

IN RE FISHERS RIDGE

PUBLIC HEARING

June 23, 2015



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TOWN OF VICTOR PLANNING BOARD

County of Ontario

Public Hearing regarding:

FISHERS RIDGE

Public Hearing in the Above-Titled Matter:

Location: Town of Victor
 85 East Main Street
 Victor, New York 14564

Date: June 23, 2015

Time: 7:00 p.m.

Reported By: Molly Chimino

 Alliance Court Reporting, Inc.

 183 Main Street East, Suite 1500

 Rochester, New York 14604



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A P P E A R A N C E S

Appearing on Behalf of Town of Victor Planning Board:

Ernest D. Santoro, Chairperson

Joseph Logan, Vice Chairperson

Heather Zollo, Board Member

Jack Dianetti, Board Member

Al Gallina, Board Member

Cathy Templar, Secretary

Donald Young, Town Attorney

Wesley Pettee, Town Engineer

Katie Evans, Director of Development

Appearing on Behalf of Fishers Ridge:

Paul Colucci, Vice President of Development, DiMarco Group

Keith Kondrot, Development Manager, Bass Pro Shops

* * *



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1 PUBLIC HEARING - FISHERS RIDGE

2 TUESDAY, JUNE 23, 2015;

3 (Proceedings in the above-titled matter
4 commencing at 7:00 p.m.)

5 * * *

6 MR. SANTORO: Welcome to the June 23rd
7 meeting of the Victor Planning Board. We'll start the
8 meeting with the pledge to the flag.

9 (The Pledge of Allegiance was recited.)

10 MR. SANTORO: A couple of announcements.
11 First, the exits are to your right and left. If you
12 have a cell phone, please put it on silent.

13 There are three items that are not on the
14 agenda tonight that were originally listed. In case
15 you're here for one of them, it won't be on this
16 meeting. And that is the Victor Community Church and
17 Victor Chevrolet and the cell tower. So if anybody is
18 here for one of those three, they're not on for
19 tonight. Rob is the next meeting.

20 I have approval of meeting minutes from
21 May 12, 2015. Did everybody have a chance to look at
22 those?

23 MR. DIANETTI: I'll make a motion.

24 MS. ZOLLO: I'll second.

25 MR. SANTORO: All in favor?



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2 MS. ZOLLO: Aye.

3 MR. DIANETTI: Aye.

4 MR. SANTORO: Aye.

5 MR. LOGAN: Aye.

6 MR. GALLINA: Aye.

7 MR. SANTORO: Five nothing.

8 We had an lot of correspondence come in
9 about various projects. I'll just read them off.
10 We're not going to read the entire submission, but the
11 names of the people that submitted them. And they're
12 in the record.

13 Fishers Ridge. Joanne Thomas, Ann Aldrich
14 of Historical Advisory Committee, Larry Thomas and
15 Cindy Tonias.

16 The Gullace Project. Jeffrey Sulecki sent
17 two letters. And Tom Hooker, Ken Curry, Mary McCarthy
18 and Robert Schlueter.

19 For Victor Crossing Modification, Thomas
20 Wager, Chip Testa, David and Kim Anderson and Theresa
21 DeRycke.

22 And with regard to Crown Castle Verizon
23 cell tower wanted to be located in the Tuscany
24 Subdivision, Kristin Dobranski, Scott Long, Marcus
25 Noel, David Purdy, Matthew and Brooke Holland, Linda



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2 and Joseph Lisi, Matthew Tappan, Casey Estabrooks,
3 Heather and Todd Bigger, Danielle Schoeneman, Deborah
4 Gilbert, Michelle Caracci, Joseph Corsi, Frank
5 Carnevale, Benjamin Stear, Melissa Van Hoof, Jeffrey
6 Polo, Bob and Michelle Cieslica, Bryan Hobson, Andrew
7 Suppo, Lou Applebaum, Cynthia and Gary Heerkens,
8 Sidney and Linda Cutt submitted two, Dennis O'Dea,
9 Darron Cummings, Timothy O'Hearon, Craig Dalconzo,
10 Deborah Buono, Tom Devitt, Bob and Karen Grasso, Bob
11 Waddell, Laura Purdy, Collin and Erin Schleifer, John
12 and Kristy Farar, Eric and Valerie Knutsen, Gary and
13 Yvonne Carnevale, Nicholas Gallo, Mike and Michelle
14 Faulkner, Melissa Meloney Morreale, Elizabeth
15 Slavinska, Mike Russell, Merrill Herrick. We had some
16 public comments from Ruth Nellis. We also had two
17 that came in late today, which I am sure the board
18 hasn't had a chance to look at but I'll mention them
19 anyway. One is from Donna and Kent Kiikka and the
20 other from Allen Ibrisimovic. That's the
21 correspondence we received up to date.

22 Anything from -- I don't see Carl here.

23 Donna, anything from Conservation Board?

24 MS. CLEMENTS: Donna Clements,

25 Conservation Board Chair. At our last meeting, we



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2 didn't actually have any projects to review, but we
3 decided to meet anyway just to kind of talk about the
4 upcoming projects and make sure we're all moving
5 forward.

6 One of the things that we did discuss
7 pertained to a project that you guys are reviewing or
8 discussing, continue the discussion on tonight. A
9 question was posed to me at the last meeting. So when
10 that project comes, I have a more detailed
11 clarification from the Conservation Board. Our
12 response didn't change, but we do have something else
13 to offer.

14 And I would encourage you guys to go on
15 site walks, review your projects after they're being
16 built. The Conservation Board always does the
17 observations around town just because residents are
18 looking and we feel that we should be looking also so
19 that we can see what works and what doesn't and then
20 make adjustments accordingly.

21 So with that, does the board have anything
22 for me?

23 MR. SANTORO: Anybody?

24 Okay. Thank you.

25 MS. CLEMENTS: Thank you.



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2 MR. SANTORO: Kim?

3 MS. KINSELLA: Your next meeting will be
4 July 14th. We have a public hearing for the Crown
5 Castle continuation of the cell tower at Tuscany Hills
6 Subdivision.

7 Also, some new applications for Finger
8 Lakes Coffee Roasters, which is an addition to an
9 existing building at 7230 State Route 251.

10 Another new application for Anthony's Apex
11 Auto, Inc., at 1296 East Victor Road. That is --
12 they're requesting to operate an office for internet
13 car sales out of that location.

14 Lehigh Crossing, lot 12, at 7871 Lehigh
15 Crossing. They're requesting to construct a 20,000
16 square foot flex-space building.

17 Also at Lehigh Crossing, lot 11 at 7881
18 Lehigh Crossing. That's a new build to construct a
19 20,600 square foot single-story building.

20 And also, decision on Victor Community
21 Church, which was before you at the last meeting at
22 7500 State Route 251. They're requesting to build a
23 6,000 square foot addition to an existing building.

24 And then Victor Chevrolet at 7200 State
25 Route 96 for a decision also that evening. And then



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2 any carryovers from tonight.

3 Are there any questions for me?

4 MR. SANTORO: Anything?

5 Thank you, Kim.

6 MS. KINSELLA: Yep.

7 MR. SANTORO: First item on the agenda is
8 the public hearing.

9 Cathy, do you want to read that?

10 MS. TEMPLAR: A public hearing will be
11 held before the Town of Victor Planning Board on
12 June 23rd regarding the completed Draft Environmental
13 Impact Statement for the Fishers Ridge project.

14 A Draft Environmental Impact Statement,
15 DEIS, has been completed and accepted by the Town of
16 Victor Planning Board as lead agency for the Fishers
17 Ridge project proposed to be located on the north side
18 of New York State Route 96 just west of Lane Road in
19 the Town of Victor.

20 The project includes three phases of
21 development. Phase 1 consists of a 132,200 square
22 foot retail sporting goods store, Bass Pro, with an
23 attached 17,400 square foot restaurant; mass grading
24 of the entire site; installation of the stormwater
25 management system; the construction of access roads



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2 and installation of utilities, sidewalks and
3 landscaping.

4 Later phases will consist of a 200-room
5 hotel, a mixed-use town center, multi-family
6 residential complex and several outparcels. The town
7 center would be the heart of the Fishers Ridge
8 community consisting of 248,200 square feet of retail
9 restaurant uses, 134,300 square foot of office/fitness
10 space and 240 rental/residential units. The project
11 would also include 250 dwelling units in several
12 three-story buildings with a combination of
13 underground and surface parking. Seven separate
14 outparcels totaling 35,300 square feet are planned to
15 be developed near the Route 96 frontage on the
16 southern portion of the site.

