dimension of Parking*. Fourth Edition. Washington, D.C.: ULI – the Urban Land Institute, 2000.
 - *Zoning Code of the City of Rochester – City of Rochester*
 - *Outdoor Noise and the Metropolitan Environment*, M.C. Branch, et. al. Los Angeles California: Department of City Planning, City of Los Angeles, 1970.
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INTRODUCTION

The existing food market on East Avenue is one of Wegmans Food Markets, Inc. (“Wegmans”) oldest and smallest stores. It was built in 1960 and is the only Wegmans market still located in the City of Rochester.

Although Wegmans has renovated the existing food market a number of times, the current “Project” is the first instance in which it has determined to rebuild and expand the food market in its entirety. Wegmans is proposing to develop a new 108,500 square foot food market at its current East Avenue site between Probert Street and North Winton Road (the “Project”). The Project Site is located in a C-2 Community Center District. The current application submitted on July 22, 2009 to the City of Rochester Manager of Zoning is for “Site Plan” approval which includes review of the project under the State Environmental Quality Review Act (SEQRA). Pursuant to the requirements of SEQRA, the Project was classified as an Unlisted Action. The City of Rochester Manager of Zoning, designated as the Lead Agency has issued a positive declaration which required the applicant to prepare a Draft Environmental Impact Statement (DEIS).

Planning began in earnest in 2003 and the Project was first discussed with the City in January 2004. Prior to the application submission, a pre-application conference was conducted on February 26, 2004 to assist Wegmans in preparing an application. The application was submitted to the City in October of 2004. The lead agency issued a positive declaration in November of 2004 followed by a public scoping meeting in December 2004. A final scope for the DEIS was issued by the Lead Agency on December 29, 2004.

The final scope accepted for the 2004 application has now been modified and re-issued to reflect the changes that have occurred in the Project over the past six years. The final scope incorporates, among other items, the comments of the Involved and Interested Agencies/parties that were received during the comment period for the 2004 scope.

During and after the above time periods, Wegmans representatives met on numerous occasions with various City and County personnel regarding traffic, traffic/road improvements and other

issues associated with the Project. At the request of County and City officials, a meeting to discuss traffic and traffic/roadway improvements was held on April 14, 2004, to which neighbors were invited and in fact attended.

In addition to meeting with government officials, Wegmans held meetings with neighborhood groups and individual neighbors with representatives of CUE, RRCDC, SEAC, and various neighborhood leaders. A general neighborhood meeting was conducted at City Hall on May 7, 2004.

These meetings demonstrated the conflicts regarding the design, purpose, size and landscaping for the proposed store among the stakeholders and interested groups, as well as varying opinions as to the continuing existence of the dilapidated, empty buildings along East Avenue at the project site. Real estate issues arose with some of the existing properties. As a result of the above challenges, Wegmans put the Project on hold in order to re-examine its feasibility from a financial standpoint. Wegmans officially withdrew the application on November 16, 2005.

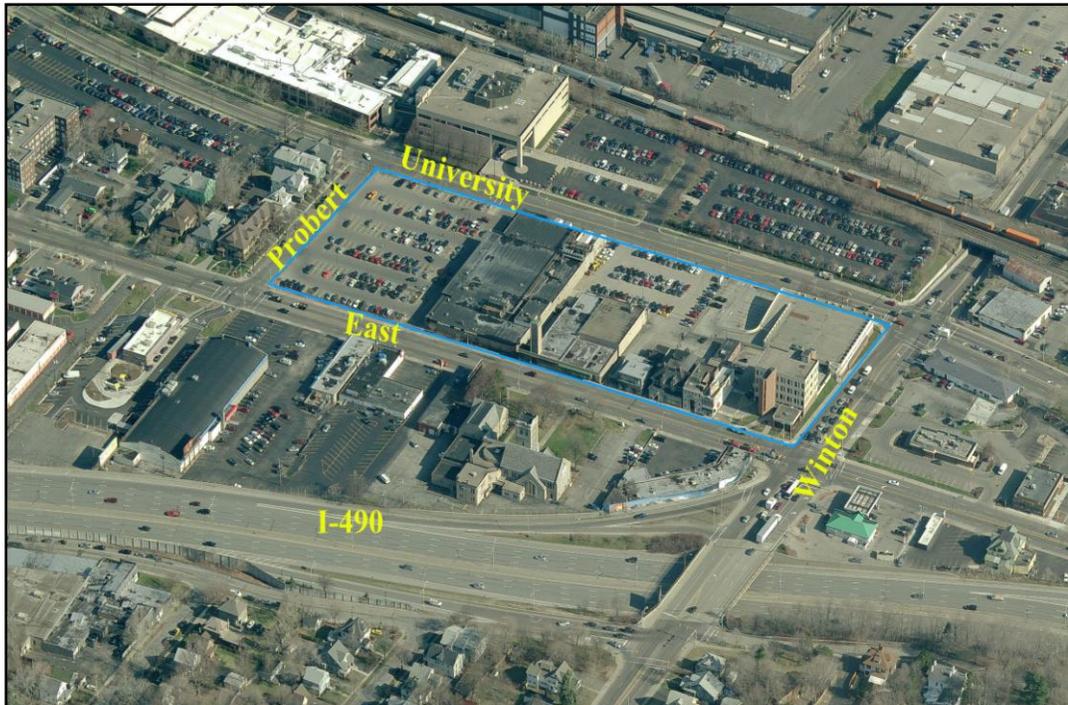
Since 2005, Wegmans has undertaken an extensive in-house study to determine the needs for this location. These needs have been programmed into the proposed project design. In addition, Wegmans and Fountain Bleu have reached an agreement for Wegmans to purchase this property.. As such Wegmans will now be able to incorporate this property into the overall design of the block (versus having to design around the building, as originally thought).

1.0 EXECUTIVE SUMMARY

1.1 PROPOSED ACTION

The proposed action includes the construction of a new 108,500 square foot Wegmans Food Market (the “Food Market”) and the demolition of the existing Wegmans food market and other structures at the project site (collectively, the “Project”). The Project site is bounded on the south by East Avenue, on the east by North Winton Road, on the north by University Avenue and on the west by Probert Street (the “Project Site”).

**Figure 1-1
Project Site Aerial**



Improved/expanded features of the Food Market include: a mezzanine area for the Market Café seating, a bakery, expanded fresh seafood and meat departments, expanded prepared food and deli areas, a coffee and tea bar and sushi bar. The Food Market will also feature a state of the art pharmacy, expanded customer service area, employee locker areas, break rooms and training office, management offices, back room/loading docks, and other customer oriented services. There will be approximately 477 parking spaces of which 356 will be surface spaces for customers, and approximately 121 employee parking spaces will be located underground. There will be enhanced perimeter and interior landscaping. Loading docks

will be located entirely within the Project Site and will not require on-street maneuvering. Other features include the new Wegmans signature clock tower, and improved sidewalks. Proposed traffic improvements include a relocated traffic signal at the Wegmans Driveway on East Avenue and the installation of a new traffic signal at the Wegmans Driveway on University Avenue.

One of the primary objectives of the Project is to keep the existing food market open as long as possible, throughout the construction process. The sequence of demolition and construction is as follows:

- demolition of the retail buildings along East Avenue, with the exception of the existing food market;
- construction of the Food Market;
- demolition of the existing food market; and
- construction of the new parking lot.

It is anticipated that this entire process will take between 18 and 20 months to complete.

The Project Site is located in a C-2 Community Center District. The Food Market is a permitted use in this district. Major Site Plan approval is required and will be done under the direction of the Rochester Manager of Zoning. Wegmans will be seeking variances for the following: square footage of the building, lot coverage, location of the main entrance, parking lot limits, building façade transparency, landscaping, and signage. Permits will be required for the demolition of buildings, work within the right-of-way, construction of a parking lot, and a State Pollutant Discharge Elimination System Permit. A Special Permit will be required for the number of parking spaces. An extensive discussion regarding the required approvals is found in Section 3.0 of this document. Wegmans will also seek permission from the Traffic Control Board for the following: signal changes, on-street parking changes, turning lane modifications, and curb cuts.

1.2 POTENTIALLY SIGNIFICANT IMPACTS AND MITIGATION

A detailed review of the significant impacts and mitigation measures are found in Section 6.0, “Potential Environmental Impacts and Mitigation Measures”. Of those impacts reviewed, the most prominent impacts include:

Impact on Neighborhood:

The Project will replace a series of smaller retail buildings of varying architectural styles but similar scale and massing, with a single large building. The larger structure (the Food Market) will occupy the same frontage along East Avenue as the assemblage of existing retail buildings. The proposed architecture for the East Avenue frontage of the Food Market mimics the current condition of varying rooflines, architectural styles, and building scale by breaking up the façade into smaller, distinct units mimicking the scale of the existing buildings. This façade provides much more architectural detailing and pedestrian-level articulation than is typical for a large, single-use structure. In addition, an enhanced forecourt located along East Avenue in the vicinity of the west building end and will provide a direct pedestrian connection between the Food Market and the street.

From the University Avenue side, the Food Market is designed to have a positive impact to the neighborhood. The irregular building rears, service areas, dumpsters, and deep setbacks occupied by parking lots that exist today will be replaced by a continuous strong building edge for the eastern half of the block between Probert Street and North Winton Road.

The architectural treatment for this façade will be different than the East Avenue façade, responding to the more industrial character, similar to the adjacent buildings along University Avenue. The architectural treatment for this frontage is more uniform and typical of a larger building, similar to the Gleason building located further to the west on University Avenue, or the former Stromberg Carlson plant (Harris Corporation) located immediately to the west of and across the street from the Project Site. The proposed University Avenue façade is divided into two major treatments (reflecting the different uses within), visually reducing the building expanse. It consists of a flat roof, two-story façade, multi-bay division with the lower story defined by repeating rectangular panels (louvers for the underground parking garage) capped by an upper story arch motif. The east end of the building is defined with a modest tower, providing both a visual termination to the north façade as well as a focal element for the intersection of University Avenue and North Winton Road.

The North Winton Road frontage will be similar to the existing condition with respect to scale, building mass, and a strong street edge. The former parking garage at the southwest

corner of the University Avenue/North Winton Road intersection will be replaced by landscaped plantings along the base of a screening wall that screens the internal loading docks. The Food Market will extend to the northwest corner of the East Avenue/North Winton Road intersection providing a strong street edge along North Winton Road, as well as provide a more appropriately scaled gateway focal element for this major entry into the City. This feature will include peaked, decorative roof character with glazing and a significant presence at the street level along North Winton Road. Additional landscaping will be placed between the building and the right-of-way at the corner to help soften the corner.

The Probert Street side of the Project will be the most noticeable change between existing conditions and the Project and will potentially have the most impact on the immediately adjacent residential structures. The access from Probert Street to the existing parking lot will be closed off and additional parking and landscaping will be introduced between the Probert Street right-of-way and the Food Market. The two curb cuts will be eliminated which should enhance pedestrian safety and reduce vehicular traffic along Probert Street. The current parking area fronting Probert Street will be almost doubled in size, and the Food Market will be set back further from the adjacent residences. The current parking lot has no edge definition and no internal landscaping within the parking lot to minimize its visual impact. The proposed parking area, although larger, will have a perimeter border treatment of hardscape, lawn and landscaping. Landscaping will also be incorporated within the interior of the parking area to break up the parking lot into smaller 'rooms' and to provide visual interest. The internal landscaping also is intended to provide a visual buffer between the Food Market and the Probert Street residences.

Overall, the Project has been carefully located on the Project Site to maintain the existing character of the street edge, building scale, and building massing, even to the duplication of a tower/focal element at the same location where one is today. The University Avenue streetscape is intended to improve a currently disorganized, ad hoc arrangement of building rears, service areas, and parking lots, by providing a strong building edge with appropriate, context-derived architecture and building materials.

Parking:

Based on a parking survey performed at the site, customer parking on the existing site is fully utilized during peak times. The Food Market will generate parking needs in excess of 110% of the City's allowance of two spaces per one thousand square feet for general retail. As outlined in the parking study, found in Appendix C, the high end ratio of occupied customer spaces at the existing food market is 4.8 spaces per one thousand square feet of net floor area. According to these calculations the Food Market would require a total of 494 spaces, well in excess of the 206 spaces required by the City Zoning Ordinance. Although the number of spaces may not have a direct linear relationship to the net square footage, there is a need to provide as many spaces as the Project Site allows while also providing for proper queuing, cart storage and safe aisle width. Parking will exceed allowed parking under City Zoning.

Historic Resources:

The area of the Project has a long history as a commercial center, first for Brighton, and then for the City of Rochester. The Project includes the demolition of several commercial buildings constructed in the nineteenth century. However, none of the buildings are found on the national register and none would likely be considered for listing as a result of the significant modifications (to the interior and exterior) of the original structures. Provision of a single large, modern store, may negatively impact the Brighton Presbyterian Church located across East Avenue in a manner similar to the adjacent strip plaza and fast food outlets. Without carefully planned mitigation measures, the development of a larger paved parking area has the potential to negatively impact the view shed from the nearby 1920's residential structures.

Building removal precludes physical mitigation. Documentation of the physical and historical characteristics of buildings to be removed should be considered as part of any mitigation plan for buildings with historic significance. Such information is included in the Historic Resources Report prepared by Bero Associates included in Appendix D.

Traffic and Transportation:

As a result of the Project there is an expected increase in the traffic volume of 35% on the adjacent streets and intersections which may cause increased delays or pedestrian safety concerns if not mitigated. As such, the following mitigation measures are being proposed:

- Relocating the existing Wegmans driveways on East Avenue and University Avenue as shown on the site plan and eliminating all access points to Probert Street resulting in a reduction of the overall number of curb cuts from ten full access points to two full-access driveways and three limited-access driveways.
- Removal of the traffic signal at the East Avenue and Probert Street intersection and the installation of a new signal at the Wegmans Drive and East Avenue intersection.¹
- Installation of a new signal at the Wegmans Drive and University Avenue intersection.²
- Installing a 100 foot westbound left-turn lane on University Avenue; effectively narrowing the site improvements in front of the existing food market and the Harris Corporation buildings, and
- Signal timing adjustments at the North Winton Road/University Avenue intersection.

Economic Resources and Jobs:

The Project significantly increases property tax revenue for the City and sales tax revenue for the City, County and State over the existing situation. Projected new permanent hiring for the Food Market would be approximately 150 people, bringing the total number of full-time and part-time employees to 600. Construction, which is slated to last 18-20 months, will provide new opportunities for approximately 150 – 200 people. The increase in employment and sales activity will provide a positive economic ripple effect for local vendors and businesses located near the Project Site. Currently, there are three or four vacant businesses on the south side of East Avenue. Based on experience, it is likely that the Food Market will attract viable businesses for these vacancies.

Construction:

Demolition and new construction vehicles are not expected to have a large impact on the surrounding neighborhood. All construction vehicles, equipment and storage areas will be

¹ Without a new signal at this intersection, vehicles exiting Wegmans and the Country Club Diner driveways will experience unacceptable delays during the weekday afternoon and Saturday peak hour periods.

² The MCDOT is currently designing a pedestrian signal crossing on University Avenue at the Harris Corporation striped crosswalk to Wegmans and have approved a new traffic signal there.

located onsite. All work areas will be secured with perimeter fencing and controlled gated access, with flag person(s) as required. Sidewalks directly adjacent to construction activities will be temporarily closed and signage will be installed to guide pedestrians to an alternative route. Working hours will be limited to those allowed by the City Ordinance and frequent watering will be used to control dust.

It is anticipated that the Project will proceed in four distinct phases. Phase I will involve the demolition of the buildings along East Avenue and will take approximately four to six weeks to complete. Phase II will include the site preparation of the area between North Winton Road and the rear of the existing food market. At this point in the project a controlled construction access point would be created on North Winton Road and all employee parking would be located off-site. This phase is expected to take approximately eight weeks to complete. Phase III will include the construction of the Food Market; which will take approximately 12 – 14 months to complete. During this phase the existing food market will remain operational and all deliveries will continue to be made on the University Avenue side of the store. The fourth and final phase of the project will involve the demolition of the existing food market building and the construction of the new customer parking lot in front of the Food Market. It is anticipated that this phase will take approximately eight weeks to complete, at which time the food market will be closed to the public. The entire duration of the Project is expected to take between 18-20 months to complete, following issuance of a demolition permit from the City.

1.3 ALTERNATIVES

A detailed review of alternatives is found in Section 8.0, “Reasonable Alternatives to be Considered.” A brief summary of those alternatives are as follows:

No Action:

The “No action” alternative looks at the adverse and beneficial impacts if the proposed action is not undertaken. Impacts to customers, general public and land owners are presented.

Reduced Building Size/Scale:

Though the Food Market is larger than the existing, the overall redevelopment plan presents a net reduction of total building area and mass. Additionally, the setback of the Food Market

from Probert Street, combined with the removal of the existing garage and three story office building at each corner of North Winton Road is intended to minimize the mass of buildings at each boundary.

In order for the construction of the Food Market to be economically viable, it is critical that the Food Market maximize its building size. An extensive in-house study has shown that the optimal size for a Wegmans food market producing the sales volume currently enjoyed by the East Avenue store is approximately 140,000 square feet with a width of 443 feet, and a depth of 316 feet. At 108,500 square feet, the proposed footprint is 23% less than the typical Wegmans food market. The proposed dimensions are 314 feet wide and 250 feet deep. By building a store that is 129 feet narrower than Wegmans' standard layout, approximately 10 fewer merchandising aisles will be available to customers and numerous departments will be smaller than they are in a typical Wegmans food market. New food markets generally have 4,600-4,700 linear feet of merchandising display. The Project includes approximately 3,200 linear feet, well below the typical floor plan, but approximately 1,200 more than the existing Food Market. Furthermore, the number of cash registers directly correlates with the width of the store. By increasing the width compared to the existing food market the Food Market will contain additional registers to enhance the front-end efficiency for their customers.

Alternative Floor Plans/East Avenue Elevations Transparency:

This alternative shows how the 70 percent transparency requirement would impact the overall design and layout of the Food Market. This 70% requirement could be met by incorporating windows along East Avenue on both the first and second floors of the Food Market. In doing so, however, a majority of the windows located on the first floor would be located in undesirable areas, such as coolers, freezers, food preparation areas and backroom areas. Such transparency creates issues with food safety and the unsightliness of backroom and storage areas.

Several conceptual floor plans were developed during the design process. The first depicted entrances and parking lots on both the western and eastern sides of the building. However, Wegmans internal Asset Protection and Operations Department found this to be undesirable, due to concerns with security and the ability to adequately handle front-end transactions without blocking the flow of the sales floor area.

Concepts were also created to reflect additional windows along the southern elevation. The floor plan, however, is most efficient when the Market Café's culinary equipment and coolers are placed along that wall. It allows for enhanced customer flow, maximizes the merchandising area, and creates a very positive and enjoyable shopping atmosphere; one for which Wegmans has won national reknown. Wegmans has used this design in all recent stores it has opened in five states and has consistently received the highest praise from customers, industry experts, and consumer research organizations.

The East Avenue façade will have transparencies, but these will be concentrated at the front 20-25% of the building (for the first floor) and the front 60-70% of the building (for the second floor). Transparency on the first floor would be included to be consistent with the City's design guidelines, but would only extend along East Avenue as far back as the Market Café layout allows; (approximately 100 feet from the southwest corner of the building). Transparency on the second floor would extend from the southwest corner of the building east approximately 200 feet.

As an alternative to introducing transparency along the remaining portion of the East Avenue façade Wegmans is reviewing the possibility of including "art-walk" style exhibit locations affixed to the East Avenue elevation of the Food Market. These exhibit spaces will create interest for pedestrians and passers-by, similar to using glass to allow interaction with the building. The exhibit spaces would be commissioned by Wegmans and might include historic images of the City and nostalgic images from the early days of the Wegmans organization which started as a fruit and vegetable pushcart in 1916. Under this alternative, transparencies would be incorporated into the building design where practical where open spaces such as sales floor area, office spaces, or stairwells exist.

Renovate Existing East Avenue Buildings:

A comprehensive study into each of the existing buildings along East Avenue was conducted by Bero Architecture; see Appendix D. They examined the existing conditions and usability of each building and determined that the buildings would require considerable work to bring them into compliance with the New York State Property Code, the Americans with Disabilities Act, and to meet modern commercial standards for good quality leasable space.

Estimates for bringing each of these spaces into compliance with the referenced standards is provided. Maintaining these buildings would reduce the size of the Food Market below acceptable levels and/or would produce problems that would have an unacceptable adverse impact on the efficiency of the operation.

Additional Buildings along South Side of Parking Field:

The addition of buildings or other vertical elements at the southwest corner of the proposed parking lot is beneficial to break up the main customer parking field. Four different uses and associated layouts are presented. Impacts discussed include parking, access, circulation, loading, trash enclosures and visibility.

East Avenue Building and Parking Setbacks:

This section looks at existing and proposed building and parking setbacks to determine if increased buffering and pedestrian space can be created. Impacts discussed include parking, building size, floor plan constraints, and landscape.

Alternative Parking:

Alternative parking includes additional underground parking, parking structures and rooftop parking.

Right-of-Way Alternatives:

Three areas are studied with respect to City owned rights-of-ways. The first is the 10 foot jog into the parking lot of the University Avenue right-of-way. The second is utilization of East Avenue's right-of-way for pedestrian activities versus vehicular capacity. The third would be a taking along the Food Market's University Avenue frontage which would allow shifting the building north, creating wider sidewalk and/or landscaping areas along East Avenue.

Alternative Phasing:

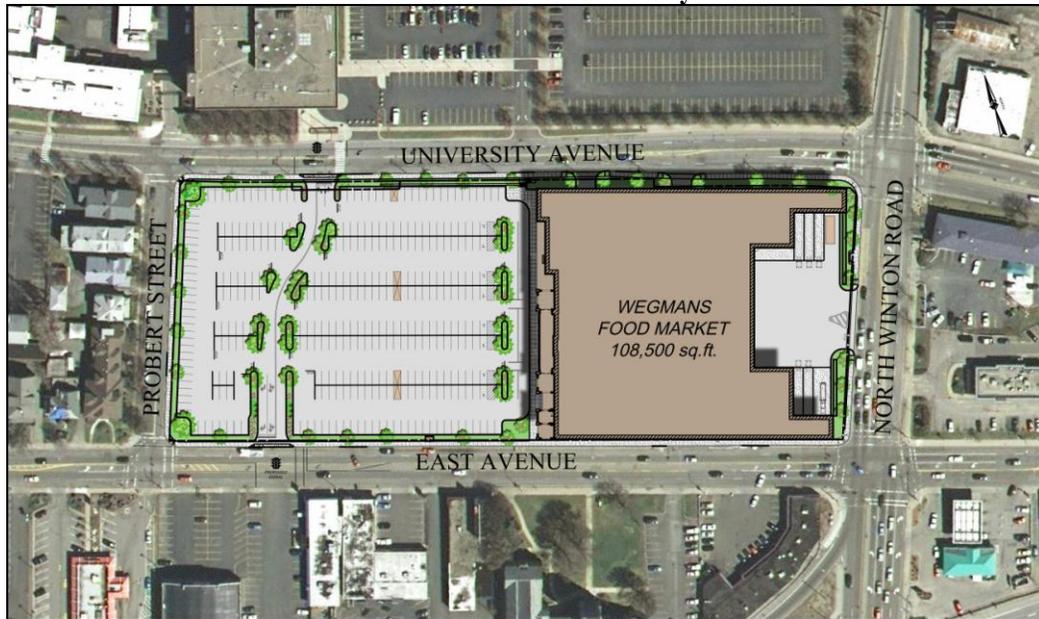
The only alternative approach to phasing of construction would be to demolish the existing food market prior to starting the construction of the Food Market. This alternative is not likely to significantly shorten the construction and will create inconvenience for existing customers throughout the entire construction process. As proposed the current food market would only need to be closed for a period of about 8 – 12 weeks.

2.0 DESCRIPTION OF THE PROPOSED ACTION

2.1 STORE AND OPERATIONS

The Project consists of a new 108,500 square foot market as shown below.

Figure 2-1
Aerial with Site Plan Overlay



The Food Market will provide: a market café with seating located in a mezzanine for customer dining, a bakery, expanded fresh seafood and meat departments, an expanded prepared food and deli area, a specialty coffee and tea bar, and a fresh sushi bar. Other amenities will include a state-of-the art pharmacy, an expanded customer service area and a wider selection of products for the shopper. Support enhancements that are envisioned as part of the Project include an employee locker area, break rooms, a training office and management offices. Refer to Figure 2-2 for a schematic floor plan.

**Figure 2-3
Proposed Building Elevations**



The proposed East Avenue façade is highly articulated at the pedestrian level and incorporates large windows along the westernmost quarter of the building. The entry forecourt on East Avenue provides a direct pedestrian link to the Food Market from the sidewalk and street edge, mimicking the street façade entry of early commercial buildings.

The proposed University Avenue (north) facade is consistent with the adjacent industrial one and the two-story long, linear buildings that currently exist. The north façade's large-scale, simple, multi-bay division is intended to create a scale and rhythm that recalls the industrial buildings located further west on University Avenue. The arch motif is a post modern interpretation of the Rochester aqueduct. The northeast corner is being developed with a modest tower because it is situated at an important gateway to the east side of the City. The proposed structure will effectively create a new streetscape where none currently exists.

The entire west (front) façade is articulated as a two-story building rather than the one-story façade common to most grocery stores today. The use of architectural embellishment at the tower, and hip-roof store entrance pavilion reduce the apparent scale of the west façade by dividing it into smaller sections. The projecting hip roof pavilion that marks the main store entrance provides a focus for the façade. The proposed tower is designed to give the Food Market a strong visual presence. The tower recalls the Old Star Market tower/sign that for many years was a familiar landmark at this site.

The majority of the east façade, which is the loading area for the building, will be blocked from view at the street level by proposed screening walls and landscape plantings. The southeast corner of the building is being shown as a significant feature with peaked roof, to anchor the corner and create a welcoming presence to the East Avenue corridor.

Four 'Wegmans' signs are proposed; one on each elevation. The two on the prominent sides of the building (East Avenue and Probert Street) will be slightly larger; while two smaller signs are proposed at the northeast and southeast corners. A 'Market Café' sign is proposed for the southern elevation, and a mandated 'Pharmacy' sign will be placed on the western elevation. These are shown on the proposed building elevations in Figure 2-3, and in Appendix E.

2.2 DESIGN AND LAYOUT

The front of the Food Market will be located approximately 60 feet behind (east of) the rear of the existing food market. This allows for the demolition of all the existing buildings and construction of the Food Market to occur while the existing food market remains open, minimizing the down time for Wegmans and its employees and customers. Once construction of the Food Market is substantially complete, the existing food market will be

demolished and the existing parking field from Probert Street will be reconstructed and expanded easterly to include the area currently occupied by the existing food market. The existing curb cuts (2) on Probert Street will be closed. The access points on East Avenue and University Avenue will be moved westerly away from the front of the new store to new signalized intersections. The lot will total 356 customer parking spaces including 16 handicap spaces directly in front of the windscreen entrance, and new cart storage areas. The two new signalized entrances will be connected by a north-south curvilinear road which bisects the parking field and provides proper onsite queuing for exiting vehicles. Refer to Appendix K.

To allow the 356 spaces to be utilized strictly by customers a parking garage is proposed beneath the Food Market for secured employee parking. The garage will contain approximately 121 parking spaces. Access to the garage will be through two (2) new curb cuts along University Avenue where the road elevation is dropping west to east and is low enough to provide vehicle access under the Food Market. Retaining walls, portions integral with the building will be used along University Avenue to transition grade differences between the first floor of the Food Market and the eastern half of the customer parking field down to the new sidewalks along the street.

Access to the new loading dock will be midpoint along the site's North Winton Road frontage. The area will be large enough to allow all truck maneuvering to and from the loading docks to take place onsite in a safe area away from vehicle and pedestrian cartways. As mentioned earlier, traffic and road improvements include two new traffic signals at the new East Avenue and University Avenue driveways into the customer parking field. The existing signal at Probert Street and East Avenue will be 'relocated' to provide increased queuing lengths for eastbound vehicles to turn left into the Project Site, which will also improve access into McDonalds. Vehicular traffic volumes at the new driveway warrant the new signal. Without it, vehicles turning left out of the Project Site or turning left out of the Country Club Diner driveway directly across the street would have very long delays. When the curb cuts on Probert Street into the Wegmans parking lot are removed, the signal at Probert Street and East Avenue is no longer warranted. The new signal on University Avenue will provide a new exclusive left hand turn lane for westbound vehicles entering the site and provide safe access for vehicles leaving. In addition, pedestrian poles at the new entrance will be provided by the Monroe County Department of Transportation (MCDOT) to

accommodate the large pedestrian traffic across University Avenue between the Harris Corporation and the Food Market.

Other proposed amenities for the Project include new concrete sidewalks along all four frontages around the Project Site. New bus shelters will be provided on East Avenue and North Winton Road. Retaining walls will be provided along University Avenue and at the corner of University Avenue and North Winton Road where the road grade drops lower than the site. These walls will buffer portions of the parking and loading areas and will complement the building architecture by providing a vertical element to the intersection. Additionally, the concrete median in North Winton Road will be extended to the north to prevent northbound left turn movements into and out of the loading dock area located behind the Food Market.

Screening in the form of street trees, landscaping and lawn areas will be provided on all three sides of the customer parking lot. Greenspace will be provided between the sidewalk and the parking lot limits, as well as within islands in the interior of the parking lot to visually subdivide it into smaller lots. Bicycle racks will be available for customers, and an enhanced pedestrian plaza will be provided at the East Avenue frontage to add to the pedestrian nature of the Project Site. A stairway from the public sidewalk on the University Avenue side will allow for a direct pedestrian connection to the entry of the Food Market. The University Avenue right-of-way includes a 10 foot by 135 foot jog in the northwestern portion of the Project Site. The current land use in this area is parking that encroaches up to 9 feet into this right-of-way. The Project also shows parking encroaching into the right-of-way. As part of the Project, it is requested this public right-of-way be transferred to Wegmans.

Proposed lighting in the customer parking field will be consistent with the IESNA recommended lighting standards for safety, while maintaining a 'dark-sky friendly' design utilizing semi to full cutoff fixtures. This is a significant improvement to the existing conditions. Flat lens, vertical lamp fixtures hide the light source (dark skies) yet are extremely efficient as far as illumination and energy use. Proposed lighting will utilize pulse start metal halide bulbs to provide more of a community friendly 'white light' while providing enhanced security light levels. Noise created by HVAC equipment, generators, and loading operations will be significantly less obtrusive to the residential properties along Probert Street since the proposed locations of all units will be further to the east. The new

building design will have parapet walls that protrude three to six feet above the roof line to screen the rooftop equipment.

3.0 REQUIRED PERMITS/APPROVALS

The Project has been identified as an Unlisted Action. The City of Rochester Manager of Zoning is the Lead Agency under the State Environmental Quality Review Act (SEQRA) and has issued a positive declaration. As a result, an Environmental Impact Statement (EIS) is required for this Project.

The Project Site is located in a C-2 Community Center District. The Project is a permitted use in a C-2 District. While the majority of the area surrounding the Project is zoned for commercial and industrial purposes, an R-3 Residential District abuts the Project Site to the west (See Figure 5-5). Major Site Plan Approval is required. That site plan application includes the following:

- City Environmental Assessment Long Form
- Scaled Site Plan
- Existing Features Plan
- Aerial Photos

The Project will require the following variances:

- § 120-45(B)(1)(a) Maximum square footage floor area limit of 6,000 square feet in a C-2 District
 - Wegmans is proposing to construct a 103,075 net square foot building. This building will exceed the Code by 97,075 square feet.
- § 120-44(B)(2)(c) Maximum lot coverage: 80%
 - The Project includes 91.5% lot coverage, which exceeds the aforementioned code by 11.5%
- § 120-158(B) Front façade and main entrance shall face a public street and shall have direct pedestrian connection to the street
 - The Project includes the front façade facing west, towards Probert Street. However, one of the three customer entrances is located at the south west corner of the Food Market providing direct pedestrian access to and from East Avenue.
- § 120-173(F)(1)(f) Parking shall not be located within 10' of any street frontage, except where a decorative fence or wall of no more than 3' in height is used in conjunction with landscaping

- The proposed parking lot limits will be 7.3' from the property line along East Avenue, 7.8' along Probert Street, and 6.9' along University Avenue
- An alternative plan is being shown that will comply with this section of the ordinance, negating the need for a variance, if alternative is implemented.
- § 120-159(B)(3) Transparency: 70% of wall area between 2' and 8' from the ground
 - The proposed building elevations will not meet this code by 52%
- § 120-169(A) Minimum landscaping for commercial use is 10% of site
 - The Project includes 8.5% landscaping (including sidewalks), which is 1.5% less than the required by the Code
- § 120-77(D) Maximum of 50 square feet of signage
 - The Project includes 550 square feet of signage, which exceeds the limit in the Code by 500 square feet. See Table 3-1.

Table 3-1
Proposed Signage

Elevation	Entrance	Building	Square Footage
West Elevation:	Front Entrance	'Wegmans'	200 sq. ft.
West Elevation:	Left of 'Wegmans'	'Pharmacy'	50 sq. ft.
South Elevation:	Market Café Entrance	'Market Café'	90 sq. ft.
South Elevation:		'Wegmans'	70 sq. ft.
East Elevation:		'Wegmans'	70 sq. ft.
North Elevation:		'Wegmans'	70 sq. ft.
Total Signage:			550 sq. ft.

