



Browncroft Neighborhood Association

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Founded 1973

Officers:

Linda Siple, President

Bob Scheidt, VP

Sandra Swanson, Secretary

Robert McLoughlin, Treasurer

Zoning Board of Appeals

City of Rochester

30 Church Street

Rochester, New York

Att: Zina Lagonegro

Streets of Browncroft NA

Beresford Rd.

Berwick Rd.

Browncroft Blvd.

Corwin Rd.

Croydon Rd.

Dorchester Rd.

Elm Drive

Elmcroft Rd.

Gaslight Lane

Gramercy Park

Lanark Crescent

Merchants Rd

Newcastle Rd.

Quentin Rd.

Ramsey Park

Windemere Rd.

Yarmouth Rd.

As the representative neighborhood association for the Browncroft area, the Browncroft Neighborhood Association (BNA) has consistently advocated for maintaining the historical integrity and urban village character of our community and the nearby North Winton Road commercial area. BNA supports development and re-development that will maintain and enhance this environment as well as a high quality of life for our constituents and nearby neighbors.

We strongly endorse redevelopment of the west side of Winton Road just north of Blossom Road, provided that it is carried out within existing planning and zoning ordinances. Responsible development of this portion the Winton Road corridor should adhere to the “urban village” concept that historically prevailed in this location, and is still extant in significant parts of “North Winton Village”. This concept continues to draw buyers to the robust east side real estate market found in North Winton and nearby neighborhoods.

BNA has reviewed the current proposal to redevelop these parcels as a large retail grocery. We submit that, contrary to sound urban planning, scant attention was accorded to the concerns of nearby residents, as has been reflected in letters and petitions submitted to the City Office of Planning and Zoning. We are further concerned that the developer’s variance request with respect to square footage would amount to a de facto re-zoning of the area, and would result in a structure and use that would adversely dominate the immediate vicinity.

Urban neighborhoods such as North Winton are best served by the presence of small, locally owned (or franchised) businesses, and residential uses. A big box purveyor of foodstuffs is simply incompatible with the character of the surrounding neighborhood, and would set a harmful precedent.

Although the proposed project lies just outside the BNA boundaries, Winton and Blossom Roads are major points of ingress and egress for the neighborhood. Many of our residents believe that traffic on Winton and Blossom is already at saturation level during many hours of the day, adversely affecting adjacent residential streets. Although the developer's consultant points out five current driveways would be replaced by a single driveway, this is irrelevant as the proposed development could reasonably be expected to generate far more traffic than the five prior uses. It is BNA's position that the resulting traffic situation could not be adequately remediated, and that this alone is sufficient reason to deny the application.

The number and nature of variances, detailed elsewhere, that would be required for this project despite numerous changes to the developer's plans, underscore the inappropriateness and incongruity of this proposal for that site. BNA urges that future development be within existing City zoning and design standards applicable to the site.

Thank you for your time and consideration.

Sincerely,

Linda A. Siple, President