

CHILI ARCHITECTURAL ADVISORY COMMITTEE  
January 11, 2022

A meeting of the Chili Architectural Advisory Committee was held on January 11, 2022 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 Byrne Dairy located on 29/31 Paul Road in Chili, New York

JAMES IGNATOWSKI: No Byrne Dairy? All right. We're going to move on to the next one.

2. Review of the KFC Restaurant located on 3208 Chili Ave. in Chili, New York

Adam Fishel and Richard Wilkinson were present to represent the application.

MR. FISHEL: Good evening. Adam Fishel, Marathon Engineering. Civil engineer of record for this project. Here with me is Rich Wilkinson from Quick Service RealCo, the product developer for the project. Ken Shaw could not make it tonight, so Rich (Wilkinson) is pinch-hitting for him.

Last month we were here before this Committee to talk about the architectural improvements to this proposed project. And again, to kind of summarize, we're looking to partially demolish the existing Pizza Hut to repurpose it and construct it so it will be a KFC Restaurant with drive-thrus.

One of the questions that the Committee asked for us last time was to give a -- some images of what a prototypical KFC building would be. To my right, that is their typical, out-of-the-box product. But, you know -- obviously that is not what we want to propose here.

So taking the Committee's feedback from last month, I think hopefully we went in the right direction here in reducing the number of material types, colors and textures. We still have the brick. Brick watermark along the bottom. The full course brick with the coping stone. HardiePlank siding.

Then -- and then if you recall, we had the KFC tower centered on the building facade with a different stone material that I presented last month. We shifted that to the left of the front facade and then used the same stone material to match the watermark.

We have also went with a more decorative gooseneck type of building-mounted -- exterior building-mounted light fixture. And we also incorporated some different design elements. Primarily color changes for these panels back here. So hopefully we have gone in the right direction here.

We did include in our packet the -- an image of the freestanding sign, the menu board, directional signage, the clearance bar and I believe the ordering station panel. So with that, I -- I open it up for discussion.

MATT EMENS: So Adam (Fishel), you said "brick" again, but it's all stone? That is, the masonry? It is all one material, right?

MR. FISHEL: Stone. Sorry.

MATT EMENS: Okay. That's what it looks like. I thought you said "brick."

MR. FISHEL: We used brick before, so I apologize.

MATT EMENS: Okay. Just wanted to make sure I wasn't going nuts here.

I think you addressed everything we talked about. I just have a couple more detailed comments or questions for discussion. The -- the red shades -- I forget, didn't you say -- didn't we say something about those, the louvered shades? I guess -- the only issue I have with those -- and this is getting really nitpicky so -- let me rewind. Thank you. It looks good. You made a lot of progress in one meeting.

Then I will get nitpicky. So the -- the louvers, I'm just trying to think of -- I know there are other places around here they are, but it's just not like a northeast region -- to the north -- it's just not a -- it's a southern thing. It's not this climate. Am I missing on that one?

MR. WILKINSON: It is -- it is an architectural feature of the KFC building. We have used them in the northern climates. They're built to allow the light in but also to not allow the direct sunlight in to bake somebody in the -- in the dining room. Is it -- is it the awning itself, the type of awning it is that you're looking for something different?

MATT EMENS: I don't know. I guess I kind of remember the conversation about that and I don't necessarily dislike them.

Now you have gone and made so many nice changes, that I -- I think I'm just trying to see what might be left here.

So I guess let's just leave that one open for discussion and see if Jim (Ignatowski) has any thoughts on that. But the only other thing I would say is I liked the proportions -- I think you fixed a lot of -- of the things we talked about. It looks really nice.

The one thing I'm still not totally I guess on board with is the applied column trims. It -- like it seems a little random.

MR. FISHEL: These guys here (indicating)?

MATT EMENS: Yes. I'm not saying that -- that the -- that -- it doesn't need something. I just don't -- from a proportion -- like I'm looking at windows and that long rectangle, you have the long rectangle, but now it's -- it -- it is the same idea, but it just seems -- I don't know that it serves a good purpose. It may be -- it may look better and be more aesthetically pleasing for it just to be simplified, right?

