

**DESIGN REVIEW & HISTORIC PRESERVATION BOARD
MINUTES
APRIL 10, 2025**

Minutes of the Town of Pittsford Design Review and Historic Preservation Board meeting held on Thursday, April 10, 2025, at 6:00 PM local time. The meeting took place in the Lower-Level Meeting Room of Pittsford Town Hall, 11 S. Main Street.

PRESENT: Dirk Schneider, Dave Wigg, Paul Whitbeck, Kathleen Cristman, John Mitchell, Bonnie Salem

ABSENT: Jim Vekasy

ALSO PRESENT: Erik Smegelsky, Building Inspector and Code Enforcement Officer; Anna Piazza, Building Department Assistant; Doug DeRue, Director of Planning, Zoning, and Development; Robert Koegel, Town Attorney, Cathy Koshykar, Town Board Liaison

ATTENDANCE: There were 10 members of the public present.

Design Review and Historic Preservation Board (DRHPB) Chairman Dirk Schneider called the meeting to order at 6:00PM.

HISTORIC PRESERVATION DISCUSSION

Board Member Salem stated that there are no current updates.

OVERSIZED ACCESSORY STRUCTURES

155 West Brook Road

Applicant is requesting design review for a 560 square-foot addition to the garage.

Kip Finley, of Victory Hill Land Company, introduced the application. Mr. Finley is requesting design review for the addition to an existing two-car garage. He stated that the application has already received a variance from the Zoning Board and noted that the garage will look the same but will be four feet closer to the property line. The siding and roof will match the existing house. Board Member Salem asked the applicant if the driveway was being altered and the applicant confirmed that it was not.

Board Member Mitchell motioned to approve the addition to the existing garage, as submitted. This motion was seconded by Chairman Schneider. Following a unanimous voice vote, the application was approved, none opposed.

10 Kimberly Road

Applicant is requesting design review for interior renovation requiring relocation of a window.

Alyssa Blasetti, of Feels Like Home Restorations, introduced the application. Ms. Blasetti is requesting design review for the relocation of a window located on the front of the home.

Vice Chairman Wigg motioned to approve the relocation of a window approximately one foot to the left on the front elevation, as submitted. This motion was seconded by Board Member Cristman. Following a unanimous voice vote, the application was approved, none opposed.

17 Merryhill Lane

Applicant is requesting design review for interior renovation requiring removal of an exterior door.

Susy Bordin Heatwole, of 17 Merryhill Lane, introduced the application. Ms. Heatwole is requesting design review for the removal of an exterior man-door. After the door is removed, the applicant will use leftover cedar shingle from the house to cover that area and then paint it. Chairman Schneider asked if the applicant plans to remove the light fixture located on the wall next to the existing door to be removed and the applicant stated that she will not.

Board Member Whitbeck motioned to approve the removal of an exterior door, as submitted. This motion was seconded by Board Member Mitchell. Following a unanimous voice vote, the application was approved, none opposed.

COMMERCIAL APPLICATIONS: SIGNAGE

3349 Monroe Avenue

Applicant is requesting design review for facade changes at the Ulta Beauty space at Pittsford Plaza.

Kollin Sullivan, Project Manager of Wilmorite Construction, introduced the application. Mr. Sullivan is requesting design review for facade changes at the Ulta Beauty store which will be coming into Pittsford Plaza. He clarified to the Board that the only change to the facade will be the color. Chairman Schneider and Vice Chairman Wigg agreed that the Ulta sign seen on the rendering presented should be centered on the facade both vertically and horizontally.

Chairman Schneider motioned to approve the facade changes at the Ulta space at Pittsford Plaza with the recommendation to center the Ulta sign horizontally and vertically on the facade, as submitted. This motion was seconded by Board Member Cristman. Following a unanimous voice vote, the application was approved, none opposed.

3349 Monroe Avenue

Applicant is requesting design review for a 75 square-foot sign for the Ulta Beauty store at Pittsford Plaza.

Kollin Sullivan, of Wilmorite Construction, introduced the application. Mr. Sullivan is requesting design review for a sign for the Ulta Beauty store at Pittsford Plaza.

Chairman Schneider motioned to approve the 75 square-foot sign for the Ulta Beauty store at Pittsford Plaza, as submitted. This motion was seconded by Board Member Salem. Following a unanimous voice vote, the application was approved, none opposed.

3400 Monroe Avenue

Applicant is requesting design review for a 20 square-foot sign for The UPS Store.

Michael Mammano, of Clinton Signs, introduced the application. Mr. Mammano is requesting design review for a sign for The UPS Store.

Board Member Salem motioned to approve the 20 square-foot sign for The UPS Store, as submitted. This motion was seconded by Board Member Whitbeck. Following a unanimous voice vote, the application was approved, none opposed.

COMMERCIAL APPLICATIONS

2851 Clover Street (300 Tobey Road) – Pittsford Oaks

Applicant is requesting the review of design changes to date, the current design material, confirm the overall Northeast corner of the building height.

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Anthony Daniele, of 2851 Clover Street (300 Tobey Road), introduced the application. Mr. Daniele stated that he believes all suggestions from this Board have been reacted and responded to, except the removal of a floor. He stated that the removal of a floor is not economically feasible. Mr. Daniele stated that he hopes for this project to be on the agenda for the Planning Board meeting taking place at the end of April to receive final site plan approval. He stated that he is looking for a general consensus from this Board that it can see a possibility of approval of the design of the building in the near future.

