

**STATE ENVIRONMENTAL QUALITY REVIEW  
(SEQR)**

**FINAL  
ENVIRONMENTAL IMPACT STATEMENT**

**PROPOSED ACTION:**  
WEGMANS FOOD MARKETS, INC. – FOOD MARKET CONSTRUCTION

**LOCATION:**  
1750 EAST AVENUE, ROCHESTER NY 14610

**Introduction**

This Final Environmental Impact Statement (FEIS) has been completed and accepted by the Manager of Zoning, as lead agency, in accordance with 6NYCRR Part 617, the implementing regulations pertaining to Article 8 (State Environmental Quality Review Act) of the NYS Environmental Conservation Law and Chapter 48 of the Rochester City Code. The FEIS presents a revised plan, additional information and addresses all substantive comments received during the public comment period on the Draft Environmental Impact Statement (DEIS). The DEIS was accepted for public review on June 7, 2010 and a public hearing was conducted on July 12, 2010 by the City of Rochester Environmental Commission (REC). The public comment period ended on August 6, 2010.

The comments on the DEIS were summarized and categorized by the REC in a report (FEIS Exhibit M) dated September 3, 2010, pursuant to Section 12-12.E. of the City Charter. The Comment Summary and Disposition Recommendations Report provided direction to the Lead Agency for responding to substantive comments. This report was used in the preparation of the FEIS.

As a result of the DEIS process, Wegmans created an alternative site design and building layout that addresses many of the comments received during the public comment period and involved agency review. In general, the public and agency comments could be grouped into five categories: (1) site plan, (2) traffic and truck routing, (3) floor plan layout and architectural design, (4) project intensity (the number of variances being requested), and (5) construction impacts and mitigation.

As originally submitted the project proposed a building measuring 315-feet wide by 250-feet deep (93,500 SF footprint) with a 15,000 SF mezzanine, totaling 108,500 SF. The building extended to the corner of the East Avenue - North Winton Road intersection. The building was set on the southern property line and required the following approvals and variances:

- a. §120-45B.(2)(a) Maximum square footage, principle use or structure: 6,000 square feet
- b. §120-44B.(2)(a) Lot, area, and yard requirements. Minimum lot area: *N/A. Editor's Note: Former Subsection B(2)(b) and (c), providing maximum building coverage and maximum lot coverage, respectively, which immediately followed this subsection, was repealed 9-21-2010 by Ord. No. 2010-323.*

- i. *Note: At the time of DEIS acceptance, the code stated: Maximum lot coverage is 80%. This section was removed from the code in September of 2010.*
- c. §120-158B. Building entrances. The front façade and main entrance shall face a public street and shall have a direct pedestrian connection to the street.
- d. §120-173F.(1)(g) Parking shall not be located within 10 feet of any street frontage, except where a decorative fence or wall of no more than three feet in height is used in conjunction with landscaping
- e. §120-159B.(3) In all C-1, C-2, H-V and PMV Districts, all new construction along the street shall provide areas of transparency equal to 70% of the wall area between the height of two feet and eight feet from the ground.
- f. §120-169A.(1) Landscaping, buffers and screening. *Editor's Note: Former Subsection A(1), concerning the minimum ground area to be landscaped, as amended, was repealed 9-21-2010 by Ord. No. 2010-323, which ordinance also provided for the renumbering of former Subsection A(2) through (11) as Subsection A(1) through (10), respectively. In general, landscaped areas shall be located along public streets and sidewalks.*
  - i. *Note: At the time of DEIS acceptance, the code stated: minimum landscaping for commercial use is 10% of site. This section was removed from the code in September of 2010.*
- g. §120-177D. Permitted permanent signs for nonresidential uses. The following signs are permitted subject to this chapter: 1 attached sign identifying uses or services on the premises that includes 0.5 square foot in area for every foot of the building frontage per street frontage.
- h. §120-173D. Maximum number of parking spaces. No use other than single, two-family and attached residential uses, subject to the per unit requirements in § [120-173F](#), shall provide more than 110% of any of the above-listed requirements, except through the submission of a parking demand analysis in accordance with § [120-173B](#) and approval of a special permit in accordance with § [120-192](#).
- i. §120-35K. Special Permit for 24 hour operation.