A Special Permit by the Rochester Planning Commission will be required for:

- § 120-173(C)(1) Required parking spaces
 - For a general retail use, the Code states that 2 spaces per 1,000 square feet net floor area are required
 - For the Food Market of 103,075 net square feet, 206 spaces are required to a maximum of 227 (110%). Wegmans is proposing 477 parking spaces (356 surface spaces, and 121 below the Food Market), which exceeds the code by 250 spaces
 - A Special Permit per § 120-192 will be required since the Project plan exceeds the parking requirement by 110%

Permits will be required for the following items:

- §39-207(A) A Building Permit is required to demolish a building or structure
 - Throughout the Project, 6 buildings will be demolished

- 1776-86 East Avenue, Eastside Gym
 - 1792-96 East Avenue, Antique Shop, Cyrus Rugs
 - 1800-04 East Avenue, Lowenguth Realty LTS
 - 1806 East Avenue, Doyle Security
 - 1812 East Avenue, Fountain Bleu
 - The existing Wegmans food market
- § 47A-6 Demolition permit application is required to be approved by the Commissioner of Community Development
 - § 47A-7(B)(17) Where demolition activities encroach into the public right-of-way, a Permit for work in the right-of-way is required
 - Wegmans' contractors will be required to obtain this permit
 - § 120-208 Building Permit for installation of parking lot
 - Following the demolition of the existing food market, the parking lot for the Food Market will be constructed
 - The New York State Department of Environmental Conservation (NYSDEC) will require a State Pollutant Discharge Elimination System (SPDES) Permit for storm water runoff and the preparation of a Stormwater Pollution Prevention Plan (SWPPP)

Wegmans will seek additional approvals for the following items:

- Permission from Traffic Control Board for the following:
 - Signal changes
 - On-street parking changes
 - Turning lane modifications
 - Curb cuts
 - City DES Permits for new curb cuts and closing of existing curb cuts
 - The number of curb cuts will decrease from 10 to 5
- An Official Map Amendment from City Council and the Mayor if right-of-way widths are modified
 - Wegmans is proposing to modify the right-of-way along University Avenue

The size, scope and phased approach to the Project may necessitate some changes to area variances or permits throughout the process. Wegmans will work diligently with the City to timely address any changes and secure needed approvals.

4.0 PUBLIC NEED AND BENEFIT OF PROPOSED ACTION

4.1 GOODS AND SERVICES PROVIDED

The retailing of food has changed dramatically over the past 100 years. In the early 1900's shoppers would make multiple daily trips to obtain groceries. Consumers would visit the market for their produce, the butcher for their meat, the dairy for milk and cheese, and the bakery for breads and pastries. The evolution of the supermarket combined these various services under one roof. The supermarket provided shoppers a one stop facility for their grocery needs. Today, a multitude of businesses compete for the food shopper. In addition to supermarkets there are discount stores, convenience stores, gas stations, drug stores and large retailers such as Walmart and Target.

Wegmans has been at the forefront of providing enhanced services to its customers. The philosophy of the Company has been to provide excellent service and a variety of products to satisfy a wide range of customer needs. The existing food market on East Avenue is not typical of most Wegmans stores, and customers have asked for many years if the store could be modified to provide more goods and services.

The Food Market will provide a market café with seating located in a mezzanine for customer dining, a bakery, expanded fresh seafood and meat departments, expanded prepared food and deli area, a specialty coffee and tea bar, and a fresh sushi bar. Other amenities will include a state-of-the-art pharmacy, an expanded customer service area and a wider selection of products for the shopper. Support enhancements that are envisioned as part of the project include an employee locker area, break rooms, a training office, and management offices. The existing food market is grossly undersized for the above employee areas. Wegmans prides itself on placing the employee first. This scenario has proven itself over the years and is one of the top reasons for the Company's success. It is of utmost importance to provide adequate employee areas to insure comfort, accessibility, training and professional development. The Food Market will also address a desire from the neighborhood shopper for a wider variety of goods and services in a one stop shopping environment.

4.2 PARKING

As evidenced by the parking counts taken at the food market, the customer parking lot is often near, at, or over capacity during peak periods. With the new store providing additional products and services, the numbers of spaces needed will only increase. The proposed westerly lot provides 154 more customer spaces; (356 vs. 202), than the existing store. The public benefit will be the ability of a customer to find an available space more quickly and safely. Customers who currently drive farther to other Wegmans food markets to do their shopping due to the lack of parking will now be able to shop at a closer local destination. Additionally, proper queuing and turn lanes, more handicap parking, and areas for shopping cart storage, will be available.

4.3 ECONOMICS

The Project should significantly increase property tax revenue for the City and sales tax revenue for the City, County and State. Projected new permanent hires for the Food Market will be approximately 150 people, bringing the total number of full time and part time employees to 600. Construction, which is slated to last 18 – 20 months, will provide new opportunities for approximately 150 – 200 people. The increase in employment and sales activity will provide a positive economic ripple effect for local vendors and businesses located near the Project Site. Currently, there are three or four vacant businesses on the south side of East Avenue. It is likely that the Food Market will attract viable businesses for these vacancies based on past experience with new store expansions.

4.4 COMMUNITY BENEFIT

Each year Wegmans funds a number of programs that align with the Company's five giving priorities:

- Helping young people succeed
- Food for the needy
- Strengthening neighborhoods
- Healthy eating and activity
- Support for United Way

Wegmans' total giving in 2009, including fundraising through customer checkout donations and their Employee Scholarship Program, was \$15.2 million. In addition, Wegmans donated

16 million pounds of food to food banks and neighborhood food pantries in each of their market areas. A significant percentage of our giving (both in dollars and food) stays in the Rochester area.

As an example of the **impact Wegmans has in the Rochester community**, of the 10 million pounds of food distributed by Foodlink each year, 6 million is donated by Wegmans, and each year, Wegmans raises approximately 85% of the Checkout Hunger Campaign. In the fall of 2009 alone, this amounted to \$620,214 raised for Foodlink.

Included in the giving total are the discretionary community budgets at each of the Wegmans Food Markets – money that is used to support neighborhoods. The store manager and the store’s community connection team review neighborhood requests and are empowered to allocate funding. Major gifts, or requests from organizations that serve the entire community, are determined by a 12-person contribution committee based in Rochester.

In the City, despite the limited number of Wegmans locations, every neighborhood is assigned to a Wegmans store for donations – there are no exceptions. For example, the Lyell Avenue food market now considers requests that once went to the Driving Park food market.

Since the late 1970s, Wegmans has provided **weekly transportation to their stores for senior citizens** that live in 70 senior subsidized housing facilities in the Rochester area – the vast majority within the City. Each week, 1,500 seniors take advantage of this free service, which is completely funded by Wegmans at an annual cost of approximately \$370,000. In 2005, Medical Motor Services (MMS) became Wegmans’ exclusive provider of transportation services for this program. Wegmans donated \$100,000 to MMS to increase their fleet capacity to meet the needs of this program.

For several years, in addition to sponsoring various events, Wegmans has held corporate memberships at the **George Eastman House, Memorial Art Gallery, Rochester Museum and Science Center**, and countless other arts and cultural organizations. Over the past 16 years, Wegmans has invested approximately \$960,000, to sponsor **Rochester Philharmonic Orchestra’s** pops series. Wegmans is also a founding sponsor in year one of the **Rochester International Jazz Festival**, helping to establish the event.

In 1996, after many years of working closely with the **Strong National Museum of Play** on a number of projects, Wegmans created and funded the now most-popular exhibit at the museum: **The Super Kids Market**. The museum is not only enjoyed by our own community, but also by many who travel to Rochester to visit. Wegmans has invested approximately \$800,000 since 1996 in funding, donated equipment, and maintenance of this community treasure.

For many years Wegmans has supported the annual **Clarissa Street Reunion** with sponsorship and donated product. Similarly, Wegmans has provided support to **River Romance, the Maplewood Rose Festival, Clean Sweep, the Puerto Rican Festival** and many other events too numerous to list.

To help celebrate **Rochester's 175th Anniversary**, Wegmans baked, assembled, and served an enormous cake, enough to serve 1,000 people at the City Hall celebration. That same day, they also delivered a celebratory sheet cake to each Kids Café, which in total serve about 4,000 children throughout Rochester.

For 20 years, Wegmans has sponsored **Concerts by the Shore series at Ontario Beach Park**, where thousands of Rochester-area residents come together to enjoy an evening of music and dancing. Proceeds from the concerts are used by the Ontario Beach Park Program committee to support additional programming in the park. Over 20 years, Wegmans' total investment in this program has exceeded \$1 million.

In 1999, Wegmans funded, and their employees built, the **toddler playground at Ontario Beach Park**.

Wegmans has been a long-time sponsor of the **Corn Hill Arts Festival and Neighborhood Association**. When asked, Wegmans has also contributed to **neighborhood associations throughout Rochester**, including those in the East Avenue area.

In 1991, Wegmans Corporate Nutritionist Jane Andrews, MS, RD created the '**Eat Well Live Well**' Tour, a nutrition education program designed with 4th graders in mind. Since that time, across all stores, more than 100,000 4th graders and their teachers have participated in the tours that teach healthy eating and food safety. In 2009, approximately 2,300 students

from schools in the Greater Rochester area, including City schools, took advantage of the program.

In 1987, Wegmans created a program, now called **The Hillside Work-Scholarship Connection**, to help at-risk youth in the City School District graduate from high school. More than 2,200 middle and high school students currently participate. Wegmans has provided major funding and hundreds of jobs for these students. The program provides each participating student with a youth advocate, part-time jobs and workplace mentors at Wegmans and other organizations. Wegmans has actively encouraged other businesses and organizations to provide jobs and funding for the program. On average, students in this program graduate high school at twice the rate of their peers and between 70 and 80 percent of these graduates attend college.

Wegmans, with the help of Dolores Jackson Radney (Rochester-based curriculum writer), created a curriculum suited for middle/high school students on the contributions of Susan B. Anthony and Frederick Douglass. Called '**Let's Have Tea**,' the curriculum was inspired by Pepsi Kettavong's sculpture of the same name depicting Susan B. Anthony and Frederick Douglass enjoying tea together. Wegmans provided partial funding for the sculpture and totally funded the curriculum, which was presented to City School administrators in the fall of 2009.

In 1984, Wegmans created an **Employee Scholarship Program** that has since provided \$71 million in college tuition assistance to more than 22,000 employees. Thousands of Rochester-area residents have benefited from this program. An annual competition determines recipients based on work and academic performance. There is no limit to the number of scholarships given each year and no restriction on course of student. In 2009 alone, 1,423 Wegmans employees were awarded scholarships that will total \$6 million in tuition assistance.

Many of the employee scholarship recipients have built life-long careers with Wegmans and stayed in the Rochester area as a result. A large number of the scholarship employees attend local colleges and universities, which means that a significant portion of these scholarship dollars stay local. In the 10-year period, 2000 through 2009, Wegmans paid **\$7.7 million in employee tuition dollars to Monroe Community College, Nazareth, RIT, St. John**

Fisher, Roberts Wesleyan, and the U of R. What may be a surprise to many is the fact that many people from outside the area have moved to Rochester to work for Wegmans.

Wegmans has funded the **Zoomobile** from the Seneca Park Zoo for 24 years, at a cost of \$40,000 annually. The Zoomobile provides free programming that is brought to schools, nursing homes, and festivals throughout Monroe County.

In 2009, Wegmans donated \$10,000 to **Rochester Roots**, an elementary school curriculum based on community gardening that has worked with Franklin Montessori School, Clara Barton School #2, and Dr. Martin Luther King, Jr. School #9.

Wegmans provides funding to **Wilson Commencement Park** (and has since its inception), **Stepping Stones**, and was a founding sponsor of **292-BABY**, a program that provides information services to inexperienced parents.

Wegmans donated a total of \$40,000 in gift cards over two years as incentives for the **Rochester City Police Department's Gun Buy Back Program**. Each year, Wegmans has also sponsored **National Night Out Against Crime** in the Charlotte neighborhood.

Wegmans has participated with local law enforcement authorities and Monroe County's recycling program in **prescription drug collection** events for the safe disposal of drugs. Wegmans' Penfield and Mt. Read food markets have hosted these events, and Wegmans pharmacists have also participated in off-site events.

Wegmans gave \$100,000 to the **Salvation Army Capital Campaign** and recently donated \$7,000 to the **Volunteers of America Family Homeless Shelter**. Wegmans was a founding benefactor of **RAIHN**, the Rochester Area Interfaith Hospitality Network, which provides shelter and social services for homeless families. Over a three-year period, Wegmans gave a total of \$30,000 to help seed this program.

Throughout its history, Wegmans has been a strong supporter of **United Way** through workplace giving, company contributions, and in-store fundraising. Last year alone, employee giving in the Rochester area totaled \$2.2 million. In addition, the Wegmans Family Charitable Foundation gave \$340,000. As her father did in 1989, Colleen Wegman is chairing the 2010 community-wide campaign. Wegmans has provided loaned executives to

United Way over the years, and have served on the United Way Board and various volunteer committees. In October of 2005, United Way of Greater Rochester gave Bob and Peggy Wegman the Tocqueville Award, the organization's highest honor given in recognition of their contribution to the Greater Rochester community.

There are countless examples of **Wegmans' sustainability efforts**, but here are two that speak to reducing litter: To reduce the use of plastic bags, Wegmans began offering a low-priced (\$.99 w/Shoppers Club card) reusable bag to their customers in 2007. Wegmans has sold or given away nearly 4 million reusable bags companywide. This program has resulted in a **reduction of nearly 1,825,000 plastic bags used annually by each and every Wegmans store**. Wegmans also provides a recycling center for plastic and paper bags at every store. In 2009, Wegmans **recycled 2.93 million pounds of returned plastic bags and plastic shrink wrap** that's used in its stores. This is but a small portion of what Wegmans recycles as a company and does not include what is returned and recycled through our bottle return centers.

During Women's Health Week in 2009, Wegmans worked with Dr. James Woods of URMC to sponsor (\$5,000) a **community health screening at the Rochester Public Market**. Volunteer health care professionals from a variety of agencies provided screenings for cholesterol, blood pressure, diabetes, kidney function, bone density, HIV, vision, and hearing. Approximately 300 women were screened over a 4-hour period, and when necessary, were referred to medical providers for follow-up. A Wegmans pharmacist was on hand to answer questions

Working through the Rochester Business Alliance, Wegmans introduced its employee '**Eat Well Live Well' Challenge** to hundreds of businesses and organizations in the Rochester Community. The 8-week program encourages participants to increase activity (10,000 steps daily) and eat more fruits and vegetables (at least 5 cups a day). Wegmans developed and funds a website (eatwelllivewell.org) that allows participants to track their progress.

Wegmans is now in discussions with two Rochester neighborhood groups to bring their hiking trails program to the City. Wegmans first piloted the **Passport to Family Wellness Program** in Penfield. The program encourages family activity through the use of town trails, rewarding participation with small incentives like Wegmans gift cards, refillable water

bottles, product coupons, and t-shirts. The program has grown to include Webster, Perinton, and Wayne County.

Apart from the major initiatives detailed above, the **East Avenue food market** responds each year to a multitude of requests from a wide array of organizations in the East Avenue neighborhood. These include schools, faith-based organizations, not-for-profits, and groups like the scouts, neighborhood associations, the library, and PTAs. Donating everything from fruits and vegetables for healthy snacks at a school event to a \$100 Wegmans gift card for an auction fundraiser, the food market is accessible and empowered to make decisions that impact their neighborhood.

5.0 EXISTING CONDITIONS AND ENVIRONMENTAL SETTING

5.1 NEIGHBORHOOD LAND USE AND ZONING

5.1.1 NEIGHBORHOOD

The existing food market is located in the Southeast Quadrant of Rochester. It is bordered by a number of small restaurants and shops, multi-family residences, Harris Corporation and Buckman's Car Wash.

**Figure 5-1
Existing Buildings Aerial**

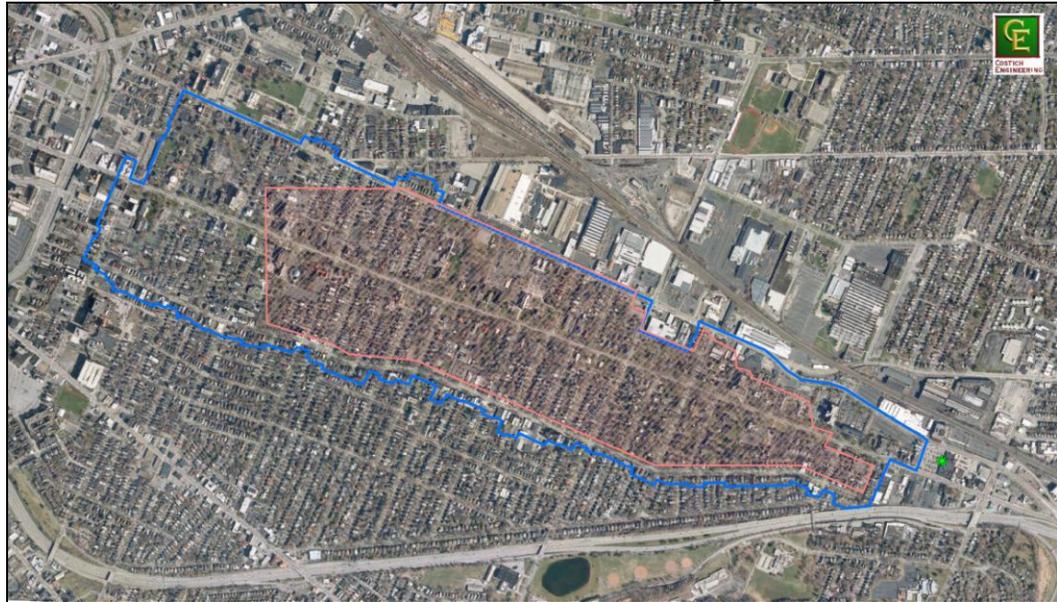


** NOTE: Former M&T Bank and parking garage have been demolished.

5.1.2 EAST AVENUE HISTORIC DISTRICT

East Avenue is an important arterial in the City of Rochester running from the City of Rochester, east to the Town of Brighton border. The portion of East Avenue between Alexander Street and Probert Street is part of the East Avenue historic district designated by the City of Rochester in 1969 and a portion thereof was listed on the National Register of Historic Places in 1979. Refer to the pink outlined area in Figure 5-2 for the National District and the blue outlined area for the City of Rochester's Preservation District.

**Figure 5-2
East Avenue Historic District Map**



5.1.3 EAST AVENUE ZONING DISTRICTS

The East Avenue corridor (The inner loop to the Brighton Town line) is comprised of these segments containing five zoning segments:

<u>Segment:</u>	<u>Description</u>
1. Alexander Street west to the Innerloop	(CCD – Center City District)
2. Alexander Street east to Culver Road	(R-3/O-O and R-3 – High Density Residential with Office Overlay)
3. Culver Road to East Boulevard	(R-1 – Low Density Residential)
4. East Boulevard to Probert Street	(R-3/O-O – High Density Residential with Office Overlay)
5. Probert Street east to the Brighton Town Line	(C-2 – Community Center District)

Segment 1 - Alexander Street west to Inner loop, CCD Zoning:

East Avenue from Alexander Street, west to the City of Rochester Inner loop is the closest area to the City Center and has become an area of extensive commercial development, including many bars, restaurants, café's and small business offices. It is an important gathering / meeting place for people employed in the City as well as the East Avenue and adjoining neighborhoods. This area was once rich in history as evidenced by the Hiram Sibley Building on the southwest corner of East Avenue and Alexander Street. This building, and its companion building on the northwest corner, constructed in 1926, served as a gateway between the residential and business districts of East Avenue.

Segments 2, 3 and 4 - Alexander Street east to Probert Street:

East Avenue from Alexander Street to Probert Street falls within the East Avenue Historic District and a portion thereof is listed on the National Register of Historic Places. This area was originally established as a high class residential area; homes to wealthy, prominent business owners and professional people of the City beginning in the very early 1800's. The mile and one half corridor along East Avenue has been cited as having some of the greatest examples of late nineteenth and early twentieth century homes, churches and meeting houses. The corridor has great examples of every major style of domestic architecture, beginning with Greek revival townhouses of the 1840's, up to dwellings and buildings of the "new formalism" age of the 1950's and 1960's. This portion of East Avenue has historically been a popular location for churches as well, most notably, "Christ Church" built in 1855 and remodeled in 1890 into Gothic mode. Also, the "Third Presbyterian" Church built and dedicated in 1893 of a Romanesque style, stone edifice and a tower reaching to 140 feet.

Today, many of the residences remain intact and have kept their historical beauty and character. The zoning seems to fit the area well. This portion of the corridor has been zoned (R-3/O-O, R-3 and R-1) as mentioned in the beginning of this section. The R-1 residential section of zoning (Culver Road to East Boulevard) remains to be in keeping with the single family homes of historical importance and significance.

R-3 residential zoning (Alexander Street to Culver Road and East Boulevard to Probert Street) remains to allow some of the historic residences and existing town homes to be converted to high end, multiple dwelling units. The area also has an O-O (Office Overlay

District) zoning that allows the many museums, art galleries, hotels, religious institutions, supporting offices and small businesses to thrive.

Segment 5 - Probert Street east to the Brighton Town Border C-2 Zoning:

East Avenue from Probert Street, east to the Brighton Town Border is the area that was once the Brighton Town Center. The area between Probert Street and North Winton Road is where the Project Site is situated. The area has always been a nexus of commercial activity due to the intersection of two major travel routes as well as the close proximity of the former Erie Canal. Throughout the City's development, this area has continually evolved as transportation modes (railroads, trolleys, carriages, automobiles, canals, etc.) changed over time. Commercial development has consistently occurred along this major transportation corridor as well. During the second half of the twentieth century, changing cultural trends and planning policies further fragmented the physical appearance of the area. The major defining element for the area that has remained consistent throughout history has been the transportation network, more specifically East Avenue, North Winton Road (formerly North Avenue and South Avenue), the New York Central Railroad (now Conrail) and I-490 (formerly the Erie Canal).

The small hamlet origins of this area exhibited a mix of urban and rural characteristics by the time it was incorporated as a village in 1885. After it was annexed by the City in 1905, the former village evolved into an urban commercial district, and the frontier of urban growth had moved several miles out to the boundaries of Penfield and Pittsford. Post World War II development, including significant growth in social and transportation patterns, began to alter the physical character of the area once again. The proliferation of cars resulted in the construction of parking lots and widened streets, and the remaining residences were converted to commercial use or demolished for parking. Newer commercial buildings built during the 1950's were built out to the street but were usually one-story rather than two-story as in previous decades. Continued commercial development in the area during the 1960' and 1970's followed late twentieth-century suburban planning patterns, evidenced by one-story buildings set back and separated from the street and other buildings by large paved areas.

5.1.3.1 EXISTING STRUCTURES/ BUILDING SIZES

The table below shows the address, current or former tenants and square footage for the existing structures on the Project Site.

**Table 5-1
Structures on Project Site**

Address	Current/Former Tenant	Size (Sq. Ft.)
1750 East Avenue	Wegmans Food Markets, Inc.	42,500
1776-86 East Avenue	Eastside Gym	17,287
1792-96 East Avenue	Antique Shop, Cyrus Rugs	5,815
1800-04 East Avenue	Lowenguth Realty LTS	7,537
1806 East Avenue	Doyle Security	8,314
1812 East Avenue	Fountain Bleu Salon	2,700
1830 East Avenue	M&T Bank	48,488*

*Former bank and parking garage have been demolished.

**Table 5-2
Structures to the NORTH of the Project Site**

Address	Current/Former Tenant	Size (Sq. Ft.)
1680 University Avenue	Harris Corporation	96,570

**Table 5-3
Structures to the SOUTH of the Project Site**

Address	Current/Former Tenant	Size (Sq. Ft.)
1701 East Avenue	McDonald's Restaurant	4,883
1705 East Avenue	World Gym	26,814
1743 East Avenue	Country Club Dinner	4,824
1749 East Avenue	Mangia Restaurant, Game Craze, Scott's Photo	8,880
1765-69 East Avenue	Park East Cleaners, Eastside Trading Post	7,378
1775 East Avenue	Brighton Presbyterian Church	25,581
1807-1827	Commercial Center*	9,585

*Note: Tenants include: Erwin Dry Cleaners, Doug's Barber Shop, Ristorante Lucano, Subway, Canaltown Roasters, Toffee Tin, Wong's Kitchen

**Table 5-4
Structures to the EAST of the Project Site**

Address	Current/Former Tenant	Size (Sq. Ft.)
1844 East Avenue	Wendy's Restaurants	3,444
34 Winton Road North	Buckman's Car Wash	5,475

**Table 5-5
Structures to the WEST of the Project Site**

Address	Current/Former Tenant	Size (Sq. Ft.)
7-21 Probert Street	Apartment Building	9,015
21-25 Probert Street	2-Family Residence	1,667
29-31 Probert Street	2-Family Residence	2,685
37-43 Probert Street	Apartment Building	4,176

5.1.3.2 SURROUNDING ARCHITECTURAL ELEMENTS AND EXISTING TRANSPARENCY



Brighton Presbyterian Church

Today, the most significant pre-World War II historic building that exists in the area is the Brighton Presbyterian Church, located on the south side of East Avenue across from the Project Site.

This ca. 1913 asymmetrical, stone-clad, three-bay, one-and-one-half-story, side-gable, English Gothic Revival church consists of a rectangular main block with an engaged square tower. The church is set back from the street behind a large lawn. Attached to the west end of the church auditorium is an L-shaped two-and-one-half-story wing housing classrooms, meeting rooms, and offices. The primary facades of the church are clad with uncoursed rock-face ashlar. Much of the west wing and rear of the church are clad with buff brick. The steeply pitched roofs on the sanctuary and wings are clad with rectangular gray slate.

A large projecting gable, containing a large tripartite pointed-arch window glazed with opalescent glass, dominates the primary façade of the auditorium. Decorative buttresses flank each side of the window. Raking parapets occur at the projecting gable and the east gable of the auditorium.

The main entrance to the church is at the base of the tower beneath a gable roof canopy. The tower has an articulated two-story base. On each face above the base are twin lancet openings divided by intricate plate tracery into smaller louvered openings. The flat-roof tower is crowned by a crenellated parapet.

The ca. 1954 west wing has random course ashlar foundation. A dressed stone beveled watertable caps the foundation. The wing incorporates many Tudor Revival elements including quoined surrounds, a three-sided bay, grouped casement windows, and asymmetrical form.

Wegmans Food Market (C-2 Zoning)

The City of Rochester zoning code requires 70% transparency (windows) between 2 feet and 8 feet above the ground in C-2 zoned areas. The existing food market does not meet the 70% requirement mentioned above. The East Avenue side of the building does not have any transparency as this portion of the building mainly consists of coolers, freezers and food prep space. It is important to note that the focal point and customer interaction are toward the interior of the store with coolers and storage behind the workers and against the East Avenue wall.



Existing Wegmans Food Market



Existing East Avenue Elevation

Structures to the North (M-1 Zoning)

Immediately north of the food market is a large parking lot for Harris Corporation. Harris has a series of large manufacturing buildings west of Probert Street and a multi-story office building across from the Project Site, all of which are on the north side of University Avenue. This area is zoned M-1 (Industrial District). The office building has very little transparency. M-1 zoning does not require 70% transparency between 2 feet and 8 feet above the ground



Harris Corporation on the north side of University Avenue

The manufacturing buildings to the west have much transparency as natural lighting was necessary for industrial manufacturing workers at work stations back when this building was constructed (Pre –WWII). This former Stromberg Carlson plant, located northwest of the Project Site, was constructed about 1905. The building, now occupied by the Harris Corporation, has been modernized but remains an excellent example of early twentieth-century industrial construction.



Harris Corporation

Structures to the West (R-3 Zoning)

The structures to the West on the west side of Probert Street are single and multi family homes. This area is zoned (R-3, High Density Residential), the homes have some transparency as many homes do for the occupants' visibility. R-3 zoning does not require 70% transparency.

Constructed about 1920 as part of the Anna Gould subdivision, most of the houses were constructed as double or multi-family structures. Although the facades of two of the buildings have been altered, the street represents the style of dense middle-class residential development that occurred in many areas of Rochester during the period.



Home on Probert Street

Structures to the East (C-2 Zoning)

Structures to the east include several buildings adjacent to the existing food market and west of North Winton Road, as well as a mixed development east of North Winton Road.

West of North Winton Road: One of the first structures east of the food market is the old Star Market and more recently, the “East Side Gym”. This building does have some transparency but if compared to the City Code, does not amount to 70% of the building wall area and is also not situated between 2 feet and 8 feet from the ground surface.



Old Star Market Grocery Store (East of Existing Food Market)



East Side Gym

The next building in line is the former Antique store and Cyrus Rugs. These wooden structures have transparency at street level (likely 70% wall area between 2 feet and 8 feet from the ground) for previous retail display.



Antique Store and Cyrus Rugs (East of Existing Food Market)

The next building to the east of the existing food market is the Lowenguth Realty building (former Brighton Hall). This building is also a wooden structure with transparency (most likely 70% of the wall area between 2 feet and 8 feet from the ground) at the street level for previous retail displays.



Lowenguth Realty Building

The Doyle Group (former Central Trust bank) building is a concrete and brick structure with little transparency (less than 70% between 2 feet and 8 feet from the ground). The lesser amount of transparency was probably appropriate for a bank for security purposes.



Doyle Security

The last building west of North Winton Road is the Fountain Bleu building. This small brick and stucco building has transparency on its frontage (likely 70% of the wall area between 2 feet and 8 feet from the ground) at the street level for retail hair product display and signage.



Fountain Bleu (West of North Winton Road)

East of North Winton Road (C-2 Zoning)

Immediately to the east of North Winton Road are Buckman's Car Wash and Wendy's Restaurant. The Wendy's restaurant likely has 70% transparency in the form of a sun room or green house to allow natural light for the dining customers. Buckman's Car Wash has very little transparency (less than 70% between 2 feet and 8 feet from the ground) as it's a drive through car wash.



Buckman's Car Wash (East of North Winton Road)



Wendy's Restaurant (East of North Winton Road)

The new DiBella's restaurant is an attractive brick building built very recently with transparency, likely meeting the 70% requirement of the City Zoning Code between 2 feet and 8 feet from the ground surface. The transparency is suitable for the sit down dining customers.



DiBella's Restaurant

The new M & T bank is situated just east of DiBella's. The building has transparency likely meeting the 70% wall area (between 2 feet and 8 feet from the ground) criteria of the Code. Much of the transparency is covered with large pictures of people and sign panels with periodic promotional signage. Also, the building is set back from the road which reduces the benefits of transparency.



M&T Bank (East of DiBella's Restaurant)

Structures to the south (C-2 Zoning)

On the east side of North Winton Road, across from Wendy's Restaurant is a Hess gas station. The station has some transparency around the doorway. The transparency does not likely meet the 70% transparency requirement of the Code.



Hess Gas Station (East side of North Winton Road)

Across North Winton Road (west side) is a commercial center or strip plaza. The plaza leases to six different tenants. This plaza has a lot of transparency with many neon lighted signs and sale posters hanging in the storefront windows. This structure meets the 70% requirement of the zoning code.



Commercial Center (1807 – 1827 East Avenue)

The next building to the West is the Brighton Presbyterian Church. The church has some transparency mainly to allow the occupants to look out and also to allow natural lighting in. The church is magnificent but would likely not meet the 70% requirement for transparency.



Brighton Presbyterian Church

The next building to the west has two tenants, “Presto Cleaners” and “East Side Trading Post”. The buildings are single story, flat roofed and have transparency (likely 70% of the wall area between 2 feet and 8 feet from the ground) as required by the Code.



Prestone Cleaners



East Side Trading Post

Further to the west is the “Scott’s Photo” and “Game Craze” building. Again this is a single story flat roofed building with transparency that likely meets the 70 % wall area criteria required by C-2 zoning.



Scott Photo and Game Craze

The next building in line is the “Mangia Grill” building. This building is a single story, flat roofed with little transparency and would not meet the 70% transparency requirement.



Mangia Grill

Next in line to the west is the “Country Club Diner” and “Dr’s Inn”. This building has some transparency on the frontage (likely not 70% of the wall area between 2 feet and 8 feet from the ground) but has more transparency on the west side of the building facing the parking lot. This is the type of development that took place in the 1960’s and 1970’s.



Country Club Diner and Dr.'s Inn

The next building to the west is the “World Gym”. This is a larger building (26,814sf) and has no transparency on the frontage. It does have a very small amount of transparency on the east side of the building around the entrance door but it does not comply with the 70% transparency requirement.



World Gym

The McDonald's is a single story building with high ceilings. The building has attractive transparency (likely 70% between 2 feet and 8 feet from the ground) with awnings to allow natural light and views for the patrons.



McDonald's Restaurant

The last building in the immediate neighborhood is the new Dunkin Donuts building. This is an attractive building with a lot of transparency on the frontage between 2 feet and 8 feet from the ground likely meeting the 70% required by the Code.



Dunkin Donuts

In general, the existing surrounding buildings offer very little with respect to architectural transparency. The University Avenue buildings offer the most with the latest architectural styled buildings comprised of brick, concrete and glass; all with coplanar and functional building faces. In an idealistic view, these buildings are simple, functional, and do not present any overlapping building elements that create interesting forms of complex or intricately balanced architectural transparency.

5.1.3.3 PARKING AND UNDERGROUND PARKING

The existing food market's customer parking lot contains 202 spaces and is located between the main entrance of the existing food market and Probert Street. The lot is abutted by sidewalks on all three (3) sides with widely scattered street trees and no internal landscaped islands. The lot provides twelve (12) handicap parking spaces near the main entrance. The existing parking lot encroaches into the City

right-of-way (Bartholemew line) along University Avenue a distance of ten (10) feet for a length of roughly 135 feet. This area was reserved by the City in the early 1900's as future street widening and development area. It will be Wegmans responsibility to work with the City to remove the reservation if the City deems it appropriate.

