



**MEETING NOTICE**

**DATE: January 12, 2012**  
**TIME: 5:30 P.M.**  
**PLACE: Room 124B**

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**AGENDA**

**I. AGENDA APPROVAL**

**II. ELECTION OF OFFICERS**

**III. MINUTES APPROVAL – December 15, 2011**

**IV. REPORTS**

- A. Chair**
- B. EMC**
- C. Staff**
- D. Other**

**V. REFERRALS**

**Project Name:** Brewery Visitor Center

**Location:** 7, 13, 25 Cataract Street

**Applicant:** North American Breweries

**Project Description:** To redevelop vacant warehouse at 25 Cataract as a brewery visitors center/museum/restaurant with outdoor seating. Demolish existing structures at 13 Cataract to construct surface parking which will be combined with existing surface parking at 7 Cataract for a total of 108 parking spaces. All structures are Designated Buildings of Historic Value (DBHV). The site is located within 100 feet of the Genesee River Gorge.

Zoning District: Center City District-Riverfront (CCD-R)

SEQR Action: Type I

Site Plan Type: Major (Type I Action)

**Lead Agency: Director of Planning and Zoning**

**VI. OLD BUSINESS**

**Port – Status of FEIS**

**VII. NEW BUSINESS**

**2012 Meeting Schedule**





**MEETING NOTICE**

DATE: **March 8, 2012**  
TIME: **5:30 P.M.**  
PLACE: **Room 124B**

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**AGENDA**

**I. AGENDA APPROVAL**

**II. MINUTES APPROVAL – January 12, 2012**

**III. PRESENTATION – New Public Promenade along Riverfront in the area behind the Dinosaur Barbeque**

**IV. REPORTS**

**V. REFERRALS**

- A. Project Name:** Brooks Landing Phase 2
- Location:** 1500 South Plymouth Avenue, 1000-1006 Genesee Street, Genesee Valley Park
- Applicant:** Marcia Barry, Director of Planning and Zoning (For public improvements) Ron Christenson, Rochester Riverfront Properties, LP (For private development)

**Project Description:** The Brooks Landing Mixed-Use project involves the construction of two structures. The first is a 100,000 square foot, 11-story mixed-use building (referred to as the “Flats at Brooks Landing”) consisting of a ground level boat storage facility, a first floor restaurant, and 10 floors of student housing. The second structure consists of a 4,000 square foot, single story, credit union with drive-through operation. An Environmental Assessment Form (EAF) has been prepared that integrates the Brooks Landing Mixed-Use Project and the public improvements to Genesee Valley Park. The public and private improvements are inter-related, not only by a direct vehicular connection, but by a mutual dependence upon visual and community character enhancements which will help ensure the success of each.

The entire EAF is available at: <http://www.cityofrochester.gov/article.aspx?id=8589950104>

- Lead Agency:** Director of Planning and Zoning
- SEQR Action:** Type I
- Type 1 Trigger:** Commercial Development within 100 feet of the River

- B. Project Name:** Strathallan Hotel Rehabilitation
- Location:** 546 East Avenue
- Applicant:** Norbert Hausner, NH Architecture
- Project Description:** To modify the exterior of an existing hotel property by enlarging outdoor seating areas, enlarging one portion of parking while reducing another, adding an entry vestibule, replacing balcony railings, refacing exterior walls, and installing new landscaping. To modify the interior of the hotel with a new restaurant/bar, a swimming pool and lobby and by renovating the guest rooms.
- Lead Agency:** Director of Planning & Zoning
- SEQR Action:** Type I
- Type 1 Trigger:** Development within a district listed in the National Register of Historic Places

**VI. OLD BUSINESS**

**Port – Recommendations Report - FEIS to be sent under separate cover**

**VII. NEW BUSINESS**





**MEETING NOTICE**

DATE: **May 15, 2012**  
TIME: **5:30 P.M.**  
PLACE: **Room 124B**

**AGENDA**

**I. AGENDA APPROVAL**

**II. MINUTES APPROVAL – March 8, 2012**

**III. REPORTS**

- A. Chair**
- B. EMC**
- C. Staff**
- D. Other**

**IV. REFERRALS**

- A. Project Name: Employee parking lot, Episcopal Senior Life Center**  
 Location: 456 Mount Hope Avenue, 1 Hanna Place  
 Applicant: Loren Ranaletta, Episcopal Senior Life Center  
 File Number: SP-048-11-12  
 Project Description: Demolish two existing vacant 1 story masonry commercial structures and construct an 18 space parking lot for the Senior Life Center across Mount Hope Avenue.  
 Lead Agency: Director of Planning and Zoning  
 Involved Agencies: City Planning Commission  
 Commissioner of Neighborhood and Business Development  
 Type 1 Trigger: Development contiguous to a district listed in the National Register of Historic Places
  
- B. Project Name: Hilton Garden Inn**  
 Location: 155, 159 East Main Street, 25 Stone Street  
 Applicant: Adam Driscoll, 155 East Main LLC  
 File Number: SP-045-11-12  
 Project Description: Renovate existing buildings at 155 and 159 East Main and demolish and reconstruct a building at 25 Stone Street into a 105 room hotel. Project includes minor site changes related to a new vehicular drop off area on Stone Street.  
 Lead Agency: Director of Planning and Zoning  
 Involved Agencies: COMIDA  
 Type 1 Trigger: Redevelopment of a building listed in the National Register of Historic Places
  
