



Development Concept Plan

Planned Development District No. 11:  
CityGate

# Development Concept Plan

## Planned Development District No. 11: CityGate

### **A. Purpose.**

The purpose and intent of Planned Development District No. 11 (PD No. 11), to be known as “CityGate,” is to accommodate and facilitate the development of a range of diverse residential, nonresidential and recreational uses in a District setting, on 44 acres on the southeast quadrant of East Henrietta Road and Westfall Road, on the northern edge of the Erie Canal in accordance with the CityGate Development Concept Plan, incorporated herein, and provide the following design standards and guidance that also further the purpose and intent of the District:

- (a) To ensure a high-quality mixed-use-style development that promotes pedestrian access and connectivity, multimodal transportation opportunities, a variety of retail and commercial uses, both large and small, and enhanced access to the Erie Canal and waterfront;
- (b) To create a flexible regulatory environment that is adaptable to changing market conditions;
- (c) To promote strong unifying elements in the form of district wide pedestrian and vehicular elements that will provide access to all users; integrated and extensive landscaping features, walkways, site amenities and lighting systems that provide for District cohesion and identification while helping to blend the District with its surrounding area.

### **B. Objectives.**

- (1) To offer a diverse mix of residential and nonresidential development opportunities, including housing, retail, restaurant, office, hotel, and recreational uses that reinforce the City of Rochester’s position as the economic center of the county and region;
- (2) To capitalize on the project site’s strategic location along I 390 at the southern edge of the City , providing easy access from the entire metropolitan area, and proximity to a number of large community service uses and employment centers including, Monroe Community Hospital, Monroe Community College, the University of Rochester and, the Rochester Science Park;
- (3) To provide places to live, places to work, places to conduct business, places for lodging, places to eat, places to buy groceries, and places to shop for a wide range of everyday and specialty goods for employees, students, and visitors of the aforementioned

institutions, employment centers, and businesses, as well as existing residents of the City and future residents of CityGate;

- (4) To create a community mixed use center with regional appeal.

### **C. Subarea Descriptions.**

The development concept plan divides the PD into three subareas, and shows in its entirety, the basic scope, character and nature of PD No. 11. The plan is conceptual in nature, except as further defined by the development concept plan regulations indentified herein. It reflects the general location of residential and nonresidential structures, vehicular and pedestrian circulation elements and, public and private open space. The three subareas are described below:

- (1) Central Commercial Subarea. This subarea is approximately 13.3 acres and accommodates large scale retail, auto services, parking, and commercial uses as well as utility facilities.
- (2) Canal Front Mixed Use Subarea. This subarea is approximately 16.4 acres and promotes development of recreational, residential, office, retail, restaurant and hotel uses in addition to enhanced access to the Erie Canal, in a pedestrian scaled urban setting.
- (3) Perimeter Commercial Subarea. This subarea is approximately 14.6 acres and accommodates and promotes development of commercial uses adjacent and proximate to the public rights of way along both East Henrietta Road and Westfall Road. Mixed use development is allowed in this subarea. The corner of E. Henrietta Rd. and Westfall Rd. is the primary focal point and gateway into the District and will include a public open space amenity.

### **D. Permitted Uses.**

#### **(1) Central Commercial Subarea**

- (a) All uses are permitted in fully enclosed buildings unless specifically listed as prohibited or as special permit uses; except, outdoor seating and dining areas and outdoor retail sales display areas, accessory to permitted uses, and the retail dispensing or sales of automobile fuels, shall be permitted.
- (b) Utility Stations.
- (c) Drive-through uses.
- (d) Temporary uses subject to the requirements listed in Section 120-149.

(2) Canal Front Mixed Use Subarea

- (a) All uses are permitted in fully enclosed buildings unless specifically listed as prohibited or special permit uses, except outdoor seating and dining areas, accessory to permitted uses, shall be permitted.
- (b) Pump stations for boats and watercraft.
- (c) Fishing and boating docks.
- (d) Parking garage and transit center.
- (e) Public open spaces.
- (f) Temporary uses subject to the requirements listed in Section 120-149.