MR. FISHEL: As in like remove them?

MATT EMENS: Or -- or like lessen them or change the proportion of them so they look more like the windows, right? I don't know. Like I said, the five on that side, to me, um, it looks like it is too much.

MR. WILKINSON: Maybe eliminate 1 and 2 and then like space them a little differently.

MATT EMENS: I was going to say 2 and 4. Leave 1, 3 and 5. And I'm just -- you know, I'm just throwing out ideas for us to walk through. I don't know if that might be the solution. That might be one to your point, Rich (Wilkinson).

And then when I look at the other side, I like the columns even less because we just took some away because we want to put a sign up. I feel like we just left one off and now okay is -- I guess that is the only thing left I'm really focused on trying to understand better.

The rest of it, I like the fact that the colors are simplified. You still get your pop of red. Whether we talk more about these shades or canopies or some things, I don't know.

MR. WILKINSON: We could definitely look at those panels and either remove them or reduce them in size. I'm thinking it might make more sense to just probably remove them.

MATT EMENS: I don't know. Maybe Jim (Ignatowski) doesn't feel that way, but that is something I noticed. Like I said, I don't know what the solution is. That is still something that caught my eye.

The other thing you mentioned is the message board. And -- I apologize. Do -- do you have your site plan? Could you show us where the message board is and where the canopy is, please?

MR. FISHEL: So it's all drive-thru-related. The drive-thru comes in and goes here. Here is the clearance bar (indicating). Here is the canopy (indicating) and -- the canopy and column itself. The menu board would be right next to -- in line with the ordering canopy. So that is where that is.

MATT EMENS: That is actually right behind the dumpster enclosure?

MR. FISHEL: The cooler, yep. And right now we only have two directionals -- signs out front here with the monument sign here (indicating). Same location it was before.

With that one, I do believe we're meeting the code requirement for the monument sign. The maximum allowable sign area and the height, I believe.

Do you have an image of that in front of you?

MATT EMENS: I did see it somewhere.

MR. FISHEL: The bottom of that with the stone foundation -- yes. The stone material will match the building, as well.

MATT EMENS: I'm sorry. Said -- didn't you have to go before Zoning for that, or you're meeting --

MR. FISHEL: I do believe our intent here is to not require any variances.

MATT EMENS: For the monument sign, the directional signage. You said you're meeting with Paul (Wanzenried) to confirm you don't need any?

MR. FISHEL: That will be a separate step. That will be by the sign vendor, but we'll get involved if we need to.

MATT EMENS: I got you. So you're providing these to show us the whole package. I appreciate it. We have already addressed -- the canned response is when signage comes before us, how are you matching the building aesthetically? So architecturally, you're mimicking.

MR. WILKINSON: The stone base.

MATT EMENS: So that's a good start.

MR. FISHEL: That's for both the monument sign and directional signage.

MATT EMENS: Very nice. Then I'm assuming it is the new standard with a lot of these drive-thrus -- and maybe, Rich (Wilkinson), you can talk to it a little bit -- but the actual verbiage on the bar, the clearance bar, are you guys --

MR. WILKINSON: It will say "Clearance 9 feet 6 inches" so when they come around the building, they don't hit the canopy of the drive-thrus.

MATT EMENS: You're looking for a little advertising on that, too. "Real meals to go."

MR. WILKINSON: That's on the -- that's on the canopy over the drive-thrus.

MATT EMENS: It's on the clearance bar. I just didn't know if that was something that you guys always get, because I --

MR. WILKINSON: No. That is something that can be -- it fastens to the top of it.

MATT EMENS: I'm just asking, because I know someone else will and it may be -- these signage things, they start adding up, all of the different things.

MR. WILKINSON: Absolutely.