17 A hard copy of the DEIS is available for
18 review at the Victor Town Clerk's Office and also on
19 the town's website under the town planning board
20 projects. Comments on the Draft Environmental Impact
21 Statement are requested and will be accepted from
22 May 18, 2015, through July 17, 2015. Comments should
23 be sent to the Town of Victor Planning Board, 85 East
24 Main Street, Victor, New York, or
25 planning@town-victor-ny.us. Printed one time in the



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2 Daily Messenger, June 8th.

3 MR. SANTORO: Thank you.

4 Paul?

5 MR. COLUCCI: Good evening, Mr. Chairman.

6 Paul Colucci. I'm the vice president of development
7 with the DiMarco Group. I'm here tonight to speak on
8 behalf of the developer and the applicant for Fishers
9 Ridge.

10 Cathy, that was a remarkable summary. I
11 almost don't even have to give a presentation here
12 tonight. You kind of captured it very well there.
13 But I am going to do a brief presentation. And being
14 respectful of everyone's time, I'm going to try and
15 keep it brief.

16 As you recall, back in January we did an
17 information meeting with the planning board. At that
18 time we had just submitted the latest version of the
19 DEIS and I gave an overview of the project, the phases
20 of the project, the first phase, and touched on all of
21 the components of the DEIS. You're going to see a
22 very similar presentation here tonight. And it's not
23 to be purposely redundant, but I think that you've had
24 the DEIS for some time now. You've had a chance to
25 digest it. And we certainly have a formal public



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2 hearing now. And that presentation, I think, is a
3 good overall overview of the project. So I'm going to
4 go through it. It's a little more concise than last
5 time. And then that's going to be it from our side
6 tonight.

7 So as we start, our applicant and
8 developer, DiMarco Group, we're a local
9 Rochester-based developer. We own the property, the
10 96 acres that we are talking about that is considered
11 Fishers Ridge. We own it outright. We have several
12 consultants that we have listed here that contributed
13 to the DEIS and the project development. And that
14 includes our SEQR associate. Frank Sciremammano
15 couldn't here tonight, but he will remain engaged in
16 the project. Legal counsel, Ashley Champion from
17 Nixon Peabody is here. Our civil engineer of record,
18 Costich Engineering, Mark Costich is with us here
19 tonight. Land planning is Design Development Group.
20 No representation here tonight, but they've worked
21 with us on the overall project theming and land
22 planning of the 96 acres. Traffic and transportation
23 as well as visual studies have been done by Bergmann
24 Associates. Frank Dolan is here representing Bergmann
25 tonight. And then not present tonight, but our



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2 wetland consultant working with us directly on the
3 Army Corps of Engineering application is TES
4 Associates.

5 Also I want to introduce, and he'll have a
6 chance to get up and talk to you, Keith Kondrot, the
7 project manager from Bass Pro. You remember him when
8 he attended back in January. So Keith is going to
9 just talk a little bit about Bass Pro.

10 The project is located along Route 96
11 about halfway between Eastview Mall to the west of us.
12 And just for discussion purposes, I'm going to talk
13 about Route 96 in an east/west fashion tonight. So if
14 I say "west," I'm talking towards Eastview Mall. If I
15 say "east," I'm talking towards the Village of Victor.
16 So we're about halfway between the Village of Victor,
17 which is just off this aerial at Eastview Mall to the
18 north -- or to the west. Fishers Ridge is 96 acres
19 highlighted right there. Route 251, just heading
20 south of us. Lane Road and Rowley Road to the west of
21 us.

22 Some reference dates for the DEIS,
23 important dates relative to the application. You'll
24 recall the application was first advanced in September
25 of 2007 when the DiMarco Group submitted an



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2 application for development of the site. The planning
3 board declared itself lead agency, issued a positive
4 declaration. Subsequent to that, a public scoping
5 session was conducted with formal scoping adopted in
6 February of 2008.

7 The developer submitted -- went and
8 prepared a DEIS and submitted that first version of
9 the DEIS in 2009. And during that time, during review
10 with the involved agencies, there were some changes
11 made to the project. And we'll talk a little bit
12 about that, how the project changed from when it was
13 originally submitted to where we are today, what's the
14 subject of the DEIS today.

15 But ultimately there was the emergence of
16 this preferred alternative that came to light from the
17 project. And that is essentially what the current
18 version, the DEIS that was accepted and deemed
19 adequate by this board, has been developed. And that
20 DEIS is essentially written around that -- what was a
21 preferred alternative in the original DEIS.

22 So we submitted that latest version of the
23 DEIS to this board in December of last month -- or
24 last year with the DEIS being accepted by the lead
25 agency as adequate for public review. The SEQOR public



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2 comment period, which is currently open, is -- we're
3 in the middle of that process. This hearing tonight
4 identified June 23rd, 2015, is part of that formal
5 SEQR process. And the public comment period ends
6 July 17th of 2015.

7 As I stated, the original DEIS and, when
8 the project was originally advanced, the very first
9 application was this plan right here. We call it the
10 2007 site plan. It was a combination of retail and
11 restaurant uses. A typical power-center-type layout
12 is really what it was, with a lineup of typical
13 anchors and junior anchors up by the Thruway, what was
14 attempting to be a street of shops or a town center,
15 but there was really no mix of uses. It had a
16 hospitality component over on the hillside over here.
17 This program totaled about 741,000 square feet.

18 The current proposed site plan is shown
19 here on this slide. It's a mixed
20 residential/commercial development in what we're
21 considering a community setting. Proposes a
22 subdivision of six lots. I'll get into that
23 subdivision and I'll identify those lots for you and
24 how we form those. It's a multi-phase project. We're
25 here to talk about the overall project and review the



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2 overall impacts, but there is a first phase and I'll
3 get into what that phase is.

4 The access points. Along Route 96, a
5 westerly project entrance, and an easterly project
6 entrance lining up with Route 251, just heading off
7 the page to the south.

8 I'll flip to some other slides and we'll
9 focus in on a little bit of the types of developments,
10 but we're really talking multi-residential and
11 four-rent apartments in portions of the site, anchor
12 retail up against the New York State Thruway to the
13 north; hospitality, a hotel; outparcels, which are
14 consistent with the development that you see along
15 Route 96 today, single use with parking around them.
16 And then the heart of the project is the town center.

17 Total lot coverage and program for this
18 project totals about 705,000 square feet. We're
19 looking at approximately 15 percent building coverage
20 and we're maintaining an overall green space on this
21 project of 40 percent.

22 These are the six lots that I just
23 referred to. And these lots are formed by what are
24 intended to be and proposed to be dedicated roadways.
25 So these lots kind of separate the portions of the



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2 site. And we've identified lot 1 as a residential
3 component. Lot 2 is the anchor parcel. Lot 3 up to
4 the northeast is that hospitality component. A small
5 outparcel consists of lot 4. Lot 5 are those frontage
6 parcels. And the town center is lot 6.

7 Then just looking in a little bit more
8 detail of what the vision is of portions of this
9 project. Here is the residential component. We call
10 it the Hillside Residential. It's 250 units of
11 four-rent apartments. It sits up relatively high
12 compared to Route 96. Route 96 is down here at about
13 elevation 690 -- I'm sorry, there's another slide --
14 elevation 600. And this is up closer to 700. So
15 relatively high above, capturing the vistas of the
16 Town of Victor and the Bristol hills to the south and
17 a really nice setting for residential units.

18 Lot 2 is our anchor parcel. Bass Pro
19 Shops. 150,000 square foot outdoor world. That's
20 broken down. And we'll talk a little bit about that,
21 but that's 132,000 square foot outdoor world, actual
22 retail store, and then a 17,400 square foot restaurant
23 and entertainment center that's attached.

24 The hospitality component is a 200-room
25 hotel, full-service hotel. That would be located up



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2 closer to the route -- the New York State Thruway.

3 One of the outparcel sites, that's lot 4.

4 And then frontage parcels. These would be
5 typical retail, restaurant, branch bank, pharmacy,
6 single-use-type buildings.

7 And then the town center, which is a mix
8 of uses. Retail with office over retail. We only
9 show kind of one level, but this is two- and
10 three-story buildings in the town center, zero setback
11 buildings, very pedestrian scale, on-street parking,
12 amenities, public gathering spaces, a residential
13 component along the southern end of that. And we'll
14 talk a little bit about the vision of that in some
15 subsequent slides.