(3) Perimeter Commercial Subarea

- (a) All uses are permitted in fully enclosed buildings, unless specifically listed as prohibited or special permit uses; except outdoor seating and dining areas shall be permitted.
- (b) Ancillary Parking lots with landscaping.
- (c) Public open spaces.
- (d) Temporary uses subject to the requirements listed in Section 120-149.

**E. The following uses are prohibited in the:**

(1) Central Commercial Subarea

- a) Single-family detached structures.
- b) Sexually Oriented Uses
- c) Waste Centers.
- d) Junkyards.
- e) Homeless shelters.
- f) Residential care facilities.
- g) Rooming houses/single-room occupancy facilities.
- h) Amusement Centers.
- i) Warehouse and Wholesale Distribution Facilities.
- j) Industrial Uses.
- k) Research Laboratories, including Testing Facilities.
- l) Car Washes.
- m) Vehicle Repair.
- n) Vehicle Sales Areas.
- o) Vehicle Wrecking.
- p) Vehicle Storage Area, not including accessory parking lots and garages.
- q) Truck Centers.
- r) Parking Lots as a Principal Use.

- s) Pawnbrokers.
- t) Hospitals.
- u) Funeral Homes and Mortuaries.
- v) Self Storage Facilities.

## (2) Canal Front Mixed Use Subarea

- a) Single-family detached structures.
- b) Sexually Oriented Uses.
- c) Waste Centers.
- d) Junkyards.
- e) Homeless shelters.
- f) Residential care facilities.
- g) Rooming houses/single-room occupancy facilities.
- h) Amusement Centers.
- i) Warehouse and Wholesale Distribution Facilities.
- j) Industrial Uses.
- k) Research Laboratories, including Testing Facilities.
- l) Car Washes.
- m) Vehicle Repair.
- n) Vehicle Sales Areas.
- o) Vehicle Wrecking.
- p) Vehicle Storage Area, not including accessory parking lots and garages.
- q) Truck Centers.
- r) Parking Lots as a Principal Use.
- s) Pawnbrokers.
- t) Hospitals.
- u) Funeral Homes and Mortuaries.
- v) Self Storage Facilities.
- w) Drive Through Uses.

## (3) Perimeter Commercial Subarea

- a) Single-family detached structures.
- b) Sexually Oriented Uses
- c) Waste Centers.
- d) Junkyards.
- e) Homeless shelters.
- f) Residential care facilities.
- g) Rooming houses/single-room occupancy facilities.
- h) Amusement Centers.
- i) Warehouse and Wholesale Distribution Facilities.

- j) Industrial Uses.
- k) Research Laboratories, including Testing Facilities.
- l) Car Washes.
- m) Vehicle Repair.
- n) Vehicle Sales Areas.
- o) Vehicle Wrecking.
- p) Vehicle Storage Area, not including accessory parking lots and garages.
- q) Truck Centers.
- r) Parking Lots as a Principal Use.
- s) Pawnbrokers.
- t) Hospitals.
- u) Funeral Homes and Mortuaries.
- v) Self Storage Facilities.
- w) Drive-thru facilities, when not accessory to a building.

**F. The following uses, unless otherwise expressly permitted or prohibited in a subarea, are specially permitted in PD No. 11 :**

- (1) Any permitted or specially permitted use open to the public or requiring loading/unloading between the hours of 2:00 a.m and 6:00 a.m.
- (2) Private clubs.
- (3) Indoor and outdoor entertainment, not including sexually oriented uses, subject to the additional requirements for specified uses in § 120-137.
- (4) Outdoor markets.
- (5) Wind energy conversion systems.
- (6) Drive through facilities in the Perimeter Commercial Subarea, and only when located in the rear yard of buildings that front on perimeter streets; except that the City Planning Commission may waive this location requirement in its consideration of any individual special permit application.

**G. Lot and coverage requirements.**

- (1) The maximum district lot coverage permitted in PD No. 11, including all building structures, streets, parking areas, sidewalks and improved surfaces, is 80%. The minimum district green space required, including storm retention facilities and all landscaped areas, is 20%.

- (2) Yard requirements in the Central Commercial Subarea.
  - (a) Minimum front yard setback: zero feet.
  - (b) Minimum side yard setback: zero feet, with a minimum setback for parking lots of 10 feet.
  - (c) Minimum rear yard setback: zero feet.
  