The ratio of available customer parking spaces to net³ building square footage 42,500 equals 4.8 spaces per 1,000 square feet. There are six (6) parking spaces along University Avenue just west of the existing driveway, which are partially located within the existing right-of-way where the right-of-way jogs ten feet north to south and then back again.

³ For this and all subsequent sections, net square footage as defined in the Zoning Code is as follows: The floor area of a building, but excluding stairwells and elevator shafts at each floor; floors or parts of floors devoted exclusively to vehicular parking or loading; and all floors below the first or ground floor except when used for or intended to be used for service to the public as customers, patrons, clients, patients or tenants.

Figure 5-3
Existing Parking at Project Site



Additional parking available for use by employees is located behind the existing food market along University Avenue, and contains a total of 68 spaces. These areas also abut the sidewalk along University Avenue and contain no internal landscaped islands. Fountain Bleu currently has nine (9) exclusive spaces located behind the building to the north. There are currently 14 time restricted spaces along the north side of East Avenue. There are no shared parking agreements with any of the businesses surrounding the Project Site.

Parking counts were taken in early April of 2004 for the main customer lot west of the existing food market and the employee lot directly adjacent to the rear containing 68 spaces. The results of this study are included in the "Parking Demand Analysis" dated July 16, 2009, last revised May 3, 2010, which can be found in Appendix C of this document.

Parking was counted on Friday, April 2, 2004 between 4:00 p.m. and 6:00 p.m., Saturday, April 3, 2004 between 11:00 a.m. and 2:00 p.m., Wednesday, April 7,

2004 between 11:00 a.m. and 6:00 p.m., Thursday, April 8, 2004 between 11:00 a.m. and 6:00 p.m., Friday, April 9, 2004 between 11:00 a.m. and 6:00 p.m. and Saturday, April 10, 2004 between 11:00 a.m. and 2:00 p.m.. The peak times for the respective days are shown in Table 5-6.

**Table 5-6
Parking Study Results**

Day	Peak Time	Descriptions	# of Spaces Occupied/Available	% of Spaces Occupied	# of Spaces Utilized per 1000 NFA*
Friday, 4-2-04	5:00 pm	Front Lot	202/202	100	4.8
Saturday, 4-3-04	11:40 am	Front Lot	202/202	100	4.8
Wednesday, 4-7-04	5:40 pm	Front Lot	196/202	97	4.6
Thursday, 4-8-04	5:40 pm	Front Lot	186/202	92	4.4
Friday, 4-9-04	5:20 pm	Front Lot	197/202	98	4.6
Saturday, 4-10-04	1:20 pm	Front Lot	192/202	95	4.5

Note: Net floor area equals 42,500 ± square feet.

The results for the customer parking range from 4.4 spaces per thousand to 4.8 per thousand. The results for the overall (customer and employee parking) ranged from 5.1 spaces per thousand to 5.7 spaces per thousand occupied.

Recent parking counts were taken in the main customer lot to verify the accuracy of the 2004 counts. Parking counts were taken on Wednesday, February 3rd between 4:00 p.m. and 6:00 p.m., Friday, February 5th between 4:00 p.m. and 6:00 p.m., Sunday, February 7th between 11:00 a.m. and 2:00 p.m., Thursday, February 11th between 7:00 a.m. and 8:00 p.m. and Saturday, February 13th between 8:00 a.m. and 8:00 p.m. The peak times for the respective days are shown in Table 5-7.

**Table 5-7
2010 Parking Study Results**

Day	Peak Time	Descriptions	# of Spaces Occupied/Available	% of Spaces Occupied	# of Spaces Utilized per 1000 NFA*
Wednesday, 2-3-10	5:15 pm	Front Lot	201/202	99.5	4.7
Friday, 2-5-10	5:00 am	Front Lot	201/202	99.5	4.7
Sunday, 2-7-10	12:00 pm	Front Lot	200/202	99	4.7
Thursday, 2-11-10	5:00 pm	Front Lot	191/202	95	4.5
Saturday, 2-13-10	5:20 pm	Front Lot	192/202	95	4.5

Note: Net floor area equals 42,500± square feet.

These counts are in the same range as the 2004 counts and show the lot to be near, at or over capacity during peak hours. Counts taken during non-peak hours are summarized in Table 5-8.

**Table 5-8
2010 Parking Study Results (Off-Peak Times)**

Day	Non-Peak Hours	Range of Spaces Occupied	% of Spaces Occupied
Thursday, 2/11/10	8:00 a.m. to 3:00 p.m.	133 – 182	66 – 90
	7:00p.m. to 8:00 p.m.	168- 180	83 – 89
Saturday, 2/13/10	9:00 a.m. to 10:00 a.m.	135 – 148	67 – 73
	3:00 p.m. to 8:00 p.m.	158 - 191	78 - 95

These results show that the lot was approximately 2/3 to 90% full during non-peak 'daytime' hours.

5.1.3.4 STREETScape



Entrance from East Avenue looking west

The Project Site is bounded on three sides by urban arterial streets with the predominant adjacent and surrounding land use being commercial and industrial. The fourth side is bounded by a residential street and contains a mix of single-family and multi-family residents.

The streetscape environment for the Project Site and its surroundings consist of a mix of large and small stand-alone buildings of a variety of architectural styles and materials. The University Avenue streetscape west of Probert Street is dominated by large expanses of parking areas with minimum screening, opposite from an expansive early 20th century multi-story brick and masonry structure located close to the street, creating a strong edge and sense of enclosure. Along University Avenue, east of Probert Street, the streetscape is defined by the rears of structures that front on East Avenue and their associated service docks and customer parking lots.

The street edge along University Avenue in the vicinity of the loading area for the Wegmans food market is absent and not characteristic of a typical urban street lined with building fronts. All the stores that front on East Avenue display their building rears to University Avenue in varying degrees depending on the depth of their structures. Where buildings and loading areas do not exist, irregularly shaped parking lots fill in the remaining space.

The pavement runs from the rear of the buildings to the street curb. Landscaping, street trees, and lawn areas, to separate the public from the private realm, are not present in this area. Telephone and utility poles with overhead wires provide the major definition of roadway versus parking lot on the south side of University Avenue.

Probert Street offers a traditional urban residential neighborhood environment on one side of the street with street trees and two-story early 20th century wood and masonry structures regularly spaced with consistent setbacks from the street. The East Avenue streetscape consists of a mix of small and medium sized commercial structures with inconsistent setbacks randomly spaced along the street frontage surrounded by parking lots. The inconsistent setback depth, spacing between buildings and presence of parking areas contributes to a weak edge definition to this section of East Avenue. The narrow sidewalks adjacent to the roadway, the multiple travel lanes of the bordering urban arterials and the close proximity of I-490 and its associated on and off ramps add to the commercial and vehicular-dominated feel of the project area.

Within the Project Site, the existing food market is a one-story structure that spans the depth of the lot from East Avenue to University Avenue. A parking area immediately to its west extends to the east right-of-way of Probert Street and separates the building from the residential structures.

Along East Avenue, the Project Site contains a continuous line of buildings of various shapes, styles, heights, and materials that create a strong and interesting edge definition and character to this section of East Avenue. Essentially there are no significant street trees to provide a canopy within the project area except those noted along the west side of Probert Street.

5.1.3.5 LOADING

The loading areas for the existing food market are located mid block along the south side of University Avenue. Trucks need to stop, maneuver and back up to the docks in University Avenue. This creates a bottleneck from time to time. While unloading, longer trucks are protruding into the eastbound travel lane and blocking pedestrian use of the sidewalk.



Existing loading with tractor trailer looking west on University Avenue



Existing loading dock with vendor truck on University Avenue looking south

5.1.3.6 LIGHTING

Existing site lighting consists of non-cutoff fixtures utilizing High Pressure Sodium bulbs.

The main parking area utilizes four 30 foot tall pole locations with multiple-head sag lens in shoebox type fixtures. There also are two 30 foot pole locations along University Avenue utilizing flood light type fixtures.



Main Parking Area - Existing Fixture Type A

The loading dock and employee parking area utilizes multiple building mounted flood lights and three 30 foot tall pole locations with dual sag lens in shoebox type fixtures.



Employee Parking - Existing Wall Fixture Type A

Currently there is some light spillage from the surrounding roadway 'cobrahead' light pole locations, which provide a limited amount of additional light levels on site.

Parking lot lighting levels range from 0.2 FC (foot-candles), in dark poorly lit portions, to 12.2 FC, directly below the 4-luminaire pole locations.

Uniformity levels are below what is recommended for the safety of traffic and pedestrian travel. Currently uniformity levels are estimated at 15:1 within the parking and sidewalk areas. New food markets are typically near 3:1.

5.1.3.7 SIGNAGE

No pylon signs are located on site. Parking, bus stop, pedestrian crossing and directional signage will either remain or be relocated based on the final design.

The existing food market has a total of 395 square feet of signage. The front of the food market, the west elevation, has a 155 square foot 'Wegmans' sign, a 30 square foot 'Food' sign, and a 65 square foot 'Pharmacy' sign. The south elevation has a 50 square foot 'Wegmans' sign, a 30 square foot 'Food' sign, and a 65 square foot 'Pharmacy' sign.

5.1.3.8 LANDSCAPE AND HARDSCAPE

The Project Site and project area are substantially developed and offer little in the way of greenspace. A small lawn area occurs at the northeast corner of the Project Site at the corner of University Avenue and North Winton Road. Hardscape features include concrete sidewalks, granite curbing, and brick accent paving between the sidewalk and the parking area on the west side of the site. Black box-beam guide rail provides a separation between the sidewalk area and the asphalt parking area. Cobra-head style light poles occur along adjacent streets and a line of timber utility poles carrying overhead electric occurs adjacent to the Project Site on the south side of University Avenue.

5.1.4 ZONING

The Project Site is located in a C-2 Community Center District. The C-2 Community Center District provides diverse commercial development along gateway transportation corridors and neighborhood or village centers with a dense mixture of uses such as housing, retail and other complementary uses that serve the adjacent neighborhood and the community at large. The C-2 District is preserved through appropriate design elements, amenities or treatments that create, enhance and reinforce the design relationships between the buildings, sites and streets and still establish an ambience that is uniquely urban and pedestrian-oriented.

The C-2 District is regulated by the specific district regulations as well as the City-wide Design Guidelines and Standards of the Zoning Code. These guidelines and standards were introduced in the 2003 Code. The guidelines and standards, through the review and regulation of design characteristics, are intended to preserve and promote the unique urban character of Rochester. Like the stated purpose of the C-2 District, the guidelines and standards are intended to encourage lively, pedestrian-friendly and attractive streetscapes and open spaces where Rochester residents and visitors will enjoy walking, biking, driving and shopping. Focusing on the immediate neighborhood of any development project, the guidelines and standards maximize visibility for pedestrians, ensure appropriate building design, including entrances, doors and windows, require attractive signage and ensure its compatibility with the surrounding neighborhood.

The existing food market is a permitted use but the size is non-conforming under Code §120-42(M). The majority of the area surrounding the Project Site is zoned and used commercial and industrial, including Harris Communications to the north and restaurants and shopping plazas to the east and south. The Project Site is abutted on the west by an R-3 District.

**Figure 5-4
Aerial Zoning Map**



**Figure 5-5
Zoomed Zoning District Map**



5.1.4.1 COMPREHENSIVE PLAN

The City of Rochester's Comprehensive Plan, also referred to as "Rochester 2010: The Renaissance Plan," was adopted by the Rochester City Council on April 13, 1999 (the "Plan"). Several components of the Plan pertain to the Project.

The Project is consistent with the Plan in many respects. Specifically, several of the City's stated goals under Campaign Six of the Plan, titled "Economic Vitality," will be realized as a result of the Project. The Policy under Campaign Six of the Plan it to "promote an environment in which businesses can develop and flourish..." Approving the Project will allow Wegmans to further flourish in the City, thus providing the community with a state of the art shopping experience.

One of the City's declared goals under Campaign Six is to "[p]romote a business support environment that facilitates the expansion and retention of existing businesses..." In approving the Project, and thus facilitating the expansion and retention of Wegmans in the community, the City would be taking positive steps towards achieving this important goal.

Further, under Campaign Six, the City affirms a desire to “[d]evelop strong, economically viable and diverse neighborhood commercial areas that help to provide entry-level jobs, high-quality goods, and personal services to our citizens...” Wegmans has played key roles in providing both entry-level jobs (not to mention many other job opportunities of varying levels) and quality goods to the City of Rochester and its citizens for many decades. The Project will not only ensure that this tradition continues, but also result in the enhancement of these objectives.

Notably, Campaign Six also asserts the City’s desire to “[s]upport and promote opportunities for shopping for residents and visitors at stores, businesses and personal shops within our city.” Again, this important objective can be met by allowing Wegmans, a first-rate supermarket, to undertake the Project, and thus expand and strengthen its ties to the Rochester community.

Campaign Six of the Plan also states the City’s policy to “develop a diverse local economy that supports quality jobs...[and to] promote and pursue...the identity as a...highly desirable place to live, work and visit.” Wegmans has appeared on FORTUNE magazine’s list of the “100 Best Companies to Work For” for 13 consecutive years, and has ranked among the top 10 for seven years running and among the top 5 for five years in a row. Moreover, since the Wegmans Scholarship Program made its first awards in 1984, Wegmans has awarded scholarships to more than 22,000 employees, giving more than \$71 million in scholarships. In approving the Project, the City will help ensure that more of its residents will be afforded the opportunity to obtain high quality and desirable employment with Wegmans, assistance with higher education opportunities, and employment opportunities in the wider community.

Campaign Nine of the Plan, titled “Healthy Urban Neighborhoods,” also relates to the Project. The Policy of Campaign Nine is to “support unique, vital, interconnected urban neighborhoods which provide a variety of housing choice, accessible goods and services in a village-like setting, pedestrian-friendly environments...” The Project will result in the continued accessibility of the Rochester community to the plethora of goods and services offered at Wegmans. Further, the store’s location makes it highly accessible to area pedestrians.

One stated goal under Campaign Nine is to “[e]ncourage strong, stable, vital and healthy neighborhoods that retain their unique characteristics, are supported by appropriate community resources, services and amenities in village-like settings with neighborhood commercial centers serving nearby residential neighborhoods, provide essential goods and services and help create a high quality of life for every citizen.” Wegmans provides many essential goods, including food, toiletries, and pharmaceuticals. Further, the Project will help ensure that the East Avenue area remains a strong, stable, vital, and healthy neighborhood for both residential and commercial uses.

Other goals under Campaign Nine are to “[d]evelop a pedestrian circulation system that provides maximum accessibility to nearby goods and services...” and “[s]upport a land use development pattern...that balances reasonable property use rights with our community’s expectation of protection from negative impacts generated by nearby uses or activities.” As stated above, the Wegmans store is in a location that is easily accessible by pedestrians, and the Project will serve to further pedestrian accessibility to the goods and services offered at the store. Also, the Project has been designed to achieve Wegmans’ goal to provide essential goods and services to the City, while resulting in the minimum negative impact on the community feasible.

The existing and proposed Food Market will act much the same as the services are much the same but will be enhanced once the new store is complete. A more detailed discussion of the Food Market and it’s relation to the Comprehensive Plan campaigns and goals are outlined in section 6.1.3.1 of this report.

The Zoning Code is also a part of the Comprehensive Plan and the existing food market does not meet some of the restrictions outlined in the Comprehensive Plan. It should be noted, however, that the existing store was planned and constructed in the 1960’s, while the Zoning Code was comprehensively revised in 1975 and again in 2003. The adopted code revisions in 2003 did not reflect the existing uses and parcels located at and adjacent to the Project Site. Such parcels include: the existing food market, the former M&T Bank that was located at the northwest corner of the

East Avenue and North Winton Road intersection, and the World Gym and the Brighton Presbyterian Church which are located south of the Project Site. These parcels all have elements that do not conform to the Code, including but not limited to: building size, setbacks, parking requirements, and transparency requirements.

The most notable sections of zoning code that are not met by the existing store are:

- Building Size

Code § 120-45(B)(1)(a) allows a maximum square footage floor area of 6,000 square feet in a C-2 district.

The existing food market is 42,500 square feet which is substantially higher than the 6,000 square feet allowed by Code. The food market was constructed several years before the Code was adopted and has become a popular shopping area for neighbors and commuters.

- Building Signage Area

Code § 120-77(D) allows a maximum of 50 square feet of building signage. The existing food market has roughly 400 square feet of signage which is much higher than allowed. The 50 square foot maximum allowed by code is reasonable as it was intended for buildings of 6,000 square feet or less.

- Transparency

Code § 120-159(B)(3) requires transparency equal to 70% of wall area between 2' and 8' from the ground. The existing store has very little transparency and 0% along the East Avenue frontage. The store front is oriented toward Probert Street and the parking field.

- Parking

a. Code § 120-173(C)(1) allows 2 parking spaces per 1,000 square feet net building floor area. The existing food market has 202 parking spaces compared to the allowed of 85 parking spaces.

- b. A Special Permit per Code § 120-192 would also be required since the existing food market exceeds the parking requirement by more than 110%.
 - Landscape (Green Space)
Code § 120-169(A) requires a landscaping minimum for commercial use at 10% of the site. The existing food market has approximately 4% landscaping.

5.2 HISTORIC RESOURCES

5.2.1 EAST AVENUE NATIONAL REGISTER HISTORICAL DISTRICT

The majority of the East Avenue Preservation District (designated by the City of Rochester in 1969) was added to the National Register of Historic Places in 1979. The National District covers portions of East, Park and University Avenues, extending from a point east of Alexander Street, along an irregular pattern along East Avenue to the intersection of Park Avenue and East Avenue. (See Figure 5-6. The National District is outlined in pink, and the City's Preservation District is outlined in blue.) This is one of the country's premier preservation districts because it holds varied, impressive buildings and is very much intact. This Historic District includes commercial buildings near Alexander Street and many large residential homes of the nineteenth and early twentieth century from Alexander Street to Probert Street. The homes were built for wealthy, early business professionals. There are also several large historic churches and meeting houses.

The Project Site is east of the easternmost boundary of the City of Rochester Preservation District. The 1920's residential buildings just to the west, across Probert Street are not a part of the National Historic District.

**Figure 5-6
East Avenue Historic District Map**



5.2.2 EAST AVENUE PRESERVATION DISTRICT

The East Avenue Preservation District is a local district designated by the City in 1969. The local district was added to the National Register of Historic Places in 1979, as mentioned above. The City of Rochester's Preservation District is outlined in blue in Figure 5-6.

The Project Site abuts the easternmost boundary of the local East Avenue Preservation District. The 1920's residential buildings just to the west across Probert Street form the eastern edge of this district (see section 5.1.1 for more detailed history)

5.2.3 STRUCTURES ON SITE THAT MAY HAVE HISTORIC IMPORTANCE TO THE NEIGHBORHOOD

East of the existing food market and the former Star Market are five commercial buildings. The buildings are located within the Project Site. All five of the buildings have suffered loss of integrity due to the removal of adjacent contemporary structures, unsympathetic alterations, and additions, particularly in their interiors. None of the buildings are individually eligible for National Register listing. The most notable buildings are the Lowenguth Realty Building and Fountain Bleu.

5.2.3.1 LOWENGUTH REALTY BUILDING

The Lowenguth Realty, LTS building (1800 to 1804 East Avenue), formerly the Women's Christian Temperance Building and Brighton Town Hall, is the oldest remaining nineteenth century structure and which served as an early meeting location for the Brighton Village government prior to the 1905 annexation of this area by the City. The building is a wood structure in very poor condition but the upper second story remains a fine example of the Queen Anne style and possesses a rich history.



Lowenguth Realty Building

5.2.3.2 EXISTING CONDITIONS FOUNTAIN BLEU

The Fountain Bleu Beauty Salon is located at 1812 East Avenue between the former Doyle Group building and the former M&T Bank. The salon occupies a two story; 2,700 square foot building that was constructed in 1925. The building is highlighted by a brick façade and canopy front that faces East Avenue. There are nine (9) exclusive parking spaces behind the building to the north. These spaces are accessed by means of a 9 foot wide easement (Liber 1286, page 138) for a driveway east of the building that leads to and from East Avenue.

The East Avenue elevation of this existing building holds some historical and traditional architectural values. Though the conventional urban brick façade is uncomplicated, it does symbolize the typical twentieth century Urban Renaissance vernacular found in many American urban retail districts. The existing awnings are clearly add-ons. The side elevation of this property is basically bare and offers no architectural value.

This symmetrical, two-story, masonry, commercial building is an example of the popular Georgian Revival Style applied to many public and commercial buildings during the first three quarters of the twentieth century. Fitted to a long, narrow urban site, the building's architectural embellishment is limited to the front façade. Stucco cladding at the first floor contrasts with Flemish bond brick cladding at the second floor. The storefront consists of a recessed entrance flanked by large storefront windows. An ample area of blank wall between the storefront and its cornice was originally intended for a sign. Above the cornice are three tall, narrow double-hung windows with decorative wrought metal balconettes. Flat arches, constructed with gauged brick, span the window openings. A classically inspired pediment crowns the street façade. A limestone date panel is centered in the brick field of the tympanum.

The side and rear of the building, intended to be concealed by other buildings, are clad with stucco and feature a regular arrangement of window openings. The building incorporates a flat roof with parapets capped with clay tile coping. A billboard faces easterly on the roof.

The building has been altered by aluminum replacement windows and fixed vinyl awnings.



Fountain Bleu Salon

As a group, the buildings encompass several late nineteenth and early twentieth-century architectural styles and illustrate the scale, massing, and design that were typical in the East Avenue/North Winton Road commercial district in the years prior to World War II. The 1986 Mack survey of the City did not list these five buildings as eligible for National Register Listing because of their condition and alterations, as mentioned above but did identify the group as “Locally Significant Properties” in Appendix F of that report. The group is not mentioned in the “The City of Rochester, New York, Consolidated Historic Resources Survey” produced in 2001

5.2.4 HISTORIC ASPECTS FOUND IN THE SURROUNDING AREA

The area including and surrounding the Project Site began as one of the earlier European-American settlements established in Monroe County. Despite its long history, the area retains little of its historic appearance due to the dramatic changes that occurred during the twentieth century. Today the area is dominated by middle and late twentieth-century buildings and parking lots.

Although no historic buildings remain at the East Avenue/North Winton Road intersection, six pre World War II structures survive in what once was the core of the village’s central business district. Of the six, the Brighton Presbyterian Church is the

most significant and has been determined to be potentially individually eligible for listing in the National Register. The church is historically significant as the area's oldest religious institution. It is also architecturally important as the work of prominent local early twentieth-century architecture firm and as a representative example of the Late Gothic Revival style of architecture. This ca. 1913 asymmetrical, stone-clad, three-bay, one-and-one-half-story, side-gable, English Gothic Revival church consists of a rectangular main block with an engaged square tower. The church is set back from the street behind a large lawn. Attached to the west end of the church auditorium are an L-shaped two-and-one-half-story wing housing classrooms, meeting rooms, and offices. The primary facades of the church are clad with uncoursed rock-face ashlar. Much of the west wing and rear of the church are clad with buff brick. The steeply pitched roofs on the sanctuary and wings are clad with rectangular gray slate.



Brighton Presbyterian Church

A large projecting gable, containing a large tripartite pointed-arch window glazed with opalescent glass, dominates the primary façade of the auditorium. Decorative buttresses flank each side of the window. Raking parapets occur at the projecting gable and the east gable of the auditorium.

The main entrance to the church is at the base of the tower beneath a gable roof canopy. The tower has an articulated two-story base. On each face above the base are twin lancet

openings divided by intricate plate tracery into smaller louvered openings. The flat-roof tower is crowned by a crenellated parapet.

The ca. 1954 west wing has random course ashlar foundation. A dressed stone beveled watertable caps the foundation. The wing incorporates many Tudor Revival elements including quoined surrounds, a three-sided bay, grouped casement windows, and asymmetrical form.

The west edge of the Project Site abuts the easternmost section of the locally designated East Avenue Preservation District. This area includes the five residential structures on the west side of Probert Street. Constructed about 1920 as part of the Anna Gould subdivision, most of the houses were constructed as double or multi-family structures. Although the facades of two of the buildings have been altered, the street represents the style of dense middle-class residential development that occurred in many areas of Rochester during the period.



Homes on Probert Street



Homes on Probert Street

The former Stromberg Carlson plant, located northwest of the Project Site, was constructed about 1905. The building, now occupied by the Harris Corporation, has been modernized but remains an excellent example of early twentieth-century industrial construction.



Harris Communications

5.3 TRAFFIC AND TRANSPORTATION

5.3.1 EXISTING TRAFFIC

The Project Site is located in the southeast quadrant of the City and is bounded by East Avenue to the south, University Avenue to the north, North Winton Road to the east and Probert Street to the west. All of the streets are asphalt paved with curbs and sidewalks along both sides. The speed limit on all of the streets is posted at 30 miles per hour.

**Figure 5-7
Aerial with Road Names**



East Avenue is a principal arterial street consisting of two 11-foot wide traffic lanes in each direction and an 11-foot wide center turn lane in the vicinity of the Project Site. University Avenue consists of one lane in each direction west of Probert Street and then widens to two 11-foot wide through-lanes in each direction with exclusive left turn lanes at the North Winton Road intersection. North Winton Road consists of two 11-foot wide travel lanes in each direction with an 11-foot wide center turn lane. Probert Street is a local street that runs between East Avenue and University Avenue and consists of one lane in each direction with on-street parking along the west side of the street.

Traffic signals are located at East Avenue and Probert Street/McDonalds, East Avenue and North Winton Road, and University Avenue and North Winton Road. Attached as Appendix B is a traffic impact study prepared for Wegmans by FRA Engineering, P.C., entitled, "Wegmans Food Market & Retail/Office Outparcel", dated December, 2009, which provides detailed information relative to the traffic and transportation system within the project area.

Average daily volumes in the area have been reported by the Monroe County Department of Transportation (MCDOT) as follows:

Table 5-9
Average Daily Traffic Volumes (vehicles/day)

Location	Year	ADT
East Avenue – West of North Winton Road:	2002	18,122
	2006	17,157
East Avenue – East of North Winton Road:	2001	8,765
University Avenue – East of North Winton Road:	2002	15,534
	2006	16,877
North Winton Road – South of East Avenue	2001	16,661
North Winton Road – North of East Avenue	2001	20,367
	2005	19,134

FRA Engineering, P.C. has conducted traffic counts at the following intersections throughout the study area:

- East Avenue at Probert Street and McDonald’s driveway.
- East Avenue at Wegmans driveway.
- East Avenue at driveways to adjacent businesses (Country Club Diner, Eastside Gymnastics, Antique Shop).
- East Avenue at North Winton Road.
- Probert Street at Wegmans driveways.
- University Avenue at Probert Street and Joe Hue’s Place.
- University Avenue at Wegmans driveway.
- University Avenue at driveways to Wegmans employee parking and parking garage.
- University Avenue at North Winton Road.

The original 2004 traffic counts were taken on a weekday morning (7:00 am to 9:00 am), a weekday afternoon other than Friday (4:00 pm to 6:00 pm), a Friday afternoon (4:00 pm to 6:00 pm) and a Saturday (11:00 am to 2:00 pm).

At the request of the MCDOT, this study examined traffic conditions during the weekday morning, weekday afternoon, Friday afternoon, and Saturday mid-day peak hours.

As part of the TIS Update, FRA Engineering conducted manual turning movement counts at the following intersections in September 2009:

- East Avenue at Probert Street and McDonald's Driveway (non-Friday Weekday am, mid-day, pm, Friday pm and Saturday mid-day peaks).
- East Avenue at North Winton Road (Friday pm and Saturday mid-day peaks).

The traffic counts were taken on a weekday morning other than Friday (7:00 a.m. to 9:00 a.m.), a weekday mid-day other than Friday (12:00 p.m. to 1:00 p.m.), a weekday evening other than Friday (4:00 p.m. to 6:00 p.m.), a Friday evening (4:00 p.m. to 6:00 p.m.) and a Saturday mid-day (11:00 a.m. to 2:00 p.m.).

A capacity analysis was conducted for the following intersections by using procedures set forth in the 2000 Highway Capacity Manual, published by the Transportation Research Board. The purpose of a capacity analysis is to determine the traffic 'Level of Service' for movements that may be stopped during normal intersection operation. The Highway Capacity Manual defines the intersection Level of Service in terms of average vehicle delays, ranging from 'A' for very short delays to 'F' for very long delays. Levels of Service of 'D' or higher are normally considered to be acceptable for the peak hour periods.

- East Avenue at Probert Street and McDonald's driveway.
- East Avenue at North Winton Road.
- University Avenue at Probert Street
- University Avenue at North Winton Road.

The Levels of Service determined by the analysis are shown in the following table:

**Table 5-10
Level of Service Summaries**

East Avenue Wegmans TIS (HCM Output)				
	Existing 2009			
	AM	PM	Fri PM	SAT
East Avenue & Probert Street				
EB L	A (4)	B(16)	A (6)	A (4)
EB TT	A (2)	B (10)	A (4)	A (3)
WB T TR	A (10)	B (18)	B (11)	A (7)
NB L	C (23)	D (35)	C (20)	C (21)
NB TR	C (22)	C (34)	B (20)	C (20)
SB LTR	B (20)	C (33)	C (25)	C (20)
Overall	A (8)	B (18)	A (10)	A (8)
East Avenue & North Winton Road				
EB L	C (26)	C (24)	C (24)	C (25)
EB T TR	D (38)	D (48)	D (39)	D (39)
WB L	C (29)	C (28)	C (28)	C (28)
WB T TR	C (33)	C (33)	D (36)	D (36)
NB L	D (37)	C (25)	B (20)	B (16)
NB T T	C (26)	C (29)	C (26)	C (22)
NB R	C (22)	C (25)	C (22)	C (20)
SB L	B (11)	B (14)	A (8)	B (10)
SB T TR	C (37)	C (27)	B (16)	B (16)
Overall	C (33)	C (33)	C (26)	C (25)
University Avenue & North Winton Road				
EB L	D (41)	C (33)	E (71)	C (30)
EB T TR	C (29)	C (34)	D (43)	C (27)
WB L	C (28)	D (41)	E (57)	C (28)
WB T TR	D (37)	C (29)	D (37)	C (27)
NB L	B (19)	B (18)	C (27)	C (23)
NB T TR	B (13)	C (24)	C (34)	C (22)
SB L	C (27)	D (40)	E (64)	C (31)
SB T TR	C (30)	C (29)	D (37)	C (28)
Overall	C (28)	C (30)	D (42)	C (26)
University Avenue & Probert Street				
EB TR	-	-	-	-
WB LT	A (1)	A (3)	A (2)	A (2)
NB LR	D (30)	E (36)	E (37)	C (19)
Overall	UNSIGNALIZED			

A, B, C, D: Level of Service

(4): Average vehicle delay in seconds

The following table shows the percentage of the total traffic volumes approaching the site from the surrounding intersections.

Table 5-11
Existing Entering Traffic Distribution (percent)

Location	Direction	Percentage
East Avenue/Probert Street	Eastbound	30%
East Avenue/North Winton Road	Westbound	15%
University Avenue/Probert Street	Eastbound	19%
University Avenue/North Winton Road	Westbound	7%
North Winton Road/East Avenue	Northbound	18%
North Winton Road/University Avenue	Southbound	11%

The peak traffic volumes into the site typically occur during the Saturday midday peak hour between the hours of 12:00 PM and 1:00 PM. An actual vehicle count was conducted on Saturday, September 19, 2009 at which time the peak traffic entering the existing food market site was 419 vehicles per hour.

5.3.2 EXISTING ON-STREET PARKING

On street parking is adjacent to the Project Site along Probert Street and East Avenue. Probert Street has non-restrictive on street parking along the west curb line which services the residential uses along Probert Street. Probert Street provides parking for approximately 10 vehicles. East Avenue allows restrictive on street parking from approximately 140 feet east of the Probert Street intersection to approximately 210 feet west of the North Winton Road intersection along the north side of the street. The street is signed to prohibit on street parking during the hours of 7:00 a.m. to 9:00 a.m., Monday through Friday.

5.3.3 EXISTING PEDESTRIAN MOVEMENT



Crosswalk at University Avenue – Harris Corporation

Due to the urban location, proximity to bus stops and major employers, such as Harris Corporation, there is a higher than normal volume of pedestrian traffic at this location, as compared to other portions of the City, outside of the downtown district. A majority of the pedestrian volumes documented by the MCDOT were occurring on University Avenue (crossing between the Harris Corporation building and the Project Site).

As of October 2009, the MCDOT has determined that a signal is warranted for pedestrian crossing of University Avenue, as there is a high pedestrian volume from Harris Corporation to Wegmans. The County has agreed to work with Wegmans to place the signal at the proposed Wegmans driveway on University Avenue.

There have been no documented concerns regarding the pedestrian volumes on East Avenue. However, field visits have identified pedestrians regularly crossing East Avenue at the mid-block point, instead of at the traffic signal at Probert Street. Relocating the traffic signal, as proposed, from Probert Street to the new Food Market driveway should improve this condition. There is an Audible Pedestrian Signal at the crossing of the west leg of the intersection of East Avenue and Probert Street, to serve the visually impaired pedestrians. If the signal is relocated, the audible device must also be relocated.