16 As listed in the DEIS and consistent with
17 what we just reviewed overall, this is the proposed
18 plan program. A retail sporting goods anchor, 132,000
19 square foot Bass Pro; the anchor restaurant and
20 entertainment center; the hotel; the town center and
21 restaurants consisting of approximately 250,000 square
22 feet; office, which is over that retail in the town
23 center; town center residential and Hillside
24 Residential. And, again, about 705,000 square feet of
25 total program area in a multi-phase project.



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2 The first phase of the project is what our
3 application is drafted for. That is the only portion
4 that we're asking for site plan approval. Subsequent
5 to SEQOR being concluded, that's what you would be
6 reviewing and considering for site plan approval is
7 this portion highlighted in yellow. And that would
8 include the Road A, what we call Bass Pro Drive, which
9 is our westerly project entrance; a portion of Road B,
10 which is along the frontage of Bass Pro, the anchor
11 parcel, and then the stormwater management area as
12 well as infrastructure, storm sewers, water, electric,
13 gas.

14 Off-site improvements would be phased.
15 We're going to talk about -- I'll show you some slides
16 on the overall off-site mitigation or the
17 transportation upgrades, but we would be doing some
18 phase mitigation which would include a signalized
19 entrance at Route 96 and some minor widening in this
20 location for that first phase.

21 It's important to note that, while we're
22 evaluating overall environmental impacts, this is all
23 we're asking for site plan approval at this time. And
24 also to note, Bass Pro Shops is an allowable use in
25 the commercial and industrial zoning, which is what



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2 the underlying zoning is of this project of the
3 96 acres.

4 Our phase 1 program identified here,
5 consistent with the application submitted, includes
6 the Bass Pro, the anchor restaurant and the
7 entertainment center. We are seeking, under this
8 first phase, application variances for overall
9 building height where 35 feet is allowed. We're
10 proposing a maximum height of Bass Pro, which would be
11 the tower associated with their outdoor world, at
12 approximately 52 feet.

13 Green space, we are -- while we maintain
14 40 percent overall, on this first phase, since we'll
15 only be delivering a portion of the overall site, the
16 green space is slightly under, but we would have the
17 remainder of the site undeveloped. So we would be
18 able to achieve the overall green space ratios with a
19 full build-out plan, but in that first phase we would
20 be under. And then there's a special permit
21 associated with outdoor display for Bass Pro.

22 Next we're talking a little bit about the
23 vision. And I pared this back a bit. But overall,
24 Fishers Ridge was always envisioned to include a
25 signature retailer. And that anchor retailer, we're



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1
2 proud to announce. We announced it publicly last
3 year, that Bass Pro has committed to Fishers Ridge and
4 committed to Victor and this project.

5 They're a destination brand that
6 entertains and excites visitors to the Finger Lakes
7 region, promotes tourism. They create stores that are
8 unique to each market. Keith will talk to you a
9 little bit about how they're starting to develop this
10 concept here. But each store is unique. And that's
11 important. You know, the way that their interior is
12 and their exterior reflect the natural history of the
13 area that they reside. That outdoor feel is brought
14 indoors. Large indoor aquariums, historic photos and
15 exhibits. They really try to pay tribute to the
16 heritage of the sportsman and the heritage of the
17 natural history of the area. They're leaders in
18 conservation. I could go on and on. I think I've
19 supplied some material to the town planning department
20 about their fish and wildlife habitat improvements,
21 their efforts in conservation and outdoor skills
22 education, their efforts in improving water quality in
23 lakes and springs, conservation advocacy. And they're
24 very, very dedicated to sustainability initiatives.
25 And, you know, as we get further down this project,



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2 we'll talk about what some of those are when we're
3 actually reviewing the site plan components of this.

4 We -- I think I said this before. And
5 it's still true. We couldn't be more excited and more
6 fortunate that we have this tenant to lead the project
7 because they really define what the project is going
8 to be going forward. We've received positive feedback
9 from other agencies, including Ontario County IDA
10 where they said, and I'll quote, "We're excited to
11 learn that Bass Pro Shops is planning a flagship store
12 for Fishers Ridge. This will create high-quality
13 permanent jobs, significant sales tax revenue and a
14 tourism destination that will strengthen the county
15 and the regional economy."

16 And I mentioned it before, and, you know,
17 we'll never stop really feeling good about the fact
18 that the number 1 read story in the 2014 Rochester
19 Business Journal, the most read article of the year,
20 was the announcement of Bass Pro Shops at Fishers
21 Ridge. And that was pretty powerful. And that is
22 really something that we like to celebrate.

23 The town center. And what do we talk
24 about -- you know, what are we envisioning when we
25 talk about a town center? We're talking about mixes



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2 of retail uses, small shops with unique storefronts,
3 office over retail, two- and three-story buildings,
4 appropriate scaled architecture, large expanses of
5 public spaces where people will congregate, a place to
6 gather and enjoy, a place that people could come when
7 the stores are even closed. Different than a typical
8 shopping center with trails and waterfalls and
9 amenities and places that would be very fitting just
10 to visit whether you're shopping or whether you're
11 there just to enjoy some of the built-in environment.

12 The residential multi-story four-rent
13 apartments with buildings positioned to capture views
14 that I talked about sitting up on the hilltop;
15 creating interesting spaces between them; focusing on
16 amenities for the residents such as fitness centers,
17 underground parking for covered parking. And not only
18 giving that convenience to the renter, but also
19 looking at ways to reduce the footprint and reduce the
20 amount of parking area by putting it underground.
21 Again, focusing on the outdoor space to create a
22 really highly desired location for residents.

23 The streetscape. Street-front retail with
24 appropriately scaled buildings, pedestrian-scaled
25 lighting and landscaping, on-street parking, a



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2 streetscape that focuses on the pedestrian experience,
3 texture changes in the sidewalk, creating that sense
4 of place.

5 And we have a really unique opportunity
6 just given the grade change across the site. There's
7 about 120 feet of grade change from the New York State
8 Thruway down to Route 96. And there's intermittent
9 streams. And we'll talk a little bit about Army Corps
10 and what we're doing with them to focus on those
11 efforts.

12 But we basically have runoff from the New
13 York State Thruway that runs through the project. And
14 we're going to develop it and build an environment
15 that captures that and creates a very active water
16 course through the heart of the project. And that,
17 with cascading waterfalls, creates a very pleasant
18 environment, whether it's to engage and enjoy outdoor
19 dining or locations where we can create habitat for
20 wildlife where habitat doesn't exist today. And
21 really just a central element to the overall project.

22 The trails are another vital component of
23 the project. You can see a little bit of the scale on
24 the overall development that we're proposing over 2
25 miles of trails associated with this project that are



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1
2 going to meander through and around the buffer of the
3 project. Those trails -- when I talk about trails,
4 not just the traditional footpaths and trails like you
5 see here through wooded areas, but also sidewalks and
6 maybe asphalt and stone sidewalks that have different
7 treatments that will meander around the perimeter of
8 the project in a more natural form. There will
9 certainly be locations in the buffer and the
10 undisturbed areas that we're not touching. The land
11 meanders through preservation areas and they'll
12 connect to an existing network of very extensive
13 trails that are located in the Town of Victor, both
14 Lehigh Trail and the Auburn Trail.

15 Here's the headlines. You got the outline
16 of the DEIS. And I'm going to touch really briefly on
17 these. I promise. The DEIS was the subject of the
18 categories listed here. It was summarized in about a
19 124-page narrative that you have in your possession.
20 We did two separate geotechnical investigations when
21 we're talking about geology and soils and topography.
22 We did one in 2007 and 2012 that use these initial
23 geotechnical evaluations just to understand the types
24 of soils, what we can do to promote infiltration, how
25 we can development our stormwater management plan.



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2 We are proposing stormwater infiltration.
3 We have some areas of the site where infiltration
4 rates are very, very high. This used to be a sand and
5 gravel pit, so there's portions that have very high
6 permeable rates. There's other locations where it is
7 not so suitable, so we've developed the plan and we've
8 cited some of the larger parking areas in those areas
9 that had higher rates of infiltration.

10 As I mentioned before, the relationship of
11 the topography from the New York State Thruway
12 elevation, about 715 for Bass Pro up at the top, as
13 you can see; that Hillside Residential of about 700;
14 about 600 down here along the frontage. So roughly
15 120 feet of grade change across the site.