- (3) Yard requirements in the Perimeter Commercial Subarea.
  - (a) Build to line along perimeter streets: 20 feet.
  - (b) Maximum setback on secondary entries: 20 feet.
  - (c) Minimum side yard setback: zero feet, with a minimum setback for parking lots of 10 feet.
  - (d) Minimum rear yard setback: zero feet, with a minimum setback for parking lots of 10 feet.
  
- (4) Yard requirements in the Canal Front Mixed Use Subarea.
  - (a) Minimum canal side (front) setback: 10 feet, except for vehicular and pedestrian circulation elements.
  - (b) Minimum front yard setback: zero feet.
  - (c) Minimum side setback: zero feet.
  - (d) Minimum rear yard setback: zero feet.

## **H. District Bulk requirements.**

- (1) Building heights.
  - (a) Canal Front Mixed-Use Subarea: Maximum building height, five stories or 80 feet, whichever is greater.
  - (b) All other Subareas: No maximum restrictions on building height.
  - (c) The minimum height requirement in the Perimeter Commercial Subarea shall be 20 feet.
  
- (2) Floor Area.
  - (a) The minimum building floor area in the Perimeter Commercial Subarea shall be 5,000 sq. ft.
  - (b) There shall be no minimum floor area required in other subareas.

## **I. District Off-street parking and loading.**

### **(1) Parking.**

#### **(a) Supply.**

The parking supply for PD No. 11 shall be established at a maximum cap of 2,100 spaces, including approximately 365 spaces in the Central Commercial Subarea, 1,007 in the Canal Front Mixed Use Subarea, and 738 in the Perimeter Commercial Subarea. Parking established beyond this threshold requires a parking demand analysis in accordance with § 120-173B of the Zoning Code.

#### **(b) Design and maintenance.**

[1] Parking shall comply with the parking lot design and maintenance standards set forth in § 120-173F, with the exception that parking areas shall be permitted adjacent to residential uses.

[2] Surface parking lots shall be located behind newly constructed buildings in the Perimeter Commercial Subarea, and in no case between the front of a newly constructed building located in the Perimeter Commercial Subarea and the public rights of way. In the Perimeter Commercial Subarea, when properly set back and landscaped, existing parking lots in the front yards of existing buildings may be maintained.

[3] Street parking shall be provided along the front of all mixed use buildings in the Canal Front Mixed Use Subarea.

[4] Streets shall be hard surfaced with granite or concrete curbing.

### **(2) Loading and service areas. Loading shall comply with the requirements set forth in § 120-172.**

## **J. Design regulations.**

### **(1) Architecture.**

#### **(a) Central Commercial Subarea.**

[1] All primary buildings shall be constructed or clad with materials that are durable and of a quality that will retain its appearance over time.

- [2] At least 50% of the exterior elevation building materials shall be brick, wood, dimensional natural stone, or finished (tinted, textured) masonry units. Predominant exterior building material should not include smooth-faced concrete block, or prefabricated steel panels.
- [3] Buildings with a facade exceeding 100 feet in length shall have repeating wall recessions or projections in order to provide visual articulation.
- [4] Buildings should have architectural features and patterns that provide visual interest, at the scale of the pedestrian, reduce massive aesthetic effects, and recognize local character.
- [5] Building facades must include a repeating pattern that should include color change, texture change and material module change.
- [6] Parapets or other architectural features shall be used to conceal rooftop mechanical equipment.
- [7] The following architectural elements shall be integrated into the design of buildings:
  - [a] Portico or canopy.
  - [b] Raised corniced parapet over the entrance.
  - [c] Vertical entry feature.
  - [d] Facade articulation with vertical elements.
  - [e] Covered entrance.
  - [f] Facade subdivision into proportional bays.
  - [g] Display windows.

(b) Canal Front Mixed Use Subarea.

- [1] All primary buildings shall be constructed or clad with materials that are durable and of a quality that will retain its appearance over time.
- [2] Appropriate building materials include brick, natural or synthetic stone, integrally colored stucco and hardboard siding. Exterior building material should not include smooth-faced concrete block, or prefabricated steel panels.
- [3] At least 25% of the exterior elevation building materials shall be textured brick or decorative stone.