The alternative developed as a result of the DEIS process features significant modifications from the original proposal. The following section details these changes:

### **Site Plan**

The alternative site plan (FEIS Exhibits A and B) shows a slightly modified footprint, and a revised loading dock area. This area has been modified to reduce the number of dock spaces, allowing for the entire building to shift toward North Winton Road. In addition, the southern docks and back room have been re-configured to allow for angled docks, pulling this portion of the building footprint back from the corner of the East Avenue and North Winton Road intersection. The screen wall previously located along North Winton Road will be relocated to align with the angled loading docks. The shift away from the intersection creates a large green space area that will allow for the incorporation of enhanced hardscape and greenspace features, establishing a “gateway” to the City of Rochester.

The entire building has been shifted toward University Avenue, establishing a larger pedestrian way along East Avenue (this area has been increased in size from just under 9-feet to 10-15 feet). This increase allows for the incorporation of outdoor seating near the southwest corner of the building, and snow storage. The shift toward University Avenue has also created the need to abandon a portion of the right-

of-way along the southern right-of-way line (an area approximately 7-feet wide by 140-feet long). However, since a portion of the setback along East Avenue is greater than five feet, Wegmans will need to request a variance.

The entire parking lot has been adjusted to reduce the drive-aisle width from 26-feet down to 24-feet, allowing for wider green space buffers at the perimeter of the parking lot. The alternative plan calls for 10-foot wide buffers along East Avenue, Probert Street, and University Avenue, meeting the zoning code and thus no longer requiring a variance. With the building shift toward North Winton Road, the internal landscape islands have also been increased in size. Also, as a result of this reduction in drive-aisle width, Wegmans was able to create an internal sidewalk from the proposed traffic signal on University Avenue to the front of the Food Market. Two bicycle racks will be located near the main entrances to the Food Market along the designated pedestrian path.

### **Traffic and Truck Routing**

Wegmans has had internal discussions with its distribution division and the Monroe County Department of Transportation (MCDOT), and has proposed a truck route that will eliminate the need for trucks to use the Culver Road exit from I-490. The alternative calls for trucks to exit I-490 east at the North Winton Road exit. Trucks will then proceed north through the East Avenue intersection and turn left into the loading area. Trucks leaving the docks and returning to the warehouse/distribution facility will turn right (southbound) on North Winton Road and use the I-490 westbound on-ramp located just south of East Avenue. Trucks coming from the east will exit I-490 east at University Avenue and will turn left (southbound) on North Winton Road and turn right into the loading area. It is estimated that the Food Market will require five truck deliveries daily. These will normally occur at 1:00 PM, 8:30 PM, and 3:00 AM, and twice between the hours of midnight and 6:00 AM. None of these deliveries coincide with peak traffic times on surrounding roads.

There are no additional changes to the proposed traffic signal locations from those presented in the DEIS. Wegmans has agreed to make site improvements (as directed by MCDOT) to the property south of the relocated East Avenue traffic signal; these improvements are incorporated into the revised site plan submitted as part of the FEIS. The Traffic Impact Study dated November 2010 (TIS) demonstrates that with the revised signal timings and queuing, there are no excessive anticipated queuing or timing delays. All other MCDOT traffic related comments have also been addressed in the FEIS through correspondence between Wegmans traffic consultant, TY Lin and MCDOT. See FEIS Exhibit C.

The eastern entrance to the underground parking garage has been eliminated. A single point of access to the garage will be provided for Wegmans employees. The entrance/exit will remain closed to the general public and will be accessed via employee "card swipe". The reconfiguration of the entrances has allowed for a more efficient parking layout, creating an additional 11 parking spaces from the original proposal.

