



24 January 2015

**Neighborhood of the Arts
Neighborhood Association**
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Mitch Rowe
Director of Planning and Zoning
City of Rochester
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Mitch:

Thanks again for a very productive and encouraging meeting on January 7. We were thrilled to have representation from the City, developer, architect, engineer, and brewery; we were also glad to make connections with and get acquainted with the key players involved with the 186 Atlantic project. We learned much about the plans and the process, and had our questions and concerns addressed directly and thoroughly. To us, this was a shining example of neighbors, government, and developer working well together!

We are also especially grateful for your statement and policy that the neighborhood's comfort with the project is a key element of the overall approval process.

After informing the neighborhood about the details of the project, we received a few mild concerns in response—that the building and streetscape along Atlantic Avenue frontage be urbane and not suburban in design— but overall, residents and business owners in the neighborhood are very positively inclined about the project. We believe that it will improve our neighborhood's streetscape and public realm, aesthetics, character, vitality, and economic success. As you know, the long-vacant and blighted lot has been a redevelopment priority of the neighborhood for many years—we believe the design and use will harmonize well with the neighborhood and neighbors, and we appreciate the goal and plan to make the building and site as environmentally friendly and efficient as possible.

Of course, NOTANA requests proactive notifications about the process going forward—we expect that some of these notifications would come from the City, and some from the developer, or other involved partners (architect, engineer, brewery). We strive to keep all in NOTA informed and engaged about important neighborhood issues and developments, and it would aid this quest substantially to be kept in the loop as early and as much as practically possible. A simple email or call to one of the Co-Chairs of NOTANA and we can quickly spread the information neighborhood-wide through our communications media and outreach networks.

We also wanted to “play back” to you answers we received to our questions during the meeting, to be sure we understand correctly:

Noise from brewery patio/public intoxication: We were assured that 3HB would operate a beer tasting room, not a bar, on the site, meaning little chance for the noise and unwelcome ruckus in the surrounding neighborhood that might be caused by a bar.

Parking: We learned that there will be 43 on-site spaces allotted for the brewery operations, which the brewery thinks will be more than sufficient for the operations. The neighbors are satisfied that this is not an excess of parking—not our preferred use of urban land—so wish it could be less than even the 43!

Norwood Street access: We learned that truck traffic will be minimal, and that trucks will only use the Anderson Avenue entrance, where the loading docks will be. Therefore, Norwood Street residents will not have to deal with intensive truck traffic on their street. Employees of and visitors to the brewery, though, will use the Norwood Street entrance.

Trees and screening: We learned that the developer plans to invest \$40,000 in landscaping that goes above and beyond what would likely be required by the city, meaning that the site and environs’ aesthetic will improve substantially, and that any industrial look or feel to the site and its structures will be softened.

Air quality and odor issues: We learned that the brewery will be a state of the art, efficient facility and that there will be virtually no adverse air impacts or odors in the neighborhood from it.

Concern about forbidding-looking blank walls on Anderson Avenue side: We learned that City code does require 20% transparency in this case, meaning that 1/5 of the frontage on Anderson Street needs to be windows. This is a problematic for the brewery, because [1] the cost to comply with this regulation would add \$40,000 to \$50,000 to the cost of the project; and [2] being a production area for the brewery, that side of the building wouldn’t lend itself well to windows. We also learned that the City will allow 10% transparency if the developer puts money saved by that reduction instead into landscaping, and that FSI will take advantage of that allowance, installing clerestory windows eleven feet up from the sidewalk. Not ideal from the neighborhood’s perspective, but acceptable.

Concern about look of, and tenant for, the light industrial building on the northwest corner of the property: We learned that this is a “Phase 2” of the project that would commence later if funding is available and if there is a feasible tenant that works for both the developer and neighborhood. Mr.

Imburgia said he would be open to suggestions from the neighborhood about the style and the type of business/tenant for this second building.

Construction timetable: We learned that construction would take about 100-200 days from commencement, and that the brewery would need 3-4 months to get all the equipment they need installed and operational. Still, the developer hopes to have the project complete and 3HB operating on the site by July 1.

Other key information and answers that we gathered at the meeting:

- City DES will be making specific recommendations for site planning and development in response to the developer's submitted plan; the neighbors will receive copy of these DES recommendations (received)
- The developer will seek COMIDA tax subsidies for the project, as it expects to produce 20 jobs for the City.
- LED lighting will be the choice for the site.
- 3HB intends to collaborate with, not compete with, other businesses in the neighborhood, and plan to accomplish this via creative co-promotions and the like.
- The "public realm" plans for the key frontage along Atlantic Avenue—with new landscaping, sidewalk and curbing, and lighting—will make this "no man's land" a much more inviting and pleasant place to be on foot, and will go a long way to making this part of the neighborhood for attractive and vibrant.

If any of the above is incorrect or inaccurate, please let us know.

Once again, thanks! We look forward to working with you far into the future.

Best Regards,



Larry O' Heron



Evan Lowenstein



Ida Hickman



Lisa Reyes

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cc: Jason Haremza, Planner and Project Manager, City of Rochester
Elaine Spaul, Rochester City Councilwoman
Frank Imburgia, President, FSI General Contractors, Inc.
Dan Nothnagle, Three Heads Brewing Company
Mike Montalto, Costich Engineering
Jenna Lettenberger, Pardi Partnership Architects