MATT EMENS: And then the color on, I guess, the -- the color on the actual canopy

really -- it may be -- just be because this is what you always do -- here is what they typically would look like. I guess the -- the question here would be -- is okay, we get the -- let's get the Colonel on here for you and get your recognition, but the red is just -- I'm just wondering if there is another color option for this.

MR. WILKINSON: We could always get the Design Team to come up with a different color option on that canopy.

MATT EMENS: Just a potential option. Like I said, I think you have done a nice job of making the red a highlight as opposed to the focal point and I appreciate that. Like I said, I don't want you guys not to have signage and not have recognition, but I want to make sure it ties to the rest of the design. Good. Thanks.

JAMES IGNATOWSKI: Sir, appreciate what you have done on this site. Nice to see that Pizza Hut turned into something. Very nice. I really like the direction you went in. I'm happy with what you followed in terms of our recommendations.

I only have a couple things on the main building and it refers to -- again, what Matt (Emens) talked about as the panels on the back side. I understand why you're there. If you don't put anything there, it is going to be a blank wall and it's going to look disproportionate to the rest of the structure.

So my recommendation is either reduce the number or -- or -- or another option would be -- is that detail that you're using is kind of a Southern Colonial column detail. You have around the windows -- use like a simple Craftsman detail for the trim work. If it were me, I would recommend that you mimic that trim detail that you use on the windows on the back there and if it is possible to let it recess down below the water table of the brick to match what the windows do, then I think it all ties together. If you understand what I'm saying.

MR. WILKINSON: Yes.

JAMES IGNATOWSKI: Just one detail that doesn't match anything else on the drawing except the ones on the other side and it doesn't work on this building. It is more of a Southern Colonial type of detail. Other than that, I think you did a great job.

I like the gooseneck lamps. I'm not as bothered by the louvers as Matt (Emens) is because I understand they're going to be projecting away from the building. They won't be this flat thing. There will be some relief to it. So I think that is a good way to deal with it instead of having this giant red square sitting there.

Other than that, I think the building is fine. I see you also put the dumpster enclosure on the back side of one of the elevations, so I'm assuming you're matching materials from --

MR. FISHEL: That's the walk-in cooler.

JAMES IGNATOWSKI: Do you have an idea what the dumpster enclosure would look like?

MR. FISHEL: That is located back here (indicating). We could do a similar type of finish with the HardiePlank or poured CMU enclosure.

JAMES IGNATOWSKI: Whatever the building is, we want you to match it on the dumpster enclosure. The last thing I need to talk -- oh, wait a minute -- is -- in terms of the colors on your rendering, I'm assuming the trim is white and the siding and the upper fascia, is that a -- what color is that? That big band that is above the window.

MR. FISHEL: The big band -- EIFS is white wood trim along the windows, white and then there is some white -- white clapboard is what they're coloring it.

JAMES IGNATOWSKI: I like the colors I'm seeing now. I'm not sure I -- I'm not sure I want the whole thing white.

MR. FISHEL: I would agree. I think -- we'll check with them. I think that's more of --

MR. WILKINSON: A cream.

JAMES IGNATOWSKI: That's a really nice color, really nice earth tone color.

MR. EMENS: The earth tones with the stone.

JAMES IGNATOWSKI: It works tremendous, but you lose it all if you put white on there and it won't look as good as what you have here now. So that is why I notice it on your other drawings that you have listed as white. I would prefer if the drawings -- actually back to renderings.

MATT EMENS: You want them to put actual colors and --

JAMES IGNATOWSKI: The colors need to be noted correctly.

MATT EMENS: By -- if it's the manufacturer's color for the Hardie or --

JAMES IGNATOWSKI: Whatever your colors you're using in terms of the siding are listed as, they need to be noted on the drawings and made available to the Building Inspector.

In terms of your signage --

MR. FISHEL: Can we go back to that one?

Made available to the Building Inspector, are you referring to physical samples?

JAMES IGNATOWSKI: No. On the prints.

MATT EMENS: So that we -- we see -- you know how it goes.

You print it out one and -- so since we don't have actual materials, that is why Jim (Ignatowski) is clarifying that and someone can check that later on. Jim (Ignatowski) and I don't go out and do inspections.

