

PROJECT REVIEW COMMITTEE RECOMMENDATIONS DRAFT

#SP-014-11-12

1500 South Plymouth Avenue, Brooks Landing Phase II

November 2, 2011, 4:00PM

City Hall Room 223B

Committee Members in Attendance:

Rob Fornataro (for Dave Beinetti), urban design specialist (architect)
Doug Benson, Bureau of Planning and Zoning, Associate City Planner
Roger Brown, urban design specialist (architect)
Bret Garwood, Director of Development Services
Jim McIntosh, City Engineer
Joel Smith, Bureau of Planning and Zoning, Plan Review

City Staff:

Marcia Barry, Director of Planning and Zoning
Jason Haremza, Senior Planner, PRC Secretary

Project Description:

Construct a mixed use 11 story building containing 70 units (170 bedrooms) of student residences, a 5300 sf restaurant with outdoor seating on the ground floor and a 3500 sf boat house on the river level. Construct a single story 4000 sf credit union (separate building) with drive-through operation. Project includes associated landscaping improvements and legalization of existing unapproved surface parking on site. A single Environmental Assessment is being conducted that incorporates this project and the related public improvements to Genesee Valley Park, immediately to the south.

Zoning District: BL URD Brooks Landing Urban Renewal District

SEQR Action: Type I

Site Plan Type: Major (Type I Action)

Recommendations:

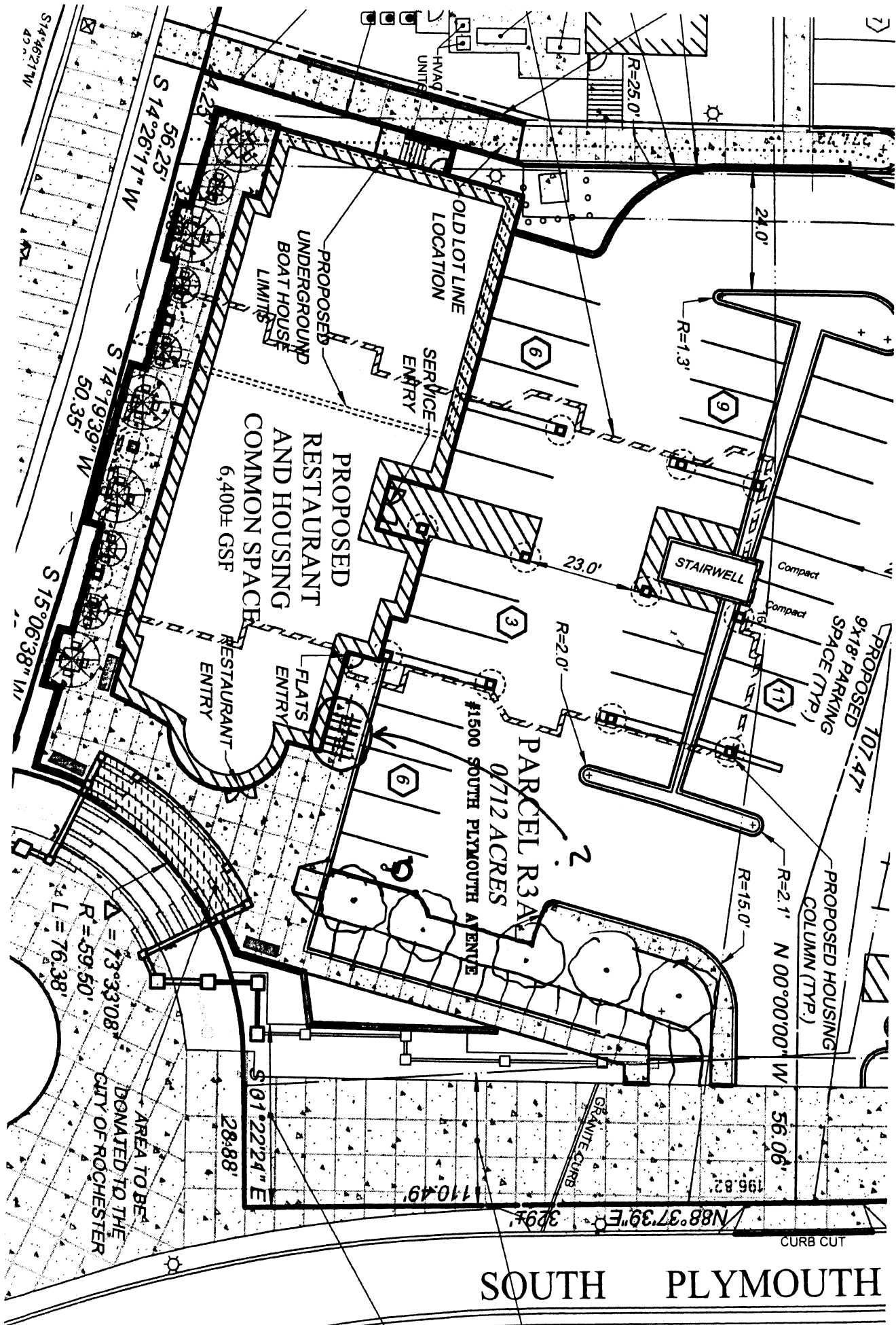
Recommend approval with conditions:

1. Site
 - a. Narrow drive-through queuing area from two to one lane, to reduce the impact on the public pedestrian easement (see sketch 2).
 - b. Eliminate four northern-most parking spaces, adjacent to South Plymouth Avenue, to provide for a more substantial forecourt/pedestrian entry area and mitigate the impact of the placement of parking between the building and the street (see sketch 1).
 - c. Clarify placement of what appear to be bike racks in the sidewalk path just to the north of the student housing entry door (see sketch 1). Given the site of this building on the Genesee Riverway Trail and the fact that the intended residents will be students, generous, secure, sheltered bike storage should be provided within the building.
2. Credit Union
 - a. Reconfigure massing to place the taller portion of the building and main

- pedestrian entrance to the northern part of the site, adjacent to the intersection (see sketch 6)
 - b. Provide appropriate year round screening along Genesee Street to screen the drive-through operation and vehicular queuing area from the public sidewalk (see sketch 6). Various options should be explored including masonry or other hardscaping materials as well as landscaping.
 - c. Building should comply with entrance and transparency requirements of the code.
3. Mixed use building, east façade alignment:
 - a. Current elevations demonstrate a disjointed alignment of elements, including the placement of a column directly above the proposed boathouse door opening.
 - b. The vertical elements of the student housing above the first floor should be carried downward to align with elements and window openings for the restaurant level and boathouse and wall articulation on the ground floor level (see sketches 3 and 4)
 - c. Columns at restaurant level need to be wider, more visually substantial
 4. Mixed use building, east façade ground floor:
 - a. Articulate blank wall at northern portion of building with shallow recessed panels and projecting pilasters integrated into the masonry (see sketch 4)
 - b. Masonry material chosen should be a more formal pattern of brick or cultured stone blocks, rather than the random “rubble pattern” stone suggested in the elevations
 5. Mixed use building, west façade
 - a. Place windows in bathrooms (may be frosted glass) to enliven tall façade facing the neighborhood and provide natural ventilation
 6. Mixed use building, façade general
 - a. Reconfigure cladding materials in a different pattern that compliments the form of the building (see sketch 5)
 7. Mixed use building, roof/cornice
 - a. Include details on rooftop mechanical equipment and how it will be screened
 - b. Explore the possibility of additional use of metal panels (used for restaurant entrance/rotunda) at upper floor/cornice level
 - c. Articulate flat roof plane with some sort of substantial projecting elements (elevator penthouse, decorative gable, etc.)
 8. The proposed materials (brick and EFIS), as currently arranged on the façades, do not mitigate the impact of the additional height of the building (see sketch 5).
 9. Examine alternative: how might the building fit into the context better if it were a smaller footprint, but taller with different cladding materials (i.e. metal and glass rather than brick and EFIS).

NOTE: Sketches are provided to illustrate concepts only, and are not intended to be proscriptive.

1



(2)

STREET

BLACKTOP DRIVE

10' WIDE PEDESTRIAN EASEMENT TO CITY OF ROCHESTER LIBER 10402 OF DEEDS, PAGE 164

EXISTING SIGN TO BE RELOCATED

NEW LOT LINE LOCATION

(66.0' R.O.W.)

PROPOSED HOTEL SIGN EASEMENT TO BE GRANTED TO PROPOSED PARCEL R2

NEW ADA HANDICAP RAMP (TYP.)

OLD LOT LINE LOCATION

PROPOSED 10' WIDE PEDESTRIAN EASEMENT TO CITY OF ROCHESTER

CELL R3C 090 ACRES

Compact Compact

EXISTING YIELD TO PEDESTRIAN SIGN

R=4.0'

R=8.0'

R=3.0'

N 00°12'00" E 39.25'

N 17°00'36" E R=2.7'

CREDIT UNION BUILDING 4,000± Sq. Ft.