16 MR. LOGAN: Excuse me, Paul. Can you tell
17 me what the elevation of the Thruway is at that point
18 where Bass Pro is, approximately?

19 MR. COLUCCI: It climbs in here a little
20 bit, Joe. But relatively about 720.

21 MR. LOGAN: Okay. So it's similar.

22 MR. COLUCCI: It jumps up a little bit.
23 There is a knob in between Bass Pro and the Thruway
24 that jumps up here. But that elevation is roughly
25 about 5 feet, 5 to 8 feet above the Bass Pro.



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2 MR. LOGAN: I was trying to get a sense of
3 drop from the Thruway to 96 in relation to Bass Pro.

4 MR. COLUCCI: Right. And it climbs pretty
5 steadily as you head up to the east.

6 MR. LOGAN: Thanks.

7 MR. COLUCCI: Sure.

8 So overall, the way we developed the
9 earthwork was to create a series of plateaus, an
10 anchor plateau and a plateau up higher, up against the
11 New York State Thruway; a Hillside Residential
12 plateau; the town center is generally a plateau in and
13 of itself with some grade changes at these roads that
14 break the lots. These buildings and this parking area
15 would operate almost as a retaining wall and the
16 buildings would function as not only tenant
17 opportunities to locate, but they would also provide
18 that break to allow the grade to change from high on
19 the anchor parcel down to low on the town center. And
20 then a similar grade change here along the lower road
21 that parallels Route 96. And we'll show you another
22 slide that gives a little of a better scale,
23 three-dimensional of how that works.

24 We've studied the terrestrial and aquatic
25 ecology, which I hinted at and talked about the



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1 wetlands that are on the site. We prepared a wetland
2 delineation. That was updated in 2014 and signed off
3 by the Army Corps of Engineers for the subject of the
4 wetland impact analysis and mitigation report that we
5 submitted in 2013 to the Army Corps of Engineers.
6 They've since accepted that and they've done their own
7 public notice on that. The town was copied in on that
8 public notice.
9

10 We received comments from several
11 agencies, including US Fish and Wildlife, New York
12 State DEC. And we're in the process of responding
13 back to the comments for the public notice on the Army
14 Corps of Engineering application. We continue to work
15 with them pretty much on a weekly and monthly basis.

16 And ultimately, the result is that we have
17 about 2.2 acres of wetlands on the project site. And
18 I've identified those here in yellow. All right? And
19 I know they're a little tough to see. Then this area
20 in blue is another wetland and stream course,
21 intermittent ditch. They're very low quality.
22 They're dominated by common reed and canary grass.
23 They really provide little to no value as it relates
24 to habitat or water quality.

25 We've had the Army Corps, US Fish and



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2 Wildlife, DEC out on site several times. We've walked
3 it with them. We also met at a location where we're
4 proposing to do some mitigation with both town
5 representatives and those other agencies I referenced.

6 Ultimately we're impacting about 1.7 acres
7 of wetlands on the site. And that's highlighted here
8 in yellow on this plan. Those are those areas that I
9 highlighted in yellow. And then we're doing
10 preservation and enhancement of these areas
11 highlighted in blue.

12 This is what we call stream B. We're
13 actually not touching that at all. We're going to do
14 enhancement. We're going to do some wetland planting.
15 We're going to do some eradication of existing
16 nuisance and invasive species. And that would wind up
17 remaining a buffer to the residential to the east.
18 And then that preservation and enhancement of the
19 central water course is what I referred to as kind of
20 the heart of the project.

21 I mentioned that we're looking at doing
22 off-site mitigation. We've worked with the town parks
23 and rec department at identifying Fishers Park, which
24 is at Main Street, Fishers, and Wangum Road. There's
25 two components that we're looking to do there. And



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1
2 those include restoration and stabilization of
3 Irondequoit Creek and its tributary. Irondequoit
4 Creek is not shown in its entirety here, but these
5 areas highlighted in yellow are areas where the stream
6 bank has been compromised and is in need of
7 restoration. We met out there with parks and rec and
8 we met out there with the town engineer and US Fish
9 and Wildlife, Army Corps. We designated this as an
10 area for off-site mitigation and we're working through
11 that as part of our wetland impact and analysis
12 report.

13 We studied historic and cultural
14 resources. The Rochester Museum & Science Center did
15 a phase 1 cultural resource survey in August of 2007.
16 That concluded with essentially a SHPO, State Historic
17 Preservation Office, no-effect letter that identified
18 that no archaeological or historic resources were
19 identified on the project site.

20 Regardless of that, we've talked about
21 this and we will continue. Fishers Ridge has always
22 wanted to celebrate the Native American history and
23 embrace the expedition of Denonville that has occurred
24 in this region.

25 We propose to work with the Victor Hiking



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1
2 Trails to celebrate the Seneca Trail in a unique
3 manner on the site, expanding and enhancing existing
4 trails; work with our anchor, Bass Pro Shops, to
5 incorporate local historical and environmental themes
6 into the store and its site design. And having a
7 tourism draw like Bass Pro really gives us a unique
8 opportunity to share this history of the region with a
9 much broader audience than we would typically be able
10 to capture without that type of tenant that is very
11 much excited to embrace that. And Keith will touch
12 briefly on that, but that's certainly something we're
13 going to continue working on.

14 We've reviewed air quality. The major
15 source of air quality occlusion in the area is New
16 York State Route 96 and the New York State Thruway,
17 both very high-volume traffic generators. And Fishers
18 Ridge development will include indirect emissions
19 associated with similar vehicular access movement, but
20 there's been determined to have no appreciable effect
21 or increase in air quality or decrease in air quality
22 as a result of this project.

23 We were able to mitigate potential impacts
24 by locating loading docks and locating the larger
25 users away from the residential receptors, putting



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1
2 them up against the New York State Thruway, enforcing
3 legal bans of idling of trucks so that trucks aren't
4 sitting there unnecessarily idling and producing
5 pollution.

6 A mixed-use development like this and
7 having connectivity to trails and having residential
8 and office and retail and all of those uses in one
9 development promotes pedestrian access and is
10 certainly one of those ways that you can reduce trips
11 to and from a site. And also, enforcing best
12 management practices during construction, soil
13 stabilization techniques, erosion control measures and
14 stuff that will be discussed at length and is in our
15 stormwater management report.

16 We evaluated the aesthetic resources. As
17 part of the scoping, the planning board identified
18 important viewsheds to study. And those are in the
19 viewshed analysis that Bergmann Associates prepared.
20 They include cross-sections and photo simulations of
21 both leaf-on and leaf-off, pre- and post-development,
22 where you can see how this site was modeled using
23 existing USGS topography and existing on-site
24 surveying to model the site. And essentially we can
25 now go to anywhere within the radius that we were



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2 asked to study and take a snapshot and a view and we
3 can see what you would see from those receptors that
4 we were asked to study. And that's in that viewshed
5 analysis.

6 But ultimately what we show here are,
7 using our model that we have, this tiered development
8 with sloped topography, density with the largest,
9 highest intense users up against the New York State
10 Thruway, the town center in the center, a generous
11 buffer along the residential to the east. And then
12 that type of development that you would see along
13 Route 96, it's more open space and that typology that
14 you would expect to see along the Route 96 corridor.
15 And another view of that.

16 I'm going to have Keith Kondrot come up
17 here and talk to you briefly about the Bass Pro and
18 their building elevations that they've started.

19 MR. KONDRROT: Hi. My name is Keith
20 Kondrot. I'm the development manager on this project
21 for Bass Pro. Paul seems to be handling the technical
22 aspects really well, so I'm probably just going to go
23 over what makes us unique and different than other
24 retailers out there and other businesspeople out
25 there.



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2 Probably start off with, recently we've
3 been -- on a survey with Forbes Magazine, we're one of
4 the top companies from an employer standpoint. We
5 hire very specific people that truly enjoy the
6 outdoors, both at the store level, at the distribution
7 level and at the mail-order level. And the reason
8 that's done is that this company is owned by one man,
9 John L. Morris. I'll give you a slight history on it.
10 It helps with the uniqueness of why we are who we are
11 today.

12 John L. Morris, back in early '70s, his
13 father owned a few liquor stores in Springfield,
14 Missouri. He basically told his son to go out and get
15 a job. He got a U-Haul truck and went around to all
16 the fishing lure manufacturers and rods and picked up
17 a couple rods and reels and brought them back and
18 opened up a bait shop in one of the corners of his
19 father's store.