And you do have -- on the -- the dumpster enclosure, Adam (Fishel), you have got -- I say "you." It's your drawing. Yes. There is a dumpster enclosure label on here for Azek brown on the fence.

MR. FISHEL: We can change that.

MATT EMENS: Well, once again, if it's a light brown, maybe it works. Or it needs to be

a tan to go with the -- with the building. Right?

JAMES IGNATOWSKI: I don't have anything in front of me. I didn't get a site plan.

MATT EMENS: It's a detail tucked way back in here.

JAMES IGNATOWSKI: So the recommendation is that whatever you build for a dumpster enclosure could match the building.

MR. FISHEL: Sure.

JAMES IGNATOWSKI: Can't be like a chainlink fence.

MR. FISHEL: Understood. It will be a solid surface. Either CMU or the clapboard to match the building and the same quality and dimensions as the building.

JAMES IGNATOWSKI: Your signage. My only question -- couple of questions. The -- the pole shroud -- is there a chance that can get wrapped with stone? I haven't seen it anywhere, but I'm assume -- like this one here (indicating).

MR. FISHEL: That one?

JAMES IGNATOWSKI: Yes.

MR. FISHEL: What do you think about that, Rich (Wilkinson)?

MR. WILKINSON: We'll get with the Design Team and see what is the best course of action to get it to blend into this building.

MR. FISHEL: You're talking about a red around the Colonel or a white stripe?

JAMES IGNATOWSKI: Or this bottom gets raised and it all ties in together. We're trying to reduce the height of the redness on the Colonel. He is pretty prominent as it is. I would like to have that match the initial building more.

MR. WILKINSON: Okay.

JAMES IGNATOWSKI: And I appreciate what you did on the other ones having the stone base. I think that adds a ton of character to this building.

My last question is -- I will run this by Matt (Emens). The only thing I have with this is I have seen where you gentlemen have done -- major portion of the site is red with the Colonel being white. And I guess -- I think this is too much white here and having the red background picks off the redness of the shapes -- so square, square, square. We have that here, too, where you have more red than white. That is my only question. If -- if that can be reversed.

Your thoughts?

MATT EMENS: Um, whatever. I think the signage stuff itself is going to be -- red is just red. I guess I -- Jim (Ignatowski) has a good point. Like I said, I think you have done a nice job with the building. It is the way it ties together and pops a little bit, something you want to look at -- I won't object.

MR. FISHEL: We can bring both. So reverse the red and white.

JAMES IGNATOWSKI: I seen other signs you had.

MR. WILKINSON: Some of the older prototypes have red and we moved to the white background, but we can work with our Design Team, I'm sure, to come up with something that will work.

JAMES IGNATOWSKI: It just seems --

MR. WILKINSON: I have my concerns about white signs, too, because white signs tend to become yellow signs with sunlight.

JAMES IGNATOWSKI: Like I said, I know it's red, but it will be a little darker. The squareness of the sign -- the squareness of the louvers on the building, there will be a big tie-in together essentially what you do with the other signs. It all jives together and some continuity on it. Again, appreciate what you have done with the building. I think it's very nice.

MR. FISHEL: Okay.

JAMES IGNATOWSKI: It will be a nice addition to the Town.

MR. FISHEL: Just for my own benefit procedurally, we'll be back before you next month again or is this something we can work through outside of this arena?

MATT EMENS: I feel like there is enough stuff that we see it quick.

JAMES IGNATOWSKI: I would prefer we see it once more again so we can all be on the same page and have everything nailed down so it goes smoothly.

MATT EMENS: With the colors and it wouldn't hurt to bring samples. You know how it is. You look at a rendering and the colors look great and someone brings the materials in and you're like "Wow."

Yeah, that's stone, but it's not --

JAMES IGNATOWSKI: Again, you understand with the reduction of the drawings, things tend to get a little darker sometimes so we prefer to see the actual material.

MR. FISHEL: Yep. No problem.

