

CHILI ARCHITECTURAL ADVISORY COMMITTEE
December 14, 2021

A meeting of the Chili Architectural Advisory Committee was held on December 14, 2021 at the Chili Town Hall, 3333 Chili Avenue, Rochester, New York 14624 at 6:00 p.m. The meeting was called to order by Chairperson James Ignatowski.

PRESENT: Matt Emens and Chairman James Ignatowski.

Chairperson James Ignatowski declared this to be a legally constituted meeting of the Chili Architectural Advisory Committee. He explained the meeting's procedures and introduced the Committee and front table. He announced the fire safety exits.

1. Review of the proposed Heritage Christian Services Residential Home located on 11 Ballantyne Road in Chili, New York.

No one was present to represent Application #1.

2. Review of proposed signage for The Astral Studio located on 11 Chestnut Ridge Road in Chili, New York

JAMES IGNATOWSKI: First applicant up will be Astral Studio signage.

Frank Romeo was present to represent the application.

MR. ROMEO: My name is Frank Romeo. I'm the owner of 11 Chestnut Ridge and I'm here tonight to talk to you about the monument sign for this property.

I presume you're familiar with this site?

Presume you're familiar with the site, the little red house on the corner of Chili and Chestnut Ridge, formerly owned and operated by David Harris, who was an accountant. The Astral Studio was here in Town already. It's in the building in front of the Fire Department. That building, as you probably may have heard, is going to be torn down and -- Pia LoRusso is the operator of Astral Studio. She will be moving in this building, the sole occupant.

Sign we came up with for her is just a monument sign, approximately 4 by 4. It's black with some gray and white lettering. Two-sided sign. Indirectly lit from the ground up. There was a sign there before. It will go in the same location, using, you know, the same type of lighting that was there with some new fixtures in it.

Happy to -- I think we have complied with the code. We have got the address on the sign and I believe the size is right. I spoke with the Building Inspector. The total height from the grade of the ground has to be 5 feet. This sign itself will be 4 feet by 4 feet. The outside dimensions. It will be made out of redwood. The 4s by 4s and the 2 by 4 frame, the sign itself will be out of a -- you know, like a metal-type material with -- painted. That's it. Unless you have any questions.

MATT EMENS: You said metal panel? I think --

MR. ROMEO: Not really metal. I should know what it is. I apologize.

MATT EMENS: That's okay.

MR. ROMEO: Manmade-type material. Impervious to weather. Not a wood, not a metal.

MATT EMENS: That is what you want from a maintenance standpoint. You answered my questions about on the color, because --

MR. ROMEO: When I made the application, I guess I didn't have exactly what they wanted, but I do have -- I did bring -- kind of hard to see the white on here. This is the best representation we could. Those are the panel colors. I have one for you, Mr. Chairman.

MATT EMENS: You just said what my question was going to be. It looks like -- imagery we got was black and white, too.

MR. ROMEO: I printed one out on color. I only had one, but I will leave it with you. It has everything called out.

MATT EMENS: You have answered all my questions. I don't have any other questions or comments at this time. Thank you.

JAMES IGNATOWSKI: You basically covered all my questions with this one here.

MR. ROMEO: He was anxious to get my application.

JAMES IGNATOWSKI: My only suggestion is that you submit this to the Building Department.

MR. ROMEO: I did. I emailed it to them and they actually said -- called today and apparently my permit is pending an approval of this Board. They were happy to give -- leave the amount.

JAMES IGNATOWSKI: I have no further questions. Acceptable.

UNIDENTIFIED SPEAKER: I'm here to hear about the Christian Heritage plans.

JAMES IGNATOWSKI: They have to show up.

UNIDENTIFIED SPEAKER: They didn't show?

JAMES IGNATOWSKI: They're not here yet.

MATT EMENS: Not for the first meeting. Right.

The following item, not on the agenda, was heard: Proposed KFC on Chili Avenue.

Adam Fishel and Ken Shaw were present to represent the KFC application.

MR. FISHEL: Hi there. Adam Fishel with Marathon Engineering, the civil engineers. With me is Ken Shaw from Quick Service RealCo, the developer for the -- this project. This project includes essentially the repurposing of the former Pizza Hut Restaurant at the corner of Chili Avenue and I believe it is Paul -- yeah, Paul Road over there.