5.3.4 EXISTING REGIONAL TRANSIT

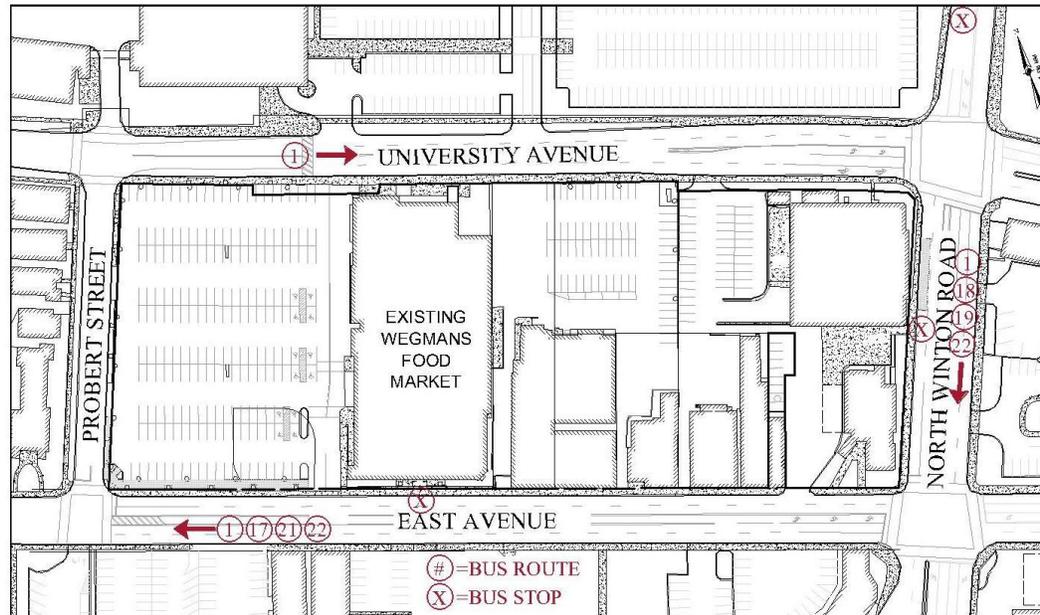
The Rochester Genesee Regional Transportation Authority (RGRTA) provides public transportation service within the City, Monroe County and surrounding counties. There are two (2) bus stops within the immediate area of the Project Site which provide riders access to different routes.

Bus stops are located along the north side of East Avenue approximately 100 feet east of the existing food market driveway. A North Winton Road bus stop is located on the west side of North Winton Road approximately 150 feet south of the University Avenue intersection. Riders have the ability to directly access the following routes.

**Table 5-12
Public Transportation Routes**

Route #	Route Name	Approximate Schedule	Destinations
1	Park	20 min B/T 5:24 a.m. to 5:57 p.m.	Main St. and Clinton Ave. to North Winton Rd.
17	East	30 min.	Broad St. Station to Pittsford Terminal
18	University	20 min B/T 5:25 a.m. & 5:21 p.m.	Main St. and Clinton Ave. to University of Rochester
19	Plymouth	20 min. B/T 5:25 a.m. & 5:21 p.m.	Main St. and Clinton Ave. to University of Rochester
21	East Rochester/Fairport	2.0 hours	Broad St. Station to Route 441 & 250
22	Penfield	30 min. to 1.5 hours	Broad St. Station to Route 441 & 250

**Figure 5-8
East Avenue Regional Transit Service Route Map**



5.3.5 SITE ACCESS AND QUEUING

There are currently four (4) driveways into the westerly customer parking lot, two (2) off Probert Street and one (1) each adjacent to the store front off of University Avenue and East Avenue. Queuing for exiting vehicles are in shared drive aisles not clearly defined which extend past parking spaces.

In addition to the four points of access in the main parking lot, there are several other access points along East Avenue and University Avenue. There are three along University Avenue, between the back of the existing store and North Winton Road and four along East Avenue, between the retail buildings. Most of the access points along East Avenue (with the exception of the driveway to Fountain Bleu Hair Salon) are either gated off or very seldom used.

5.4 ECONOMIC RESOURCES AND JOBS

5.4.1 EXISTING BUILDING SUPPLY, LABOR AND ECONOMIC RESOURCES

The existing food market on East Avenue is one of Wegmans oldest and smallest stores. It was built in 1960 and is the only Wegmans food market still located in the City of Rochester, although major portions of the City are served by stores on its periphery.

The existing food market was established at a time when supermarkets carried the traditional food and household products. This was before the trend of providing specialty and boutique items such as prepared foods, coffees, prescription drugs, over-the-counter medications, healthy and beauty products, home decorations and general merchandise. Although Wegmans has introduced some of these amenities to the existing food market, the size of the store limits the amount of product that can be displayed and sold. In addition, the small and outdated parking lot limits the capacity of business the existing food market can provide. Customers go elsewhere at high peak times because of the inability to find suitable parking. It is because of these factors that the inventory of items provided to customers remains at a standstill.

5.4.2 EXISTING TAX REVENUE

The existing food market is located on the corner of East Avenue and North Winton Road and bordered by University Avenue and Probert Street. It shares this location with eight other distinct parcels. All these parcels, except the Fountain Bleu salon have been vacated in anticipation of the Project. Wegmans has entered into an agreement with Fountain Bleu to purchase the property. The existing food market occupies two tax parcels. The table below shows the assessed value and taxes due for 2009-10 for each parcel that will be incorporated into the new building.

**Table 5-13
Property Tax Analysis**

Location	Owner	Tax #	Assessed Value	2009-10 Taxes
1750 East Ave	Wegmans Food Markets, Inc.	122.480-0001-012.001	\$ 40,000.00	\$ 2,024.92
1760 East Ave	Wegmans Food Markets, Inc.	122.480-0001-012.002	\$1,150,300.00	\$ 50,793.61
1765-69 East Ave	Wegmans Food Markets, Inc.	122.480-0001-009	\$ 100,000.00	\$ 2,506.34
1776 East Ave	Jack Howitt/Glenna Spindelma	122.480-0001-011	\$ 317,300.00	\$ 13,527.32
1786 East Ave	Jack Howitt/Glenna Spindelma	122.480-0001-010	\$ 349,200.00	\$ 14,857.29
1792-96 East Ave	Wegmans Food Markets, Inc.	122.570-0001-001	\$ 99,700.00	\$ 4,455.14
1800-1804 East Ave	Wegmans Food Markets, Inc.	122.57-01-002	\$ 220,100.00	\$ 9,474.86
1806 East Ave	Wegmans Food Markets, Inc.	122.570-0001-003	\$ 291,000.00	\$ 12,268.04
1830 East Ave	Wegmans Food Markets, Inc.	122.570-0001-005	\$1,818,300.00	\$ 76,735.59
1812 East Avenue	Wegmans Food Markets, Inc.	122.570-0001-004	\$ 120,000.00	\$ 5,084.43
Totals			\$4,505,900.00	\$191,727.54

The average property tax on the existing properties is \$42.56 per \$1,000.00 assessed value.

5.4.3 EXISTING JOBS AND EMPLOYMENT

Wegmans currently has approximately 394 full and part time employees at the existing food market. Of the 394 employees, 35 full-time and 181 part-time are City residents.

5.5 EMERGENCY SERVICES AND SECURITY

5.5.1 FIRE PROTECTION, EMERGENCY SERVICES AND PUBLIC WORKS

5.5.1.1 POLICE

Police service in the City is provided primarily by the City Police Department. Although the Monroe County Sheriff's Department and New York State Police have legal authority and jurisdiction to enforce New York State laws within the City, their services are generally provided within the City on a City – requested basis to supplement City Police Department Services.

The City Police Department Patrol Division is subdivided into Patrol Division East and Patrol Division West. The City is also geographically divided into east and west patrol territories. The Genesee River serves as the boundary separating the two geographical patrol territories. The Project Site is situated within the service area of Patrol Division East.

There are 162 full-time sworn police officers working on five different platoons which are assigned to the Patrol Division East. The Patrol Division provides general service to the public and responds to calls for immediate assistance. When not responding to calls for service, the Patrol Division is responsible for crime detection, prevention, and maintaining the peace.

5.5.1.2 FIRE

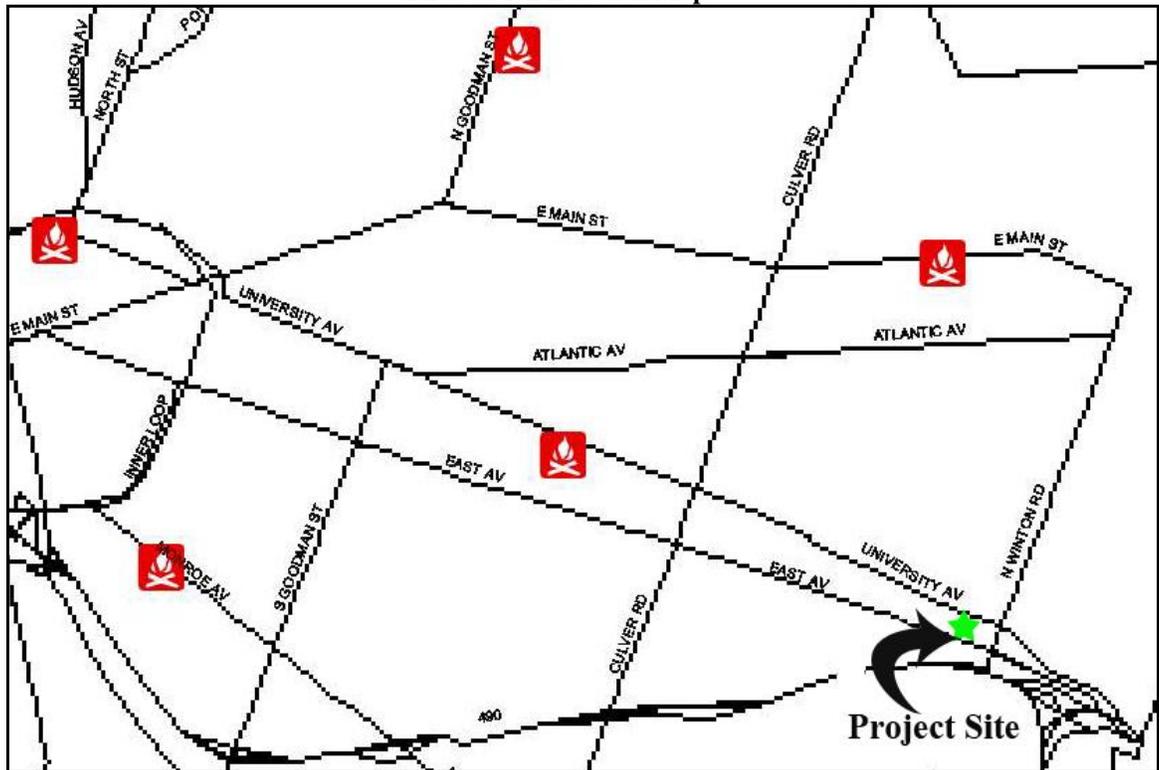
The City Fire Department has over 500 uniformed and non-uniformed members. At any given time, 81 firefighters and officers are on duty ready to respond to fires and other emergency situations. The City Fire Department also has 343 Emergency Medical Technician (EMTs) and 100 Certified First Responders (CFRs).

The Department has eight (8) engine companies, seven (7) quint and engine companies, two (2) ladder truck companies and one (1) rescue company. Fire stations are strategically located within the City to ensure quick response to fires and other emergency situations. Each engine company is equipped with a pumper truck manned by one officer and three firefighters. Each quint/midi company is equipped with mid-sized pumper truck (midi) or a quintuple combination pumper-ladder truck (quint). Each ladder truck company is equipped with an aerial ladder truck. Both quint/midi companies and ladder truck companies are comprised of an officer and five firefighters. Response time to a subject site is usually four (4) minutes or less. City fire stations and fire companies are found at the following locations:

Table 5-14
City of Rochester Fire Stations

Location of Fire Station	Type of Company
1051 Emerson Street	Engine Company
450 Lyell Avenue	Engine Company
873 Genesee Street	Engine Company
1477 Dewey Avenue	Engine Company
160 Wisconsin Avenue	Engine Company
272 Allen Street	Quint and Engine Company
704 Hudson Avenue	Engine Company
185 North Chestnut Street	Engine and Rescue Company
4080 Lake Avenue	Quint and Engine Company
1261 South Avenue	Quint and Engine Company
977 University Avenue	Quint and Engine Company
1207 North Clinton Avenue	Quint and Engine Company
740 North Goodman Avenue	Quint and Engine Company
315 Monroe Avenue	Quint and Engine Company
1477 Dewey Avenue	Quint and Engine Company

Figure 5-9
Fire Station Location Map



5.5.1.3 AMBULANCE

Rural/Metro Medical Services, a private service provider, provides 911 ambulance services to the City. Under contract with the City, Rural/Metro provides a range of ambulance services including non-emergency transport and basic life support (BLS) transport, advanced life support (ALS) transport, and critical care transport (CCTU).

Rural/Metro Medical Services operates with a Paramedic and an EMT on each of its 29 ambulances. Ambulance crews are stationed strategically throughout the City to ensure quick response time.

Figure 5-10
EMS Service Map



 Rural/Metro Medical Services – City of Rochester Contract Boundary

5.5.2 SECURITY, LIGHTING AND FIRE PROTECTION SYSTEMS

Asset Protection is Wegmans' internal security department, which supplies each store with personnel to monitor all relevant activities. The existing food market is equipped with surveillance cameras for interior as well as exterior surveillance, 24 hours per day. There is also uniformed staff monitoring the existing food market 14 hours daily with a marked vehicle presence in the parking area during those periods.

The existing food market is a fully sprinklered building; and all fire related alarms are monitored by Wegmans Asset Protection.

The existing parking lot lighting is adequate for security purposes but does not meet current IESNA lighting standards. Although the lighting was updated in 1999, it is inefficient and no longer meets Wegmans standards.

5.6 NOISE

5.6.1 EXISTING TRAFFIC GENERATION

Noise levels for the Project Site and surrounding area are primarily generated by the current vehicle traffic on the immediate surrounding roadways. L_{10} readings (or noise levels exceeded only 10% of the time) of 70dBA are typical of this type of traffic.

5.6.2 EXISTING LOADING

The loading docks for the existing food market are located on the north side of the store directly on University Avenue. Truck traffic, forklift operations, trash collection or material handling may generate noise levels of 85dBA at a distance of 10 feet from the source. Noise levels will be back to ambient conditions at a distance of approximately 60 feet from the source. The Harris Corporation complex is located directly across the street from the loading docks. Noise levels decrease at a rate of 6dBA for every doubling of the distance. Therefore, noise will be approximately 82db at the Harris Communications property line, higher than traffic volumes. The food market receives deliveries 24 hours a day. Deliveries are made by five Wegmans' tractor-trailers per day, 35 per week and approximately 90 outside vendor (box trucks) daily.

5.6.3 EXISTING MECHANICAL SYSTEMS

The HVAC equipment at the existing food market has been updated, as needed over time, but much of the system remains dated and in need of replacement. The equipment in use is not as efficient or as quiet as the systems installed at new food markets.



Existing Rooftop Mechanical/HVAC Units

5.6.4 EXISTING SOUND ATTENUATION (BUFFERING)

The loading area is the only noise source which is louder than the ambient levels from the road traffic; the loading area contains no buffering. Similarly, there are no high parapet walls or similar devices to screen the existing rooftop equipment. These devices provide both visual and sound attenuation.

5.7 CONSTRUCTION

There are no limitations on construction activities at the Project Site. Surrounding roadways are not limited by vehicular weight or size.

5.8 UTILITY RESOURCES

5.8.1 WATER, SEWER AND STORM

Municipal water for this site is provided by the City Water Bureau. The existing food market is fed from a 12-inch diameter distribution main along East Avenue. There are also 12-inch diameter and 8-inch diameter distribution mains along Probert Street and University Avenue respectively servicing fire hydrants around the site's perimeter. Existing hydrant flow test data supplied by the City as tested on October 3, 2002 is as follows:

- Static Pressure: 67 psi
- Residual Pressure: 55 psi
- Observed Flow: 1,792 gpm
- Flow at 20 psi: 3,746 gpm

The storm and sanitary sewer systems are owned and maintained by the City Pure Waters District. In this area the storm and sanitary sewer systems are separate. Sewers are located on all four (4) streets surrounding the site.

5.8.2 ELECTRICITY, TELECOMMUNICATIONS AND NATURAL GAS

All RG&E electric lines and Frontier Telephone lines are underground, except along University Avenue where the overhead lines run parallel along the south side of the street. Primary electric is available on this overhead line. Natural gas mains are owned and maintained by RG&E. Time Warner provides cable television, internet and phone services to the area. Telephone and internet service is also provided by Frontier Communications.

5.8.3 ENERGY SAVING DEVICES

There are no major energy saving devices incorporated into the operations of the existing food market. While some of the lighting within the sales floor and backroom areas use energy efficient fluorescent lights-bulbs; these are dated and are not as efficient as the newer bulbs being used in the current store designs.

5.8.4 WATER SAVING FIXTURES

Water saving devices, such as low-flow fixtures and sensor faucets are standard specifications for Wegmans new Food Market designs. However, these devices are not present in the existing food market. The existing food market uses approximately 2.7 million gallons of water each year.

5.8.5 LOW MAINTENANCE DESIGN

Due to its age and the age of the equipment, the existing food market requires a significant amount of maintenance. This situation is made worse by the significant amount of normal wear and tear on the store and equipment such as the refrigerated coolers. The existing food market has quite a few self-contained cooler units but no central refrigeration unit, similar to newer stores.

5.8.6 STORMWATER QUALITY

Under existing conditions 98% of the site is made up of impervious surfaces, 31% roof area and 67% pavement area. No water quality features are currently in place. All runoff is collected and sent to separate storm sewer systems which eventually discharge to an unnamed tributary of Irondequoit Creek. Some of the parking areas sheet drain directly onto Probert Street and University Avenue.

6.0 POTENTIAL ENVIRONMENTAL IMPACTS AND MITIGATION MEASURES

6.1 NEIGHBORHOOD LAND USE AND ZONING

6.1.1 NEIGHBORHOOD

6.1.1.1 BUILDING SIZE

The Project includes the construction of a new 108,500 square foot Wegmans Food Market. The Food Market will measure 315-feet by 250-feet (93,500 SF footprint with a 15,000 SF mezzanine area). Building walls will range from 32-feet tall to approximately 45-feet tall; with additional heights at the corners and windscreen area. The peak of the clock tower will reach heights of approximately 75 feet.

As noted earlier, the new 108,500 square foot Food Market footprint is substantially smaller than Wegmans' current prototypical fixture plans.

A potential impact is the size and massing of the Food Market that some may consider out of context for the surrounding urban area.

6.1.1.2 REMOVAL OF EXISTING STRUCTURES

As proposed, all existing structures on the Project Site would be removed to make way for the Food Market, parking and loading areas. The removal of the existing structures on the Project Site, some of which date to the nineteenth century, will be mitigated by the Food Market in which the architectural features and landscape areas are intended to enhance and contribute to the surrounding environment.

6.1.1.3 STORE DESIGN FEATURES AND ARCHITECTURAL ELEMENTS

Beyond the architecture outlined above, the design of the Food Market offers a number of features that are intended to provide a positive impact to the surrounding neighborhood and environment.

The proposed East Avenue elevation of the Food Market is articulated as a two-story building similar to the buildings being replaced. To maintain the traditional scale of this area, the façade is divided into distinct sections, complete with stepped rooflines, each having a different appearance.

The proposed East Avenue façade is highly articulated at the pedestrian level and incorporates prominent cornices, segmental-arch window openings and large windows. The entry forecourt on East Avenue provides a direct pedestrian link to the Food Market from the sidewalk and street edge, mimicking the street façade entry of early commercial buildings.

The proposed University Avenue frontage is consistent with the adjacent industrial one-and two-story long, linear buildings that currently exist. The proposed structure will effectively create a new streetscape where none currently exists.

Additional design features include:

1. The new front canopy and storefront, along with the much improved parking facilities, are intended to create a more inviting and user friendly environment at the front of the Food Market. This storefront will increase the efficiency of automobile usage, parcel pick-up and pedestrian/ADA compliant access. The East Avenue architectural treatments and amenities are intended to create a more inviting urban atmosphere.
2. The architectural treatments along the East Avenue façade are designed with the intent to create the appearance of multiple smaller tenant buildings by incorporating varied roof heights and architectural elements to the façade.
3. A significant number of parking spaces (121) will be provided underground, limiting its presence on the street and reducing the visual impact of a large parking field.

4. Much of the intensive ancillary uses (such as bottle returns, mechanical rooms, generators, and electrical switch gear) will be located underground or behind screened areas that will not be visible to the public or passersby.
5. The design facilitates reducing the overall building footprint from Wegmans' prototypical footprint by placing the Café seating area, employee offices, and break rooms in a 15,000 square foot mezzanine on the second floor of the building.
6. A portion of the Food Market's architectural features includes a tower element which will act as a neighborhood landmark and is intended to create a positive form of retail identity in the neighborhood.

Figure 6-1
3D Perspective of Proposed Building Looking Northeast



6.1.1.4 TRANSPARENCY

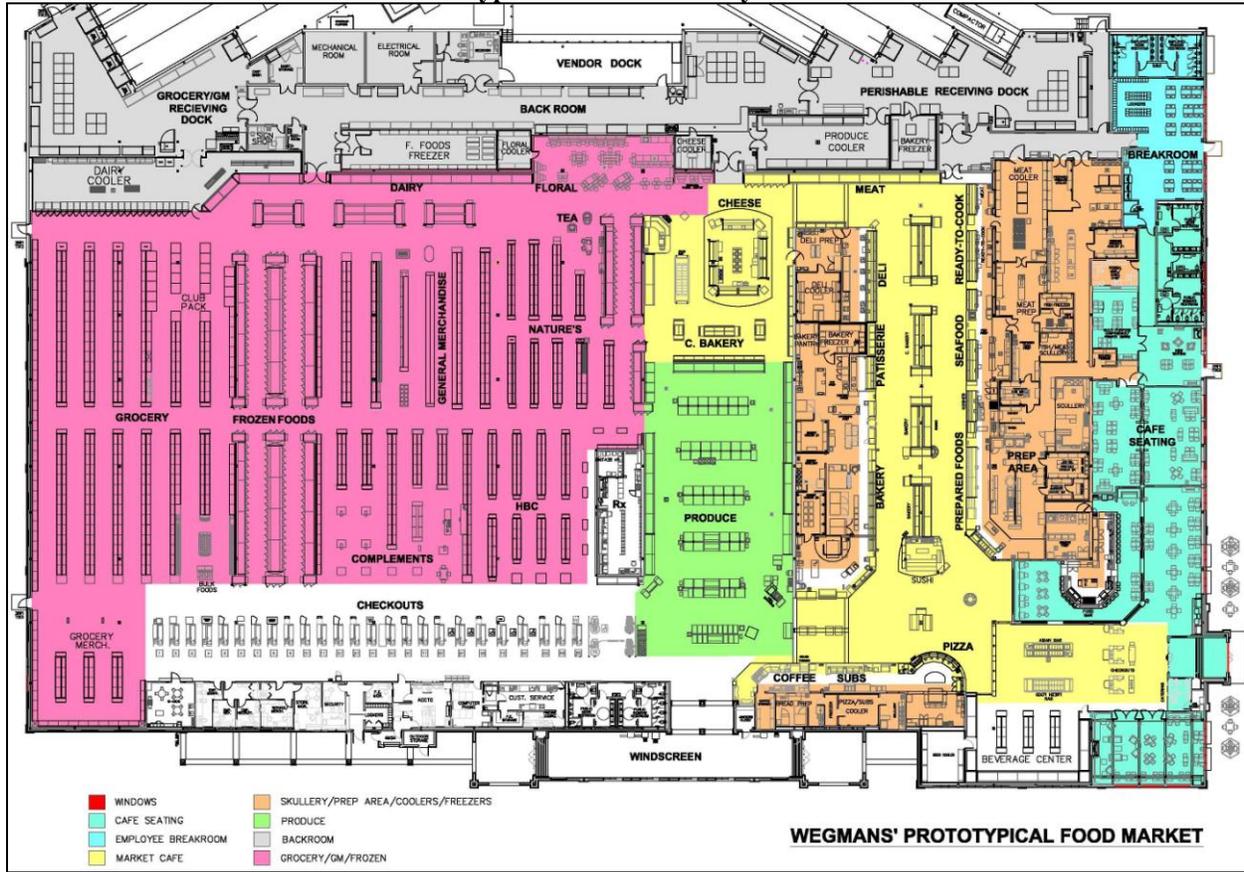
The amount of transparency that Wegmans is able to provide is directly related to the floor plan. Wegmans has spent many years developing and improving their

food market layouts in an effort to increase efficiency and to improve the offerings to their customers. Upon entering through the main entrance, the produce department is the first department seen. This is intended to display fresh foods and remind customers that Wegmans began as a fruit and vegetable stand. Furthermore, the Market Café is intended to feel like a small European village in which merchants stop at separate markets for different foods. The departments in the Market Café such as Seafood, Meat, Bakery, Cheese, Patisserie, Coffee, Pizza, Subs, and Sushi are separated by different finishes to establish this effect. Wegmans has found that it is imperative to engage the customers with product on both sides of their shopping path. A goal of Store Operations is for Wegmans' customers to feel connected and involved with their food. To aid in this effort, several small stations are set up on both sides of the café for employees to prepare, cook, and teach customers about various foods and cooking techniques.

To ensure consistency of products and excellent customer-service throughout the Company, all of the food market employees, company-wide, are trained and managed to perform similarly, based on the work-flow established in part by the layout within the store.

The Project Site is much more constricted than typical sites developed by Wegmans. The Food Market is 315 feet wide by 250 feet deep; 145 feet narrower, and 30 feet shallower than the typical food markets built by Wegmans. New one-story Wegmans food markets are typically 460 feet wide and 280 feet deep. Refer to Figure 6-2.

**Figure 6-2
Typical Food Market Layout**



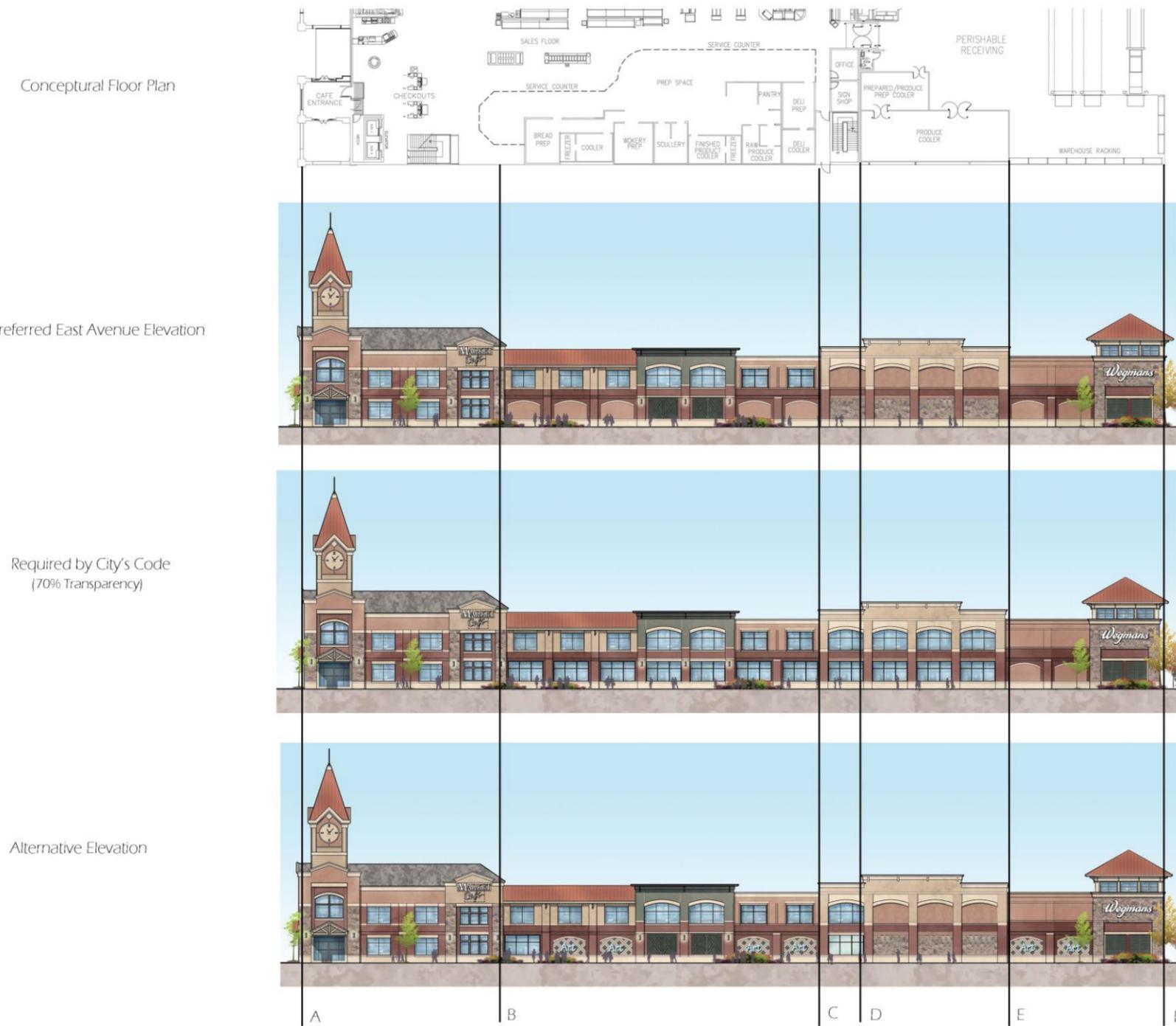
The width of the prototypical food market displayed in Figure 6-2 allows the café seating and employee break rooms (shown in blue) to be placed along one side of the food market. Since that floor plan allows for seating areas to be placed along the exterior wall, windows (locations are highlighted in red) are placed along the elevation.

The narrower East Avenue proposed footprint does not allow Wegmans to place the café seating on the first floor. In order to maximize sales opportunities and provide its customers with a large variety of products, the café seating and employee break rooms must be placed on the mezzanine (second floor) level. By doing so, the scullery and preparation areas that contain large walk-in coolers (shown in orange), are placed along the exterior wall. Immediately upon delivery to the Food Market, cold product is transferred to these coolers through refrigerated

spaces, in order to comply with current food safety requirements. This process is known as the cold chain. It is imperative that these spaces not contain windows. Not only would it be difficult to keep clean, but the coolers must be kept at consistent temperatures, which is not feasible with windows.

Figure 6-3, the following fold-out page, shows the southern portion of the proposed floor plan along East Avenue. This portion of the floor plan is aligned with three alternate elevations; 1) Wegmans preferred elevation, 2) an elevation showing 70% transparency which is required by the City's Zoning Code, and 3) an elevation showing an alternative layout that includes transparency where possible and art work, which is intended to provide visual interest along East Avenue.

Figure 6-3
Proposed Floor Plan vs. Building Elevation Transparency Alternatives



The preferred East Avenue elevation has been designed to incorporate transparency where it can be accommodated within the building footprint. Wegmans is aware of the desire to aesthetically enhance this section of East Avenue. To aid in this effort, Wegmans is proposing to place the Market Café and the focal point, the clock tower, along East Avenue. Beneath the clock tower structure is an entryway with openings both to the parking lot to the west of the food market and the sidewalk along East Avenue. This entryway leads directly to the Market Café and both enhances transparency and provides interest to pedestrians along East Avenue. Transparency along East Avenue, meeting the City's design guidelines, will be present from line A to line B. A stairwell, elevators, and possibly a small area of seating will be visible from the street. Between line B and line C, large coolers, freezers, and scullery areas are placed along this wall. Due to food safety issues and the desired flow of customers discussed above, windows are not feasible in these areas. Likewise, the area from line D to line E contains a large produce cooler and the backroom, thus windows will not be present. As previously mentioned, the narrower than ideal footprint has driven the need to place the Market Café seating and employee break room on the second floor. Shown in Figure 6-3, windows will be placed from line A to line C along the second floor for these areas. This elevation contains 18% transparency, as calculated per the requirements in the City's design guidelines.

The second elevation shown in Figure 6-3 meets the Code requirement of 70% transparency. However, when comparing to the proposed floor plan, one can see that the windows align with unsightly coolers, freezers, and scullery areas. Also, as mentioned above, if windows were placed in these areas, it would be extremely difficult to keep the rooms at consistent temperatures, creating food safety concerns.

The third elevation shown on Figure 6-3, designed to mitigate the lack of transparency forced by operational constraints, depicts an alternative elevation incorporating wall mounted art work at street level in lieu of actual windows. The intent is to create visual interest at street level for the passersby in a manner similar to windows in an active store front. These exhibit spaces would be commissioned by Wegmans and would likely include historic images of the City and nostalgic

images from the early days of the Wegmans organization which started as a fruit and vegetable pushcart in the City of Rochester in 1916. Under this alternative, transparencies would be incorporated into the building design as practical where open spaces such as sales floor area, office spaces, or stairwells exist. A stairwell and emergency exit are required from line C to line D, and it may be possible to incorporate windows in this area as well.

Windows cannot be placed along University Avenue at street level for two reasons: the grade difference between the finish floor of the building and University Avenue (which allows for the underground employee parking); and the tall grocery shelves that will line this wall of the building. If Wegmans were to eliminate the grocery shelves, approximately 200 linear feet of shelving would be eliminated. As proposed, the Food Market contains approximately 3,200 linear feet of shelving, which is already much lower than typical stores which have 4,600-4,700 linear feet. However, windows will be placed above this shelving to allow natural light into the sales floor area. Refer to Appendix E for the proposed elevations.

6.1.1.5 FOUNTAIN BLEU

The Fountain Bleu salon occupies a two story, 2,700 square foot building at 1812 East Avenue. There are nine exclusive parking spaces behind the salon. These spaces are accessed by means of a nine foot easement (Liber 1286, page 138) for a driveway east of the building that leads to and from East Avenue. Wegmans and the owner of the Fountain Bleu have entered into an agreement for Wegmans to purchase the Fountain Bleu property, which will be incorporated into the Project.

