TOWN BOARD WORK SESSION AGENDA
Wednesday, June 28, 2017, 7:00 PM
Supervisor R. Anthony LaFountain, presiding

I. Call to Order
II. Approval of Minutes – June 14, 2017
III. Monthly Reports - None
IV. Public Hearings - None
V. Guests
   a. Jeff Kochtanek, PE, for a Discussion Regarding Proposed Incentive Zoning to Allow
      Restaurant at 2146 Fairport Nine Mile Point Road
VI. Action Items
   a. Vision Dodge Additional Parking, 920 Panorama Trail - Valentine
VII. Informational Items
   a. (NONE)
VIII. Held Items
   a. Jomanda Way, Expanding No Shooting Petition - LaFountain
   b. Preservation of Curb Cut and Parking Requirement Relief, 2136 Penfield Road - Costello
   c. Sign Ordinance Updates/Proposed Ordinance Revisions - Costello/LaFountain
   d. Outside Storage of Tires at 1821 Penfield Road - Costello
   e. Allen's Creek Erosion - Valentine
IX. Old Business – (NONE)
X. New Business
XI. Executive Session
XII. Next Meeting:- July 12, 2017
XIII. Adjournment

This meeting will be video recorded and broadcast live via the town’s website www.penfield.org and the
Town’s Government Access Cable channel 12, digital 5.12. Questions regarding video coverage contact
Penfield TV at (585) 340-8661.
Town Board Work Session Minutes
June 28, 2017
7:00 PM

I. Call to Order

Present:
Supervisor LaFountain
Councilwoman Kohl
Councilwoman Metzler
Councilman Moore
Councilman Quinn

Also Present:
Jim Costello
Lisa Grosser
Mark Valentine

II. Approval of Minutes – 6/14/17
CM Quinn moved for the approval of the Minutes of June 14, 2017, CM Moore seconded the motion.

III. Monthly Reports – None

IV. Public Hearing – None

V. Guests
a. Jeff Kochtanek, PE, for a Discussion Regarding Proposed Incentive Zoning to Allow Restaurant at 2146 Fairport Nine Mile Point Road

Jim Costello introduced Michael Coats and Bret Gross from Burns McDonnell, who he and Supervisor LaFountain met with earlier this month. They are interested in developing a KFC on Dr. Fallone’s property between the car wash, Moe’s and AT & T. The initial proposal was submitted to the Board for its review.

Coats explained that he has visited the site and prepared an analysis.

Costello added that during the initial meeting with Coats and Kochtanek, Incentive Zoning and LUAMP were discussed.

Supervisor LaFountain stated that the Board is not supportive of the red and white striped exterior design as proposed.

Coats explained that KFC is rebranding their image and the red and white design is only a proposal, alternative exterior designs can be discussed.
Councilman Moore stated that he doesn’t like the exterior design as proposed. This Board spent a lot of time on the vision of that area, providing a design that would be complementary to the neighborhood behind it. Jeremiah’s restaurant has a barn/historic look, the restaurants Dr. Fallone has put in are unique to the area. This restaurant would be an extension of this area, and the design as proposed does not complement. Moore continued to say he would be more favorable to a brick façade exterior.

Coats stated that he is willing to work with the Town on the exterior of the building.

Councilwoman Metzler stated that she agrees with Moore, we are not just interested in the paint colors, but the materials used on the exterior of the building.

Costello handed out photos of the Webster KFC which has a brick façade exterior.

Moore asked if this would be a franchised operation.

Coats stated yes and we would have to work with corporate on the branding.

Costello asked if there is already a franchiser in place.

Coats stated yes.

Councilman Quinn asked if this is the first use proposed for this area?

Mark Valentine stated that Dr. Fallone had proposed a Mavis Tire at this location.

Costello added that Dr. Fallon wanted to incorporate the car wash property and that fell through because the car wash was sold to another individual.

Councilwoman Kohl added that she also is not a fan of the red and white exterior. She asked if KFC is trying to go more retro with this design?

Bret Gross stated yes, they want the building to be eye catching from the road.

Coats added we would also like to discuss the amount of signage allowed.

Quinn stated that he is not sure a fast food restaurant is the best use for this property, and asked if a drive-thru be required?

Coats said yes, a drive-thru would be required.
Costello asked if they will own the entire property?

Coats said yes, we would preserve the back area as a buffer.

LaFountain asked if a design similar to the Webster restaurant would be on the table.

Coats said he could go back to corporate and discuss that.

Metzler added that we do not need signage to find a restaurant, we use our phones to find restaurants. Metzler added she doesn’t feel marketing is a good argument to change the landscape.

Costello said under the Town ordinance, everything on the building would be considered signage.

Kohl stated she would prefer more earth tone colors for the exterior of the building; the red and white colors do not fit the area.

LaFountain asked what is the square footage of the building?

Coats said 1,900 square feet.

Costello asked what is the occupancy?

Coats said 20 people, 30 seats.

LaFountain reviewed the facts listed on the June 22, 2017 letter from Burns McDonnell.

Moore asked Coats to see if a design similar to the Webster building is on the table for discussion.

Coats stated he will bring that back to corporate for discussion, he asked what the next steps would be.