Wegmans met with a representative of the Rochester Genesee Regional Transportation Authority (RGRTA) regarding the potential impact of the project on their system. As a result the existing bus stop location on East Avenue has been relocated further east. RGRTAs comments have been addressed in a letter from Wegmans and can be found in Exhibit D.

For clarification, Wegmans is not proposing any changes to the on-street parking along East Avenue.

## **Floor Plan Layout and Architectural Design**

Wegmans has revised its floor plan by significantly reducing the interior space dedicated to merchandising to accommodate a shift in the preparation spaces along East Avenue that allows for the introduction of seating along the East Avenue building wall. The footprint has been reduced in depth and measures 88,000 SF. Additionally, the mezzanine area was also reduced from 15,000 SF down to 7,000 SF. The total Food Market square footage now measures 95,000 SF a reduction of 13,500 SF from the building proposed in the DEIS. See Exhibit E for a detailed floor plan. The revised floor plan is consistent with Wegmans' newer food market layouts, which incorporate a full-service food bar near the southwest corner of the building. Wegmans has added a full service door on East Avenue to access the Market Café. These revisions make it possible to provide transparency, at street level, for a significant portion of the East Avenue façade. Wegmans originally proposed 18 percent transparency between two feet and eight feet above grade. The new plan provides 55 percent. See FEIS Exhibit F for revised elevations and perspectives.

Additional changes to the south elevation (East Avenue) include:

- The introduction of standing seam metal awnings, which will provide protection for pedestrian movements along East Avenue.
- Windows have been removed from the second floor because the mezzanine is no longer located along the East Avenue side of the building. It has been relocated to the northwest corner of the building and will now house employee break room, offices, and locker facilities. This portion of the store will not be accessible to customers.
- The recessed windows have been entirely removed from the elevation and the variation of parapet wall heights has been reduced to create a more homogenous architectural look.
- A tower element has been added to the southeast corner of the building, creating a focal point near the East Avenue and North Winton Road intersection.

Changes affecting the West (front of Food Market) elevation:

- With the relocation of the mezzanine, employee service areas will be relocated from the front of the store at ground level to the mezzanine level along the front wall, north of the windscreen. This allows additional windows north of the entrance windscreen.
- For clarification, a Pharmacy sign will be incorporated into the front façade.
- The area under the clock tower will now be enclosed seating, accessed from inside the Food Market. For clarification, a clock face will be installed on all four sides.

Changes affecting the North (University Avenue) elevation:

- Entrances to the garage have been combined and relocated further to the west at approximately the midpoint of the building.
- The louvers previously proposed for the garage openings are being replaced with a more open and decorative iron treatment.

Changes affecting the East (North Winton Road) elevation:

- The corner tower element at the East Avenue and Winton Road intersection will be visible from the east and will be setback from the street corner, allowing for a larger greenspace and hardscape area in front of the Food Market.
- The southern portion of the screen wall will be on an angle aligned with the angled loading docks.
- A decorative iron railing, similar to the treatment used on the garage openings, will be incorporated into the top portion of the masonry screen wall.
- In an effort to minimize the visual impacts of the loading facility, the entrance to the loading area has been reduced by approximately 40-feet, allowing the southern and northern portions of the screen wall to be closer to one another.
- The corner element has been revised to include a gable-styled roof in place of the previously proposed hip-style roof.

Changes affecting the East Avenue and North Winton Road intersection:

- With changes to the building footprint and loading dock configuration a more substantial greenspace was created at the intersection of East Avenue and North Winton Road.
- This area will require further detailing, anticipated to be submitted during the site plan approval process. In general, conceptual discussions for this space have included monument style signage indicating the entrance to the City of Rochester, sculptures, and hardscape and/or landscape features. Wegmans has provided a “place holder” concept of this space. See FEIS Exhibit F.

### **Project Intensity**

These modifications have affected the number and intensity of the variances needed. In some instances, additional variances are now required. The table below summarizes those variances previously identified through the DEIS process and how they have been modified through the incorporation of the changes identified in the alternative plan.