Dustin Welch, of Passero Associates, discussed suggestions this Board had given on the proposed building and his efforts to address them. He stated that there was an issue with the repetitiveness of the building and that it has now been broken up and is less repetitive. He stated that significant amounts of stone were added to the East facade and the colors were changed to be more monochromatic. Mr. Welch stated that he brought the roofline down and proposes to bring the grading up to reduce the visual massing of the building. Some units on the third floor have been recessed to help hide the mass of the building. He stated that he added stone and brought the roofline up in the center at the South elevation.

Mr. Welch discussed the proposed landscaping and stated that it will consist of native vegetation. Additionally, he presented an elevation to the Board of what the building would look like from the corner of Jefferson Road in response to their previous request.

Regarding the East facade of the building, the applicant discussed the proposed grading plan and the recesses on the third floor. Mr. Welch stated that he took some vertical elements along the East facade and dropped them a story to highlight the garage entrance. Mr. Daniele stated that both the Planning Board and Town Staff had requested street trees to be planted along the road.

Mr. Welch discussed the progress of the application and stated that throughout the process he has worked to reduce the visual mass of the building. Mr. Welch discussed the materiality of the building, specifically vinyl siding and stone material.

Board Member Cristman asked Town Staff if the road leading up into the proposed Pittsford Oaks building was Town-owned or a private road. Doug DeRue, Director of Planning, Zoning, and Development, replied that it was Town-owned.

Chairman Schneider discussed the letter from the applicant that was read at the beginning of the presentation, specifically the statement that "The majority of the Board agreed" about the progress of the application. Mr. Daniele clarified that the sentence was intended to be an example of something that the Board could say as a comment to the Planning Board. Chairman Schneider stated that the applicant has appeared before the Board 12 times and noted that the Board's first comment about the mass of the building was last summer. He clarified to the applicant that Town Board approved 'up' to 175 units and did not say that it needed to be 175 units. He stated that he believes there needs to be a few less units and is still very concerned about the massing and length of the building. Additionally, there is still a concern with the rigorous ridgeline as it looks very uniform again.

Board Member Salem stated that she was the Board Member who previously asked to see an elevation of the building with the removal of a floor and that the applicant responded that it would never happen. Board Members Salem and Cristman agreed that they are still not comfortable with the proposed building. Chairman Schneider again stated to the applicant that the changes the Board is looking for will not just entail moving small things around and will require big moves and Board Member Cristman agreed. Vice Chairman Wigg stated that he does not believe the land area surrounding the proposed building could support a four-story building and that it is too large. Board Member Whitbeck agreed and stated that because it is not a larger-sized land parcel the building may come back looking too large for the area. Board Member Whitbeck discussed wanting to preserve the trees that would be cut down to build the proposed building and emphasized the lack of consideration for the historically designated landmark nearby. Board Member Mitchell agreed and stated his concern as it is this Board's duty to protect and preserve historical significance. He added that he has always

thought that the massing of the building was too large. Chairman Schneider discussed the previously approved Cloverwood application and differences in the arrangement of the elements on the building in comparison to this application, noting specifically its texture and scale. He added that Cloverwood only had one window-type and made it appear more harmonious. Board Member Salem stated that Cloverwood's appearance is more residential whereas the applicant's proposed building has a commercial look.

Anthony Daniele stated to Robert Koegel, Town Attorney, that the project may be at an impasse. Mr. Koegel reminded the applicant that the application is pending for final site plan approval and part of that is seeking recommendation on the architectural plans from the Design Review Historic Preservation Board's (DRHPB) perspective. Mr. Koegel stated that the applicant has heard the DRHPB's comments which will be given to the Planning Board who will then decide on approval. Danny Daniele discussed the plan that Town Board had seen when they gave approval of the project as a 400 foot-long building. Mr. Koegel corroborated that Town Board did have submitted plans available to them that showed an H-shape building, about 400 feet-long, with a garage level and three floors on top.

Vice Chairman Wigg suggested the applicant lose one whole floor from North of 200 feet of the building.

Paul Aguire, Planning Board Member and Pittsford Fireman, stated that he has a safety concern with the proposed grade of the building. He stated that if he were to attempt to scale the building, he could not put a ladder there which makes it very difficult to get someone out of a window.

Following a straw vote, the Board unanimously agreed to forward the bullet points read out loud by Chairman Schneider to the Planning Board as the official comment from the Design Review Historic Preservation Board.

Design Review Historic Preservation Board's Comment to the Planning Board Regarding Pittsford Oaks:

We have not seen any attempts by the applicant to follow our clear directions on 9/12/2024 which were to study options to achieve our request by reducing some areas by a minimum of a full story (11') and thinking about moving some of the eave line along the elevations by introducing details of mansard roofs etc.

To date we have seen some attempts to reduce massing but not to the scale listed above except some roof lines as the applicant is listing in his letter presented on 4/10/25.

The board feels that if no concessions are made to reduce the massing we might be at an impasse.

The results of the Board's straw vote are as follows:

Dave Wigg voted	Aye
Bonnie Salem voted	Aye
Kathleen Cristman voted	Aye
John Mitchell voted	Aye
Paul Whitbeck voted	Aye
Jim Vekasy voted	Absent
Dirk Schneider voted	Aye

MEETING MINUTES REVIEW

The minutes of March 27, 2025 were approved following a motion by Board Member Cristman. This motion was seconded by Board Member Salem. Following a unanimous voice vote, the minutes were approved, none opposed.

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Chairman Schneider closed the meeting at 9:05PM.

Respectfully submitted,

Anna Piazza
Building Department Assistant

OFFICIAL MINUTES ARE ON FILE IN THE OFFICE OF THE BUILDING DEPARTMENT