20 There it turned into his own retail store.
21 Then it kind of morphed into a mail-order business, a
22 mail-order business so large now that in Springfield,
23 Missouri, our 1.9 million square foot headquarters has
24 its own zip code because we process so much product in
25 and out of the building.



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2 We grew into our flagship store, which now
3 is 550,000 square feet in Springfield, Missouri. And
4 from there we branched out. Our first location was in
5 Gurnee, Illinois. And then grew out further and
6 further and further.

7 His vision on most -- on his buildings is
8 that he's trying to get that old national state lodge
9 feel. The creaky floors. We spend a fortune on wood
10 that we go then and beat up with hammers so it creaks
11 and sounds like a real wood floor. This became such a
12 big part of our business, making our building
13 materials unique and old and rustic, that we actually
14 have our own fab shop.

15 In our fab shop, we have our own
16 lumberyard. We go and repurpose -- take down old
17 barns throughout the midwest, take all that wood back,
18 stockpile it in our lumberyard. We have master
19 craftsmen. I believe it's 30 individuals plus that do
20 all of our custom cabinet work and fixturing and
21 woodwork and prepping out any of the materials to go
22 on the inside or outside as far as the finishes. We
23 have our own blacksmiths that do the chandeliers, the
24 lanterns, the handrails, the embeds in the floor.

25 We have our own zoologists in house. We



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2 at this time manage about -- I believe we're at about
3 a little over 13,000 animals companywide. Mainly
4 fish. Mainly freshwater game fish. It's a big part
5 of what we do.

6 And with those resources, we are able to
7 make our stores incredibly unique. Destination
8 locations. It's very common that people actually
9 travel and make a full week in our locations. It's
10 the only place I know of that a guy will go in for a
11 pair of socks and come out with a basket full of
12 stuff. Most guys will go into a Walmart and get those
13 socks and then get out. Our location, that doesn't
14 happen.

15 On this particular location, we're
16 bringing in our fishbowl concept. It's a bowling
17 alley and restaurant. If you can envision the Pirates
18 of the Caribbean inside. We're Brunswick's number 1
19 buyer of bowling alley lanes right now, but they won't
20 certify us as far as exact lanes because we put little
21 fish decals in and we've got blue lights. And we're
22 really trying to make it a friendly environment for
23 the family to go and have a place to enjoy a meal and
24 have a great evening at.

25 As far as our locations, I would love, as



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2 a development manager, to say that we have a
3 prototype. We don't. We never have. We always try.
4 We never get there. For me, it would be nice to just
5 plug and play, but I don't get that luxury. I come
6 from a fast food and gasoline station side the last
7 30 years where plug and play is the way to go as far
8 as building types, canopies, drive-throughs. We don't
9 do that at Bass Pro. It's all one off, original.

10 We start -- we try to tell a story from
11 the time you pull up to the property. We like being
12 on the back ends of developments because we like
13 people to architecturally view the building and see
14 the building.

15 We bring in materials from the area. We
16 get stone quarries from the area. We actually have
17 our own architect, our VP of our department, that goes
18 into stone quarries to pick out the stones. They
19 usually laugh at us because they ask us what we want
20 and I usually tell them 15 the size of me and 15 the
21 size of an eighth grader and whole lot the size of
22 watermelons. Because we do everything big in scale
23 and grand and just overwhelming in size. Again, gets
24 you that state and that national lodge feel.

25 We're known for all our surveys. The



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2 number 1 thing people really say, the reason they come
3 for us, is our outside exterior. The walk up; they
4 feel like they're walking into that experience. And
5 then there's our lobby, which we're known for, and our
6 fireplaces, where most people, after they get tired of
7 shopping in our store, will have no problem just
8 sitting down and relaxing at the fireplace.

9 Our clear story goes all the way from
10 front to back. It's filled with dioramas of taxidermy
11 of animals local to the area, again, telling the story
12 of the area as we go in.

13 We have professional muralists, world
14 class artists, that paint up the building. Our
15 competitor uses nothing more than decals and stickers
16 to get theirs done. We actually spend about three
17 months imaging up this building on the inside.

18 Leading all the way back to our aquarium,
19 which is 12 to 15,000 gallons. Again, we'll populate
20 that aquarium with fish from the area, game fish from
21 the area, again, as an educational outreach to folks.
22 There's little quirky things inside our buildings,
23 from embeds in the floor where you actually have foot
24 patterns of the animals that are local to the area,
25 the brass embeds out in the front. And the children



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2 can go follow that as it wanders all throughout the
3 store itself.

4 We're proud to be unique. We think it's
5 what's made us successful. And we're really glad to
6 be here. This is a grand -- because of our mail order
7 business, we kind of know where we need to be. So
8 we're really excited about this location and excited
9 about getting it off the ground.

10 If you have any questions, I'll be glad to
11 answer them.

12 MR. SANTORO: Okay. We will get to that.

13 MR. KONDROT: All right.

14 MR. SANTORO: I'd like to get to the
15 public comment part.

16 MR. COLUCCI: Almost there.

17 MR. SANTORO: Well, you said it would be
18 short.

19 MR. COLUCCI: Very quick. We'll go quick.
20 So other portions of the project. And we
21 have -- again, phase 1, we know what that is. Our
22 anchor retail, Bass Pro. That's an elevation that
23 they started with.

24 The town center. We have conceptual
25 architecture developed, which we're calling Finger



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Lakes style architecture. And this slide is depicting that, the types of scale of buildings, multi-story buildings and the typology that we would envision there.

The residential, again, using natural materials and multi-story with balconies and a residential overall feel of this building. Natural materials, earth tones.

We talked about some transportation. And I'm going to go through this real quick, Mr. Chairman. But I think transportation is one of those items that we do want to familiarize everybody with.

We have a traffic study prepared by Bergmann Associates. It's been reviewed by New York State DOT and commented back to this board. Mitigation includes signal timing adjustments at Main Street, Fishers, Route 96 just off the slide here. We have essentially a five-lane section heading from west to east, heading into the project. And we propose to capture that five-lane section that today tapers down to three lanes right at the Ballantyne RV center and carry that five-lane section through the project, across the frontage, five-lane section. And you see Rowley Road and maintaining that left turn lane at



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2 Rowley. Carrying that five-lane section to our
3 westerly project entrance, which would have dual lefts
4 in, two lanes exiting, a right out, a left out and two
5 receiving lanes. And then that five-lane section
6 continues across the frontage to Route 251. And the
7 Route 96 intersection, today this is a T; we would
8 make this a fourth leg of that intersection. Again,
9 two legs entering, two lanes turning for 251 to head
10 westbound on 96, and then the appropriate intersection
11 geometry to convey our movements out of the
12 development and maintain the appropriate green cycles,
13 ultimately maintaining levels of service at or better
14 than what exists today. This five-lane section
15 today -- or this five-lane section post-development
16 would taper off just off to the east of this slide,
17 back to a three-lane section.

18 We studied other intersections in town.
19 And those are highlighted here. I'm not going to go
20 into those in much detail, but those included the
21 Village of Victor and some of the surrounding
22 intersections in town. No physical reconstruction of
23 those intersections are proposed. We are proposing
24 signal timing and synchronization and being able to
25 optimize the signals in the Village of Victor. It's



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2 long been talked about, being able to have Rochester
3 Operations Traffic Center be able to control those
4 intersections during peak hours. And with this
5 development, one of our proposals is to be able to
6 make that happen.

7 We talked in the overall impacts about
8 energy and utilities. We have sent our plans out to
9 Rochester Gas & Electric. They are evaluating those
10 plans. I do expect to receive a Letter of Intent or a
11 Will Serve Letter that I will forward to this board
12 upon receipt from them.

13 There is existing sanitary along Route 96
14 at the frontage of our development. We know that
15 there are existing pump station capacities. We've
16 been in discussion with the town engineer and the town
17 sewer superintendent relative to that. We're working
18 with them in the sewer district to help solve the
19 current infrastructure deficiencies. We know that the
20 wastewater treatment plant has sufficient capacity,
21 but it's really that daisy chain of pump stations
22 that's under capacity.

23 Water. The Monroe County Water Authority
24 existing 12-inch dedicated water main on the north
25 side of Lane Road has sufficient pressure and flow to



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2 supply our project.