<b>Topic</b>	<b>Code Section</b>	<b>DEIS Submission (Variance Requested)</b>	<b>Modification to variance as result of Alt. Plan</b>	<b>FEIS Request</b>
Building Size	§120-45B.(2)(a)	Exceeded code by 97,075 SF	Proposed plan is 95,000 SF;	Exceeds code by 89,000 SF – a reduction of 8,075 from DEIS submission.
Lot Coverage	§120-44B.(2)(a)	91.5% Lot coverage; exceeds code by 11.5%	87.1% Lot coverage	N/A – removed from code in September 2010
Building Entrance	§120-158B	Access at southwest corner, via forecourt	Added direct access door on East Avenue	Variance required; main façade and front entrance do not face a public street
Parking Lot Buffer	§120-173F.(1)(g)	Variance needed for all three street frontages.	Site plan modified to provide 10-foot required buffer on all three frontages	Meets code – variance no longer needed.
Building	§120-159B.(3)	East Avenue	Modified East	Requested

Transparency		façade provided 18% transparency	Avenue façade for alternative plan provides 55% transparency; University Avenue façade provides 36% transparency; North Winton Rd façade does not provide transparency	variance for East Avenue façade reduced from 52% to 15%.; Requested variance for University Avenue is 34%; Requested variance for North Winton Rd façade is 70%
Landscaping	§120-169A.(1)	Proposed plan provided 7.0% landscaping; 3% less than required	Alternative plan proposes 8.8% landscaping an increase of 1.8%	N/A - removed from code in September 2010
Signage	§120-177D	550 SF proposed, exceeding code by 500SF.	In Sept. 2010, code was revised to allow 0.5 SF per linear foot of frontage. Alternative plan provides 778 SF	The revised plan exceeds the Code by 102 SF, on the west elevation, only. The remaining three sides are in compliance.
Operating Hours	§120-35K	24-hour operation was proposed	No changes to original proposal	Current store is 24-hour operation; Wegmans will seek Special Permit to operate the Food Market 24 hours. The Food Bar will not be operated outside the hours specified in the Code.
Parking	§120-173D	Proposed plan provided 477 spaces; Exceeds code by 250 spaces	Proposing 484; Exceeds code by 257 spaces	Wegmans will seek approval for a Special Permit
Setback	§120-44C(2)(a)	N/A	Proposed setbacks: East Ave: varies, 1.8-7.8'; University Avenue: varies, 0-5 feet North Winton Road : average of 71 feet	University Avenue setback meets code; variance no longer needed. A variance for 2.8' is required for East Avenue. A variance for 66' is required for North Winton Road

## **Construction Impacts and Mitigation**

Prior to the demolition of the tenant buildings, Wegmans will close the sidewalks around the perimeter of the Project Site east of the existing food market. Signage approved by the City will be installed on the sidewalks to notify pedestrians where to cross roads to avoid these closed off areas.

Currently, Wegmans' employees park behind the existing food market. This area will need to be used for construction activities during demolition of the existing tenant buildings and construction of the Food Market. The parking lot south of the former Roncone's restaurant (located south of the Project Site on East Avenue) has been leased by Wegmans and will be used for employee parking starting April 1, 2011 and will be used until the Food Market is complete. Wegmans' consulting team is currently working with MCDOT to install a temporary signalized pedestrian crosswalk on East Avenue at this location to facilitate crossing of Wegmans employees and pedestrians along the northern side of East Avenue.

Due to site constraints, Wegmans is unable to have a construction trailer on the Project Site. The former Roncone's building will be leased for use by its Wegmans' Construction Department's employees. Wegmans will also be leasing the former Domine property on Highland Drive to stage materials and provide parking for the contractor's employees. Those employees will be shuttled to the Project Site during demolition of the existing tenant buildings and construction of the Food Market.

There will be a two to three month period when a Wegmans at this location will not be open to the public. The existing food market will be demolished and the new parking lot will be constructed. During this time, a temporary pharmacy will be required. Wegmans will use a separate portion of the former Roncone's building for this use, minimizing impact to its customers.