LaFountain stated that we would have to review the Incentive Zoning component and added that LUAMP is well defined by formula.

LaFountain confirmed that the applicant would be utilizing the entire eastern portion for stormwater management and buffer space for the neighbors.

Coats said we want to control noise from traffic and light pollution.

Costello asked Coats if he would be comfortable if the Board asked for deed restrictions on future development, excluding the stormwater management. Costello asked if parking could be added adjacent to the access road.
Coats agreed they would be willing to accommodate those requirements.

LaFountain stated that the Board is more favorable of a different exterior, similar to the Webster KFC. The location and earth tones must fit with the existing businesses in the area. Please meet with your client and work with Costello.

VI. ACTION ITEMS
a. Vision Dodge Additional Parking, 920 Panorama Trail - Valentine

Mark Valentine introduced Walt Baker and Dan Edwards. A letter listing technical concerns from PRC was submitted to the Board for its review. Valentine added that the Conservation Board has not had a meeting to review this application, but three (3) members attended PRC and gave their input. Valentine continued to say the concern is revegetation of the area and the stability of the steep slope. The slope will require additional vetting through the Planning Board process. A berm is proposed to buffer the park area, reduce appearance of headlights and block the visuals from the park area, and for both public and employee safety.

Supervisor LaFountain asked if there are any variance requirements?

Valentine said no, the applicant would work with the Planning Board on the EPOD and steep slope stability and make sure there is no further erosion, but no ZBA approval is required. This would also be run by the Conservation Board for review. Valentine added that this proposal has been scaled back from the original proposal. The Fire Marshal has reviewed and requested emergency access to the sand hills. Valentine stated that a fence may also be added for the safety of the Vision Dodge employees.

Councilman Moore asked if there would be anything between Vision Dodge and the hotel?

Valentine stated that would be an open area, possibly gated. The hotel has offered emergency access to the Vision Dodge property, in exchange for overflow parking for hotel employees.

Councilman Quinn stated that he does not like hotel employees parking on the Vision Dodge site.

Councilwoman Kohl asked if customers would be allowed to drive up the hill?

Dan Edwards stated no, we would bring the vehicle down to the customer.
Walt Baker stated that they will be able to satisfy the PRC comments.

Kohl asked if the hill parking would be used year round?

Edwards said yes.

LaFountain asked how snow would be handled?

Edwards said we have less inventory in the winter.

LaFountain inquired about snow removal.

Edwards said it depends on the winter, we have not had much in recent years, but several years ago we hired trucks to remove the snow from the site.

LaFountain asked if the number of parking spots were reduced, what problems would develop.

Edwards said it would depend on how low the number would be reduced to, it becomes a cost and return issue.

LaFountain stated that curb appeal is important, we don’t want too much crammed on the site.

Edwards said the original proposal was for 110 spots, with this proposal most vehicles won’t be visible from the road.

Metzler stated she is comfortable with this design.

Quinn asked if this parking area is for existing inventory or for additional inventory which is currently off site.

Edwards said he will be reconfiguring the cars on the site, the service department has increased. We will be shifting display cars up so there is more customer parking. It will depend on how the service department expands.

Costello said originally you had stated that this additional parking was for inventory you had in East Rochester.

Edwards said the original proposal of 110 spaces was to pull inventory from off site. With this reduction it would be a combination of both.

Costello asked about tree removal.

Baker said we want to add an access to be able to drive up the slope, some trees will need to be removed to accomplish that, but we will retain the mature trees. Some of the existing trees on the site are pine trees with top growth only. We would like to remove some of those and replace with new trees from a nursery.
The trees will be used to buffer the visibility of the cars from the road.

Costello asked if the additional parking would be for display or storage.

Edwards said more for storage.

Quinn asked if there is a maximum number of cars allowed on site.

Costello said there was a resolution passed, several years ago, stating that there would be no expansion of parking. Since that time both the ZBA and the Planning Board have approved expansions.

Edwards stated that the last expansion added fire lanes around the building per the request of the Fire Marshal.

Valentine added that a condition of approval for the expanded service department was fire access around the building. We also worked with them to eliminate the offloading of vehicles on Panorama Trail. Valentine continued to say, we are reviewing the violation of the steep slope, this application still needs to go before the Planning Board for approval. Valentine asked if there are any plans for additional lighting.

Edwards said, not yet, we may have existing lighting that will carry over to the new area.

The Board discussed and agreed to allow the applicant to go before the Planning Board.

VII. INFORMATIONAL ITEMS
   a. (NONE)

VIII. HELD ITEMS
   a. Jomanda Way, Expanding No Shooting Petition - LaFountain
   b. Preservation of Curb Cut and Parking Requirement Relief, 2136 Penfield Road - Costello
   c. Sign Ordinance Updates/Proposed Ordinance Revisions - Costello/LaFountain
   d. Outside Storage of Tires at 1821 Penfield Road - Costello
   e. Allen’s Creek Erosion - Valentine

IX. Old Business - None

X. New Business - None

XI. Executive Session - Real Estate, Litigation and Human Resource Matters - None

XII. Next Meeting - July 12, 2017
XIII. Adjournment - Supervisor LaFountain adjourned the regular Work Session at 7:56 PM.

Lisa Grosser, RMC
Deputy Town Clerk