- [4] The following architectural elements shall be integrated into the design of buildings:
  - [a] Balconies.
  - [b] Rigid frame or fabric awnings, where there are awnings.
  - [b] Covered entrances and arcades.
  - [c] Clearly defined, visible entrances which maintain the proportional scale of the building.
  - [d] Articulation of wall surface materials and colors.
  - [e] Large facades divided into modules to create smaller sections.
  - [f] Pop outs and projections.
  - [g] Varying roof heights and wall planes.

(c) Perimeter Commercial Area

- [1] All primary buildings shall be constructed or clad with materials that are durable and of a quality that will retain its appearance over time.
- [2] At least 50% of the exterior elevation building materials shall be brick, dimensional natural stone, or finished masonry units. Exterior building material may not include smooth-faced concrete block, tilt up concrete panels or prefabricated steel panels.
- [3] The following architectural elements shall be integrated into the design of buildings:
  - [a] Rigid frame or fabric awnings, where there are awnings.
  - [b] Covered entrances.
  - [c] Facade articulation with vertical elements incorporating features that contribute to the creation of a pedestrian-friendly environment both along the public rights of way as well as within the District and its internal pedestrian circulation elements.
  - [d] Large glazed facade at main entrance, making it visible from the street or main site access.
  - [e] Articulation of building materials defining base, middle and top or base and top.
  - [f] Facade subdivision into proportional bays.
  - [g] Variations of rooflines.
  - [h] Decorative parapets and cornices.

(2) Signage.

- (a) Signage shall be considered as a unifying element that gives the district recognition as well as cohesion. While signs will be a strong unifying element of the district, consideration should be given to creative approaches for individual uses.
- (b) Identification signs at entry points to the district and way finding signage at decision nodes within the district shall also be employed for directional as well as unifying elements.
- (c) All signage within PD No. 11 shall be subject to a sign program, subject to minor site plan review and approval by the Director of Planning and Zoning in accordance with § 120-191 of the Zoning Code.

(3) Screening.

- (a) All mechanical equipment shall be designed to be an integral part of the building or structure. Mechanical equipment, including heating, electrical, and air conditioning, or other shall not be installed on the roof of any building if the roofline is visible from the ground level within this district or from the grade of the perimeter public streets. Mechanical equipment shall be screened so as to diminish its visibility from ground level.

(4) Landscaping.

- (a) Landscaping shall be considered a major integral part of district design and as a unifying element that gives the district recognition, character and cohesion.
- (b) Plant material will be used to define and help create a sense of entry into the district.
- (c) A distinctive overall landscape plan shall be developed for the district that not only beautifies the district, and defines vehicular and pedestrian circulation elements, but also draws the district together as a single, definable place, while accommodating a diversity of uses.

(5) Site and street design standards.

- (a) CityGate will be a development of high-quality buildings organized by a logical, coherent network of internal streets (public or private); perimeter streets (E. Henrietta Rd. & Westfall Rd.); and green spaces. A person entering the site will be able to easily navigate the network of streets from any perimeter location to the

bank of the canal and canal trail. Street types shall be as follows: boulevard, secondary streets, street of shops, canal front, transit loop, Westfall entrance.

(b) All streets will emphasize pedestrian amenities, including:

- [1] Sidewalk widths corresponding to expected pedestrian traffic, so that streets that are corridors through the site will have smaller sidewalk widths (no less than 5 feet in width) and streets that feature ground-level retail will have wider sidewalks (at least 8 feet in width).
- [2] Sidewalk paving material (exposed aggregate, colored concrete, bricks, and concrete unit pavers). Stamped concrete or stamped asphalt will be avoided due to concerns over the longevity of a high-quality finish.
- [3] Curbing, trees, street furniture, and pedestrian-scale lighting.
- [4] Streets in the Canal Front Mixed Use Subarea shall include on-street parking and have vehicular travel lanes no wider than 13 feet. The streets will have a cross-sectional height to width ratio of no greater than 1:3. The height-to-width ratio of the street shall be measured from building front to building front.
- [5] Streets in the Canal Front Mixed Use Subarea shall be lined with, and framed by, buildings that present an active facade that engages pedestrians.
- [6] Streets in the Central Commercial Subarea will be public or private vehicular ways, no wider than 24 feet unless on-street parking is provided.
- [7] Development along the perimeter streets, East Henrietta Road and Westfall Road, shall present an attractive and welcoming image of the new development to the adjacent public rights-of-way and surrounding neighborhood. The perimeter streets shall be treated in the following ways:
  - [a] Retain or add formal landscaping, such as an allée of trees and/or hedges. Informal massed plantings and/or berms shall not be permitted.
  - [b] Perimeter streets shall have buildings that present an active facade to the perimeter streets as well as to secondary entries.
  - [c] In no case shall garage doors, loading docks or doors, or dumpster enclosures be located along perimeter streets.
  - [d] In no case shall parking lots, garage doors, loading docks or doors, service entrances, drive through stacking lanes, or dumpster enclosures face secondary entries without the required screening.

- [e] Overhead utilities along perimeter streets shall be placed underground in conjunction with this project's development.
- [f] Gaps between buildings and along parking lots facing perimeter streets shall include walls of enclosure, no higher than 3 feet, integrated into perimeter landscape treatments.
- [g] Parking lots and drive through components located along secondary entries shall include walls of enclosure or similar screening with a minimum height of 3 feet.

[8] Street lighting shall be at a pedestrian scale on all streets in the PD.

[9] Green space shall be integrated into the site as a unifying factor to reinforce the cohesion of the district as a whole and shall be properly maintained. A Green Space/Landscape Management Plan, subject to minor site plan review and approval by the Director of Planning and Zoning in accordance with § 120-191 of the Zoning Code, shall be submitted upon approval of the development concept plan.

[10] The canal shall be treated as an "edge" similar to a street. Parking lots, garage doors, loading docks or doors, service entrances, or dumpster enclosures are discouraged from facing the Canal.

[11] In the Perimeter Commercial Subarea, all new construction facing the perimeter streets and secondary entries, shall provide active facades and areas of transparency equal to 50% of the wall area between the height of two and eight feet from the ground.

[12] In the Canal Front Mixed Use Subarea, all new non-residential construction shall provide active facades and areas of transparency equal to 50% of the wall area between the height of two and eight feet from the ground.

#### K. Modification.

Modification of the design regulations contained in Sections G,H J and M (1) & (2), is subject to minor site plan review approval by the Director of Planning and Zoning in accordance with § 120-191 of the Zoning Code.

#### L. Personal wireless telecommunication facilities (PWTF).

Telecommunication facilities in PD No. 11 shall be regulated as outlined in §120-143 of The Zoning Code as follows:

- (1) Antennas on buildings. Antennas are permitted on all buildings which are four stories or greater in height, provided that the antennas and related structures do not extend more than 20 feet above the roofline.
- (2) Antennas on existing towers. Antennas on existing telecommunications towers or other structures are permitted unless otherwise restricted pursuant to the terms of a prior special permit.
- (3) Telecommunications towers. New telecommunications towers shall not be permitted.

#### M. Additional requirements.

- (1) Development and redevelopment in PD No. 11 is subject to the City-Wide Design Guidelines and Standards (Article XIX), except § 120-158 C (1).
- (2) Development and redevelopment in PD No. 11 is subject to Requirements Applying to All Districts (Article XX), except as herein modified.
- (3) This Planned Development District is subject to requirements set forth in Article XVII of the City Zoning Code regarding planned development districts.

N. Development Concepts/Graphics

# DEVELOPMENT CONCEPT PLAN SUBAREA MAP



## SUB-ZONING DISTRICTS

① CENTRAL COMMERCIAL

② CANAL MIXED USE

③ PERIMETER COMMERCIAL

File: C:\pwworking\sub\Area\11644-01\Drawings\Citygate\_aerial\11644.dwg, Plot Date: 7/8/2013, 10:41:17 AM, 11/17/2013

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JOB NO: 0184-11  
SCALE: 1" = 200'  
DRAWN: RJT  
DESIGNED: RJT  
DATE: 5/10/13  
REV: 07/13/13