3 We also evaluated noise. We had a sound
4 impact assessment conducted by Bergmann Associates in
5 March of 2013. We know the existing noise generators
6 are the New York State Thruway to the north, the
7 concrete-lined five-lane section -- or -- yeah --
8 five-lane section, that is the predominant source of
9 noise in the area. We measured those existing noise
10 levels at five locations adjacent to residential
11 receptors. And those are numbered along here and over
12 here. And post-development sound levels, including
13 traffic, truck deliveries, parking lot sweepers,
14 garbage, refuse collection, are predicted to increase
15 by no more than 3 decibels. And the New York State
16 DEC guidelines for assessing and mitigating noise
17 impacts states that 0 to 3 decibels has no appreciable
18 effect. So essentially, this development will not
19 produce any more noise than exists out there today.

20 Public health and safety was another
21 component we were asked to study. The Fishers Ridge
22 project is really developed to be a mixed-use
23 development where people live, work and play. Safe,
24 welcoming, well maintained environment is of the
25 highest priority to us as owners as well as will be



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2 the town. Maintaining cleanliness, esthetically
3 pleasing architecture, neatly and orderly storage and
4 disposal of waste.

5 We did do a roadway and emergency services
6 access plan -- that's been part of the DEIS -- so that
7 the town's fire trucks, Fishers Fire District and
8 Victor Fire District will be able to access every
9 portion of the site. And we've modeled that in
10 turning movements.

11 Growth and community character is the last
12 section I'm going to talk about. I promise. The
13 current zoning is commercial/light industrial. As we
14 discussed, the phase 1 anchor tenant, Bass Pro, is an
15 allowable use under the present zoning.

16 This project is consistent with the goals
17 and objectives of the draft comp plan. I know that
18 the town and your boards are working very hard to go
19 through the process of adopting a new comp plan.
20 We've read through that and we've looked at some of
21 the synergies and some of the areas where this project
22 aligns itself with the draft comp plan and we're kind
23 of excited about that.

24 Focusing development within the town where
25 there's infrastructure in place, I certainly think



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2 that fits here. Capitalizing on growth areas and
3 retail, professional high-tech offices and tourism as
4 opportunities. Encouraging mixed-use development and
5 neighborhood scale development. Providing
6 multi-residential housing to meet demand for quality
7 housing for skilled workforce. And many, many more.

8 I'm going to close there. I apologize for
9 taking a little longer than I had set out to, but I'm
10 kind of excited about the project and have been
11 working on it for a long, long time, so it's hard to
12 keep me short. That's all we have for you tonight,
13 Mr. Chairman.

14 MR. SANTORO: Thank you.

15 Commenting on anyone who came in late,
16 please be sure you've signed in on the sign-in sheets.

17 Cathy, was there a separate sheet for
18 those that wished to speak? Do we have that?

19 MS. TEMPLAR: No. There's a separate
20 sheet for them to sign up there.

21 SPEAKER: It wasn't labeled.

22 MR. DIANETTI: It was labeled attendance
23 to the public hearing.

24 MS. TEMPLAR: There was one for attendance
25 and one for if you wanted to come up for the public



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2 hearing.

3 SPEAKER: There was no label.

4 MR. SANTORO: Okay. Maybe we'll have to
5 do this randomly. Anyone wish to address the board?

6 MR. JEMISON: Well, first of all, I give
7 thanks that all of you are well, all of you that are
8 here tonight.

9 I've been a resident for 30 years of the
10 Town of Victor. And for all of those 30 years, I've
11 managed the Seneca historic site known as Ganondagan.
12 And that translates to mean that there's a town that
13 is situated on a hill and it's surrounded by the
14 substance of white. And when our ancestors first
15 settled there around 1655, apparently there were white
16 blossoms there like we've experienced this spring.
17 And those white blossoms turned into an edible fruit.
18 And so that is the name that we've been using ever
19 since a 92-year-old Seneca woman gave me that name
20 back in about 1986.

21 I guess my main purpose here is because
22 we've dedicated a lot of the last 30 years to the
23 preservation of a significant historic site, the only
24 historic site in New York State dedicated to a Native
25 American theme, and really the most major site east of



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2 the Mississippi that is dedicated to Native Americans.

3 We've gone to a lot to educate schools in
4 the area, schoolchildren; visitors who come from all
5 over the world; residents of the area who come to
6 visit Ganondagan, and people who bring their relatives
7 and friends to experience a day of hiking and a day of
8 learning about local history. A history that existed
9 before the development of the United States. A
10 history that includes a democracy, a system of
11 government where leaders were chosen by the people to
12 represent the interests of the people which had a
13 profound influence actually on the United States' form
14 of democracy. Our confederacy is called the
15 Haudenosaunee, meaning people who build an extended
16 house. And our house is really Seneca, Cayuga,
17 Onondaga, Oneida, Mohawk, and in the 1700s we were
18 joined by the Tuscarora. So these are the people I'm
19 talking about.

20 And we're living here, you and I, in the
21 heart of original Seneca territory where some 4,500
22 people lived on top of this hill that we call
23 Ganondagan, or we also refer to it as Boughton Hill,
24 until the year 1687 when an army of the French arrived
25 here under the direction of a man named Marquis de



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2 Denonville, sent here directly by Louis XIV, king of
3 France.

4 Louis XIV desired to have a monopoly on
5 fur trade. And in order to have that monopoly on fur
6 trade, we were viewed as his greatest obstacle to that
7 ambition. We were an obstacle to that ambition
8 because we controlled the Niagara River. The Niagara
9 River gave you access to the western Great Lakes. And
10 the object of this time period was fur trade. Trade
11 in beaver. Beaver pelts taken back to Europe by the
12 French, the Dutch and the English to be turned into
13 beaver hats. Not big furry hats, but felt hats. And
14 the countries of Europe made their fortunes by the
15 manufacture of hats and by the control of how many and
16 at what price they were sold.

17 So retail came to Victor a very long time
18 ago. Retail came to Victor in the 1600s and even in
19 the 1500s in the form of fur trade. And we, rather
20 than being at the bottom of the economic ladder, were
21 right at the top of the economic ladder because we had
22 something we could supply to Europeans that they
23 desired. And in return for our providing fur, we got
24 guns, gunpowder, the iron axe, the brass kettle,
25 copper, glass and all types of other things that came



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2 through the system of fur trade.

3 Items which first became a luxury later
4 became a necessity. And in order for us to defend
5 ourselves against our enemies to be armed to the
6 equivalent of them, we had to maintain fur trading
7 with the Dutch, the English and the French. We could
8 not be exclusive traders with the French. Louie did
9 not have any interest in us. We were a mere obstacle
10 to his ambition to build the Versailles palace and to
11 renovate the Louvre.

12 So the story of Ganondagan ends in the
13 summer of 1687 when a French army of roughly 3,200 men
14 descend upon Irondequoit Bay. A combination of
15 warriors of nations from the west, French regulars and
16 inhabitants of the area around Montreal who were
17 recruited into the army and who accompanied the
18 Denonville campaign, scribes, Jesuits and others all
19 in the company of the French with the intent of
20 annihilating the Seneca, literally. That's what they
21 came here to do, wipe us out.

22 Very fortunately for us, a group of young
23 boys, most of them under the age of 16, defended their
24 town against an invading army and held them off long
25 enough to give some panic to the army to have



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2 Denonville decide, instead of going on and facing
3 another possible ambush, they would spend the night
4 above a ravine where they were attacked, where they
5 were ambushed. And this gave our people, our women,
6 our children, our elders, time enough to move east and
7 find refuge with our nearest neighbors, the Cayuga
8 nation.

9 And the Cayuga nation ultimately would
10 have to provide us with housing and with food after
11 the French spent days, nearly a week, destroying all
12 the food that they could find. Burning hundreds of
13 acres of corn. By their own account, 1,250,000
14 bushels of corn. Even if we allow for some
15 exaggeration, that is an enormous amount of corn to be
16 destroyed by a campaign in an effort to wipe us out.

17 300 years to the day after Ganondagan was
18 destroyed, it opened as a New York State historic site
19 with me as the manager of that historic site. On a
20 very warm day in July of 1987, it became a historic
21 site open to the public. And starting with a very
22 small staff, we built the site up. We renovated
23 buildings there. We developed hiking trails. We
24 built a replica of a Seneca bark longhouse based on an
25 actual longhouse excavated over in West Bloomfield.



