

Meeting Summary

The discussion group included business owners, residents, Town staff, and Steering Committee members. The group was convened to discuss current conditions, future outlook, and provide general comments of the Town’s neighborhood commercial areas. East Ridge Road was not discussed as it is the subject of a separate focus group. A summary of the discussion follows.

Where do you do most of your shopping and why?

<i>Specific Areas</i>	<i>General Comments</i>
<ol style="list-style-type: none"> 1. I usually go to a mall. 2. Culver Plaza has done well; Irondequoit Plaza should be more like Culver-Ridge Plaza. 3. I like our neighborhood “spots,” like Pattonwood. 4. I typically shop at Wegmans or Target (for prices). 5. “For anything special, I go outside the Town.” 6. For mall shopping, I go to Pittsford Plaza. 7. I shop at Macy’s for clothing. 8. I shop at the Hallmark in Irondequoit Plaza. 9. Teenagers prefer to shop at Eastview Mall. 10. Everyone shops for groceries at Wegmans in Irondequoit Plaza. 11. I like to shop in Webster. 	<ol style="list-style-type: none"> 1. Irondequoit lacks stores that sell newer clothes and shoes, boutique shops, arts and crafts stores (“Dan’s doesn’t cut it.”), big book stores, and anything for fine arts. 2. It’s easy and quick to get to regional malls. It’s not a big deal to go outside of Irondequoit. 3. Redevelopment of Irondequoit Mall may destroy some of the smaller strip malls. 4. Zoning should be flexible (e.g. Starbucks drive-thru). 5. I haven’t been to Irondequoit Mall in years. 6. Retail should target specific groups that will come to Irondequoit. 7. Wegmans marketing is specific to each neighborhood’s demographics.

Besides the four neighborhood commercial areas highlighted, the group noted another cluster of businesses that exist at the intersection of Culver and Norton. However, most of the commercial area is within the City of Rochester.

Describe the current conditions of the following four commercial areas in terms of the ownership (chain or local), appearance/aesthetics, accessibility, type of uses, target market, and building scale. What would you like each of the areas to be like in the future?

Seabreeze Commercial Area

	<i>Existing</i>	<i>Future</i>
Appearance	<ul style="list-style-type: none"> • Proximity to the Lake & Bay • Sea Breeze Boulevard • Hot Dog Row • Tourist potential? • Durand Eastman Park is a unique resource • Architectural & historical/charm/character • Third generation residents • Park Side Diner – interesting architecture, should be preserved • New housing to open next year • Fishing is destination • Unique because it doesn't change • Great local landmarks • Reconstructed Sea Breeze Expressway 	<ul style="list-style-type: none"> • Could use more “resort” architecture • Potential for new development • Boat launch = destination • Increased parking capacity • More retail • Perhaps rezoning, have businesses on Culver Road • Amphitheatre • Simple design guidelines • Get rid of some homes near Sea Breeze to improve access • Potential to develop outlet • Harnessing traffic on the Bay (lodging, etc.) • Potential for 44 boat slips near Town-acquired land from NYSDOT • Like it just how it is, it just needs to be tweaked • Art Gallery across from Sunoco • Keep the character the way it is

Titus/Cooper/Hudson Commercial Area

	<i>Existing</i>	<i>Future</i>
Ownership	<ul style="list-style-type: none"> • Developers have difficulty • Neighborhood opposition and site restrictions impede new development 	
Appearance	<ul style="list-style-type: none"> • Looks like a “downtown” (+) • Little upkeep on property, needs more (-) • Lack of variety (-) • Footprints lend themselves to smaller business (+) • Pedestrians (+) 	<ul style="list-style-type: none"> • Critique of current master plan • Take advantage of “neighborhood” environment • Take advantage of United Methodist church • House of Guitars should take more initiative
Appearance (cont'd)	<ul style="list-style-type: none"> • DMV is a mess (-) • House of Guitars is a mess (-) 	
Access	<ul style="list-style-type: none"> • On the way to Wegmans (+) • Convenient to get to (+) • Presence of school (+) • Sidewalks (improvement needed) (-) • Not enough foot traffic(-)* potential for foot traffic untapped • Currently fighting for parking (-) 	<ul style="list-style-type: none"> • Sidewalks (improvement needed continuous) • More parking needed

	<ul style="list-style-type: none"> • Broken sidewalks (-) 	
Uses	<ul style="list-style-type: none"> • Not enough depth (footprint) • Dense housing 	

Empire Boulevard Commercial Area

	<i>Existing</i>	<i>Future</i>
Ownership		
Appearance	<ul style="list-style-type: none"> • Plaza looks terrible • Not pedestrian-oriented • Nothing there to attract people • Similar to Penfield – lots of traffic, but hard to navigate • No “main street” feel 	<ul style="list-style-type: none"> • Potential for offices • Perhaps more retrofitting, due to material costs • Potential to be convenient service area for the east side of Irondequoit • Make public more aware of the area; should be marketed for access. • Keep it “simple” and define what simple is with effective communication
Access	<ul style="list-style-type: none"> • Access to Route 590 • Low rental prices in the area (+) 	

Pattonwood Commercial Area

	<i>Existing</i>	<i>Future</i>
Ownership		
Appearance	<ul style="list-style-type: none"> • Plaza has a nice selection, but needs other services • Street lights 	<ul style="list-style-type: none"> • Trees needed • Potential to harness waterfront – it is not fully reachable • Daycare could be better (low maintenance) • No restaurant to target market • Needs incentives (good planning) to “step up” • Keep people here and coming back for waterfront • Has traffic moving through the Town • Three potential markets • Vacant land next to the plaza offers potential
Appearance (cont’d)		
Access	<ul style="list-style-type: none"> • New bridge improves access • Plaza helpful, but not fully utilized (meets demand if needed) • The waterfront is very fragmented, little wayfinding • Sidewalks are “spotty” • Trail is a positive • CSX – not safe or attractive 	<ul style="list-style-type: none"> • Improve sidewalks