JAMES IGNATOWSKI: Appreciate that.

MR. FISHEL: Thank you very much.

MR. STEWART: Dan Stewart, Heritage Christian Services. I was asked to present apparently last month and didn't get the memo.

MATT EMENS: They didn't put you on either.

MR. STEWART: Didn't know if you have time to look at these. It's a single-family residential home. So what we have got -- this is the Ballantyne Road project that we're referring to. They asked me to bring in samples of siding and roofing. So basically, it's just going to be a very -- this is a home that we have over at Jackson Road in Webster. I'm sorry. Penfield. And we have also built this up on Dodge Road in Amherst.

We'll be using the same color selection. Main Street siding, CertainTeed. Castle Stone, which is in the grays family. As represented there. With a dual black roof. Something -- timber

line is the sample I have here. White trims. So pretty -- pretty straightforward.

MATT EMENS: I was just going to take a minute to show Jim (Ignatowski). All I got.

What about the -- trying to flashback to the notes getting ready for the Planning Board meeting -- but you're talking about all building-mounted lighting?

MR. STEWART: There will be three lamp poles. The residential -- and that is -- that did forwarded over to the Planning Board for today. We do show three residential 8-foot-high lamps also. Everything else is building-mounted.

MATT EMENS: The ones building-mounted, there was a --

MR. STEWART: You guys show a spec on it.

MATT EMENS: It was in that separate e-mail. But that is not on the drawing yet.

MR. STEWART: It got forwarded over, I believe, today, but I don't know if they're on your drawings that were distributed.

MATT EMENS: They're not. Okay.

MR. STEWART: Same thing. It would be on either side of the garage, very minimal of that. So the only other thing that we may have for some lighting is we have a walkway that comes from the back so we'll do a soffit light to light that pathway.

MATT EMENS: Okay. You asked the one --

MR. STEWART: This one here is from Jackson Road, which was built -- opened two years ago June. So this has been open a year and a half now. This is behind the Penfield Presbyterian Church on Jackson Road.

MATT EMENS: Okay. So I think that's good that you have those two for -- for the meeting tonight, too -- at 7, because it will be good for people to see that it -- that it really does look like a single-family home.

MR. STEWART: We probably didn't do a good job at the last meeting. We have homes here in Chili -- Chestnut Ridge, which is a respite facility and then we have the two over on the old Riedman property at 1127 and 1149 Westside Drive. You know, if people were interested in looking at them, you could go to the church there next to Chestnut Ridge and it gives you a real good feel. This is very close to the exact same design.

MATT EMENS: Yep.

MR. STEWART: Brick, I didn't bring any samples. It will be something similar to that. Today trying to find brick on that small quality, it's what they have in stock, but we'll do something to complement the colors on it.

MATT EMENS: That's just at the entry porch, you're saying?

MR. STEWART: This little bit of detail around the columns and this one little wall here (indicating).

MATT EMENS: In the front?

MR. STEWART: Yep.

MATT EMENS: I don't have too much --

JAMES IGNATOWSKI: I don't have any of my notes or anything in terms of the building itself. So I really can't speak to it. Um, my initial reaction was I didn't see anything wrong with it. I thought it looked like a residential structure that belongs in a residential neighborhood. Other than that, I think the colors were fine. I don't think I have had anything that I can think of, but I'm not sure. I would have to review my notes on it.

MR. STEWART: Sure.

JAMES IGNATOWSKI: But again, I didn't see you were part of the agenda so I don't have any notes or anything that we had from the previous meeting. I apologize for that. I have no other comments on it.

MR. STEWART: Okay.

JAMES IGNATOWSKI: That's it.

MR. STEWART: Thank you.

MATT EMENS: Thank you.

JAMES IGNATOWSKI: We need to approve the minutes.

Matt Emens made a motion to accept and adopt the 12/14/21 Architectural Advisory Committee meeting minutes, and James Ignatowski seconded the motion. All Board members were in favor of the motion.

The meeting ended at 6:28 p.m.