The existing building will be gutted and rebuilt to accommodate approximately a 2300 square feet KFC restaurant with a drive-thru. The building won't be scraped down to the foundation and rebuilt. It will be basically removed down to the studs and rebuilt from there.

This rendering here shows the layout of the site (indicating). We're going to maintain the existing access off of Chili Avenue. We're here obviously for the architectural elevations primarily but just to give you context where the project is at. There is the rendering.

For the building, some context as to what it looks like now. You know, the former Pizza Hut elevation that's there now. What we're going to do is again take it -- take it down to the studs, reface the building with a couple different textures. There is a brick -- brick veneer, watermark along the bottom of the building that will be black. There will be some brick veneer along the front face of the building as well as dry-stacked stone on the tower, as well as some wood clapboard siding along the long sides of the building to break up the facade and provide two different types of textures and material types.

Those are the three -- four elevations of the building itself. With that, I open it up to -- to discussion, if you would like.

MATT EMENS: So when you say "wood," you mean really fiber cement siding, I guess?

MR. ADAMS: Is that what it is going to be?

MR. SHAW: Yes.

MR. ADAMS: Yes.

MR. SHAW: Clapboard. Did I say "clapboard"?

MATT EMENS: You just said "wood." Okay.

And so the -- I guess the upper left is facing Chili Ave., right?

MR. ADAMS: Correct.

MATT EMENS: That's the front. And you have got this masonry column there -- I guess my question is architecturally what does that serve as? It -- here is it -- what it looks like. You can you tell me if I'm right or wrong. Is that -- that is basically your place for signage. Is that what we're using that for?

MR. ADAMS: It provides some depth to the facade. It is primarily for signage. You know, oftentimes that is where the Colonel's head and KFC logo is, but it does bump out and breaks up that front narrow facade and breaks up the main roof line along that front, as well.

MATT EMENS: Okay. And I guess talk a little bit about -- I see it in -- in -- I guess from a front elevation, I see the drive-thru's. There is an overhang roof there which is -- what is that material, that red material there on the side? You know, what is the facade made out of there?

MR. ADAMS: This here (indicating)?

MATT EMENS: Yes, ma'am.

MR. ADAMS: The red material?

MATT EMENS: Yep.

MR. ADAMS: Let's see. It would be red -- clapboard colored red.

MATT EMENS: Okay. So -- I see it in the rendering here, I guess, that you have.

And then what is the -- the cornice at the top? What is that? Is that trimmed out or is that EIFS or what?

MR. ADAMS: That is a -- I'm seeing it called out as wood -- a wood crown. Let see.

EIFS is the top part of it there --

MATT EMENS: I don't see that.

MR. ADAMS: I see "wood crown." I'm not seeing any other call-outs there for the top part of the EIFS.

MATT EMENS: All right. And I guess the red louvers over the windows, what are those typically made out of?

MR. SHAW: Metal.

MR. ADAMS: Metal.

MATT EMENS: So a painted metal?

MR. SHAW: Yep.

MATT EMENS: And on the drive-thru's side, the red columns, is that just trimmed out to -- to look --

MR. SHAW: Yeah. That -- redwood or -- or Fypon to accent the building.

MATT EMENS: Okay. And I guess just -- big picture, obviously getting familiar here with KFC, what -- you know -- how do I want to put this? Is this like one of your typical models? Where else would we see this contextually? Is this something like the Western New York model? Northeast?

MR. SHAW: No. This is nowhere. This is trying to comply with what your ordinance is.

Our standard building that we built is essentially a -- a Dryvit building, red stripes, gray bottom, white top. The front blade is a high blade with all signs -- a metal panel signage over it, still the red metal louvers. Here we changed all of the material obviously to comply and we added the architectural elements. We kind of saw what Taco did and a couple other people around and we studied the area to see -- complement what was there. To be honest, that's what we tried to take from. But no, this was done by a whole independent architect who did it for us. Not through the Corporate.