PERMANENT SANITARY SEWER EASEMENT TO ROCHESTER PURE WATERS DISTRICT LIBER 10354 PAGE 296

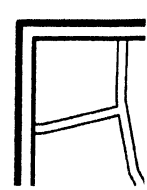
HANDICAP RAMP

PEDESTRIAN EASEMENT TO CITY OF ROCHESTER LIBER 10402, PAGE 164

PARC 0.328

EASEMENT TO & ELECTRIC ETAL LIBER 1

AVENUE



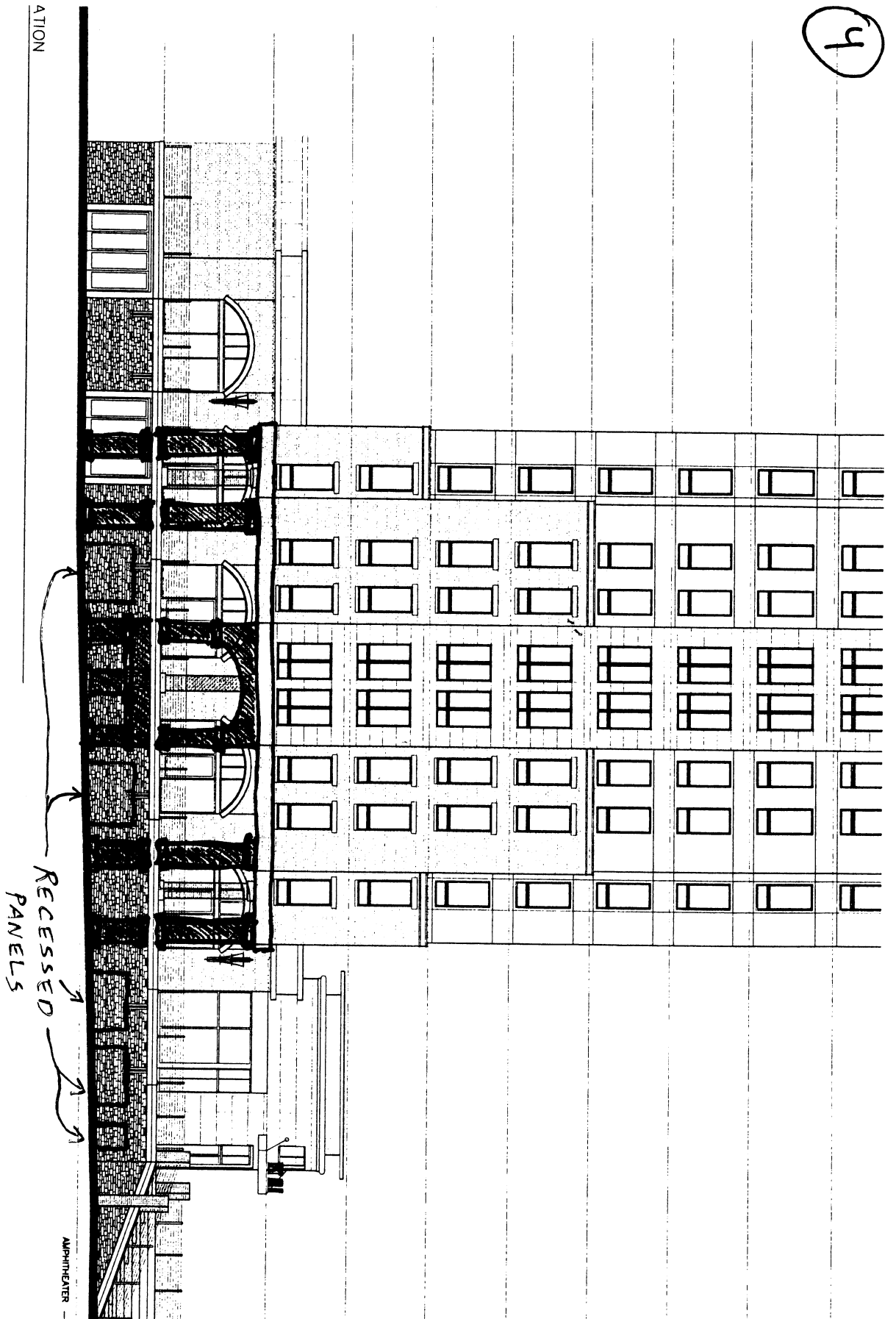
3



ON

AMPHITHEA

4



5



ON

AMPHITHEA

6