6.1.1.6 PARKING AND UNDERGROUND PARKING

The proposed customer parking lot between the Food Market and Probert Street will provide 356 parking spaces to safely accommodate customers. The lot provides for 16 handicap parking spaces directly in front of the windscreen entrance as well as cart storage areas. Underground parking beneath the Food Market will provide up to 121 employee parking spaces.

There are 14 time restricted spaces on East Avenue, and ten (10) non-metered spaces on Probert Street. No public parking areas are located in the vicinity of the Food Market.

Table 6-1
Wegmans East Avenue - Parking Ratios

# of Spaces West Lot	# of Spaces Underground	Combined Spaces	Spaces/1000 NFA*	
			West Lot	Total Parking
356	121	477	3.5	4.6

- NFA equals 100,000 square feet

According to the Code, retail must provide two parking spaces per 1,000 square feet of net floor area. Wegmans proposes a store of 103,075 net floor area and therefore the parking required is 206 to a maximum of 227 (110%). Wegmans is, however, proposing 477 parking spaces exceeding the requirements of the Code.

The negative impact associated with the proposed parking is a large parking field that is hard to buffer from surrounding streets, businesses and residences. Large parking areas also limit the amount of building and landscape that can be provided. Positive impacts include providing safe convenient parking for Wegmans customers.

City Code §120-173 F1(f) requires that parking shall not be located within ten (10) feet of any street frontage, except where a decorative fence or wall of no more than three (3) feet in height is used in conjunction with landscaping. The parking setback is shown ranging from 7.3 feet to 7.8 feet and landscaping is proposed. This setback is beyond the public sidewalk.

Table 6-2
Parking Setbacks for the Existing Food Market

Adjacent Roadway	Existing (feet)		Proposed (feet)	
	Min.	Max.	Min.	Max.
East Avenue	9.8	9.9	7.3	7.3
Probert Street	0.9	-1.2	7.8	7.8
University Avenue*	-0.2	-0.4	7.4	7.8

Note: The 10 foot jog in the RIGHT-OF-WAY on University Avenue is not included

The proposed parking lot layout maximizes the number of spaces in the parking lot, utilizing dimensions consistent with Wegmans typical parking standards; spaces measuring nine feet by 18 feet and drive aisles measuring 26 feet, a desired minimum with high volume shopping cart use. The Code requires a minimum nine (9) feet by 18 feet stall and a 24 foot aisle (§120-173 (F)(3)(9)).

The Project would provide 477 spaces which is 250 spaces more than the maximum allowed by the Code. Based on the existing facility, the peak parking demand is 4.8 spaces per 1,000 square feet net floor area. Applying this parking demand ratio to the net floor area (of the proposed building) equates to a need of 494 peak parking spaces. Construction of the 288 spaces beyond the Code limit will serve to mitigate this shortage of parking.

Mitigation measures of the parking impact of the Project include: underground parking, and landscape and hardscape treatments. The Project incorporates 121 underground parking spaces for employees, which will be accessed via University Avenue, and will not be seen from East Avenue. Landscaping treatments include a 7.5± foot landscape strip, and interior landscape islands. The street trees are intended to create a defined edge between the private and public realm. Refer to Figure 6-4.

Figure 6-4
Proposed Street Trees



Retaining walls will be provided as necessary along the University Avenue side of the parking lot to accommodate elevation changes which will also offer a degree of

screening. A stairway from the public sidewalk on the University Avenue side will allow for convenient pedestrian connection to the Food Market. Refer to Figure 6-5.

Figure 6-5
3D Perspective of Proposed Building Looking Southeast



Additional hardscape treatments such as monument signage may be incorporated into the perimeter screening for the parking area.

The building setback for the existing food market along East Avenue averages 9.5 feet. The proposed setback for the Food Market, along East Avenue is on the right-of-way line. An alternative would be to shift the Food Market back five feet off the East Avenue right-of-way, closer to the University Avenue right-of-way. This would provide an average distance of 13.1 feet from the building to the face of curb, allowing for a wider sidewalk or perhaps some low landscaping in conjunction with sidewalk. This would necessitate a right-of-way taking along University Avenue where the right-of-way currently jogs from north to south near

North Winton Road (refer to the site plan CN-110 entitled, “Alternative Concept Site Plan” in the Appendix).

Alternatives found in Section 8.5, 8.6 and 8.7 of this document explore ways to reduce negative impacts of parking in excess of the Code. Section 8.5 includes the addition of buildings or features within the parking field which is intended to break up the mass of the parking field. The result is a loss of between 1 and 13 percent of the proposed parking.

Section 8.6 explores the effect of adding greenspace to the East Avenue side of the Project Site, by shifting the entire building toward University Avenue or by eliminating an entire row of parking in the parking lot. Three scenarios were explored and results range between zero to 18 feet of increased greenspace along East Avenue and a resulting loss of parking of 0.8 to 9.3 percent.

Section 8.6 also looks at revising the Wegmans drive aisle standard (reducing the width from 26’ to 24’) resulting in an additional ten feet of greenspace and is shown on plan CN-110 entitled, “Alternative Concept Site Plan”.

Section 8.7 looks at alternative types of parking including a parking garage to the east side of the Food Market, below ground, and on the rooftop.

6.1.1.7 STREETScape

New concrete sidewalks will be constructed along all four frontages around the site. New bus shelters will be provided on East Avenue and North Winton Road. Retaining walls will be provided along University Avenue and the corner of University Avenue and North Winton Road where the road grade drops lower than the site. These walls will buffer portions of the parking and loading areas and will complement the building architecture as well as providing a vertical element to the intersection.

The Food Market will occupy roughly the eastern half of the Project Site extending to North Winton Road and will span the entire depth of the site, from East Avenue to University Avenue. The Food Market's scale and massing will replace the

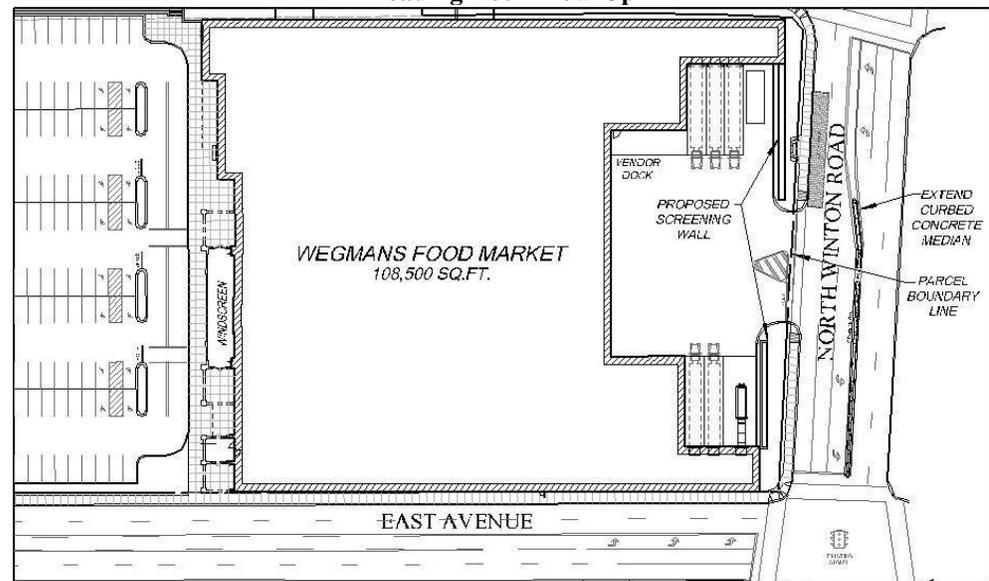
current row of buildings along East Avenue in this section of the Project Site, and will create a new and strong edge definition for this section of University Avenue where a parking lot currently exists.

Screening in the form of street trees and landscaping will be provided on all three sides of the large surface parking lot. Greenspace will be provided between the sidewalk and the parking lot as well as within islands in the interior of the parking lot, to visually subdivide it into smaller lots, typical of what exists adjacent to the Project Site.

6.1.1.8 LOADING

Access, maneuvering, and loading operations will occur completely onsite clear of the adjacent vehicle and pedestrian travel ways, a significant improvement to the existing conditions. Screening walls and landscaping will be provided along North Winton Road and the rear loading area of the Food Market to buffer the loading area from adjacent developments. Access to the loading area will be from a single separate right-in right-out only driveway located mid-block on North Winton Road. The existing raised median along the centerline of North Winton Road will be extended to the south to prevent northbound left turns into or out of the driveway. Refer to Figure 6-6.

**Figure 6-6
Loading Dock Blow-Up**



6.1.1.9 LIGHTING

Proposed lighting will be consistent with the IESNA recommended lighting standards for safety, while maintaining a 'dark-sky friendly' design utilizing semi to full cutoff fixtures. Flat lens, vertical lamp fixtures hide the light source (dark skies) yet are extremely efficient as far as illumination and energy use.

Proposed lighting will utilize pulse start metal halide bulbs to provide more of a community friendly 'white' light.

Design will be based upon the following IESNA recommended lighting levels for enhanced security parking lot lighting:

- Minimum Horizontal Illuminance Level = 1.0 FC
- Average Horizontal Illuminance Level = 5.0 FC
- Maximum Horizontal Illuminance Level = 15.0 FC
- Maximum Uniformity Ratio = 15 to 1
- Maximum Average to Minimum Ratio = 5 to 1
- Minimum Vertical Illuminance = 0.25 FC

Photometric uniformity ratios will be as close to 1:1 as possible, limiting the “hot-spot” effect on the ground surface. The following footcandles will be provided:

- 5.0 footcandles along the front of the building at the entrances
- 4.0 footcandles in the entrance drives
- 5.0 footcandles in the general public parking areas, and within the parking garage
- 3.0 footcandles at the edges of the parking lot

The fixtures along Probert Street will be shielded. The new lighting will provide for more uniform and safe levels on the Project Site.

6.1.1.10 SIGNAGE

The following signage is proposed:

**Table 6-3
Proposed Signage**

Elevation	Entrance	Building	Square Footage
West Elevation	Front Entrance	'Wegmans'	200
West Elevation	Left of 'Wegmans'	'Pharmacy'	50
South Elevation	Market Café Entrance	'Market Café'	90
South Elevation		'Wegmans'	70
East Elevation		'Wegmans'	70
North Elevation		'Wegmans'	70
Total Signage			550

The 'Pharmacy' sign is a mandated sign. Refer to the rendered proposed elevations in Appendix G for depiction of locations for each sign. While the proposed signage exceeds that allowable by the Code, the Code is intended for buildings of 6,000 square feet or less with individual store front locations. The signage proposed is the minimum amount necessary to adequately identify the use of the building, considering that patrons will be approaching the Project Site from all four directions and along the three main thoroughfares (East Avenue, North Winton Road, and University Avenue).

The signs will all be channel lettering using LED technology and will be internally illuminated to reduce light pollution and glare.

6.1.1.11 HVAC AND REFRIGERATION SYSTEMS

The existing mechanical equipment is dated and reaching the end of its useful lifespan. Within a few years (3-5) much of the HVAC and refrigeration equipment will need to be overhauled.

The existing refrigeration system is an older system that uses DX (404A) refrigerant for both the medium temperature and low temperature cases. This refrigerant has a high global warming potential. The Environmental Protection Agency has been working with several industries that use these gases to start

phasing them out over time. Wegmans made a proactive switch away from these gases with all new construction projects, beginning in 1997. Approximately one-third of Wegmans stores now use glycol refrigerant instead of DX. In addition, Wegmans is currently constructing a food market (in Landover, MD) that will use CO₂ for refrigeration. When complete, this will be one of about only 20 grocery store locations in the United States using such advanced refrigeration systems.

A determination on the type of refrigeration system to be used has not yet been made for the Food Market; however, whatever system is used will be significantly more efficient and environmentally friendly than the existing system. The refrigeration system main power house will be located on the rooftop above the vendor loading dock. This unit will be screened (either by use of screen walls or extended parapet walls) and will not be visible to the public. All other related mechanicals for this system will be located in the backroom facilities of the Food Market.

6.1.2 ZONING

The Project has been identified as an Unlisted Action. The City Manager of Zoning is the Lead Agency under the State Environmental Quality Review Act (SEQRA) and has issued a positive declaration. As a result, an Environmental Impact Statement (EIS) has been required for the Project.

The Project Site is located in a C-2 Community Center District. The Food Market is a permitted use in a C-2 District. The majority of the area surrounding the Project Site is zoned for commercial and industrial purposes. An R-3 Residential District abuts the Project Site to the west (See Figure 2-1). Major Site Plan Approval is required and will be conducted under the direction of the City of Rochester, Manager of Zoning.

The Zoning Code is also a part of the Comprehensive Plan and the existing food market does not meet some of the restrictions outlined in the Comprehensive Plan. It should be noted, however, that the existing store was planned and constructed in the 1960's, while the Zoning Code was comprehensively revised in 1975 and again in 2003. The adopted code revisions in 2003 did not reflect the existing uses and parcels located at and adjacent to the Project Site. Such parcels include: the existing food market, the former M&T Bank

that was located at the northwest corner of the East Avenue and North Winton Road intersection, and the World Gym and the Brighton Presbyterian Church which are located south of the Project Site. These parcels all have elements that do not conform to the Code, including but not limited to: building size, setbacks, parking requirements, and transparency requirements. A detailed discussion of the zoning impacts and required approvals is provided in Section 3 of this document. Environmental impacts and mitigation are discussed in the sections as referenced below:

1. Building size – See Section 6.1.1.1
2. Transparency – See Section 6.1.1.4
3. Parking – See Section 6.1.1.6
4. Building signage area – See Section 6.1.1.10

6.1.2.1 CONSISTENCY WITH COMPREHENSIVE PLAN

The City's Comprehensive Plan, also referred to as "Rochester 2010: The Renaissance Plan," was adopted by the Rochester City Council on April 13, 1999 (the "Plan"). The Project is consistent with the Comprehensive Plan aside from the zoning restrictions listed above. The following discussions examine the campaigns and goals set by the City in the Plan:

A. *Campaign One: Involved Citizens.*

(1) Policy: It is the policy of our City to engage the widest array of our citizens in the safety, upkeep and renewal of our neighborhoods and community, to provide opportunities for citizens to work together to plan for their collective future and to take actions to realize that future, to celebrate the positive aspects of community life and to support citizens taking responsibility for using these opportunities to enhance their community.

(2) City Goals discussed:

(a) Citizens, institutions, businesses and government will demonstrate a sense of responsibility and accountability through their individual actions and their relationships with each other and the community at large.

Discussion:

The Wegmans store managers are active in the community. Wegmans expects that the East Avenue store manager (or representative) will be involved in neighborhood meetings or functions if appropriate. The manager cares about the neighborhoods surrounding the food market because its residents are Wegmans customers. The manager of the existing food market responds each year to a multitude of requests from a wide array of organizations in the East Avenue neighborhood. These include schools, faith-based organizations, not-for-profits, and groups like the scouts, the library, and PTAs. Donating everything from fruits and vegetables for healthy snacks at a school event to \$100 Wegmans gift cards for auction fundraisers, the existing food market is accessible and empowered to make decisions that impact their neighborhood.

B. Campaign Two: Educational Excellence.

(1) Policy: It is the policy of our City to support the highest quality educational and job-training opportunities for our citizens on a lifelong basis, to promote and support our public schools as a focal point of neighborhood activity and pride and to encourage our citizens to take responsibility for using these opportunities to educate and prepare themselves for work, careers and responsible citizenship.

(2) City Goals discussed:

(c) Encourage the emergence of a highly educated citizenry that has the necessary knowledge, skills and aspirations to achieve a high quality of life.

(h) Citizens, businesses and institutions will take ownership of and responsibility for our community's educational system.

(i) Retain students in our community after college graduation both in terms of residents attending local and out-of-area colleges and out-of-area students attending local colleges.

Discussion:

In 1987, Wegmans created a program, now called **The Hillside Work-Scholarship Connection**, to help at-risk youth in the City School District graduate from high school. More than 2,200 middle and high school students currently participate. Wegmans has provided major funding and hundreds of jobs for these students. The program provides each participating student with a youth advocate, part-time jobs and workplace mentors at Wegmans and other organizations. Wegmans has actively encouraged other businesses and organizations to provide jobs and funding for the program. On average, students in this program graduate high school at twice the rate of their peers and between 70 and 80 percent of these graduates attend college.

In 1991, Wegmans Corporate Nutritionist Jane Andrews, MS, RD created the '**Eat Well Live Well**' Tour, a nutrition education program designed with 4th graders in mind. Since that time, across all stores, more than 100,000 4th graders and their teachers have participated in the tours that teach health eating and food safety. In 2009, approximately 2,300 students from schools in the Greater Rochester area, including City schools, took advantage of the program.

In 1984, Wegmans created an **Employee Scholarship Program** that has since provided \$71 million in college tuition assistance to more than 22,000 employees. Thousands of Rochester-area residents have benefited from this program. An annual competition determines recipients based on work and academic performance. There is no limit to the number of scholarships given each year and no restriction on course of student. In 2009 alone, 1,423 Wegmans employees were awarded scholarships that will total \$6 million in tuition assistance.

Many of Wegmans employee scholarship recipients have built life-long careers with Wegmans and stayed in the Rochester area as a result. A large number of the scholarship employees attend local colleges and universities, which means that a significant portion of these scholarship dollars stay local. In the 10-year period, 2000 through 2009, Wegmans paid **\$7.7 million in employee tuition dollars to Monroe Community College, Nazareth, RIT, St. John Fisher, Roberts**

Wesleyan, and U of R. What may be a surprise to many is the fact that many people from outside the area have moved to Rochester to work for Wegmans.

Wegmans has funded the **Zoomobile** from the Seneca Park Zoo for 24 years, at a cost of \$40,000 annually. The Zoomobile provides free programming that is brought to schools, nursing homes, and festivals throughout Monroe County.

In 2009, Wegmans donated \$10,000 to **Rochester Roots**, an elementary school curriculum based on community gardening that has worked with Franklin Montessori School, Clara Barton School #2, and Dr. Martin Luther King, Jr. School #9.

C. Campaign Three: Health, Safety and Responsibility.

(1) Policy: It is the policy of our City to support our citizens and families in leading healthy, safe, productive and self-determined lives. We support our citizens taking responsibility for helping to improve the health, safety and welfare of themselves and those around them; developing and maintaining safe, clean, attractive neighborhoods that are free from public disorder and nuisances; and recognizing and celebrating examples of good citizenship and personal responsibility.

(2) City Goals discussed:

(a) Promote neighborhoods that are safe, clean and attractive, that minimize drug sales and use, loitering, graffiti, public drunkenness, property code violations, incidents of fires and other negative quality-of-life issues and that ultimately reduce the demand for public safety services.

(c) Create a positive perception of our public safety institutions and our community's safety, security and quality of life and create an adequate level of communication and knowledge, among our citizens, about public safety issues and concerns facing our community.

- (d) *Promote a reduction in the problems and impacts of homelessness, the abuse of drugs and alcohol and unwanted teenage pregnancies through appropriate opportunities to improve individual health, safety and welfare.*
- (e) *Ensure that our public safety system agencies and our citizens adequately listen to and communicate with each other about public safety problems and*
- (f) *Promote a health and human service delivery system that is efficient, accessible, meets the diverse needs of all of our citizens, is customer-friendly and is supportive of the priorities of neighborhoods and families.*

Discussion:

Since the late 1970s, Wegmans has provided weekly transportation to their stores for senior citizens that live in 70 senior subsidized housing units in the Rochester area – the vast majority within the City. Each week, 1,500 seniors take advantage of this free service, which is completely funded by Wegmans at an annual cost of approximately \$370,000. In 2005, **Medical Motor Services (MMS)** became the exclusive provider of transportation services for this program. Wegmans donated \$100,000 to MMS to increase their fleet capacity to meet the needs of this program.

For many years Wegmans has supported the annual **Clarissa Street Reunion** with sponsorship and donated product. Similarly, Wegmans has provided support to **River Romance**, the **Maplewood Rose Festival**, **Clean Sweep**, the **Puerto Rican Festival** and many other events too numerous to list.

To help celebrate **Rochester's 175th Anniversary**, Wegmans baked, assembled, and served an enormous cake, enough to serve 1,000 people at the **City Hall celebration**. That same day, Wegmans also delivered a celebratory sheet cake to each Kids Café, which in total serve about 4,000 children throughout Rochester.

In 1999, Wegmans funded, and their employees built, the **toddler playground at Ontario Beach Park**.

Wegmans has been a long-time sponsor of the **Corn Hill Arts Festival and Neighborhood Association**. When asked, Wegmans has also contributed to neighborhood associations throughout the City, including those in the East Avenue area.

Wegmans donated a total of \$40,000 in gift cards over two years as incentives for the **Rochester City Police Department's Gun Buy Back Program**. Each year, Wegmans has also sponsored **National Night Out Against Crime** in the Charlotte neighborhood.

Wegmans provides funding to **Wilson Commencement Park** (and has since its inception), **Stepping Stones**, and was a founding sponsor of **292-BABY**, a program that provides information services to inexperienced parents.

Wegmans has participated with local law enforcement authorities and Monroe County's recycling program in **prescription drug collection events** for the safe disposal of drugs. The Penfield and Mt. Read Wegmans food markets have hosted these events, and Wegmans pharmacists have also participated in off-site events.

D. Campaign Four: Environmental Stewardship.

(1) Policy: It is the policy of our City to maintain and enhance, through individual and collective efforts of our citizens, businesses and governments, the overall quality of our environmental assets and resources (air, land and water quality), our community's three great waterways (Lake Ontario, the Genesee River and the Erie Canal), our unique and historic parks system, our open space areas and urban forest and our clean neighborhood environments.

(2) City Goals discussed:

(a) Reduce the amounts of litter in our community and expand recycling and composting activities and efforts among our citizens and businesses.

(g) Support constituencies that promote recognition, preservation and enhancement of our parks, recreation and open space system and other environmental assets.

Discussion:

There are countless examples of **Wegmans' sustainability efforts**, but here are two that speak to reducing litter: To reduce the use of plastic bags, Wegmans began offering a low-priced (\$.99 w/Shoppers Club card) reusable bag to their customers in 2007. They have sold or given away nearly 4 million reusable bags companywide. This program has resulted in a **reduction of nearly 1,825,000 plastic bags used annually by each and every Wegmans store**. Wegmans also provides a recycling center for plastic and paper bags at every store. In 2009, Wegmans **recycled 2.93 million pounds of returned plastic bags and plastic shrink wrap** that's used in its food markets. This is but a small portion of what Wegmans recycle as a company and does not include what is returned and recycled through its bottle return centers.

The existing refrigeration system in the food market is an older system that uses DX (404A) refrigerant for both the medium temperature and low temperature cases. This refrigerant has a high global warming potential. The Environmental Protection Agency has been working with several industries that use these gases to start phasing them out over time. Wegmans made a proactive switch away from these gases with all new construction projects, beginning in 1997. Approximately one-third of Wegmans food markets now use glycol refrigerant instead of DX. In addition, Wegmans is currently constructing a store (in Landover, MD) that will use CO₂ for refrigeration. When complete this will be one of about only 20 grocery store locations in the United States using such advanced refrigeration systems.

A determination on the type of refrigeration system to be used has not yet been made for the proposed food market; however, whatever system is used will be significantly more efficient and environmentally friendly than the current system. The refrigeration system main power house will be located on the rooftop above the vendor loading dock. This unit will be screened (either by use of screen walls or extended parapet walls) and will not be visible to the public. All other related

mechanicals for this system will be located in the backroom facilities of the proposed building.

F. Campaign Six: Economic Vitality.

(1) Policy: It is the policy of our City to promote an environment in which businesses can develop and flourish; to develop a diverse local economy that supports quality jobs, produces new product, service and technology innovations and high-quality business and personal services; and to create a highly skilled workforce that embraces creativity and our rich entrepreneurial spirit. We will also promote and pursue the management of our community identity as a world-class City in which to do business, as well as a highly desirable place to live, work and visit.

(2) City Goals discussed:

(a) Promote a business-support environment that facilitates the expansion and retention of existing businesses and the attraction and creation of new businesses with a special focus on the emerging high technology industries.

(c) Develop strong, economically viable and diverse neighborhood commercial areas that help to provide entry-level jobs, high-quality goods and personal services to our citizens, offer entrepreneurial opportunities and help increase our City's economic development and growth.

g) Support and promote opportunities for shopping for residents and visitors at stores, businesses and personal service shops within our City.

Discussion:

The redevelopment of the Wegmans East Avenue store should significantly increase property tax revenue for the City of Rochester and sales tax revenue for the City, County and State. Projected new permanent hiring for the store would be approximately 150 people, bringing the total number of full-time and part-time

employees to 600. Construction, which is slated to last 18-20 months, will provide new opportunities for approximately 150 – 200 people. The increase in employment and sales activity will provide a positive economic ripple effect for local vendors and businesses located near the Project Site. Currently, there are three or four vacant businesses on the south side of East Avenue. It is likely that the new Food Market will attract viable businesses for these vacancies based on past experience with new stores or store expansions. A detailed discussion of Economics is included in sections 4.4, 4.5 and 5.4 of this report.

Wegmans has been a strong supporter of **United Way** through workplace giving, company contributions, and in-store fundraising. Last year alone, employee giving in the Rochester area totaled \$2.2 million. In addition, the Wegmans Family Charitable Foundation gave \$340,000. As her father did in 1989, Colleen Wegman is chairing the 2010 community-wide campaign. Wegmans has provided loaned executives to the United Way over the years, and its employees have served on the United Way Board and various volunteer committees. In October of 2005, United Way of Greater Rochester gave Bob and Peggy Wegman the Tocqueville Award, the organization's highest honor given in recognition of their contribution to the Greater Rochester community.

Wegmans gave \$100,000 to the **Salvation Army Capital Campaign** and recently donated \$7,000 to the **Volunteers of America Family Homeless Shelter**. Wegmans was a founding benefactor of **RAIHN**, the Rochester Area Interfaith Hospitality Network, which provides shelter and social services for homeless families. Over a three-year period, Wegmans donated a total of \$30,000 to help seed this program.

H. Campaign Eight: Tourism Destination.

(1) Policy: It is the policy of our City to promote recognition of our City and region as a tourism destination that embraces a broad range of four-season tourist attractions centered on our unique waterfront resources, recognizing especially the centrality of the Genesee River to the life of our community, along with arts, cultural, sports and entertainment facilities as well as our reputation as a supportive and innovative community, in a way

that contributes to our community's local and national image as well as its economic vitality and growth.

(2) City Goals Discussed:

(f) Develop diverse, unique tourism attractions that balance economic issues and impacts with neighborhood preservation, enhancement and protection.

Discussion:

Wegmans food markets are actually a tourist attraction for visitors from other areas that have not ever been to a Wegmans. The quality of the food and its presentation are very exciting for some people. Wegmans also takes prides in using high end décor to enhance the shopping experience.

I. Campaign Nine: Healthy Urban Neighborhoods.

(1) Policy: It is the policy of our City to support unique, vital, interconnected urban neighborhoods which provide a variety of housing choice, accessible goods and services in a village-like setting, pedestrian-friendly environments, appropriate transit and parking facilities and access to park, recreation, environmental and cultural amenities.

(2) City Goals discussed:

(b) Reduce the impacts of the concentrations of poverty in our community by encouraging economic diversity, appropriate neighborhood design and planning and expanded economic opportunity.

(c) Encourage strong, stable, vital and healthy neighborhoods that retain their unique characteristics, are supported by appropriate community resources, services and amenities in village-like settings, with neighborhood commercial centers serving nearby residential neighborhoods to provide essential goods and services and help create a high quality of life for every citizen.

(d) Support programs, facilities and events in our neighborhoods where citizens celebrate the positive aspects of City living as well as communicate and collaborate on issues important to our community's future.

Discussion:

Wegmans gave \$100,000 to the **Salvation Army Capital Campaign** and recently donated \$7,000 to the **Volunteers of America Family Homeless Shelter**. Wegmans was a founding benefactor of **RAIHN**, the Rochester Area Interfaith Hospitality Network, which provides shelter and social services for homeless families. Over a three-year period, Wegmans gave a total of \$30,000 to help seed this program.

During Women's Health Week in 2009, Wegmans worked with Dr. James Woods of URMC to sponsor (\$5,000) a **community health screening at the Rochester Public Market**. Volunteer health care professionals from a variety of agencies provided screenings for cholesterol, blood pressure, diabetes, kidney function, bone density, HIV, vision, and hearing. Approximately 300 women were screened over a 4-hour period, and when necessary, were referred to medical providers for follow-up. A Wegmans pharmacist was on hand to answer questions about Rx and over-the-counter drugs. Wegmans will also be a sponsor of the 2010 screening.

Working through the Rochester Business Alliance, Wegmans introduced its employee '**Eat Well Live Well**' **Challenge** to hundreds of businesses and organizations in the Rochester Community. The 8-week program encourages participants to increase activity (10,000 steps daily) and eat more fruits and vegetables (at least 5 cups a day). Wegmans developed and funds a website (eatwelllivewell.org) that allows participants to track their progress.

Wegmans is now in discussions with two Rochester neighborhood groups to bring the trails program to the City. Wegmans first piloted the **Passport to Family Wellness Program** in Penfield. The program encourages family activity through the use of town trails, rewarding participation with small incentives like Wegmans

gift cards, refillable water bottles, product coupons, and t-shirts. The program has grown to include Webster, Perinton, and Wayne County.

K. Campaign Eleven: Arts and Culture.

(1) Policy: It is the policy of our City to support and promote arts and cultural events, activities and institutions in a way that establishes our City as a world-class cultural center, contributes to our community's life, vitality and growth and promotes citizen and business partnerships in using those resources to create economic development and community pride.

(2) City Goals discussed:

(a) Utilize our arts and cultural heritage and current assets as an economic development tool to create growth opportunities and a sense of community spirit and pride.

(b) Develop new and/or expanded venues for arts and cultural facilities, entertainment and activities throughout our City, including our diverse residential neighborhoods.

(d) Encourage citizens to actively support and participate in our diverse arts and cultural activities, in a way that encourages more interactions and builds and strengthens our community.

(f) Promote, enhance and protect our City's historic, cultural and educational resources as unique assets that contribute to our City's vitality and sense of place.

Discussion:

For many years, in addition to sponsoring various events, Wegmans has held corporate memberships at the **George Eastman House, Memorial Art Gallery, Rochester Museum and Science Center**, and countless other arts and cultural organizations. Over the past 16 years, Wegmans has invested approximately \$960,000, to sponsor **Rochester Philharmonic Orchestra's** pops series.

Wegmans was also a founding sponsor in year one of the **Rochester International Jazz Festival**, helping to establish the event.

In 1996, after many years of working closely with the **Strong National Museum of Play** on a number of projects, Wegmans created and funded the now most-popular exhibit at the museum: **The Super Kids Market**. The museum is not only enjoyed by our own community, but also by many who travel to Rochester to visit. Wegmans has invested approximately \$800,000 since 1996 in funding, donated equipment, and maintenance of this community treasure.

For 20 years, Wegmans has sponsored **Concerts by the Shore series at Ontario Beach Park**, where thousands of Rochester-area residents come together to enjoy an evening of music and dancing. Proceeds from the concerts are used by the Ontario Beach Park Program committee to support additional programming in the park. Over 20 years, Wegmans' total investment in this program has exceeded \$1 million.

To illustrate, one of the City's declared goals is to "Promote a business-support environment that facilitates the expansion and retention of existing businesses..." In approving the Project, and thus facilitating the expansion and retention of Wegmans in the community, the City would be taking positive steps towards achieving this important goal. Further, under the Plan, the City affirms a desire to "develop strong, economically viable and diverse neighborhood commercial areas that help to provide entry-level jobs, high-quality goods, and personal services to our citizens..." Wegmans has played a key role in providing both entry-level jobs, many other job opportunities of varying levels and quality goods to the City and its citizens for many decades. The Project will not only ensure that this tradition continues, but also result in the enhancement of these objectives.

Notably, the Plan also asserts the City's desire to "Support and promote opportunities for shopping for residents and visitors at stores, businesses and personal shops within our city." Again, this important objective can be met in allowing Wegmans, a first-rate supermarket, to undertake the Project, and thus expand and strengthen its ties to the Rochester community.

Campaign Six of the Plan states the City's policy to "develop a diverse local economy that supports quality jobs... and to promote and pursue...the identity as a... highly desirable place to live, work and visit." Wegmans has appeared on FORTUNE magazine's list of the "100 Best Companies to Work For" for 13 consecutive years, having ranked among the top ten for seven years running and among the top five for five years in a row. Moreover, the Wegmans Scholarship Program, started in 1984, has awarded scholarships of 71 million dollars to more than 22,000 employees. In approving the Project, the City will help ensure that more of its residents will be afforded the opportunity to obtain high quality and desirable employment with Wegmans, assistance with higher education opportunities, and employment opportunities in the wider community.

6.2 HISTORIC RESOURCES

6.2.1 IMPACT ON EAST AVENUE NATIONAL REGISTER HISTORICAL DISTRICT

The Project Site is not a part of the East Avenue National Register Historic District. It abuts the easternmost boundary of the District. The 1920's residential buildings just to the west, across Probert Street, are also not a part of the national district.

Significant twentieth century changes to the area around the Project Site have compromised its potential historic significance. The five historic commercial buildings on the north side of East Avenue and the Presbyterian Church on the south side are the only remaining structures reflecting the character of this historic commercial node. Removing the remaining historic commercial buildings will have an impact by eliminating any of the area's ties with the historic district. The potential that this area would ever be considered for inclusion in the district is small, although each of the four buildings would be contributing if they had not been isolated by modern construction. The stringent requirements of national register listing as a district lessens the impact of the loss of these buildings.

6.2.2 IMPACT ON EAST AVENUE PRESERVATION DISTRICT

The Project Site is adjacent to the City of Rochester's Preservation District (outlined in blue on Figure 6-7). The 1920's residential buildings just to the west across Probert Street are at the eastern edge of this district and are included in the district.