MATT EMENS: Okay. Oh, interesting. And I guess one of the things that would be helpful, too I think -- not only for us here but also for the Planning Board would be some images of some other ones basically showing that, right?

MR. ADAMS: Showing the typical?

MATT EMENS: Yes, exactly. That's one of the things we went through. We spent a lot of time with you guys -- if you have any idea about the history or follow what happened with Taco Bell over the years -- I don't know how long it took for that process, right, but looking at different examples. Monro Muffler did the same thing when they came in. I forgot how many years ago it was. They said, "Here is our typical. Here is the fanciest one we ever done. Here is the one that looks like this" and just showed a comparison so everyone kind of gets a good level set that you really are doing something above and beyond and not only are you trying to comply with it, but you're doing more.

MR. ADAMS: It is different.

MATT EMENS: You're doing typically more than you do. We won't tell the other towns. (Laughter.)

And I guess the color scheme -- the color scheme is kind of what you're already describing. That is a KFC thing.

MR. SHAW: Yes.

MATT EMENS: That is not new to this. All right.

MR. SHAW: Well, the -- the colors -- the different colors in this one is obviously the stone front, the stack stone is totally -- we don't have anything like that. We have the -- the colors along the bottom and the top are pretty much in line with it, but like red, the different materials give it a different red look. It is hard -- you're trying to duplicate the material versus like painting it or anything like that. We have nothing painted on here.

MATT EMENS: Uh-huh.

MR. SHAW: We're working with the colors that the materials come in. The clapboard family red.

MATT EMENS: And then the -- I see that.

And then some kind of gooseneck lighting?

MR. ADAMS: Uh-huh.

MATT EMENS: To accent?

MR. ADAMS: Just to accent the building, yes.

MR. SHAW: That is shown on the rendering also.

MATT EMENS: Okay. I guess -- I think the red -- I like the red color. It seems a little matte and toned down in this version here. But I think that the vertical columns are too much. The red vertical columns are too much. I think it gets too busy. I don't know that they're --

MR. ADAMS: These here (indicating).

MATT EMENS: Yes. I don't know without looking at it plain that it -- that it doesn't need something to break it up, right, because that is your longest elevation. I think that the other side, the non-drive-thru's side, once again, I don't -- you have those windows. You have the awnings. You got the bump-out for the door, the side entrance there. I think that that gets broken up enough. It does seem like it -- it just seems like it is too much on the drive-thru's side with the red columns, the vertical element. Just the contrast to go black to white is kind of tough enough, right, from a contrast standpoint, but when you throw in that red, it's just like all I see.

MR. SHAW: No problem.

MATT EMENS: I'm not saying it's bad. But when I look at it from here, that is one of the main things I notice.

I don't mind the front elevation. I feel that it may be -- I like that it adds a different color contrast. Like I said, I think the black to the white is pretty -- it's very nice and I think it could be successful, but it does feel like this -- I'm not sure that this center column --

MR. ADAMS: Stone seems forced on it.

MATT EMENS: Honestly, I don't know what bothers me more. The fact it is there or the fact that the Colonel's face is on it. To be honest. I get it and I don't want you to not have signage -- you guys know that is a whole other discussion for another Board.

But I guess it just kind of -- I don't think the rest of it is bad. I think it is actually fairly nice looking. I think this is just a little forced. And -- and it's interesting that I almost feel like I liked the side elevations better than the front one, which is not good. Because as you know, this -- the lower right and the front is what is going to be seen by most people, from the street, coming down Chili Ave. And you're going to see it on Paul Road when you turn or if you're coming up Paul Road, you will see the long side.

MR. FISHEL: Maybe just a straight brick up that column, that centerpiece?

MATT EMENS: I kind of like the fact that it is a different color. It is contrasting. Because the black and the white is -- is -- I don't know.

MR. ADAMS: Another color. Not white, not black, but something in between?

MATT EMENS: I don't mind the color. I -- I don't know that it needs to be there.

Because like I said, all your -- I guess I don't have the floor plan in front of me. Let me just pull that out. Because you guys did give it to us.

So what happens -- I guess my question would be, if we eliminated that front stone and you put windows, you know, just having a center window in there, other than I know you're losing your signage spot -- we'll come back to that -- but what happens in the floor plan there? Does it affect that?