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2 And right now we're completing and will
3 complete by the end of this month the Seneca Art &
4 Culture Center, a \$13 million project that has brought
5 together a composite of Seneca Nation money, New York
6 State money, private philanthropy, corporate money,
7 individual contributions by businesses from the area
8 and individuals. And this Seneca Art & Culture Center
9 will have a grand opening on the weekend of
10 October 3rd of this year. And we will begin to, from
11 there on, have both an outdoor on the actual location
12 and an indoor facility with museum, auditorium,
13 classroom spaces, archive, orientation, theatre,
14 multipurpose space to continue to educate and to share
15 a rich history with the people of the entire world
16 including this region.

17 So my primary concern is, coming here
18 tonight, that the proposal that has been laid before
19 us for over an hour and since 2007 repeatedly proposes
20 to take a road and run it right up the middle of the
21 ravine where possibly the ambush took place. A lot of
22 archeology has been done, but none has ever been done
23 of the ravine itself. Archaeology outside of the
24 ravine, archaeology to the west of the ravine, to the
25 north of the ravine. There's been a lot of



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2 investigation, but no archaeology, even a stage 1, in
3 the ravine itself.

4 And my knowledge of this particular site
5 has come from a combination of the historical record,
6 which is, you know, never pointing exactly and saying
7 "This is exactly the ravine." Beyond that, the late
8 J. Sheldon Fisher who was here long before me and who
9 was here when the New York State Thruway was
10 developed, when Route 96 was a dirt road, when Lane
11 Road had a doctor living there whose wife gathered
12 artifacts from her backyard and provided them to
13 Sheldon, when Sheldon dug along Willowbrook and found
14 artifacts of French origin. And that kind of
15 circumstantial evidence led to the very strong
16 possibility that this ravine off Lane Road, north of
17 251, is the ravine that the French army came into when
18 500 Seneca boys came out of the bush, fired upon them
19 and held them up long enough for their family members
20 to escape to safety. So it has a great deal of
21 significance to us.

22 We don't call ourselves Seneca. In our
23 language, Seneca has no meaning. In our language, we
24 call ourselves Onondowahgah, meaning the people of the
25 great hill. This is certainly one of those great



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2 hills that we lived upon. But our origin comes from
3 the eastern and southern shore of Lake Canandaigua.
4 The hills known as South Hill and Bear Hill, from
5 those hills we take our name, the people of the great
6 hill.

7 Our people still live today in communities
8 to the south and west of Buffalo, New York. I come
9 from Cattaraugus. My mother's ancestors came from
10 Allegany. My father's ancestors came from Tonawanda
11 to the east of Buffalo. I grew up in Cattaraugus. We
12 have our own government. We have our own language.
13 We have many people learning our language. We have
14 our own enterprises. And we have the Seneca Nation's
15 backing for this new building that we're about to
16 open. Some \$2 million was contributed by the Seneca
17 Nation.

18 So I guess what my point is, and I'd like
19 to wrap it up a little sooner than my friend here, is
20 that you have a history in this town. And it's a
21 history that is quite unique. It's a history that is
22 very old. It is a history that, I think, deserves
23 preservation. Sheldon Fisher sacrificed a great deal
24 to preserve Ganondagan and that land up there. He
25 formed an association called the Gannagaro Association



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2 at a time that that was a very unpopular idea, when
3 people thought that that should become a factory
4 location or should become a location for a
5 multipurpose development. And Sheldon bucked that and
6 paid dearly for it, truthfully, but lived long enough
7 to be recognized as the man of the year by the Town of
8 Victor eventually.

9 And he handed me the reigns, you know, so
10 to speak. I was hired because I went to each of the
11 consultants who were consultants to this project that
12 Ganondagan represents. And I laid out to each of them
13 my ambition to do a good job; to represent ourselves
14 in a positive way; to tell our story truthfully,
15 without exaggeration, without phoniness, with
16 complete, you know, accuracy as much as possible; to
17 search for answers whenever possible and to turn to my
18 elders for advice whenever I got stuck. And that's
19 the way I've operated. And to try to bring, you know,
20 a measure of credibility to this location, the
21 Ganondagan.

22 So I want you to consider what I've laid
23 before you, other alternatives to that driveway that
24 they're proposing that empties off of 96 and basically
25 is a little to the west of 251. You know, I could



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comment on many other aspects of this project, but that's really not my purview. Mine is history. And I want to thank each and every one of you for this opportunity to address. Those are my words.

MR. SANTORO: Thank you.

Because Mr. Jemison is who he was, we let him go on. But we're going to have to maintain a time schedule from this point on. And it's on the agenda. It's already -- it's the same as the town board does. And that's to try to limit your presentations to three minutes. And after five, if you're still going on, we're going to cut you off. So keep it concise if you could.

Yes? Name and address?

MS. ALDRICH: Ann Aldrich. 135 South High Street. I'm here representing the Historic Advisory Committee.

The Victor Historical Advisory Committee was established to advise the various boards in the Town of Victor as to the importance of the town's historical heritage and the impact in our present-day community. This encompasses things such as structures, locations, cemeteries and events. It is the duty and responsibility of the planning board as



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2 representatives of the town to protect and preserve
3 our history for future generations. Once destroyed,
4 it is lost and gone forever.

5 The Fishers Ridge project is one such
6 opportunity for the planning board to support, to
7 protect and to preserve our historical heritage. We
8 are proud of the heritage of the Seneca Nation and its
9 importance to our town's history. There is much
10 information, both written and oral, to support that
11 the ravine area on this site may be the location of
12 the 1687 Seneca ambush of the French forces under the
13 command of Denonville. There may well be human
14 remains on this site.

15 Peter Jemison, the Ganondagan historic
16 site manager and a member of the Seneca Nation, sent a
17 letter to the planning board dated February 22nd
18 of 2008 informing you of these facts and their desire
19 to preserve this site. It is the position of the
20 Victor Historical Advisory Committee to support the
21 Seneca Nation in their quest for the preservation of
22 the ravine site.

23 In the packet of information recently
24 supplied by our committee to the planning board and
25 the town board are the various records to support this



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2 claim. Please note that the entire site was
3 designated by the State of New York Office of Parks,
4 Recreation and Historic Preservation as an
5 archaeological-sensitive area. Our proposal is
6 restricted only to the ravine site.

7 In support of the Seneca Nation, our
8 committee proposes the following only if the ravine
9 site is to be disturbed: A stage 1 archaeological dig
10 to be performed on the ravine site, to be followed by
11 a stage 2 dig if artifacts are found.

12 If nothing is found in the archaeological
13 digs, the following conditions are to be met: An
14 archaeologist be on site daily to ensure a careful
15 stripping of the area, and on-site daily designated
16 observers from the Seneca Nation if they so choose.

17 These proposals are made in the spirit of
18 cooperation between all parties concerned with the
19 purpose of preserving and protecting a precious
20 historically significant site. Thank you. And I have
21 copies for all of you.

22 MR. SANTORO: Thank you.

23 MS. HUBER: I'm going to make mine short
24 because -- ditto, Peter; ditto, Ann.

25 But what I would like to say to the



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2 planning board is, again, we have an opportunity to
3 preserve a site. And it's just the lower portion of
4 the ravine. And unfortunately it happens to be where
5 the developer would like to put Bass Pro Way or Road.
6 It's important that we honor the history of the first
7 inhabitants of our town, the Senecas. Since an
8 archaeological dig has not been done to my knowledge
9 in the ravine, we should do that. We should have --
10 we should do due diligence. Once and for all,
11 determine if that ravine was the place where the 1687
12 Denonville/Seneca ambush was.

13 I have a little more stuff in here.

14 MS. WHITE: Hi. I'm Kathryn White and I
15 am from the Victor Historical Society.

16 This area of New York has an important
17 ancient heritage that extents well beyond European
18 settlement and experience. It is part of a Native
19 American culture that we owe a great debt to for many
20 reasons. The world today is fed literally and
21 spiritually from the richness not of a new world, but
22 of actually a very old world culture that, in its
23 entirety, looks back easily to more than 10,000 years
24 of occupation, survival and traditions on American
25 soil. This valuable legacy has yet to be fully



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appreciated even today. We would be negligent, as historians, if we did not tell the whole story of America for future generations to learn from for their own survival skills in the coming years.

The instance that took place in July of 1687 between the Seneca Nation and Marquis de Denonville represents one of the first documented clashes between two different cultures and sovereign nations in this part of the world. And where it seems a long time ago, it is only the beginning of many conflicts and unresolved issues of Native American rights and culture recognition that still exists to this day.

We have the privilege and even an obligation to make peace with this small part of our history and make note of it without judgment. The best history tells the truth to an audience who is capable of making its own conclusion. We make history every single day. The best and most compelling history is exemplified where it happened.