Significant twentieth century changes to the area around the Project Site have compromised its potential significance. The remaining five commercial buildings on the north side of East Avenue and the Presbyterian Church on the south side are the only remaining structures reflecting the character of this historic commercial node. Removing these commercial buildings will have an impact by eliminating the area's tenuous ties with the historic district. The potential that this area would ever be considered for inclusion in the district is small, due to the interior and exterior modifications to each of the structures as well as the lack of immediate adjacency to the existing preservation district. The requirements for inclusion in a local district are not as stringent as those for national register listing; hence the loss of these buildings has a slightly greater impact on the local Preservation District.

**Figure 6-7
Preservation Map**



6.2.3 LOSS OF STRUCTURES ON SITE THAT MAY HAVE HISTORIC IMPORTANCE TO THE NEIGHBORHOOD

The area of the Project Site has a long history as a commercial center, first for Brighton, and then for Rochester. The Project includes the demolition of several commercial buildings that were constructed in the nineteenth century. Provisions for a single large, modern store risk negatively impacting the Brighton Presbyterian Church across East Avenue. On the other hand, removing these commercial buildings may actually have a positive impact by improving the aesthetic make-up of the surrounding area.

Building removal precludes physical mitigation. Documentation of the physical and historical characteristics of buildings to be removed should be considered as part of any mitigation plan for buildings with historic significance. Such information is included in the Historic Resources Report prepared by Bero Architecture (Appendix D).

6.2.4 CONSTRUCTION AND DEMOLITION IMPACTS TO BRIGHTON PRESBYTERIAN CHURCH

As with any large scale project, it is possible that demolition of the existing buildings and construction of the new Food Market could have a negative impact on surrounding businesses, including the Brighton Presbyterian Church. The following mitigation measures have been proposed: the construction site will be adequately fenced to prevent debris from exiting the Project Site and watering will be used to keep dust to a minimum, in addition, it is anticipated that the removal of the building foundations can be achieved using large equipment and ripping any rock that may be encountered, which should eliminate the need for blasting. If, however, blasting is determined to be needed during construction, contractors would be obligated to prepare a blasting plan and to obtain City approvals and follow all local state, and federal regulations regarding blasting in urban settings.

In addition, construction will take place Monday through Friday and will adhere to the City's Noise Ordinance. As such, it is not anticipated that noise will have an impact on evening or Sunday services at the church.

6.2.5 MODIFICATIONS TO INCORPORATE SIGNIFICANT HISTORIC ASPECTS FOUND IN THE SURROUNDING AREA

New construction should be distinguished as a product of our own time by expressing contemporary themes. The degree of compatibility appropriate in a specific location is an issue of balance, considering program and context.

The proposed design incorporates many references to the Craftsman and Tudor Revival styles popular during the first half of the twentieth century including:

- Hip roofs;
- The use of stucco and brick exterior wall cladding;
- Decorative modillions at the cornice; and
- Asymmetrical massing.

These styles were popular during the decades that the East Avenue/North Winton Road commercial area grew as an urban neighborhood commercial district. The surrounding residential neighborhoods are full of Tudor and Craftsman homes and apartment buildings. Referencing a neighborhood architectural style is an effective way to make a new building blend into its context.

The importance of traditional neighborhood centers is often expressed through visual landmarks. Currently Brighton Presbyterian Church and its green lawn facing East Avenue provide one such landmark. The proposed tower will give the Food Market a stronger visual presence and is an appropriate way to express the importance as a community business and social center. The tower recalls the old Star Market tower/sign that for many years was a familiar landmark on the avenue. The tower's location, general form, and scale are compatible with the historic appearance of the East Avenue/North Winton Road area.

The long horizontal facades of modern grocery stores are very different in scale and proportion from traditional (pre 1950) commercial buildings. The design of the Food

Market employs a number of strategies intended to make the new building blend into its context.

The entire façade is articulated as a two-story building rather than the one-story façade common to most grocery stores today. The use of architectural embellishment at the tower, hip-roof store entrance pavilion, and pharmacy entrance helps to reduce the apparent scale of the west façade by dividing it into smaller sections. The projecting hip roof pavilion that marks the main store entrance provides a focus for the façade.

The Food Market's East Avenue façade is important because it faces an important city artery and occupies a large site in the center of the East Avenue/North Winton Road commercial district. The design of the Food Market incorporates a highly articulated façade facing East Avenue. To maintain the traditional commercial scale of this section of the street, the south façade is divided into sections, each section having a slightly different appearance. To maintain activity at the street edge, numerous large windows are located adjacent to the public sidewalk. To help create a building and streetscape that is compatible with its surroundings the new building employs architectural elements typical of early twentieth-century commercial buildings including:

- Two-story scale;
- Prominent cornices; and
- Segmental-arch window openings.

The section of University Avenue abutting the Project Site originated as the route of an interurban trolley line. Over the last seventy years, it has served adjacent industrial properties and provided access to the backs of properties oriented toward East Avenue. The proposed north façade employing large bays is an appropriate design for University Avenue. The north façade's large-scale, simple, multi-bay division creates a scale and rhythm that recalls the industrial buildings located further west on University Avenue. The arch motif used at the lower garage level, a post modern interpretation of the Rochester aqueduct, is whimsical and visually gives the building a strong base. The proposed street trees are intended to soften the mass of the façade similar to the effect of the Norway maples trees planted in front of the Pittsford Wegmans on Monroe Avenue.

Along University Avenue, the Project offers an opportunity to improve an unattractive entrance into the City. The northeast corner of the building will be visible to many people entering the area from the I-490 westbound exit ramp. It is being developed with a modest tower because it is situated at an important gateway to the east side of the City.

Currently North Winton Road, like University Avenue, functions as a minor arterial street providing access to commercial properties in the East Winton Area. The properties surrounding the east edge of the Project Site consist of parking lots and one-story buildings set back from the street. The barren appearance of the North Winton Road corridor between the I-490 bridge and the CSX underpass makes it less inviting to potential pedestrians who might walk to the residential areas located to the north and the south. An important tool for improving the visual character of the street is the planting of a street tree canopy. Refer to Figure 6-8. A street tree canopy will provide shade at the sidewalk, create a barrier between traffic and pedestrians, visually define the edge of the street, and screen the loading dock area of the Food Market.

The dense plantings and screen walls provide a way to screen the store loading dock. The simple design of the screen wall is less likely to draw attention to the area. Proposed street trees and dense lower plantings at the street will visually upstage everything behind this face of the Food Market. Refer to Figure 6-8.

Figure 6-8
3D Perspective of Proposed Building Looking Southwest



6.3 TRAFFIC AND TRANSPORTATION

6.3.1 POTENTIALLY SIGNIFICANT TRAFFIC IMPROVEMENTS

Wegmans anticipate a nominal increase in sales as a result of the Project. For purposes of projecting traffic (following initial discussions with the Monroe County Department of Transportation), it was estimated that the traffic generation of the Project would be 35% higher than the existing store; which is conservative. Because of its urban location the trip rates for the existing food market are skewed since many patrons frequent the store several times per week, often on their way home from work, versus completing one large shopping trip on the weekends, which is typical of other Wegmans locations. As a result, the calculated trip generation rate for the existing store is 2.85 times higher than that of the average Wegmans food market (including 15 or more stores greater than 90,000 SF in size).

Some of the projected trips generated by the Project are expected to be drawn from the existing traffic stream passing by the site. These vehicles, referred to as 'pass-by trips', represent intermediate stops at the site on the way to another trip destination. Studies conducted by Wegmans indicate that pass-by trips account for an average of 32% of their traffic during the weekday afternoon peak hour and 19% during the Saturday peak hour.

In addition to these rates used for analysis, a 32% pass-by rate was also used for the Friday p.m. peak hour and a conservative pass-by rate of 20% was used for the weekday morning peak hour.

The following table shows the projected trip generation for Project and the number of pass-by trips and primary (new) trips:

Table 6-4
Trip Generation Categorized by Trip Type

Land Use	Trip Type	Weekday AM Peak Hour			Weekday PM Peak Hour			Friday PM Peak Hour			Saturday Peak Hour		
		Enter	Exit	Total	Enter	Exit	Total	Enter	Exit	Total	Enter	Exit	Total
Wegmans Expansion	Primary	61	45	106	92	94	186	86	100	186	120	107	227
	Pass-By	13	13	26	44	44	88	44	44	88	27	27	54
	TOTAL	74	58	132	136	138	274	130	144	274	147	134	281

The projected traffic for the Project was distributed to the surrounding highway system by taking into consideration the existing Wegmans directional patterns and the surrounding residential and business concentrations. Wegmans officials expect that the future Wegmans directional patterns should be similar to the existing patterns, except that a somewhat higher percentage may be anticipated from the south via North Winton Road.

6.3.1.1 BACKGROUND AND COMBINED TRAFFIC

The opening of the Food Market is anticipated to be in the Summer of 2012. To account for expected growth in existing traffic over that time period, an annual growth rate of 0.5% was applied to the through traffic volumes in the study area. The growth rate was not applied to existing Wegmans traffic. The resulting volumes were then added to the projected new and pass-by traffic distributions for the Food Market and the office/retail parcel. These volumes were used to evaluate the proposed site access plan and the potential impacts of the site generated traffic. MCDOT has determined that a signalized pedestrian crossing is warranted for the crossing located adjacent to the Harris Corporation Building, MCDOT will allow Wegmans to install a traffic signal at the parking lot driveway on University Avenue concurrent with the pedestrian crossing. Therefore, all future analysis assumes a traffic signal at the University Avenue driveway location.

6.3.1.2 LEVEL OF SERVICE ANALYSIS

The critical locations for traffic operations are normally at the intersections of major streets or driveways. Each of the proposed Wegmans driveways was evaluated for Level of Service, lane requirements, and signal warrants. In addition, a capacity analysis was conducted for the following existing intersections to determine the impact of the site generated traffic:

- East Avenue at Probert Street & McDonalds Driveway.
- East Avenue at North Winton Road.
- University Avenue at Probert Street.
- University Avenue at North Winton Road.

A capacity analysis was conducted for each intersection by using procedures set forth in the 2000 Highway Capacity Manual, published by the Transportation Research Board. The purpose of a capacity analysis is to determine the traffic 'Level of Service' for movements that may be stopped during normal intersection operation. The Highway Capacity Manual defines the intersection Level of Service in terms of average vehicle delays, ranging from 'A' for very short delays to 'F' for very long delays. Levels of Service of 'D' or higher are normally considered to be acceptable for the peak hour periods.

All intersections were analyzed by using the Synchro, version 7.0 (Build 761) computer modeling software. Geometric and traffic control data were based on the Synchro model utilized by the MCDOT.

**Table 6-5
Level of Services Summaries**

East Avenue Wegmans TIS (HCM Output)												
	Existing 2009				Projected 2012 - With Signal at East Ave/Probert St.				Projected 2012 - With Signal at East Ave/Wegmans Driveway			
	AM	PM	Fri PM	SAT	AM	PM	Fri PM	SAT	AM	PM	Fri PM	SAT
East Avenue & Probert Street												
EB L	A (4)	B(16)	A (6)	A (4)	A (4)	A (4)	A (4)	A (4)	A (2)	A 1)	A (2)	A (1)
EB TT	A (2)	B (10)	A (4)	A (3)	A (2)	A (2)	A (2)	A (2)	-	-	-	-
WB T TR	A (10)	B (18)	B (11)	A (7)	A (6)	A (10)	A (9)	A (6)	-	-	-	-
NB L	C (23)	D (35)	C (20)	C (21)	C (23)	C (24)	C (23)	C (23)	D (28)	F (59)	D (27)	D (33)
NB TR	C (22)	C (34)	B (20)	C (20)	C (23)	C (23)	C (23)	C (23)	B (15)	C (21)	B (14)	B (15)
SB LTR	B (20)	C (33)	C (25)	C (20)	B (19)	C (21)	C (32)	C (23)	C (16)	C (17)	B (11)	B (11)
Overall	A (8)	B (18)	A (10)	A (8)	A (6)	A (8)	A (9)	A (6)	UNSIGNALIZED			
East Avenue & North Winton Road												
EB L	C (26)	C (24)	C (24)	C (25)	C (27)	C (22)	C (29)	C (26)	C (25)	B (20)	C (29)	C (28)
EB T TR	D (38)	D (48)	D (39)	D (39)	D (41)	D (49)	D (44)	D (43)	C (34)	D (42)	D (44)	D (42)
WB L	C (29)	C (28)	C (28)	C (28)	C (33)	C (28)	C (30)	C (28)	C (33)	C (28)	C (30)	C (28)
WB T TR	C (33)	C (33)	D (36)	D (36)	C (34)	C (33)	C (35)	D (37)	C (34)	C (33)	C (35)	D (37)
NB L	D (37)	C (25)	B (20)	B (16)	D (48)	C (30)	B (19)	B (17)	D (46)	C (31)	B (19)	B (17)
NB T T	C (26)	C (29)	C (26)	C (22)	C (25)	C (29)	C (25)	C (23)	C (24)	C (30)	C (25)	C (23)
NB R	C (22)	C (25)	C (22)	C (20)	C (21)	C (26)	C (21)	C (21)	B (20)	C (26)	C (21)	C (21)
SB L	B (11)	B (14)	A (8)	B (10)	B (12)	B (14)	A (8)	B (11)	B (12)	B (14)	A (8)	B (12)
SB T TR	C (37)	C (27)	B (16)	B (16)	C (34)	C (29)	B (17)	B (17)	C (35)	C (29)	B (17)	B (20)
Overall	C (33)	C (33)	C (26)	C (25)	C (34)	C (34)	C (27)	C (27)	C (32)	C (32)	C (27)	C (28)
University Avenue & North Winton Road												
EB L	D (41)	C (33)	E (71)	C (30)	D (41)	C (34)	E (60)	C (31)	D (41)	D (35)	E (60)	C (31)
EB T TR	C (29)	C (34)	D (43)	C (27)	C (29)	C (35)	D (50)	C (28)	C (29)	C (35)	D (50)	C (28)
WB L	C (28)	D (41)	E (57)	C (28)	C (28)	D (42)	D (46)	C (28)	C (28)	D (42)	D (46)	C (28)
WB T TR	D (37)	C (29)	D (37)	C (27)	D (38)	C (30)	D (40)	C (27)	D (38)	C (30)	D (40)	C (27)
NB L	B (19)	B (18)	C (27)	C (23)	C (26)	B (18)	D (36)	B (20)	C (26)	B (16)	C (33)	C (25)
NB T TR	B (13)	C (24)	C (34)	C (22)	B (13)	C (24)	D (39)	C (24)	B (14)	C (22)	D (37)	C (22)
SB L	C (27)	D (40)	E (64)	C (31)	C (29)	C (40)	E (68)	C (32)	C (29)	D (41)	E (68)	C (32)
SB T TR	C (30)	C (29)	D (37)	C (28)	C (31)	C (29)	D (40)	C (29)	C (31)	C (29)	D (40)	C (29)
Overall	C (28)	C (30)	D (42)	C (26)	C (29)	C (31)	D (45)	C (28)	C (29)	C (30)	D (45)	C (27)
University Avenue & Probert Street												
EB TR	-	-	-	-	-	-	-	-	-	-	-	-
WB LT	A (1)	A (3)	A (2)	A (2)	A (1)	A (2)	A (2)	A (1)	A (1)	A (2)	A (2)	A (1)
NB LR	D (30)	E (36)	E (37)	C (19)	C (20)	C (20)	C (20)	C (15)	C (20)	C (20)	C (20)	C (15)
Overall	UNSIGNALIZED				UNSIGNALIZED				UNSIGNALIZED			
East Avenue & Wegmans' Driveway												
EB L	-	-	-	-	A (9)	A (1)	A (10)	A (10)	A (10)	B (10)	A (10)	A (8)
EB T TR	-	-	-	-	-	-	-	-	A (10)	A (10)	A (8)	A (8)
WB L	-	-	-	-	A (9)	A (9)	A (9)	A (9)	A (6)	A (9)	A (9)	A (9)
WB T TR	-	-	-	-	-	-	-	-	A (7)	A (10)	B (11)	A (10)
NB LTR	-	-	-	-	C (22)	F (83)	F (75)	F (69)	C (30)	C (32)	C (33)	C (31)
SB LTR	-	-	-	-	D (30)	F (575)	F (616)	F (445)	C (32)	D (50)	D (42)	D (51)
Overall	-	-	-	-	UNSIGNALIZED				B (11)	B (17)	C (27)	B (17)
University Avenue & Wegmans' Driveway												
EB TR	-	-	-	-	A (4)	A (7)	A (6)	A (5)	A (3)	A (7)	A (6)	A (5)
WB L	-	-	-	-	A (2)	A (3)	A (3)	A (3)	A (2)	A (3)	A (2)	A (7)
WB T	-	-	-	-	A (4)	A (2)	A (7)	A (2)	A (3)	A (3)	A (3)	A (6)
NB LR	-	-	-	-	C (23)	C (23)	C (23)	C (23)	C (23)	C (22)	C (22)	C (23)
Overall	-	-	-	-	A (5)	A (8)	A (9)	A (8)	A (5)	A (8)	A (7)	A (9)



Wegmans Driveway at East Avenue:

A capacity analysis was conducted for the intersection of East Avenue and the new Wegmans driveway for both un-signalized and signalized control. The un-signalized analysis indicated that left turns from the new Wegmans driveway would operate at Level of Service 'F' during the weekday p.m., Friday p.m. and Saturday peak hours. Delays to outbound left turns would be very long due to the relatively high outbound left turn volume, the amount of conflicting through traffic on East Avenue, and the significant number of left turns from East Avenue into the driveway. The left turns from East Avenue receive gap priority and utilize many of the available gaps in the East Avenue traffic stream.

A signalized capacity analysis indicates that all movements at the intersection would operate at acceptable Levels of Service with a three-phase traffic signal. Signal faces and vehicle detection should be provided for the new Wegmans driveway as well as the opposing Country Club Diner driveway. The Wegmans driveway will operate acceptably with one inbound lane and one outbound lane; however, two exiting lanes (one exclusive right-turn and one shared left-through) would reduce onsite queue lengths.

Probert Street at East Avenue:

A capacity analysis was conducted for the intersection of East Avenue and Probert Street based on a stop sign control on the Probert Street approach. The analysis for projected traffic indicates that the stop sign-controlled Probert Street approach would operate at acceptable Levels of Service during all peak hours. However, left turns from the McDonalds driveway opposite Probert Street would operate at deficient Levels of Service during the weekday p.m. peak hour without the existing signal. The left turn volume from the McDonalds driveway is very low at only 17 and 19 vehicles during the weekday p.m. and Friday p.m. peak hours, respectively. The delays to driveway traffic would stem from the relatively heavy through traffic volume on East Avenue and not from the minor left turn volume on the driveway. Traffic from Probert Street and from the McDonalds driveway will benefit from gaps in the East Avenue traffic stream created by the new signal at the Wegmans driveway. The analysis indicates that there will be more than sufficient gaps in the traffic stream to accommodate the outbound traffic. Also, under the future conditions,

there would be fewer vehicles turning from Probert Street onto East Avenue, due to the elimination of the curb cuts from the Wegmans parking lot onto Probert Street. This reduces the competition for utilizing the gaps in the East Avenue traffic flow.

A queuing analysis was conducted to determine whether eastbound queues on East Avenue would extend from the new Wegmans traffic signal into the Probert Street intersection. The Synchro analysis indicates that during the weekday p.m. peak hour and the Saturday midday peak hour the 95th percentile queue length on East Avenue would be 163 feet and 165 feet respectively. This is greater than the 150-foot distance between the new Wegmans driveway and Probert Street. However, the periodic queues on East Avenue are not expected to extend to the Probert Street intersection during the other peak hour periods studied.

The Synchro analysis for all other intersections in the study area indicated acceptable Levels of Service for both existing and projected conditions with the following exceptions:

University Avenue at North Winton Road:

The analysis of this intersection for existing conditions indicated Level of Service 'E' for the eastbound left turn movement, the southbound left turn movement, and the westbound left turn movement during the Friday p.m. peak hour only. The impact of the site generated traffic on this condition is projected to be minor. The Level of Service for eastbound left turns and southbound left turns will remain at 'E', and the westbound left turns can be improved to LOS 'D' with signal timing adjustments.

University Avenue at Probert Street:

The analysis of this intersection for existing conditions indicated LOS 'E' for the northbound approach during the weekday p.m. and Friday p.m. peak hours. The shift in traffic caused by the closure of the Probert Street driveways will decrease the traffic at this intersection and improve the movement to LOS 'C'.

Overall, the impact of the Project is expected to be minor at all locations away from the site entrances. The new site traffic pattern will be dispersed more uniformly due

to traffic signals at both driveways (University Avenue & East Avenue), thereby minimizing the impacts at any one location.

6.3.1.3 SIGNAL WARRANT ANALYSIS

The new Wegmans driveway to East Avenue will be located about 150 feet east of Probert Street. Wegmans is seeking the removal of the existing traffic signal at the intersection of East Avenue and Probert Street and the installation of a new traffic signal at the intersection of East Avenue and the Wegmans driveway. A traffic signal warrant analysis was conducted for each of these intersections to determine whether the existing and projected traffic volumes meet the signal warrants set forth in the New York State Manual of Uniform Traffic Control Devices (MUTCD). The following warrants were applied:

Warrant #1A - Minimum Vehicular Volume (Eight-Hour Vehicular Volume Warrant): The 'Minimum Vehicular Volume, Condition A' warrant is satisfied where the volume of intersecting traffic is the principal reason for consideration of signal installation. The warrant is satisfied when the minimum volumes specified in the MUTCD are met or exceeded for each of any eight hours of an average day. This warrant was met for eight hours of an average day at the intersection of East Avenue and Wegmans driveway. It was not met for the intersection of East Avenue and Probert Street during existing or proposed conditions.

Warrant #1B - Interruption of Continuous Traffic (Eight-Hour Vehicular Volume Warrant): The 'Interruption of Continuous Traffic, Condition B' warrant is satisfied where the volume of the major street traffic is so heavy that the traffic on the intersecting minor street suffers excessive delay or conflict in entering or crossing the major roadway. The warrant is satisfied when the minimum volumes specified in the MUTCD are met or exceeded for each of any eight hours of an average day. This warrant is met for eight hours of an average day at the intersection of East Avenue and Wegmans driveway. It is not met for the intersection of East Avenue and Probert Street during existing or proposed conditions.

The Combination of Conditions A & B is intended for application at locations where Condition A is not satisfied and Condition B is not satisfied, but where at

least 80 percent of the stated volume values in both warrants 1A and 1B are met. This warrant is not applicable for the intersection of East Avenue and Wegmans Driveway; however, it was met for the intersection of East Avenue and Probert Street for existing conditions only.

Warrant #2 - Four-Hour Volume Warrant: The 'Four Hour Volume' warrant is satisfied when the plotted points representing the vehicles per hour on the major street and the corresponding vehicles per hour on the higher volume minor street lie above the curves shown in the MUTCD for any four hours of an average day. This warrant was met for four hours of an average day at the intersection of East Avenue and Wegmans driveway. It is not met for the Intersection of East Avenue and Probert Street during the existing or future scenarios.

Warrant #3 - Peak Hour Volume Warrant: The 'Peak Hour Volume' warrant is satisfied when the plotted points representing the vehicles per hour on the major street and the corresponding vehicles per hour on the higher volume minor street lie above the curves shown in the MUTCD for any single hour of an average day. This warrant is met for a single hour of an average day at the intersection of East Avenue and Wegmans driveway. It is not met for the intersection of East Avenue and Probert Street during the proposed scenarios, however, the warrant is met for the existing conditions. The existing traffic volumes at the intersection of East Avenue and Probert Street meet only the 'Combination of Warrant 1A & 1B' and 'Peak Hour Volume' warrants. The projected traffic volumes at this intersection would not meet any of the signal warrants. The elimination of Wegmans access to Probert Street will result in a significant reduction in traffic volume on Probert Street. Therefore, the existing traffic signal at the intersection of East Avenue and Probert Street would no longer be warranted.

The signal warrant analysis for the intersection of East Avenue and the new Wegmans driveway indicated that the projected traffic volumes would meet the 'Eight Hour Volume', 'Four Hour Volume' and 'Peak Hour Volume'. It is expected that about half of the outbound driveway traffic will turn left and half will turn

right, Therefore. a traffic signal will be warranted at the new Wegmans driveway on East Avenue.

MCDOT has determined that a signalized pedestrian crossing is warranted for the crossing located adjacent to the Harris Corporation Building. MCDOT will allow Wegmans to install a traffic signal at the parking lot driveway on University Avenue concurrent with the pedestrian crossing. Therefore, all future analysis includes a signalized driveway on University Avenue.

6.3.1.4 GAP ANALYSIS

A gap analysis was conducted on East Avenue between North Winton Road and the existing Wegmans entrance on East Avenue, on October 15, 2009. Two studies were conducted, one during an off-peak hour between 2:30 p.m. - 3:30 p.m. and one during the weekday evening peak hour between 4:45 p.m. - 5:45 p.m.

The Highway Capacity Manual indicates that there is a 7.0 second minimum gap required for one vehicle to turn left onto a four-lane major road from a minor street or driveway. Any subsequent vehicle attempting to gain access using the same gap requires an additional 3.4 seconds.

There were opportunities for 58 vehicles to obtain left-turn access to East Avenue during the weekday evening peak hour, according to the gap study. For the off-peak there were opportunities for approximately 100 vehicles to obtain left-turn access to East Avenue.

Given that the exiting volume at the Food Market driveway onto East Avenue for the weekday evening peak is 298 vehicles, there will not be sufficient gaps for these exiting vehicles. The installation of a traffic signal would allow for these vehicles to exit the site.

There will be 460 opportunities for the 144 right-turning vehicles exiting the Food Market parking lot without a traffic signal, which is acceptable. The McDonald's 36 right-turning vehicles will have opportunities for 415 vehicles to exit, without a traffic signal, which is also acceptable.

In summary, potentially significant mitigation measures and traffic improvements are as follows:

- Relocating the existing food market driveways on East Avenue and University Avenue as shown in the site plan and eliminating all access points to Probert Street. Resulting in a reduction of the overall number of curb cuts from ten full access points to three full-access driveways and three limited-access driveways.
- Removal of the traffic signal at the East Avenue and Probert Street intersection and the installation of a new signal at the Food Market Drive and East Avenue intersection.
- Streetscape improvements and pedestrian accommodations along East Avenue, Probert Street, University Avenue and North Winton Road; including painted crosswalks at all intersections and driveway locations within the vicinity of the Project Site.
- Installing a 100' westbound left-turn lane on University Avenue; effectively narrowing the Project Site movements in front of the Wegmans Food Market and the Harris Corporation buildings.

6.3.2 POTENTIALLY SIGNIFICANT ON-STREET PARKING IMPACTS

There are no proposed changes to the existing on-street parking along the north side of East Avenue or the west side of Probert Street as a result of the Project. With the additional on-site parking for the Food Market and the elimination of the existing commercial buildings, the need for the East Avenue on-street parking should be reduced.

6.3.3 POTENTIALLY SIGNIFICANT PEDESTRIAN MOVEMENT IMPACTS

The Project may not potentially increase pedestrian traffic. A majority of the existing pedestrian volumes are located along East Avenue and are traveling to and from the bus stop on East Avenue and between the bus stop and the existing food market. Pedestrian counts were conducted in 2004 during each of the four peak hours investigated.

When the proposed traffic signal at the driveway location is installed, and the current signal at East Avenue and Probert Street is removed, pedestrians will then cross East

Avenue at the new signalized driveway location, and not at the intersection of East Avenue and Probert Street. With the crosswalk closer to the building's entrance, pedestrians should be more likely to cross at the crosswalk as opposed to crossing dangerously at the midblock, thus reducing the risk of pedestrian and bicycle accidents.

On University Avenue opposite the Harris Corporation driveway there is an un-signalized striped crosswalk to the existing food market. The crosswalk at this location experiences heavy pedestrian use (approximately 300 – 400 pedestrian crossings daily) during the work week. This crossing is at a mid-block location in University Avenue and there is minimal signage to alert drivers to the presence of pedestrians in the crosswalk. Harris Corporation has reported serious concerns with this situation.

As of October 2009, the MCDOT has determined that a signal is warranted for pedestrian crossing of University Avenue, as there is a high pedestrian volume from Harris Corporation to Wegmans. The County has agreed to work with Wegmans to place the signal at the proposed Wegmans Driveway on University Avenue. The signal would include pedestrian signal activation poles.



Crosswalk to Harris Corporation Office Building

Other pedestrian improvements associated with the Project include, new sidewalks along all four streets immediately adjacent to the development, and relocating the driveways on East Avenue and University Avenue further from the Food Market entrance in order to reduce the likelihood of vehicle/pedestrian conflicts. Four additional handicap parking spaces for total of 16 spaces are proposed for the new store.

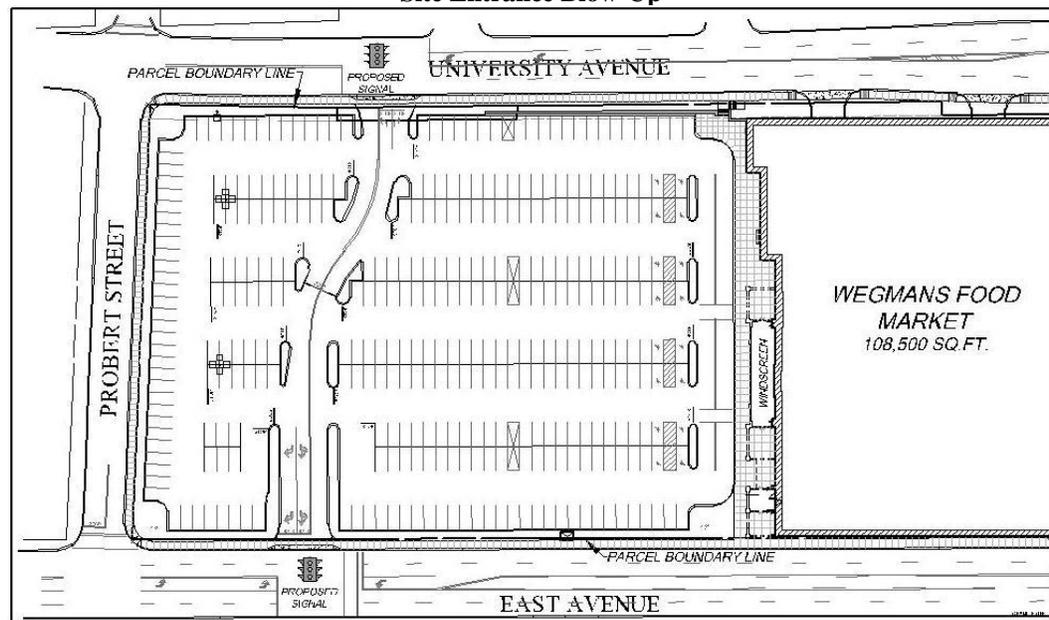
6.3.4 POTENTIALLY SIGNIFICANT REGIONAL TRANSIT IMPACTS

There are currently two bus stop locations in the immediate vicinity of the Project Site (one on North Winton Road south of University Avenue, and one on East Avenue east of Probert Street). Both bus stops will remain operational during construction and when the Project is complete.

6.3.5 SITE ACCESS AND QUEUING

A queue analysis of the eastbound queues on East Avenue at the proposed signalized site driveway indicated that during the weekday evening and Saturday midday peak hours the queue may extend past the Probert Street intersection. The maximum queue may extend no further than 15 feet (less than one car length) past the intersection. However, the periodic queues on East Avenue are not expected to extend past the Probert Street intersection during other peak hours studied. This along with the proposed exclusive east bound left turn lane will make access to McDonalds more difficult for vehicles heading west. If agreed to by the different entities, cross access from McDonalds and the World Gym could be provided to the new signal.

Figure 6-9
Site Entrance Blow-Up



6.4 ECONOMIC RESOURCES AND JOBS

6.4.1 IMPACT ON BUILDING SUPPLY, LABOR AND ECONOMIC RESOURCES

The Food Market will be 108,500 square feet. It will include a Market Café, coffee and tea bar, a sushi bar, as well as expanded seafood, meat and prepared food areas. The increase in size of the Food Market alone should significantly raise the demand for products and services. It should also be noted that introduction of new services will create a demand for items not previously sold at the existing food market. This will have a positive economic effect on local vendors and service providers and cause a ripple effect throughout the area. Nearby restaurants and business should also feel the benefit of increased car and pedestrian traffic in the immediate vicinity of the Project Site.

The increase in customer parking spaces is intended to prevent loss of customers who previously were unable to access the existing food market. Providing more and varied products and services will also attract the 'one-stop shoppers' who might otherwise have to make numerous stops at other stores. Expansion of the prepared foods departments will likely increase the number of customers who are seeking convenient meal solutions.

6.4.2 IMPACT ON TAX REVENUE

The impact of the Project should result in significant increases in property tax and sales tax revenue. The current assessed value of the parcels comprising the new store is \$4,505,900.00. Property tax due in 2009-10 for those parcels is \$191, 727.54. Wegmans Construction division estimates a total project cost (including asbestos abatement, building demolitions, and associated site work, building improvements, and personal property improvements) of approximately \$40 million. While the assessed value of the Project is yet to be determined, it is fair to say it will be a significant increase over the current assessed value.

An increase in the purchase of standard non-food items and non-essential foods that are subject to sales tax is anticipated. In addition, the Food Market will carry a large array of prepared foods that require sales tax. It is estimated that sales will increase by approximately 25 percent over current levels; sales tax generated will be commensurate with this increase; which will be a benefit to the City.