MR. ADAMS: There is some seating in that front wall. The main -- the main entrance is off that front face. So trying to call attention to that.

MATT EMENS: That was one of the big things when the Taco Bell was presenting the entrance. They were putting that -- you know, they bumped that thing out and made this a little more pronounced which is why I think it was a little more acceptable.

Jim (Ignatowski), I'm trying to go from memory a little. It is not like it is hard to figure it out, but I'm just making a general comment.

MR. SHAW: What if the element wasn't in the middle? I mean, is it the element as a whole?

MATT EMENS: Personally and professionally, I'm typically a -- a slave to symmetry when it comes to design, but that doesn't mean that is my taste, my preference. It doesn't mean it is right or wrong. And obviously you're -- your long elevations will not be symmetrical. So I don't know. I don't know if that is going to make a difference or not.

Jim (Ignatowski), I guess I will stop for a little bit.

JAMES IGNATOWSKI: One of the things that the architectural standards are in -- one thing that is stressed is consistency and the idea is to have any new building or renovations -- is to have it look like an existing structure. Something that has been around. And there is always -- there is going to be a consistency around the whole building.

What I see here, there are too many things going on from an architectural standpoint. We have brick on the front and we have stone quoins. But then the quoins wrap around the building and touch siding which you won't see. I'm just trying to get my head around what -- there is just too many things going on as far as I can see. We have siding. We have got brick. We have got stone and on that one side elevation where the drive-thru window is, I don't know what that material is. It almost looks like a cedar shake? Is that what is going on?

MR. ADAMS: This (indicating)?

JAMES IGNATOWSKI: Yes.

MR. ADAMS: That's the clapboard.

JAMES IGNATOWSKI: Clapboard. Okay. So the same as the white clapboard?

MR. ADAMS: Right. Just the red.

JAMES IGNATOWSKI: A comment on what Matt (Emens) said. I'm not quite understanding the features toward the rear of the building, the real tall, red features. I'm not sure what that is and why it is there and what it is supposed to mimic, what it is supposed to be.

Same thing with the -- these louvered shutters on there. Windows are so long, it doesn't seem characteristic that you would have something like that there. I'm just trying to again figure out what this building represents in terms of if it wasn't a KFC and was an old building, what it would be and what would it look like.

Again, to me there are just too many elements on here. There is no consistency. When I say it's -- there is no consistency, it looks like one element from one style of building mixed with another element from another style of building mixed with another element from another building. Too many things going on.

I think it needs to be simplified. Okay. I think it would be more attractive if it was simplified. Maybe a -- a suggestion or recommendation would be maybe delete one of the materials you got on this building. Whether it be the brick on the front or something else. But there is just so many different sidings on here, it just -- it don't coordinate with each other. It doesn't look like a building that you would normally see anywhere because there are just too many things going on.

I'm not sure -- and the front elevation there, I don't know if that tower -- to me the tower seems a little bit too tall. It could be shorter, but wider to accent the building, but that's the only thing I can see with that front.

And the goose -- those lamps, I have never seen anything like that before. Can you describe those to me? Or have you seen those before?

MATT EMENS: The way they're graphically depicted in these elevations is kind of funky, a little more modern.

JAMES IGNATOWSKI: If this was supposed to be mimicking a traditional style building, something you see that has been around -- I have never seen those lamps before. Usually it is something that is affixed to the side of the building, whether a gooseneck or other type of lamp.

So I think my opinion and my recommendation is research a different lamp, because those are ultra modern and I think it basically distracts from the building. It takes away the work that has been done to make it look more halfway decent. Research and see if you could find something a little bit better in terms of functionality and just the overall looks of it.

I'm sorry you're hearing this. If you're not the architect -- the architect should have been here.

MR. FISHEL: That's fine. They're from down in the Baltimore area and we'll communicate all this to them.

MR. SHAW: I think what they did was they -- you asked a lot of questions like what -- they really took a prototypical KFC -- which we'll come back with -- I'm on their construction

with five or six of them from here to Syracuse now. They knew that that was not an acceptable building and what they did was try to take elements -- I think they focused more on the material end of it, knowing that -- we weren't expecting everybody to bless it because we don't do this typically. We don't normally walk into the meetings and everybody says, "Okay" or "Make this small change" or whatever. And so this feedback is important.