- C. Project Name: 54-54.5 Madison Street**  
 Location: R-2 Medium-Density Residential District  
 Applicant: Conrad Floss, City of Rochester  
 Project Description: To renovate the interior of #54 (front building), including replacement of doors, windows, trim, porch components and landscaping, and to remove #54.5 (rear building) and replace with a parking pad and lawn.  
 Lead Agency: Director of Planning & Zoning  
 Involved Agencies: Preservation Board  
 Type 1 Trigger: Development of a property within a district listed in the National Register of Historic Places



**D. Project Name:** **Memorial Art Gallery**  
Location: 500 University Avenue  
Applicant: Jose' Fernandez, University of Rochester  
Project Description: To implement a multiphase site development plan involving new parking lots, walkways, sculpture gardens, fencing and plantings.  
Lead Agency: Director of Planning & Zoning  
Type 1 Trigger: Development contiguous to a district listed in the National Register of Historic Places

**V. NEW BUSINESS**



**MEETING NOTICE**

DATE: **August 22, 2012**  
TIME: **5:30 P.M.**  
PLACE: **Room 124B**

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**AGENDA**

**I. AGENDA APPROVAL**

**II. MINUTES APPROVAL – May 10, 2012**

**III. REPORTS**

- A. Chair**
- B. EMC**
- C. Staff**
- D. Other**

**IV. REFERRALS**

**A. Project Name: Rochester Aluminum Smelting**  
Location: 26, 23, 10 Sherer Street (et.al.)  
Applicant: Jerome Golden, President  
File Number: SP-002-12-13  
Project Description: Reestablish abandoned smelting operation and add a salvage yard in the rear (10 Sherer Street).  
Lead Agency: Director of Planning and Zoning  
Involved Agencies: City Planning Commission  
NYS DEC  
  
Type 1 Trigger: Establishment of a junkyard

**V. NEW BUSINESS**





**MEETING NOTICE**

DATE: **September 13, 2012**  
TIME: **5:30 P.M.**  
PLACE: **Room 124B**

**AGENDA**

**I. AGENDA APPROVAL**

**II. MINUTES APPROVAL – May 10, 2012**

**III. REPORTS**

- A. Chair**
- B. EMC**
- C. Staff**
- D. Other**

**IV. REFERRALS**

**A. Project Name:** **Collegetown**  
**Location:** Mt. Hope and Elmwood  
**Applicant:** UofR, City, Fairmount Prop., Gilbane Dev.  
**File Number:** SP-005-12-13  
**Project Description:** Development of an “urban village” type destination featuring a mix of restaurant, hotel, retail, office and residential uses, with both structured and surface parking, adjacent to the University of Rochester and the University of Rochester Medical Center complex. The site is bounded by Elmwood Avenue to the north, Mt. Hope Avenue to the east, Crittenden Blvd. to the south and East Drive to the west. At this time, the site does not include the Hess station at the corner of Mt. Hope and Crittenden, although the long range plan calls for the inclusion of that site. The site also does not include the Goler House. All existing buildings on the site will be demolished and a new street will be constructed connecting Mt. Hope Av. to East Drive. New buildings will range from 3 – 5 stories and will be situated so as to create “street walls” along Elmwood Av, Mt. Hope Av, and the new street. A public plaza for programmed and un-programmed activities will be included on the new street.

**Lead Agency:** Director of Planning and Zoning  
**Involved Agencies:** Mayor, City Council, Zoning Board, City Planning Commission, NYS DEC, COMIDA,

**Type 1 Trigger:** Establishment of a junkyard

**V. NEW BUSINESS**





**MEETING NOTICE**

DATE: **December 13, 2012**  
TIME: **5:30 P.M.**  
PLACE: **Room 124B**

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**AGENDA**

**I. AGENDA APPROVAL**

**II. MINUTES APPROVAL – September 13, 2012**

**III. REPORTS**

- A. Chair**
- B. EMC**
- C. Staff**
- D. Other**

**IV. REFERRALS**

**Project Name: 933 University Avenue**

Location: 911 University Avenue  
Applicant: Bob Morgan, Morgan Management  
File Number: SP-015-12-13

Project Description: To remove a 2-story frame clubhouse building, an 80-space surface parking lot and all existing landscaping; construct a 4-story, 174,000sf, 110-unit apartment building with a 118-space 1st floor parking garage, a 3400sf clubhouse building and 21 surface parking spaces.

Lead Agency: Director of Planning and Zoning

Involved Agencies: City Planning Commission for development in PD #14

Rochester Preservation Board for development in a preservation district

Type 1 Trigger: 617.4(b)(9) Unlisted action occurring within a district listed in the National Register of Historic Places

**V. NEW BUSINESS**

**Coastal Erosion Management Permit Appeal/Variance**

Discuss process for January meeting for taking public comments for the Appeal/Variance process.