6.4.3 IMPACT ON JOBS AND EMPLOYMENT

To properly staff the Food Market, Wegmans is anticipating the need for an additional 150 employees. Of note, given the location to numerous bus lines and the proximity to nearby residential areas, many of the new employees may very well be City residents. Currently, approximately 55 percent (9 percent full-time, 46 percent part-time) of the food market's employees reside in the City. It is anticipated these numbers will increase as the Food Market increases staffing levels as a result of the Project.

During the construction process there will be a period of approximately two months when the existing food market will be closed. During this time employees will be temporarily transferred to other stores or will begin training processes in the Food Market.

The Project will also provide a boost to the local construction industry, by supplying between 150-200 positions during the bulk of this time period.

6.5 EMERGENCY SERVICES AND SECURITY

6.5.1 IMPACT ON FIRE PROTECTION, EMERGENCY SERVICES AND PUBLIC WORKS

Based on a response letter from the City of Rochester Police Department (see Appendix H), the Project Site is serviced by Patrol Division East who employ 162 full time sworn officers.

The Project Site is served by the RRPD – Patrol Division East (PDE); During the 20 month period starting January 1, 2008 the PDE responded 412 police calls for service (CFS) and 132 traffic accidents. A majority of the traffic accidents occurred on East Avenue or as customers were exiting the parking lot onto Probert Street.

Though there were a significant number of calls for service the RPD did not express concern. The letter states “Although the traffic related incidents are elevated, the entire CFS activity vicinity at this time did not raise a cause for concern”.

The RPD letter provided five bulleted points for consideration by the project designers in order to enhance public safety. The five items are as follows:

- “Will the proposed signal on East Avenue help to alleviate the congestion problems that are currently a contributing factor to the traffic accidents?” – *The relocated signal along with the closing of the East Avenue access and the Probert Street access points should help to alleviate the congestion in the area.*
- “Will there be timing variations introduced (if any) to address clustering of accidents that are occurring during the noon and rush hour periods” – *There will only be minor (5 -10 seconds) timing changes to the signals in the study area; however the closing of several access points should help to alleviate the clustering of accidents during these periods.*
- “Will the truck delivery impact the accident risk at the East / Winton intersection? Not sure if there is provision for taking deliveries outside the peak accident periods to alleviate problems associated with limited driver visibility” – *As proposed the Wegmans delivery trucks would be accessing the site from 490 Eastbound to the Culver Road exit, then east onto University Avenue, turning right onto southbound North Winton Road and into the off-street loading area. Upon exiting the loading area, trucks would only be permitted to turn right onto North Winton Road and would then access I-490 Westbound via the North Winton Road on-ramp. Deliveries will potentially occur 24 hours per day, seven days per week.*
- “Will the plan provide for a bump-out for RTS buses on East Avenue? This is a heavily used bus stop, and it takes time for passengers to load due to groceries in hand. Stopped buses impeded driver visibility, alter traffic flow, and create a risk for accidents. Presently the accident cluster does not include vehicle pedestrian accidents, hoping not to change the pattern as such.” – *There are no proposed modifications to East Avenue, other than relocating the traffic signal from Probert Street and closing the unsignalized access on East Avenue. The traffic signal will be closer to the bus stop than it currently is and the hope is this would encourage pedestrians to cross at the signal versus midblock. With the relocation of the traffic signal to the Wegmans driveway, issues with visibility while the bus is at the bus stop should be alleviated as vehicles will be obligated to adhere to the traffic signal device versus making movements at driver’s discretion.*

- “Currently, Wegmans customers tend to park on the north side of East Avenue. This too impedes driver visibility and creates risk for accidents. What provisions or considerations can be made to restrict this tendency?” – *The introduction of the traffic signal should address the concerns with visibility. No other modifications to the East Avenue on-street parking are proposed.*

No comments have been received from the Fire Department or Rural/Metro Medical Services previously requested.

6.5.2 SECURITY, LIGHTING AND FIRE PROTECTION SYSTEMS

Asset Protection is Wegmans’ internal security department, which supplies each store with personnel to monitor all relevant activities. The Food Market will be equipped with surveillance cameras for interior as well as exterior surveillance, 24 hours per day. Uniformed staff will monitor the Food Market 14 hours daily with a marked vehicle presence in the parking area during those periods. The underground parking will be for employee use only. Retractable gates will be at both the entrance and exit lanes. Card access, key codes, and other means are being researched internally, to control access. Surveillance cameras will be installed in the garage and monitored by Wegmans’ Asset Protection Department.

Proposed lighting in the customer parking field will be consistent with the IESNA recommended lighting standards for safety, while maintaining a ‘dark-sky friendly’ design utilizing semi to full cutoff fixtures. Flat lens, vertical lamp fixtures hide the light source (dark skies) yet are extremely efficient as far as illumination and energy use. Proposed lighting will utilize pulse start metal halide bulbs to provide more of a community friendly ‘white light’ while providing enhanced security light levels.

The Food Market will be fully sprinklered and alarms will be tied into Wegmans’ building management and monitoring system located off-site. This system is monitored 24 hours a day and seven days a week and allows Wegmans personnel to verify the extent of the issue. At that time, the representatives would notify all necessary outside parties.

6.5.3 WEGMANS ASSET PROTECTION

Wegmans has a very well staffed security division responsible for the monitoring and enforcement of all 75 stores. Each of these stores is monitored remotely in its Rochester, NY facility 24-hours a day, seven days a week. There are also representatives present in the food market for 14 hours per day. In most events this group serves as the first responder for various incidents dealing with each directly and calling in incidents of larger scale that would require greater public assistance. Of the 311 incidents reported over the past two years at the existing food market, only 31% required public assistance. With the elimination of alleys and dilapidated buildings, the number of incidents should decrease. As such, the Project is anticipated to have a much smaller impact on these services than buildings of comparable size and intensity.

6.6 NOISE

6.6.1 IMPACT ON TRAFFIC GENERATION

While new trips are expected to be generated due to the Project, the percentage of new vehicles added to the existing traffic is not expected to raise noise levels in the surrounding area. Many of the additional customers will be “drive by” traffic or vehicles already on the adjacent roads for other reasons.

The anticipated noise levels should be no different from the existing conditions; as the Project includes the mitigation measure whereby nearly one-fourth of the allocated parking spaces would be located underneath the building thus reducing any surface level noise (currently these spaces are occupied by Wegmans employees behind the existing store).

6.6.2 IMPACT OF LOADING

The number of trucks delivering product and hauling recyclables to and from the Project Site will increase slightly as follows:

- Proposed Vendor Dock = 117 deliveries/week compared to 90 deliveries/week at the existing food market
- Proposed Truck Docks = 6 deliveries/day and 40/week compared to 5 deliveries/day and 35/week at the existing food market

Wegmans' loading docks and compactor operation, including trucks accessing the loading docks and the operation of truck refrigeration units, may result in slightly increased noise levels, but these would be for only a short duration (1-2 hours while a truck is off-loaded). In addition, with the proposed design the loading spaces will be completely contained on-site and will be partially screened to prevent noise from permeating into the surrounding area. The proposed loading area will be located on the North Winton Road side of the Project Site, thus relocating loading activities several hundred feet further from the residences on Probert Street, and thus mitigating any noise effects.

In addition to locating the loading area off the roads, the new buildings/receiving area and proposed decorative screening walls will help buffer the noise levels at the corner of University Avenue and along North Winton Road.

6.6.3 IMPACT OF MECHANICAL SYSTEMS

Without additional screening, rooftop mechanical units may result in a sound level of approximately 58 dBA at a distance of 50 feet from the building on a continuous basis at the worst locations around the building perimeter.

Noise created by HVAC equipment, generators, and loading operations will be significantly less obtrusive to residential properties along Probert Street since the proposed locations of all units will be further to the east. The new building design will

have parapet walls that protrude several feet (3-6) above the roof line allowing much of the rooftop equipment to be screened both visually and acoustically.

6.7 CONSTRUCTION

6.7.1 IMPACT TO SURROUNDING TRAFFIC

Construction vehicles will enter and exit the Project Site at a controlled gated point and any queuing of trucks will occur onsite. Flag persons will be used, if required, to assist larger vehicle access. It is anticipated that the majority of construction equipment and traffic will enter and exit the Project Site from a construction entrance on North Winton Road where the permanent driveway to the future loading docks will be located. A stabilized construction entrance will be maintained there to prevent vehicle tracking of mud and dirt onto the public streets. Cranes and other large equipment will be operated within the Project Site and not effect adjacent roads. During all phases of construction, construction workers will park at an offsite location and be shuttled to and from the worksite.

The existing network of streets and expressways has more than sufficient capacity to handle the added construction traffic anticipated during construction.

6.7.2 IMPACT TO SURROUNDING PEDESTRIAN MOVEMENTS

During the phased construction activities the Project Site will be secured with eight foot high chain link fencing. Sidewalks directly adjacent to the fencing will be temporarily closed. Signs will be placed where the sidewalks are closed. At existing crosswalk locations signs will direct pedestrians to the opposite side of the road. The majority of existing pedestrian traffic movement is from the west traveling east along East Avenue and University Avenues. Additional pedestrians come from Harris Corporation on the north side of University Avenue. The majority of construction of the Food Market will be located behind the existing store. This will allow the existing food market to remain open during 90% to 95% of the construction period.

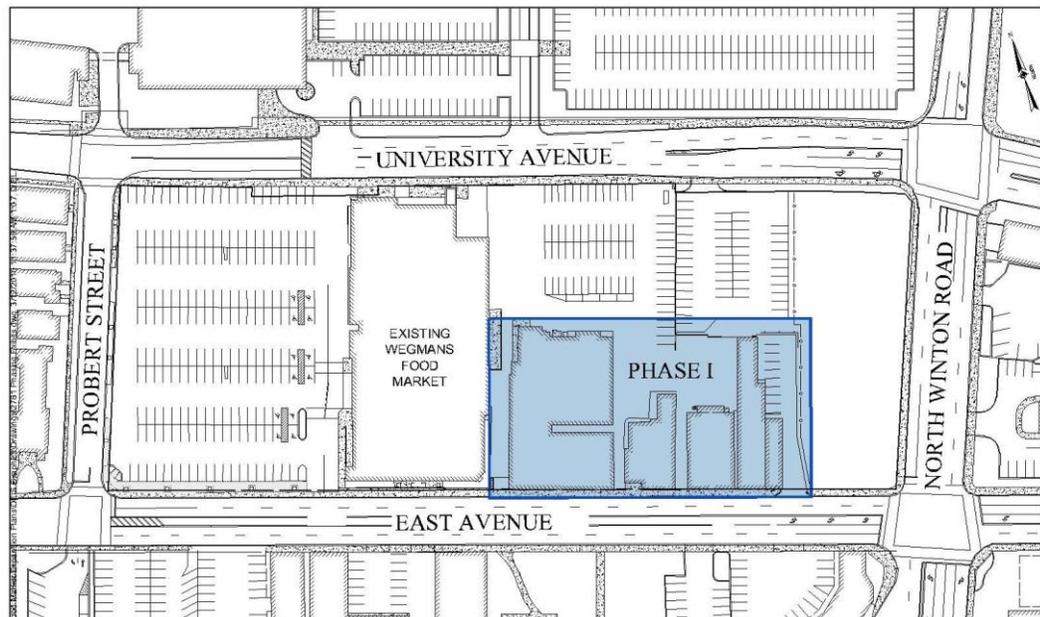
There are two bus stops adjacent to the Project Site. One is located on East Avenue, adjacent to the food market and the other on North Winton Road, near the University Avenue intersection. During construction, the East Avenue bus stop and shelter will not

be impacted as it is adjacent to the food market building. The existing building is to remain open until the Food Market construction is complete. The new bus shelter on East Avenue will remain in service throughout construction. Signage will simply be moved to its new location in one day to avoid any confusion or interruption in service. The bus stop on North Winton Road, near University Avenue will need to be closed while the sidewalks are closed for the Food Market construction. A temporary bus stop can be provided north of University Avenue on Winton, south of the railroad overpass yet north of the university intersection. Wegmans will coordinate this closure with RGRTA and the City DES permits section as DES will be handling the sidewalk closure permits.

6.7.3 PHASING

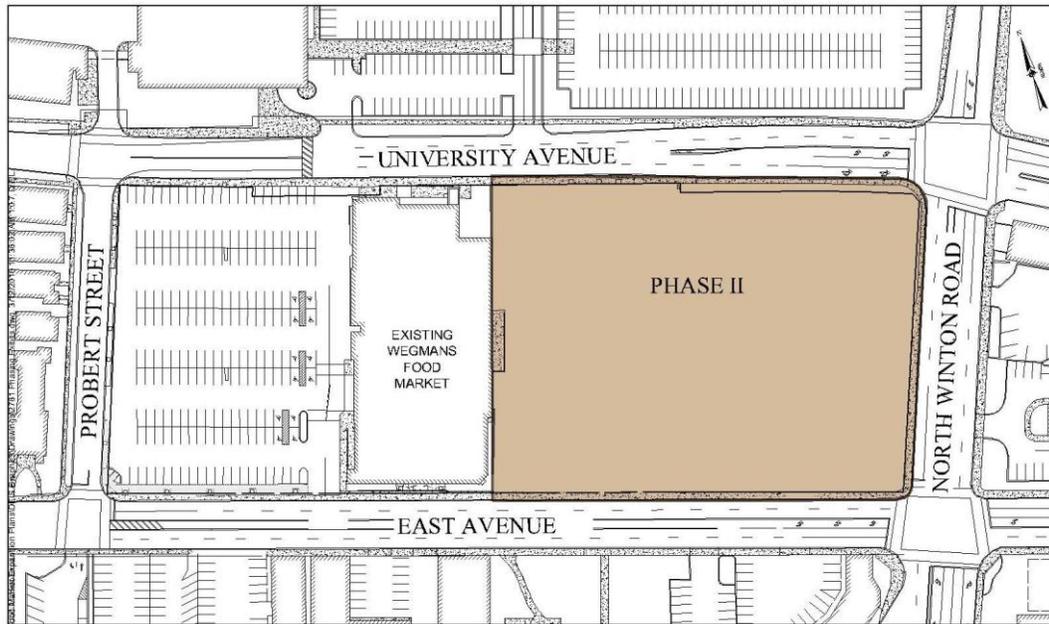
Phase 1 would consist of the demolition of the remaining buildings along East Avenue. Staging would be located west of the former parking garage.

Figure 6-10
Phase 1 - Demolition of Existing Buildings along East Avenue



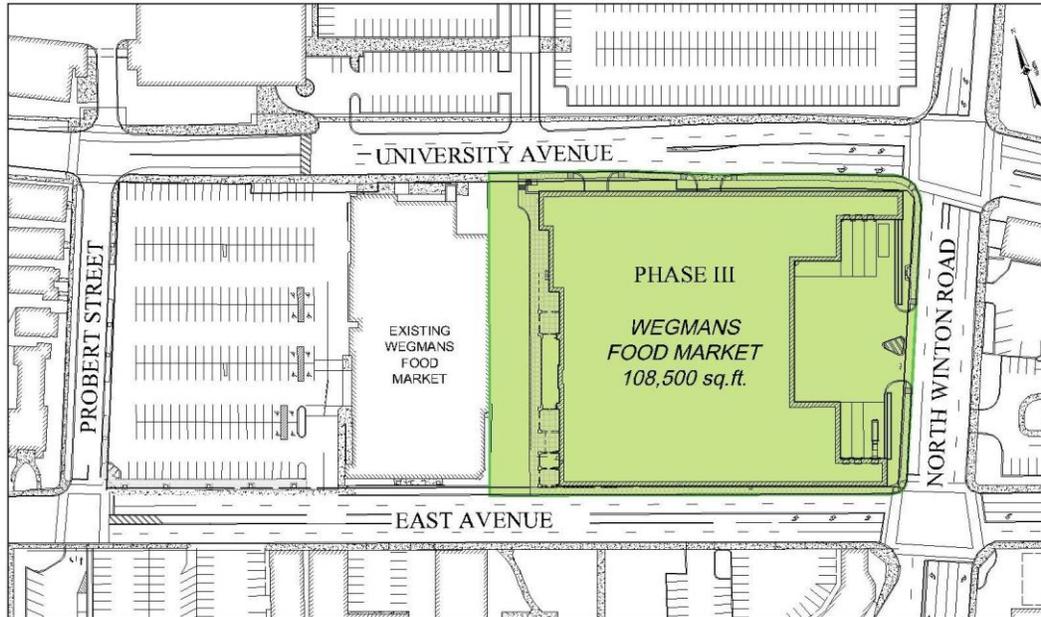
Phase 2 will be the site preparation of the area between North Winton Road and the existing food market. Staging will take place onsite and access will be from North Winton Road. Access to the rear compactor, loading areas and bottle return will remain the same for the existing food market.

Figure 6-11
Phase 2 - Site Preparation between North Winton Road and the Existing Food Market



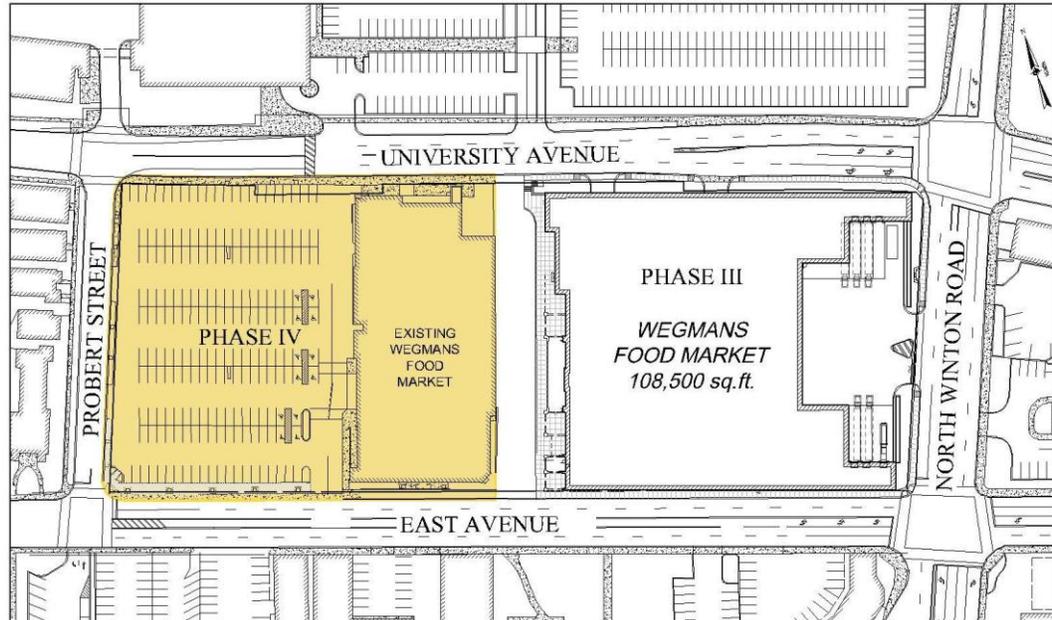
Phase 3 will be the construction of the Food Market and its loading area.

Figure 6-12
Phase 3 - Construction of Food Market



The final phase (Phase 4) will be the demolition of the existing store and construction of the new parking lot allowing for the opening of the Food Market.

Figure 6-13
Phase 4 – Demolition of Existing Food Market/Construction of New Parking Lot



6.7.4 IMPACT FROM NOISE AND DUST

The noise associated with the construction activities is difficult to mitigate due to the truck traffic and construction equipment. However, the noise will not be constant and much of the construction will be located behind the existing store which will decrease the noise from the neighboring residents on Probert Street. Limited blasting may be necessary but is not anticipated during foundation and under-slab utility installation. Working hours will be limited to 7:00 a.m. to 10:00 p.m. as allowed by the Code. Dust will be controlled by frequent watering and if necessary, calcium chloride could be applied to the exposed soils in the drier, warmer months. Trucks hauling earth or construction debris will be required to cover these loads with a tarpaulin.

6.7.5 IMPACT TO BRIGHTON PRESBYTERIAN CHURCH

Impacts to the church should be minimal as construction vehicles' access to the Project Site will be on North Winton Road or University Avenue. There may be limited construction activities occasionally during Sunday worship hours which begin at 9:30 a.m. Sunday during the short time period from closing the existing store to opening the

Food Market. The City Noise Ordinance allows construction from 7:00 a.m. to 10:00 p.m.

6.7.6 CONSTRUCTION VEHICLE ROUTES

It is anticipated that construction vehicles will access the Project Site via I-490 and that construction entrance(s) will be off North Winton Road. Vehicles approaching the Project Site would use the University Avenue exit from I-490. Vehicles exiting the Project Site would use either the East Avenue entrance ramp (if headed west) or the University Avenue/East Avenue entrance ramp (if headed east).

6.7.7 IMPACT OF PREVIOUS SITE USE

The Project Site's previous uses dating back over 100 years are well documented. Uses have been less intensive, such as residential, office, retail, and bank type uses and have not included more intensive uses, such as industrial or manufacturing uses. As such it is unlikely that environmental hazards (such as underground storage tanks or contaminated soils) will be encountered during construction.

6.7.8 IMPACT OF CONSTRUCTION STORM WATER

The Project will require a "SPDES General Permit for Stormwater Discharges from Construction Activity" dated May 2008 (GP-0-08-001). Erosion control devices will be installed prior to and maintained for the duration of construction activities to prevent silt laden runoff from exiting the Project Site. Practices will include perimeter siltation fencing, inlet protection, proper dewatering of excavations and keeping the pavements clean where used by construction vehicles. In addition, material management practices, including proper storage of materials and vehicle maintenance, will be used to reduce the risk of exposure of any material to stormwater runoff.

6.7.9 MAINTENANCE AND PROTECTION OF TRAFFIC PLANS/HOURS OF CONSTRUCTION

Any work performed in the public rights of way will require review and approval of maintenance and protection of traffic plans by the MCDOT. Hours of construction will be from 7:00 a.m. and 10:00 p.m. in accordance with the Code. If additional working hours are required, they will have to be approved by the proper City Department(s).

6.8 UTILITY RESOURCES

6.8.1 IMPACT OF WATER, SEWER AND STORM

The Food Market will require more potable water, on a daily basis, for store operations and irrigation of lawn and landscaped areas. With the use of more water, more flow will be discharged to the sanitary sewer(s). Based on hydrant flow test results obtained from the City Water Bureau and preliminary discussions with Pure Waters, sufficient capacity exists.

The Food Market will be served by a 6 inch diameter PVC SDR-21 sanitary lateral extending from the southeast corner of the building to the existing 8 inch sanitary sewer on East Avenue. Additionally, the floor drain sewer system for the parking garage will connect to the existing 12 inch sanitary sewer located on University Avenue via a 6 inch sanitary lateral with a 500 gallon oil/water separator. This is due to the drains in the parking garage being treated as “floor drains” as there is no stormwater runoff tributary to the system. For the purposes of these calculations, the maximum domestic flow rate used for the Food Market is 120 GPM, while the system in the proposed parking garage uses a peak rate of 10 GPM.

Hydrant flow data supplied by the City, as tested on 10/3/2002 is as follows:

- Static Pressure: 67 psi
- Residual Pressure: 55 psi
- Observed Flow: 1792 gpm
- Flow at 20 psi: 3746 gpm

The Food Market will be fully sprinklered, an 8 inch DIP will be installed for fire services and a 4 inch DIP will provide the domestic water service.

The maximum required flow rates for the domestic and fire flow demands have been provided by Wegmans as 120 GPM and 1200 GPM, respectively. Using the abovementioned hydrant flow test information, along with the required demands, the water distribution system was modeled to evaluate its sufficiency. Upon investigation, it

has been determined the current domestic demands can be met having a residual pressure of approximately 67 psi. After performing the necessary modeling for the fire service, it has been determined that the fire service will have a residual pressure of 61 psi at the first floor elevation.

Under existing conditions, stormwater sheet drains to a series of catch basins at various locations throughout the Project Site or onto adjacent roads, connecting to various storm sewer systems. Ultimately, discharge from the Project Site for the designated watersheds tie into existing City storm sewers located on each of the streets where the site has frontage (i.e. East Avenue, University Avenue, North Winton Road and Probert Street). The rational method ($Q=CiA$) was used to determine runoff for the various watersheds throughout the Project Site to calculate the total discharge to the different connection points at each street. Under developed conditions, all of the Project Sites stormwater runoff from the Project Site will be captured in a series of storm sewers throughout the Project Site. This runoff will then be directed to the City's storm sewers located along the same streets as stated earlier under existing conditions. The peak flow rates for the overall development will be reduced below those listed under existing conditions due to an increase in greenspace as a result of the proposed development. In addition, three (3) underground CDS (continuous deflection separation) units will be utilized to provide water quality treatment prior to the stormwater leaving the Project Site pursuant to the NYSDEC Stormwater Management Design Manual, dated August 2003 and Chapter 9 for re-development dated January 9, 2007.

The following table summarizes the existing and developed peak discharge rates leaving the Project Site.

**Table 6-6
Existing and Developed Peak Flow Rates**

Area Designation	Q₂ Existing (cfs)	Q₂ Developed (cfs)
East Avenue	6.99	13.82
University Avenue	11.91	3.24
North Winton Road	0.06	2.13
Probert Street	1.43	0.06
TOTAL	20.39	19.25

The reduction in impervious area translates to a corresponding decrease in stormwater runoff. In summary, the existing site and utility infrastructure pose no restrictions to the Project for storm sewer collection, sanitary sewer collection or water distribution needs. An “Engineer’s Report”, which provides a detailed analysis of these resources can be found in Appendix A.

6.8.2 IMPACT ON ELECTRICITY, TELECOMMUNICATIONS AND NATURAL GAS

The Food Market building will be more demanding on local utilities, which can be expected when a building increases in size. Initial correspondence with each of the utility companies indicates that there is more than adequate capacity to service the Project.

Based on meter readings of the current uses (from 2008), the project area consumed 3,754,144 kilowatt hours of electricity and 92,350 therms of gas. These numbers represent the consumption during the 12 month period from January through the end of December 2008. It is worth noting, that during this period, not all of the office and retail spaces in the Project Site were fully occupied.

By contrast the Food Market is anticipated to use approximately 5,500,000 kilowatt hours of electricity and approximately 130,000 therms of gas. These estimates are based on annual consumption rates at two comparably sized stores in the Rochester area. These estimates represent an increase of 32 percent (for electricity) and 29 percent (for gas).

This increase in demand has been discussed with Rochester Gas and Electric. It is anticipated that they will be able to easily accommodate this increase in demand and there will be no noticeable differences in the operations of the utilities in the immediate project area.

6.8.3 ENERGY SAVING

Though energy demand for the Food Market will be higher than what is currently required, Wegmans and its designers have made great efforts to design the building and its utility infrastructure as efficiently as possible.

The Food Market will incorporate a comprehensive energy management system, which will help to reduce electrical and gas usage throughout the course of the day when the opportunity presents itself. As an example, lighting on the sales floor will be greatly reduced between the hours of 12:00 AM and 6:00 AM, when there are very few customers in the Food Market. The system will also throttle back other HVAC and refrigeration units during certain times of the day and months of the year in order to fluctuate with seasonal temperature and humidity variations, allowing Wegmans to reduce its energy consumption when possible.

6.8.4 WATER SAVING FIXTURES

The existing food market uses approximately 2.7 million gallons of water each year. The Food Market (based on comparably sized stores) is expected to use approximately 3.8 million gallons. To help control this number, all new stores are outfitted with water saving devices on all employee and customer used sinks. In production areas, sinks are equipped with water aerators which reduce the flow from the sink by half. All hand sinks and water closets are also equipped with motion sensor devices that reduce the run time on each apparatus.

6.8.5 LOW MAINTENANCE DESIGN

The Wegmans Design Services Group has worked diligently over many years to specify and include equipment that is both more efficient and less maintenance intensive in the construction of new food markets and retrofit applications. The food markets are equipped with refrigeration houses, helping to reduce the number of individual freezers

or refrigerators on the sales floor reducing the amount of refrigeration and electricity required as well as lowering maintenance efforts.

Wegmans also uses the highest quality and most durable equipment on the market, again in an effort to reduce the overall maintenance requirements of the building.

6.8.6 STORMWATER QUALITY ENHANCEMENTS

Enhancements will include increased greenspace and the installation and maintenance of stormwater treatment units at all discharge points from the Project Site.

7.0 ADVERSE ENVIRONMENTAL IMPACTS THAT CANNOT BE AVOIDED

The Project will include the demolition of buildings and structures, as well as have temporary impacts associated with the construction phase of the Project.

The loss of the buildings and the temporary impacts associated with construction activities constitute environmental impacts that cannot be avoided.

The Project will entail the demolition of the existing structures within the boundaries of the Project Site. Storefronts along East Avenue and the existing food market will all be removed to allow for the Project. Many of the buildings have been vacant since 2005 when Wegmans allowed current leases to terminate in anticipation of constructing a new food market. When the 2005 project was withdrawn, Wegmans did not pursue additional tenants for these spaces. Extensive and costly repairs would be required to make the buildings viable and conform to the present Building Code. The removal of some of the buildings will result in a loss of a subjective cultural resource that cannot be avoided. Incorporating the buildings or parts of the buildings into the Food Market was reviewed and analyzed and found to be infeasible. The construction of the Project cannot occur unless the existing buildings are removed. There is not enough room within the Project Site to adequately accommodate the necessary building footprint to make the Project worthwhile if these buildings were to remain. Refer to Figure 7-1 – Schematic Floor Plan with Existing Buildings Outlined.

**Figure 7-1
Schematic Floor Plan with Existing Buildings Outlined**



The Project will involve construction activities that will slightly increase noise levels, minimally effect air quality from dust and vehicle exhaust and, to some extent, increase ground vibrations from construction traffic. These effects cannot be avoided, but they can be minimized through mitigation efforts. Mitigation will include scheduling construction during normal business hours, adherence to noise standards, proper operation and maintenance of construction vehicles, implementation of dust control practices and restriction of heavy construction operations to minimize vibrations. In addition, these impacts are temporary.

8.0 REASONABLE ALTERNATIVES TO BE CONSIDERED

8.1 NO ACTION

The “no action” alternative is intended to assess the adverse or beneficial impacts that are likely to occur in the future if the Project is not undertaken. The “no action” alternative does not meet Wegmans goal to provide its customers with a safe, convenient, full service shopping experience. Additionally, the mechanical and refrigeration systems of the existing food market will require extensive overhauling or replacement to allow the food market to continue in operation. It is questionable whether this investment is worthwhile, given the age and condition of the existing food market. Parking and loading operations would continue to be substandard and a safety concern. The deteriorated condition of the existing structures along East Avenue make rehabilitation of those structures cost prohibitive; they simply will not be able to generate enough rental income to recoup the money required to rehabilitate the structures to an acceptable condition.

Leaving the Project Site in its present condition will result in the loss of benefits to the public. The loss would include less property and sales tax revenues, fewer secondary economic development opportunities and fewer short-term and long-term employment opportunities. Wegmans will also experience a loss in revenue by maintaining a substandard facility and will be required to expend millions of dollars in order to continue to operate that substandard facility. Wegmans will also have to continue to expend its resources paying property taxes on underdeveloped property.

If the Project Site were to remain in its present condition potential benefits include: less traffic, avoidance of construction impacts, no visual changes to the neighborhood and no increased demand for energy and water.

8.2 REDUCED BUILDING SIZE/SCALE

New stores recently constructed by Wegmans are in the 125,000 to 140,000 square foot range, depending upon anticipated sales volume. Based upon the current volume of the existing food market, the optimum store size for this location would be at the higher end of this range at 140,000 square feet.

In order for the Project to be economically viable, it is critical that Wegmans maximize the building size. An in-house analysis of sales versus floor area has shown optimal Food Market size at this location is 140,000 square feet with a width of 443 feet and a depth of 316 feet. The Food Market footprint, at 108,500 square feet, is approximately 23% less than this optimally sized building. The proposed dimensions are 315 feet wide and 250 feet deep. By building a store that is 145 feet narrower than the optimal layout, each department will be smaller than Wegmans' typical food markets and approximately 10 fewer merchandising aisles will be available to Wegmans customers compared to an optimally sized store. New food markets generally have 4,600-4,700 linear feet of merchandising display. Wegmans is proposing 3,200 linear feet, well below the typical floor plan, but approximately 1,200 linear feet more than the existing food market. Furthermore, the number of cash registers is directly correlated to the width of the food market. By increasing the width compared to the existing food market, Wegmans will be providing more registers to improve front-end efficiency for their customers, although the total number of registers will still be fewer than its new prototype food markets.

The largest unmet need at the existing food market is for prepared foods and the Natures Marketplace (natural and health foods). Collectively, because space is so limited, these two categories occupy just over 4,000 square feet at the existing food market. In more current new food market designs (those designed in 2009 and currently under construction), approximately 20,000 square feet is dedicated to these two categories. The prepared foods section alone in new stores is approximately 17,000 square feet. As proposed, these two categories will occupy approximately 14,000 square feet in the Food Market; smaller than what is desired but still more than triple the existing areas, allowing Wegmans to significantly increase its product offerings and food experience to its patrons. Figure 8-2 shows the schematic floor plan.