So -- we're not married to this. You know what I mean? And -- and again, you're consistent with the brands that are up and down the street, so it's not a matter of you're contrasting one way or another. There is a scheme going as far as that. So we understand it. So we tried to pick bits and pieces. So going with the consistent material, that's easy to do all that.

Having built a number of these, both with my career with McDonald's and with them, you know, I -- I guess the -- the material at the -- the 3 foot section and then up, it -- it -- it almost -- if I were to come here and just put white clapboard, I think that's what you're looking for. And maybe you are. It's fine with us.

We try to break it up for contrast because -- the problem with the fast foods, they're narrow and long. So you have a -- whole walls of that. We have no problem with the -- taking out the accenting of the red columns. And then also, you know, reducing something in the front. Coming up with some sort of a replacement or maybe keep the tower.

I have done it where we come to one corner and maybe make the material consistent with what is on the side. Or take the material stack stone and run that over on the 3 foot section of the building with the clapboard above it and then reduce the building to two materials. You know, stack stone along the bottom and then come around the corner, go up with it, the rest of it clapboard and then really just the -- the awnings is the only other element. Now you're really reducing the material.

I'm just throwing that out there. That goes to your end of simplifying it and it goes to your end of some more consistency. But we're just -- this is all about getting feedback that we can make revisions and satisfy what you need.

MATT EMENS: I think I would look at the proportions. Have the architect look at the proportions of the tower elements. It's not going to be -- it could be symmetrical, but I don't think it will be because of the drive-thru. So I don't necessarily know that it has to be symmetrical, but to your point is, if the entrance is on the left and we're trying to present the entrance, why isn't the tower at the corner, right? So maybe have them look at a scheme with that.

MR. SHAW: Off the prototypical -- again, McDonald's has their arcade. Wendys has their blades. KFC kind -- they all have something. The Toyota dealer. And that's really where things are evolving. But not necessarily. It's great for standardization in a prototype because then the customer recognizes that, but here it is not standard. So -- do you understand that?

MR. ADAMS: Yes.

MR. SHAW: So we can get the feedback to the architect.

Then the lighting is easy. They just took the prototypical light over there, but I know exactly what you're talking about, because there is many versions of lights that serve the same thing of washing the building in a different head and arm, et cetera.

JAMES IGNATOWSKI: You're correct about what you said before, that what you are seeing in Chili proper, a lot of stuff is not standard. That's not a standard Monro Muffler shop you see. And also with the tire place, that is not their standard. They just came in and said, "We understand what you're trying to do in this Town. This is our proposal," and it worked out well.

If you took the sign off the building, it would look like an older building. You wouldn't know what it was until they put the sign up. That is the goal of the Architectural Advisory Committee, to do something like that.

Obviously you will have your branding on it, but simplifying it to me, you're kind reducing some of the costs. Wainscoting along the bottom, understandable because you don't want the siding to take a beating with snow and people and traffic.

But your upper portions of the building in terms of clapboard or whatever needs to be consistent so it looks like a normal structure to you but -- that you would see in a Town or a village. That would be the goal to shoot for.

Like Matt (Emens) said, your proportions got to kind of match that. We don't have a slender part of the building shooting way up in the sky where you can't figure out why it is there other than to hold the sign. I'm sure your architect can get creative in that measure and will produce something that will flow.

MR. ADAMS: Okay.

JAMES IGNATOWSKI: I have no further points, sir.

MR. SHAW: Good feedback. Thank you.

MR. ADAMS: We'll be back before the Planning Board next month, so we'll be here before you folks, as well.

JAMES IGNATOWSKI: Just make sure we get the drawings.

MR. ADAMS: I will make sure that happens. Thank you very much.

JAMES IGNATOWSKI: They didn't show.

MATT EMENS: If it was like 10 minutes, but it is 35.

I apologize, but the people you are here to see will not show up tonight.