**CITYGATE**  
ROCHESTER, NY

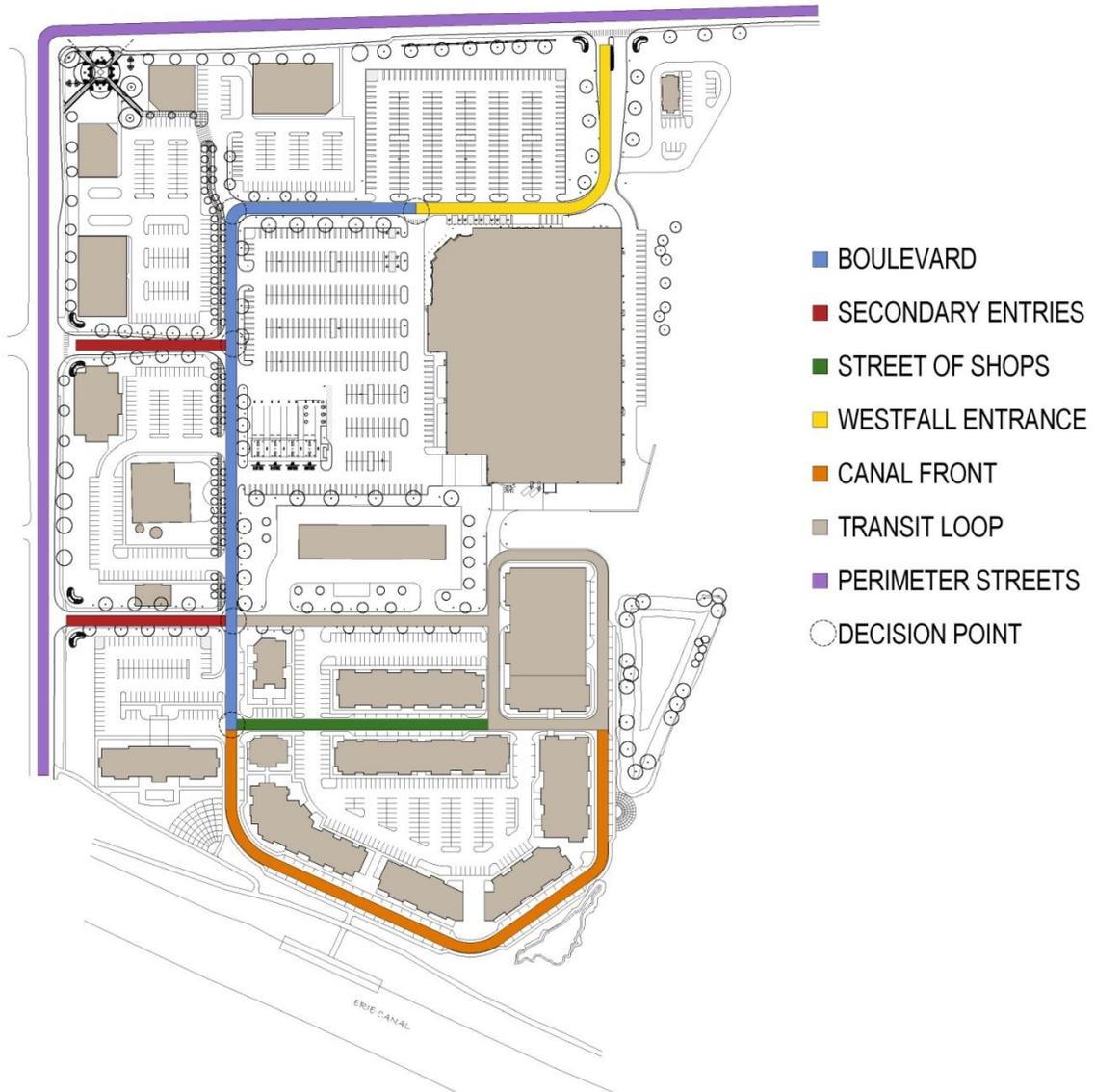
TITLE:

**CITYGATE**  
**SUB-ZONING MAP**

CITY OF ROCHESTER    MONROE COUNTY    NEW YORK



# STREETS



1 STREETScape DIAGRAM  
1" = 100'

# PEDESTRIAN ROUTES AND LANDSCAPING