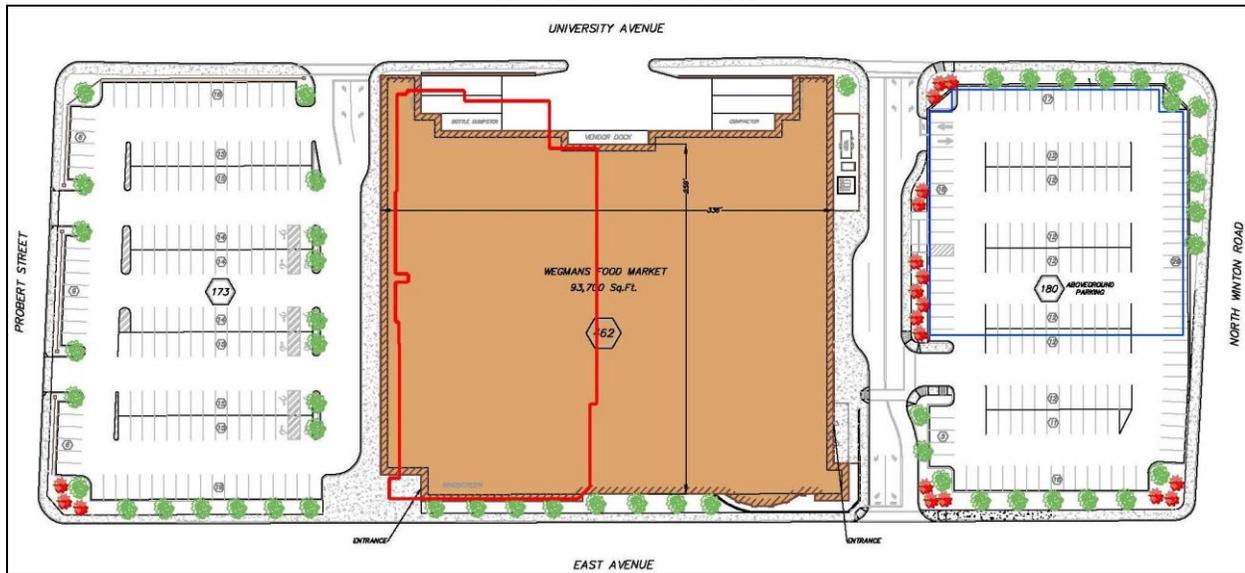
8.3 ALTERNATIVE FLOOR PLANS/EAST AVENUE ELEVATIONS TRANSPARENCY

The professional design staff within the Wegmans Design Services Group regularly reviews and, as necessary, modifies the prototypical designs to stay current with architectural trends as well as to reflect current company initiatives. At the heart of the design for the Food Market is the Company's desire to help its customers understand where good food comes from and to build on the history of the Company which started as a fruit and vegetable push

cart in the City of Rochester in 1916. As such, the architectural elevations build on the concept of an agriculturally based village. This village theme has been used on the inside of all new stores since 1997. The architectural elevations used at the Food Market attempt to bring this same theme to the outside of the building while providing a variety of building heights, points of relief, and fenestration along the East Avenue side of the Food Market.

Several alternative layouts were evaluated in an effort to increase transparency along the East Avenue (south) elevation. One alternative that Wegmans considered is shown in Figure 8-1. In this alternative plan, the front of the Food Market would face south towards East Avenue. Parking fields would be located on both the western and eastern sides of the Food Market and a parking garage (outlined in blue) would be placed at the northeastern portion of the block. An entrance to the grocery and general merchandise departments would be placed west of the Food Market and an entrance for the Market Café would be placed on the eastern side of the building. Upon further careful review, Wegmans felt that this concept was not practical for the Company. The Store Operations Department felt that the customer flow inside the Food Market would hinder sales and be potentially confusing for its customers. In addition to operational concerns, the Asset Protection (Wegmans' internal security) Department had concerns regarding the number and the locations of the entrances and exits in relation to the point of sale areas. Perhaps the most significant obstacle is the phasing of construction. The existing food market (outlined in red) would need to be demolished prior to the construction of the Food Market. During the 18 month long construction period, the existing food market would need to be taken out of service resulting in a loss of revenue to Wegmans, a loss of tax revenue to the City and a major inconvenience to Wegmans' customers. This proposed layout, would also result in traffic patterns that are not ideal: the parking lot located west of the Food Market would continue to use the two curb cuts along Probert Street and queuing would be within the drive aisles; additional curb cuts on East Avenue and University Avenue would be added east of the Food Market; and the loading area behind the Food Market would be located along University Avenue requiring trucks to maneuver within the right-of-way on University Avenue, much like they do today.

**Figure 8-1
Alternative Site Plan A**



Having made the determination that the front of the Food Market should face west, the optimum design for the store would locate the Market Café area along the southerly wall of the building. For the reasons described in Section 6.1.1.4 above, the optimum store design for this site would result in several large pieces of culinary and mechanical equipment and coolers being located directly adjacent to the southerly wall of the building. This design would make it impractical to locate a customer door along the East Avenue frontage. However, in an effort to increase transparency and encourage pedestrian flow along East Avenue, Wegmans was able to incorporate the entry forecourt at the southwest corner of the building. Refer to Figure 8-2.

Another alternative that was evaluated was to mirror the layout so the equipment in the Market Café area was internal to the store and the production areas were closer to East Avenue, thus allowing for the use of “active” windows along East Avenue. Doing this would be detrimental to the excitement and customer experience that Wegmans has worked so hard to create within the store. An in-house study has found that it is imperative to have product on both sides of the customer during their shopping experience. If the scullery, coolers, freezers, and preparation areas were internal, allowing for windows along East Avenue, customers would be required to shop either side of an enclosed storage and preparation area. In this case, both the customer experience and Wegmans sales would be compromised.

In addition, for food safety reasons the product is kept cold throughout the entire cycle (cold chain) from receiving to delivering to the customer. This is accomplished using refrigerated storage/staging space at the rear of the food market and continues on throughout the prepared food section of the food market through a variety of refrigeration units within the preparation spaces. The cold chain needs to be direct and as short as possible to limit the amount of refrigerated hallways and aisles necessary. It would be difficult to maintain this cold chain under the mirror image layout because customer circulation would be required to interrupt the flow of product through the cold chain.

Recently, Wegmans hired an internationally recognized consulting firm to evaluate its food markets and to make work spaces as efficient as possible. The goal of the study was to evaluate every worker's work space and to organize both the person and the space (food product and tools within hands reach, distance to product, display organization, etc.) Every aspect of food market operations was also analyzed including trucking, loading, stocking, preparation times, checkouts, and customer service. Redesigning the Food Market to change its fundamental work flow would require major deviations from the findings of that study and would introduce inefficiencies that would compromise Wegmans' productivity and its ability to effectively service its customers.

Also worth noting, during preliminary site planning for the Project Site, Wegmans considered a variety of site layout alternatives. A subset of these can be found in Appendix I. The concepts considered everything from retail at the corner of East Avenue and North Winton Road to keeping the Fountain Blue building in place, as well as differently configured additions to the existing food market. Ultimately, the proposed plan presented was selected over these alternatives.

Figure 8-2
Schematic Floor Plan



8.4 RENOVATE EXISTING EAST AVENUE BUILDINGS

The buildings scheduled to be removed have housed small businesses of one type or another over the last century. The majority of the buildings were occupied up until 2004/2005, and the Fountain Bleu building remains occupied today. The buildings have continued in service without receiving expected, normal maintenance. The buildings contain poorly designed rear additions built to increase their useable areas; grade has been raised to facilitate vehicular movement from north to south; and the interiors have been reconfigured to maximize available space without regard to the original function of the building or its character. It is important to note that most of these site and building modifications had taken place prior to Wegmans purchasing the properties.

Proper renovation would require significant rehabilitation of deteriorated building fabric, removal or restructuring failing rear additions, and reconfiguring interiors to meet modern Building Code and accessibility requirements. With proper renovation these buildings could offer continued service.

The costs for proper renovation are listed below and likely exceed the overall value of the properties:

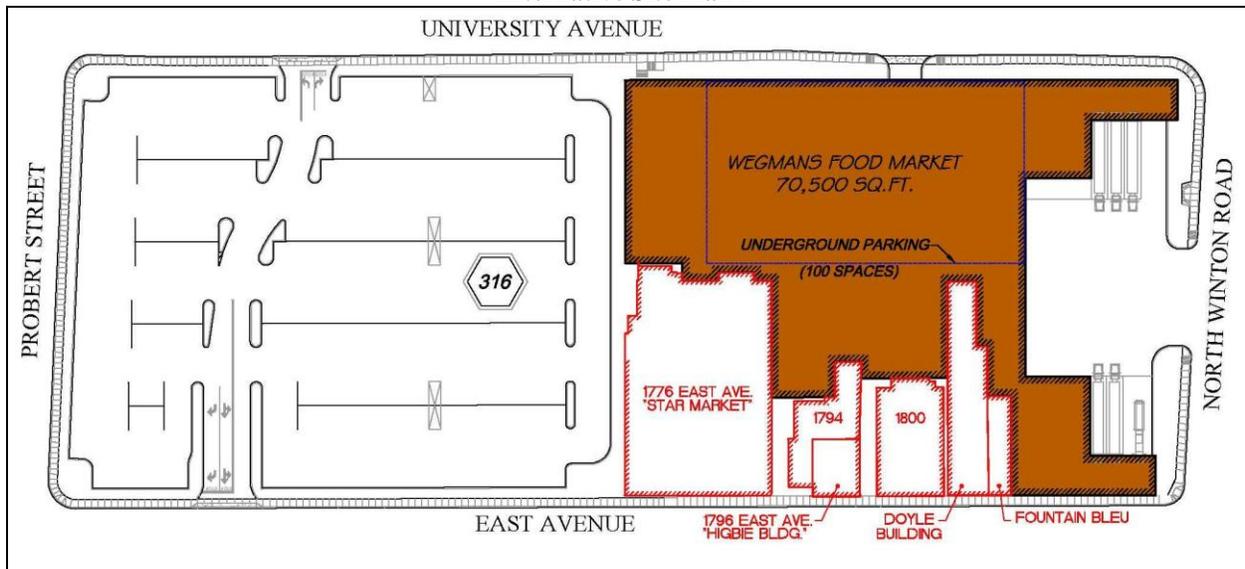
- Building #1(1794 East Avenue): \$212/sf = \$331,000
- Building #2 (1796 East Avenue – Higbie Building) : \$138/sf = \$590,000
- Building #3 (1800-1802 East Avenue – Women’s Christian Temperance Building): \$123/sf = \$946,000
- Building #4 (1806 East Avenue – Doyle Group): \$125/sf (the cost/sf if the inappropriate second floor was removed would be significantly more) = \$1,328,000

According to cost estimates prepared by Bero Architecture, renovating these buildings would cost approximately \$3.2 million. The \$3.2 million dollar cost would bring the buildings up to modern Building Code and accessibility standards (bare drywall and fixtures). The \$3.2 million dollar cost would increase significantly in order to finish to tenant lease standards. While it is certainly possible to renovate these structures, Wegmans sees the highest and best use of this property as a larger food market. The rent that could be obtained by restoring these units is not nearly adequate to provide a reasonable return on the investment necessary

to complete the restoration. Therefore, the buildings are likely to remain vacant and fall further into disrepair.

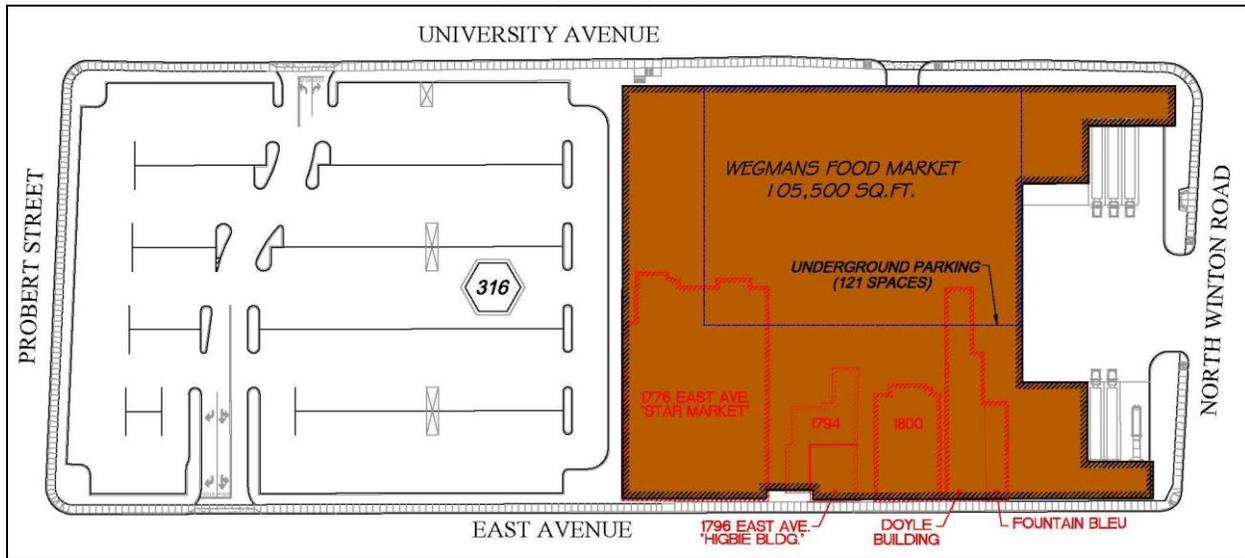
Wegmans was also asked to examine the feasibility of building the Food Market behind the vacant retail buildings. This would result in a small and irregular shaped footprint, with very limited visibility from East Avenue. Also, due to the former Star Market, the size of the underground parking would need to be reduced, and the front of the Food Market would be expanded toward the west. With these modifications, Wegmans would provide approximately 60 fewer parking spaces; far below the desired number. (Refer to Figure 8-3.)

**Figure 8-3
Alternative Site Plan B**



Another alternative to renovating the existing spaces along East Avenue would be to remove a vast majority of each of the buildings and keep and incorporate the East Avenue facades into the overall design of the building. Refer to Figure 8-4. To align with the former Star Market, the front of the Food Market would need to be expanded toward the west, resulting in a loss of approximately 40 spaces below the proposed site plan. In addition, the portions of the several buildings that actually abut East Avenue were added long after the original building structures and therefore have little, if any, historical value.

Figure 8-4
Alternative Site Plan C

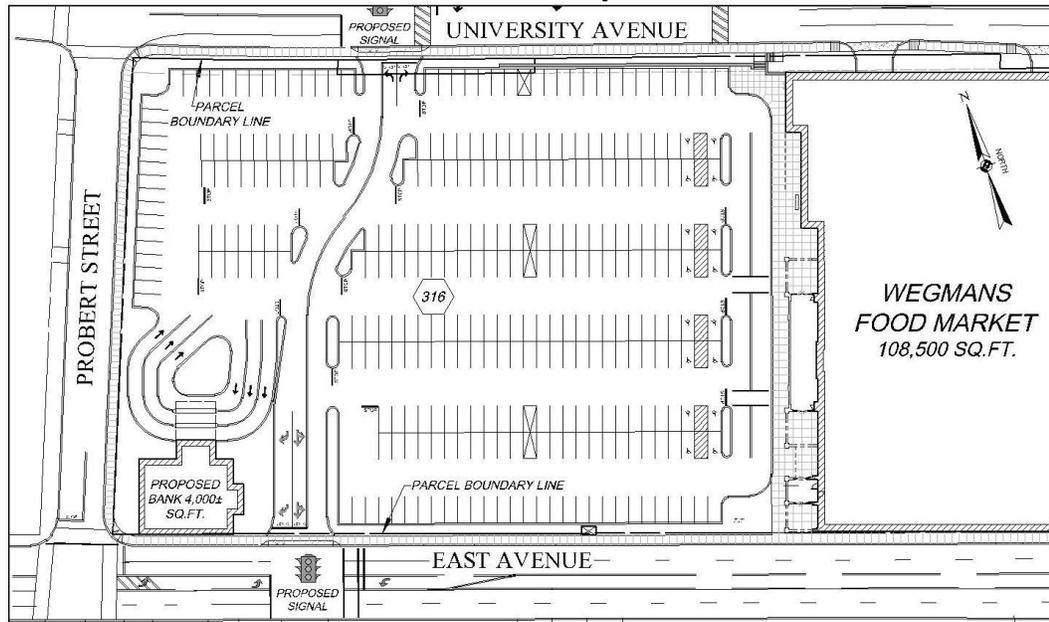


8.5 ADDITIONAL BUILDINGS ALONG SOUTH SIDE OF PARKING FIELD

This alternative would incorporate a building or feature at the southwest corner of the parking field. The purpose of this feature would be to provide a visual break in the proposed surface parking lot. To evaluate the impact on the proposed parking field, a variety of alternatives are shown in Figures 8-5 through 8-8. A brief summary of those drawings follows:

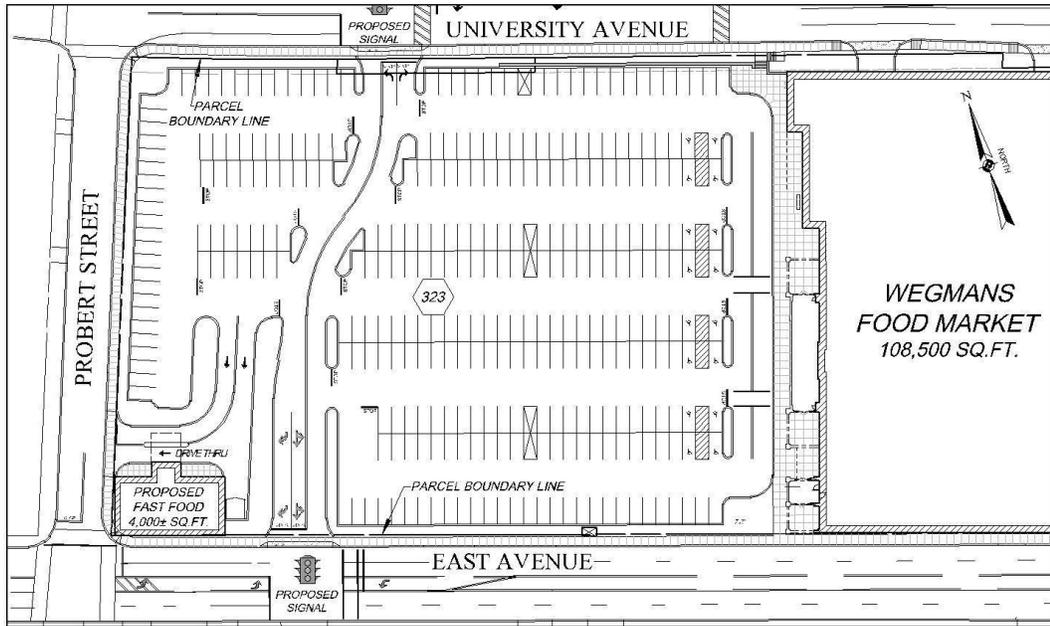
Schematic Bank Layout A - This concept includes a 4,000 square foot bank with three drive-thru lanes and stacking. The impact to the proposed parking field is shown in Table 8-1, entitled "Outparcel Parking". In order to provide the correct drive thru orientation, the drive thru patron must first head south then navigate 180 degrees north. The drive thru traffic would discharge into the Food Market parking field. Customers who drive and park must cross the drive thru lanes to access the bank.

**Figure 8-5
Schematic Bank Layout A**



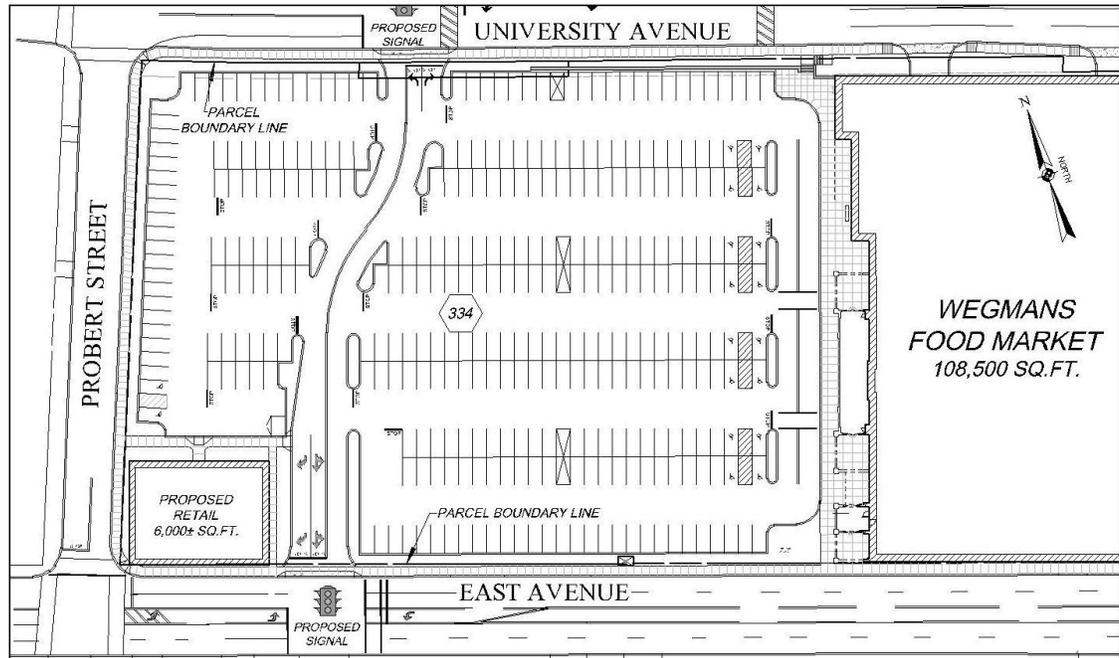
Schematic Fast Food Layout B – This concept depicts a 4,000 square foot fast food restaurant with a drive thru. To avoid the 180 degree navigation path and discharge into the parking lot, an additional exit only curb cut is shown on Probert Street. Parking demand for this use is high. Customers who park and eat inside would be required to cross the drive thru lanes.

Figure 8-6
Schematic Fast Food Layout B



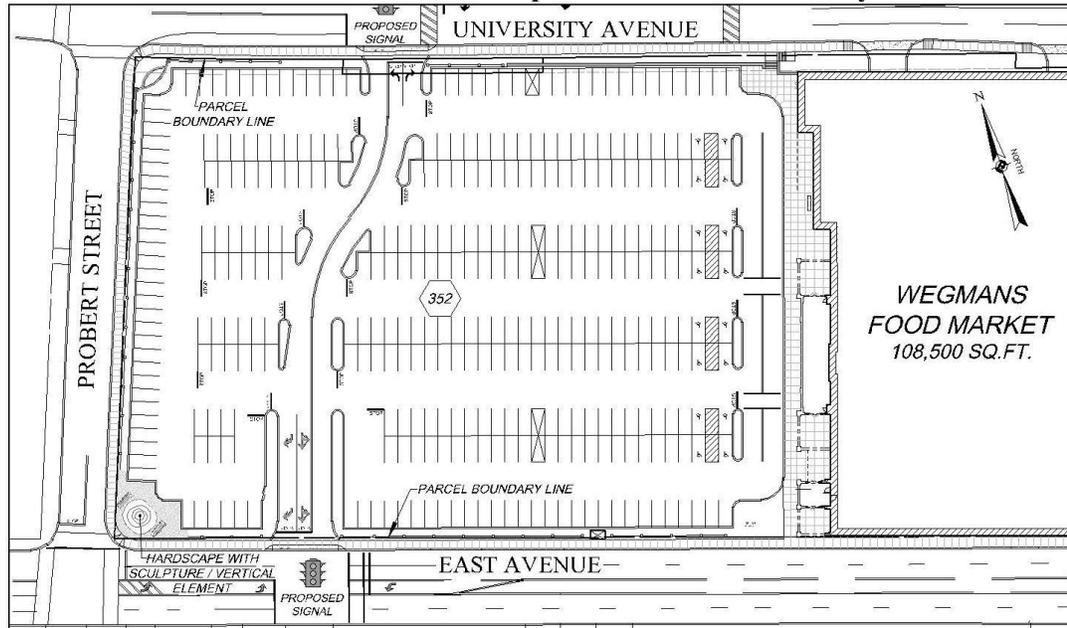
Schematic Retail Layout C – Concept C shows a 6,000 square foot retail space to be located at the southwest corner of the parking field. Pedestrian access would be from multiple sides and the space could house single or multiple use tenants. Circulation is limited to avoid congestion of outparcel patrons in the main entrance queuing area. Although not preferred by Wegmans, this alternative plan could be accommodated.

Figure 8-7
Schematic Retail Layout C



Schematic Southwest Corner Sculpture or Vertical Element Layout F – This sketch shows an enhanced area at the southwest corner, where a vertical element could be combined with a sitting landscape and hardscape area. There would be a very limited effect on parking.

Figure 8-8
Schematic Southwest Corner Sculpture of Vertical Element Layout F



**Table 8-1
Outparcel Parking**

Drawing	Description	Parking Lost	Parking Gained	Net Increase/ Decrease	Parking Use Demand	Total Loss to FM	% of Food Market Customer Parking
2781-BNKA	4,000 SF Bank	40	0	(40)	8	48	13
2781-FFB	4,000 SF Fast Food w/ Drive thru	33	0	(33)	24	57	16
2781-Retail C	6,000 SF Retail	26	4	(22)	11	33	9
2781-SCULP	A sculpture or vertical feature in the southwest corner of the plot	4	0	(4)	0	4	1

The concepts presented all serve to break up the visual size of the parking field.

The concepts that add structures at the southwest corner all create some undesirable impacts to the Project. The most significant impact is the decrease in available parking for the Food Market caused by the placement of the structure and amenities on available spaces and the creation of additional demand for the remaining parking. Table 8-1 shows this demand based upon City Code. The parking necessary for Wegmans outparcel buildings is typically higher than those required and permitted as of right by the Code. This discrepancy can be decreased if the outparcel use is such that it encourages patronage at both the Food Market and the outparcel. For the concepts presented, the parking reduction ranges from four (4) spaces to 40 spaces. This range equates to 1% to 13% of the overall spaces available in the surface parking lot.

Other impacts to the Project include reduction (almost total elimination) of site lines to the Food Market from East Avenue. Change to circulation and the creation of a new driveway on Probert Street could result in an increase in potential conflict points. The schematic designs that include drive thru operations create particularly difficult stacking arrangements in the southwest corner of the Project Site given compromised pedestrian access. The inclusion of loading and trash enclosures in the outparcel area also adds challenges to screening and operations.

Clearly the impacts associated with the addition of structures at the southwest corner of the Project Site negatively affect the Food Market. These uses severely decrease the available

Food Market parking negating a primary goal of the Project. The concept that includes a sculpture or other vertical element shows the most promise of creating a visual break without major disruption to the Food Market. In addition to developing a sculpture at the corner; the existing bus shelter that is located at the midpoint of the existing food market could be re-worked to create a more inviting and attractive shelter. The shelter could be located at approximately the midpoint of the proposed parking field and would serve to visually break-up the parking lot. Trees and landscaping, complying with the Code are required along the street. These will also help screen the parking lot from the traveling public.

8.6 ALTERNATIVE PLANS WITH INCREASED SETBACK FOR PARKING AND BUILDINGS

8.6.1 PARKING SETBACK

One way to increase the setback to parking is a reduction in parking. Table 8-3 shows possible alternatives.

Table 8-2
Increased Parking Setback Alternatives

Option	Description	Green Added (# of feet)	Total Green	Loss of Parking	% of Main Surface Parking
A	Remove southern row of parking and replace with greenspace	18	25.3	34	9.3
B	Remove southern row of parking and replace with parallel parking	9	16.3	23	6.3
C	Convert three (3) parking spaces into landscape islands	~	~	3	0.8

The second way to increase the parking setback and buffer area is to reduce the dimensional requirements of the drive aisle to that of the minimums outlined in the City Code. If the proposed 26 foot aisles are reduced to 24 feet, an additional ten feet can be gained at the north and south ends of the Project Site; however this modification would potentially impact the ease with which customers maneuver throughout the site with shopping carts and vehicles. Setting the University Avenue greenspace at ten feet wide, the East Avenue greenspace can be expanded to 14.7 feet. This alternative is shown on plan CN-113 titled, "Alternative Site Plan", located in Appendix K.

8.6.2 BUILDING SETBACK

To increase the distance between the Food Market and the edge of pavement, three approaches could be taken. The first approach is to narrow University Avenue and/or East Avenue. This is discussed in Section 8.8, "Right-of-Way Alternatives". The second is to reduce the size of the building. The East Avenue building frontage is 281 feet. For every one (1) foot of setback gained, 281 square feet of the Food Market is lost. As mentioned in section 8.2, the Food Market is significantly smaller and narrower than the typical Food Market. In order for the construction of the Food Market to be economically viable, it is critical that Wegmans maximizes the building size. Keeping the Food Market as proposed would allow for a sidewalk approximately 8-feet wide, which is more than adequate to handle the number of pedestrians using this portion of the sidewalk, (keeping in mind that the main pedestrian activity is occurring between the bus stop and points west of the Food Market.)

Reducing the road width was analyzed in 2004 and was the preferred method of dealing with this issue. However, since 2004 traffic volumes on East Avenue have increased between 10 and 15 percent, according to recent counts conducted by FRA, and a narrowing of the roadway given this recent trend would not be prudent.

Another alternative would be to shift the Food Market five feet to the north, (off of the East Avenue right-of-way line). This would provide on average 13.1 feet from the building to the face of curb for a wider sidewalk or perhaps some low landscaping in conjunction with sidewalk, as well as enhanced bus shelters. This would necessitate a right-of-way taking along University Avenue where the right-of-way currently jogs from north to south near North Winton Road. This would also require Wegmans to seek an additional area variance from the City, as the new setback would exceed the zero to five foot setback required for this zoning district. In conjunction with the building shift, outdoor seating could be incorporated at the Market Café depicted on the "Alternative Site Plan", located in Appendix K.

8.7 ALTERNATIVE PARKING

The Project as presented attempts to maximize parking by utilizing a combination of surface and subsurface parking. Surface parking is provided for customers in the main lot west of the

Food Market. A single level subsurface parking facility is proposed under the Food Market footprint. This parking is proposed to be for employees only to avoid the excessive cost and operational challenges associated with shopping cart elevators, escalators, and security issues. Additional area beneath the new Food Market may be used for utilities including water, electrical rooms and under-slab plumbing which are concentrated on the prepared foods side of the Food Market, the portion adjacent to East Avenue.

Additional alternative parking could be used in lieu of or in addition to the surface parking shown in the current proposal. Alternative parking could take the form of additional subsurface parking, additional parking structures, or rooftop parking. Benefits to customers, public and employees include the potential for increased buffering, improved pedestrian space, more building space on the site and possible reduced surface parking. Negative impacts include: increased cost, inconvenience to customers, increased use of space for ramps, elevators, escalators, increased demand of energy associated with air quality systems, and increased removal of soil and rock.

Many factors contribute to increased cost of alternative parking. The “Dimensions of Parking” states that, “an economical structure in the year 2000 to cost in the range of \$7,500 to \$10,000 per parking space. Costs in excess of \$25,000 have been reported for spaces below grade. Subsurface conditions have a major impact on cost”. In addition, because the Food Market buildings are so mechanically intensive (due to the large scale rooftop HVAC and refrigeration needs) locating parking on a rooftop is not practical.

The cost associated with surface parking lot spaces based on Wegmans historical data ranges from \$2,500 to \$3,000 per parking space. The “per space” costs do not include original land costs, permitting or design. The underground parking currently proposed includes challenging geotechnical conditions. Much of the excavation will be in rock, which typically costs ten times the amount it costs to excavate earth. In this particular case some of the excavation efforts would be required anyway for the Food Market footprint, but the overall cost of the structure will still be significantly more than if an equal number of parking spaces were created at the surface level.

The addition of parking structures also carries extensive cost. Structured parking requires ramps to access the parking. An 8% ramp at 24 feet wide requires 300 linear feet to climb 25

feet to the roof of the Food Market. This equates to 7,200 square feet of area or the equivalent of 27 spaces. To have a net gain of at least 100 spaces, a total of 127 spaces would need to be constructed. The cost of adding the net 100 spaces would be in the magnitude of \$1.3 million dollars. This figure does not take into account any enhanced architecture or ramp.

Underground parking is currently part of the Project. Limiting it to employee parking and locating it under the building is the most viable alternative.

8.8 RIGHT-OF-WAY ALTERNATIVES

The Project anticipates that Wegmans parking will occupy a ten foot jog in the right-of-way along University Avenue. This is consistent with the existing parking at the existing food market. In addition, an alternative is to shift the Food Market to the north, which would place the Food Market five feet off the East Avenue right-of-way, necessitating another taking along University Avenue west of North Winton Road. Use of the right-of-way could be formalized by transfer of the same to Wegmans. A possible alternative to acquisition would be a permanent easement agreement to Wegmans from the City. The capacity of University Avenue is more than adequate and reducing the right-of-way by five feet should not hinder current operations within the existing right of way.

Another possible use of the surrounding right-of-way would be to convert it from vehicular use to pedestrian use. The purpose of this conversion would be to take roads with excess capacity and narrow or change them to provide potential pedestrian travel ways and gathering spaces. This space could result from reduced lanes within the roadway or curbed bump-outs in key locations. The public benefit includes greater space for pedestrians, possible traffic calming and potentially improved aesthetics. Possible negative impacts include increased vehicular congestion, loss of parking and cost associated with road narrowing or bump-outs.

The City Department of Environmental Services must evaluate the highway capacity to determine if the potential exists for narrowing the road or incorporating bump-outs. The Project and Outparcel "Traffic Impact Study", State and County data and surrounding area data will need to be evaluated. If excess capacity exists, the design and funding will need to be pursued to incorporate this alternative.

Wegmans has met with MCDOT and representatives from the Harris Corporation to discuss the need for a pedestrian signal and crosswalk between the two properties on University Avenue. As of this writing, only conceptual discussions have taken place and all indications are the earliest this could be installed would be the Spring or Summer of 2010. The Project shows a full intersection at the Wegmans Driveway and University Avenue intersection, anticipating this installation.

8.9 ALTERNATIVE PHASING

The only alternative would be to demolish the existing food market first. This would not provide any benefits because the existing buildings along East Avenue are vacant. It would also result in a longer time period when the existing food market would close and the Food Market would open. Loss of sales tax and employment, and inconvenience to the customers would result.