UNIDENTIFIED SPEAKER: Do you have time to answer any questions about that? I mean --

MATT EMENS: Um, they're also before the Planning Board tonight. So they will be here at 7, so if you -- that is really where the real presentation is. Here they were just going to show

us elevations of the building. So at 7 o'clock -- won't be at 7 o'clock. I forget what number they are on the agenda. They are Number 3. So then that is when they will -- I hope -- Heritage Christian, Paul (Wanzenried), they didn't like table or anything, did they?

PAUL WANZENRIED: No.

MATT EMENS: They should be here tonight for the 7 o'clock Planning Board. That is when they will give the presentation on the project.

UNIDENTIFIED SPEAKER: I understand that. I just wondered if you could answer any questions so I'm not like bothering anybody during that time.

MATT EMENS: I don't know that I can.

PAUL WANZENRIED: There is a Public Hearing which you can ask any and all questions that you have.

UNIDENTIFIED SPEAKER: Okay.

PAUL WANZENRIED: That's the time to bother everyone.

UNIDENTIFIED SPEAKER: Well, I -- I don't know what I don't know, so -- if people were here --

PAUL WANZENRIED: That's fine.

UNIDENTIFIED SPEAKER: -- to answer questions so I don't annoy other people with stupid questions. Since we're just sitting here doing nothing, I could ask somebody who knows something.

MATT EMENS: But we might not be the people to answer the question.

UNIDENTIFIED SPEAKER: Would you be the person?

PAUL WANZENRIED: That's a loaded question. I could be.

What's your question?

UNIDENTIFIED SPEAKER: I just have a few.

PAUL WANZENREID: Go ahead.

UNIDENTIFIED SPEAKER: This is being called a single-family residence, but it's 4700 square foot.

PAUL WANZENRIED: Right.

UNIDENTIFIED SPEAKER: To me, I don't understand that. I looked at the classification. It's a 311, a single residence, vacant lot. And to me a single residence, that's not a single residence. That's --

PAUL WANZENRIED: It is -- it is per the law.

UNIDENTIFIED SPEAKER: Okay.

PAUL WANZENRIED: There is a law -- can't quote me on this. But Legal might be able to shed some more light on this. But there is verbiage in law that classifies what you and I would call a group home as single-family residence.

UNIDENTIFIED SPEAKER: So -- I guess.

PAUL WANZENRIED: 4700 square feet -- I have got houses all over Chili with 4700 square feet. So -- it's a big one. I will grant you that. In the neighborhood, it will out mass the majority of those properties down there.

UNIDENTIFIED SPEAKER: I mean I -- I live two houses from where you're going to put it and the houses around there are nothing -- you know, they're -- they're 900 1,000.

PAUL WANZENRIED: 1,000 square feet at best.

UNIDENTIFIED SPEAKER: There are some 1500, but they're little, old style, bungalow, shabby kind of things and they're going to put this big monster thing and I don't know how you can call it a single-family. It will have a parking lot, a dumpster, lighting. I mean that's just not fair.

Is that --

PAUL WANZENRIED: I understand what you're saying. That's -- that last part there, is the part that -- to talk to the Board about.

UNIDENTIFIED SPEAKER: And then we didn't get a notification. Isn't that illegal, to not notify us about this Public Hearing?

PAUL WANZENRIED: You didn't get a letter?

UNIDENTIFIED SPEAKER: Neither did my neighbors. So that seems -- it seems deceitful.

JAMES IGNATOWSKI: Can I -- I need to close this meeting.

PAUL WANZENRIED: Sorry, Jim (Ignatowski). You should have done that --

MATT EMENS: We didn't know. We might have been of use.

JAMES IGNATOWSKI: We don't interrupt the chief cook and bottle washer in the Building Department. It's our code.

UNIDENTIFIED SPEAKER: My bad.

MATT EMENS: You're fine.

JAMES IGNATOWSKI: Minutes from the October 12th, 2021, Architectural Advisory Committee meeting have been distributed.

MATT EMENS: No issues.

Matt Emens made a motion to approve the 10/12/21 Architectural Advisory Committee meeting minutes, and James Ignatowski seconded the motion. The Committee was all in favor of the motion.

The meeting ended at 6:37 p.m.