And, as other comments suggest, a reconfiguration of green space could easily be accommodated as a feature of an already existing historic trail system in Victor. It would have the



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2 ability to attract additional interested visitors to
3 the location and add dimension to a retail complex.
4 It also speaks to some sensitivity to our community
5 and the many diverse interests in it.

6 The New York State Historic site of
7 Ganondagan is truly one of the most unique and
8 significant examples of Native American culture in
9 this country. The site is about to inaugurate a new
10 interpretive center which will offer a rich sampling
11 of native culture to everyone. It has the potential
12 and -- no. It will become a nationally known site.

13 The Fishers Ridge history is part of their
14 story and legacy and, therefore, it is part of ours.
15 The Victor Historical Society and other organizations
16 like us are here to remind others that they have
17 historic obligations and even opportunities when
18 creating changes in a community like ours that holds a
19 very long and richly diverse past. Thank you.

20 MR. SANTORO: Thank you.

21 MS. MACINNES: I'm Carol MacInnes, trail
22 master for Victor Hiking Trails.

23 I want to thank DiMarco for including the
24 Seneca Trail on their property. I thought I was going
25 to have to plead and beg to get it there. But it is



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2 wonderful that they've included it. It's a 14-mile
3 trail that starts near Turk Hill Road and 96 and goes
4 all the way through Victor to Boughton Park. And it's
5 a footpath and very well used and everybody enjoys it.
6 And so I'm really glad that it's included. Thank you.

7 MR. SANTORO: Thank you.

8 I'm not sure that everybody who signed
9 these intended to speak or only thought it was a
10 sign-in sheet. But as long as people keep coming up,
11 I'll check some of these names.

12 MS. PICKERING: Good evening. I am
13 Charlene Berry Pickering. I live at 7251 Lane Road,
14 which is the second house on the south side of Lane
15 Road from 96.

16 As a 30-year resident of Lane Road, I have
17 watched the Fishers Ridge development unfold through
18 the years. It is a monstrous project with many
19 implications for all residents.

20 In early 2000s, we first heard about
21 Fishers Ridge. Through the economic downturn of the
22 mid-2000s, it seemed like the project was quiet for me
23 as a resident. Action kicked in after that and we saw
24 some early drawings which, quite frankly, I was not
25 happy with.



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2 Here it is, 2015, and now we see a
3 rendering that shows the building build-out in a way
4 that I feel respects the neighboring homeowners on
5 Lane Road. The inclusion of the boulevard-type road
6 that backs up to Lane Road properties buffers the
7 development from the residential areas. I support the
8 inclusion of the boulevard-type road which should
9 require the planting and maintenance of many street
10 trees. A boulevard-type road will also allow Lane
11 Road to become a cul-de-sac.

12 I am speaking tonight as one homeowner --
13 my husband is here as well -- who wants Lane Road to
14 become a cul-de-sac. A cul-de-sac makes sense because
15 it will limit the traffic to Lane Road residents and
16 it protects us from being a cut-through roadway that
17 would negatively affect our safety and our quality of
18 life.

19 I encourage the planning board to take a
20 serious look at making Lane Road a cul-de-sac as part
21 of town planning from this point forward. Thank you.

22 MR. SANTORO: So we're clear, you mean a
23 cul-de-sac at 251?

24 MS. PICKERING: Correct. At my end -- 96
25 end of Lane Road.



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2 MR. SANTORO: Okay.

3 Next? Don't all rush the podium now.

4 Name and address?

5 MR. TONIAS: Elias Tonias. I'm from Lane
6 Road, 7172.

7 The concept of the cul-de-sac at the end
8 of Lane Road, to some extent, has certain merits. I
9 would like to say, for the board, at least my
10 understanding is that for the cul-de-sac in the Town
11 of Victor, the length is limited to 600 feet. That is
12 quite a bit more than 600 feet. If it's to be done,
13 then special arrangements will have to be done on the
14 other side of Lane Road. Not the new Lane Road, the
15 old Lane Road near High Street. Because that one,
16 from what I've seen, would affect my property, would
17 completely eradicate it.

18 So with that respect, I need some special
19 consideration when it comes to that. I can work
20 around it if they will let me do that. Thank you.

21 MR. SANTORO: Okay. Who'd like to speak
22 next?

23 MS. ALDRICH: Can I talk again as a
24 citizen rather than the Historic Advisory Committee?

25 MR. SANTORO: Put your other hand in it?



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2 MS. ALDRICH: There you go. My other hat.
3 I'm just concerned about traffic.

4 MS. TEMPLAR: Please reintroduce yourself.

5 MS. ALDRICH: Reintroduce myself. Ann
6 Aldrich. 135 High Street.

7 Being on High Street, we have an enormous
8 amount of traffic that people use High Street as a
9 get-around from Main Street because, during certain
10 times of the day, the traffic backs up from the
11 village almost out to the Chevrolet, sometimes even
12 farther, almost out to 251. So people use High Street
13 as the shortcut so they don't wait in line.

14 We already have a huge amount of traffic
15 in the morning and in the evening when school is in
16 session that it's very difficult to get out of our
17 driveway. And I am concerned about the traffic
18 patterns proposed because I think it's going to add
19 more traffic to High Street. And I know Lane Road's
20 people are concerned about traffic as well. That's
21 why they want it to be a cul-de-sac. But that just,
22 to me, would make more traffic down High Street. So
23 I'm not sure of what they propose is a total solution.

24 I'm also concerned about erosion. My
25 property backs up to Tim Hortons. And that fiasco --



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2 the hill keeps falling down. And I've noticed that,
3 Victor Chevrolet, that there is some problems there as
4 well. So there's even bigger topographical change in
5 this project, so I'm concerned about erosion there.

6 And my other concern is, we have a number
7 of empty building sites at the Walmart -- I don't know
8 the name of that plaza where Walmart and Kohl's is.
9 There's an awful lot of empty buildings there. And
10 this project is huge as well. I would hate for us to
11 be a town of empty places of pretty buildings that are
12 empty. And I don't want us to turn into another
13 Henrietta. If you're from Henrietta, I'm sorry. But
14 I'd hate for us to go in that direction.

15 So I want you to consider all those things
16 when you look at this project. Thank you.

17 MR. SANTORO: Thank you. Anyone else?
18 Going once. Going twice.

19 Okay. A motion to close?

20 MR. DIANETTI: Motion to close.

21 MR. LOGAN: I'll second.

22 MR. SANTORO: All in favor?

23 MS. ZOLLO: Aye.

24 MR. DIANETTI: Aye.

25 MR. SANTORO: Aye.



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2 MR. LOGAN: Aye.

3 MR. GALLINA: Aye.

4 MR. SANTORO: Be aware that the public
5 comment period by written submission is still open
6 until July 17th. So if there's something you think of
7 after you've left that you didn't say, you can always
8 submit it that way.

9 MS. ALDRICH: Can I ask a question?

10 MR. SANTORO: Sure.

11 MS ALDRICH: Is there a timetable -- Ann
12 Aldrich again. Is there a timetable when your
13 decision is due after the comment period is closed?
14 How do you do that?

15 MS. EVANS: I'd be happy to respond to
16 that.

17 MS. ALDRICH: Thanks.

18 MS. EVANS: So what happens is, public
19 comments are submitted to the planning board. The
20 planning board reviews them. And then they work on
21 preparing the Final Environmental Impact Statement.
22 So there really isn't a time line. The board needs to
23 review all the information that they get and decide if
24 they even have enough information to make an informed
25 decision to move forward. So it's all really



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dependent upon what comes in.

MS. ALDRICH: Okay. Thanks, Katie.

MS. EVANS: Sure.

MR. SANTORO: Our next agenda item is the Gullace project.

(TIME: 8:26 p.m.)

* * *



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C E R T I F I C A T I O N
STATE OF NEW YORK:
COUNTY OF MONROE:

I, MOLLY CHIMINO, do hereby certify that I reported in machine shorthand the above-styled cause; and that the foregoing pages were produced by computer-aided transcription (CAT) under my personal supervision and constitute a true and accurate record of the testimony in this proceeding;

I further certify that I am not an attorney or counsel of any parties, nor a relative or employee of any attorney or counsel connected with the action, nor financially interested in the action;

WITNESS my hand in the City of Rochester,
County of Monroe, State of New York.

Molly Chimino

MOLLY CHIMINO
Freelance Court Reporter and
Notary Public No. 01PR6210086
in and for Monroe County, New York



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