



**TOWN OF HENRIETTA  
APPLICATION TO THE ZONING BOARD OF APPEALS  
FOR AN AREA VARIANCE**

Appeal No ZBA-2024-071

Date 6/26/2024

I (we) Tori Cleveland of RNYFC, 1520 John St.  
Name of Applicant / Business Business (Number & Street)

West Henrietta, NY 14586 hereby appeal to the Zoning Board of Appeals from the decision  
Town, State, Zip

of the Building Inspector, whereby the Building Inspector did  deny  grant a permit relating to the below property.

<u>1520 John St.</u> <small>No. &amp; Street</small>	<u>West Henrietta</u> <small>City</small>	<u>NY</u> <small>State</small>	<u>14586</u> <small>Zip Code</small>
<u>174.02-1-9.11</u> <small>Tax Map No</small>		<u>R-1-15 / MUEC</u> <small>Zoning District</small>	

PROVISION(S) OF THE ZONING ORDINANCE APPEALED, (Indicate the article, section and paragraph of the Zoning Ordinance being appealed) 224-8(B)(1)  
Number Only (Do not quote the ordinance)

Description of Proposal: RNY FC looks to add 1 additional building sign, aside from the other singular building sign we also applied for. The additional sign is lit, says "RNY FC" and measures 120.00" x 30.00"

Applicant should answer all statements regarding this application on page 2. Incomplete applications shall not be acted upon.

Received by: CCM Agent / Application: Tori Cleveland

Reviewed by: C.E.M HOW Address: 1520 John St. West Henrietta, NY

Date of Meeting: AUGUST 7<sup>th</sup>, 2024 14586

Phone #: [REDACTED]  
 Email: [REDACTED]

Signature: Victoria Cleveland

NOTE: If signature is other than owner, written authorization from owner must accompany application

APPLICANT OR REPRESENTATIVE MUST BE PRESENT AT THE MEETING  
**PLEASE PRINT ALL INFORMATION**

## APPLICATION FOR ZONING BOARD OF APPEALS

### Legal Notice to Read

Application

Of

requesting a variance for a

whereas

is allowed by code on property located at

Application Information	
Meeting Date	<input type="text" value="August 7th, 2024"/>
Received By	<input type="text" value="CCM"/>
Date Received	<input type="text" value="July 3rd, 2024"/>
Fee Amoun Paid	<input type="text" value="\$250.00"/>
Check #	<input type="text" value="3218"/>

- 1) Whether an undesirable change will be produced in the character of the neighborhood or a detriment to nearby properties will be created by the granting of the area variance.

No undesirable change will occur, as other buildings in the area have similar signage and we currently have none on the property.

- 2) Whether the benefit sought by the applicant can be achieved by some method, feasible for the applicant to pursue other than an area variance.

This is the best way. going through the town and an additional variance application, to have the signage we are looking for.

- 3) Whether the requested area variance is substantial.

The requested area variance is not substantial as our building is large and will be fixed with only 2 signs. ~~the property is large and will be fixed with only 2 signs. the property is large and will be fixed with only 2 signs. the property is large and will be fixed with only 2 signs.~~

- 4) Whether the proposed variance will have an adverse effect or impact on the physical or environmental conditions in the neighborhood or district.

There will be no environmental impact as the sign will just be on the building and no environmental property will be effected or damaged.

- 5) Whether the alleged difficulty was self-created, which consideration shall be relevant to the decision of the board of appeals, but shall not necessarily preclude the granting of the area variance.

This signage is not self-created as we have a large property that needs additional signage, especially with the property broken up between an indoor soccer field and an outdoor field.



**TOWN OF HENRIETTA  
APPLICATION TO THE ZONING BOARD OF APPEALS  
FOR AN AREA VARIANCE**

Appeal No ZBA-2024-072

Date 6/26/2024

I (we) Tori Cleveland of RNY FC, 1520 John St. ~~West Henrietta, NY 14586~~  
Name of Applicant / Business Business (Number & Street)  
West Henrietta, NY 14586 hereby appeal to the Zoning Board of Appeals from the decision  
Town, State, Zip

of the Building Inspector, whereby the Building Inspector did  deny  grant a permit relating to the below property.

<u>1520 John St.</u> <small>No. &amp; Street</small>	<u>West Henrietta</u> <small>City</small>	<u>NY</u> <small>State</small>	<u>14586</u> <small>Zip Code</small>
<u>174.02-1-9.11</u> <small>Tax Map No.</small>	<u>R-1-15 / MUEC</u> <small>Zoning District</small>		

PROVISION(S) OF THE ZONING ORDINANCE APPEALED, (Indicate the article, section and paragraph of the Zoning Ordinance being appealed) 224-8(B)(1)  
Number Only (Do not quote the ordinance)

Description of Proposal: RNY FC looks to add 1 additional pole sign  
to the property down the road at the turf field. The additional  
sign measures 12.00" x 54.00" and will read "Field One"  
with the RNY FC logo.

Applicant should answer all statements regarding this application on page 2. Incomplete applications shall not be acted upon.

Received by: CCM Agent / Application: Tori Cleveland  
 Reviewed by: CEM / HDW Address: 1520 John St. West Henrietta NY,  
 Date of Meeting: August 7<sup>th</sup>, 2024 14586  
 Phone #: [REDACTED]  
 Email: [REDACTED]  
 Signature: Victor Cleveland

NOTE: If signature is other than owner, written authorization from owner must accompany application

APPLICANT OR REPRESENTATIVE MUST BE PRESENT AT THE MEETING  
**PLEASE PRINT ALL INFORMATION**

## APPLICATION FOR ZONING BOARD OF APPEALS

### Legal Notice to Read

Application  Of

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Received By	<input type="text" value="CCM"/>
Date Received	<input type="text" value="July 3rd, 2024"/>
Fee Amoun Paid	<input type="text" value="\$100.00"/>
Check #	<input type="text" value="3218"/>

- 1) Whether an undesirable change will be produced in the character of the neighborhood or a detriment to nearby properties will be created by the granting of the area variance.

No undesirable change will occur as other buildings in the area also have pole signs.

- 2) Whether the benefit sought by the applicant can be achieved by some method, feasible for the applicant to pursue other than an area variance.

This is the best way to achieve getting this signage, by going through the town and the variance application.

- 3) Whether the requested area variance is substantial.

The area is not substantial as we have two separate spaces ~~on~~ on the property: the outdoor turf field, and the indoor turf field. The additional sign will be for the outdoor turf field, a separate space on the property.

- 4) Whether the proposed variance will have an adverse effect or impact on the physical or environmental conditions in the neighborhood or district.

There will be little to no environmental impact with the additional sign as the area in which the sign will go does not have anything other than grass that may be dug up, but fixed after the sign is placed.

- 5) Whether the alleged difficulty was self-created, which consideration shall be relevant to the decision of the board of appeals, but shall not necessarily preclude the granting of the area variance.

This is not a self-created issue, as we have a large property including an indoor and outdoor field that need additional signage to both areas.

**Statement of Applicant and Owner with Respect to Reimbursement  
of Professional and Consulting Fees**

In conjunction with an application made to the Town of Henrietta, the undersigned states, represents and warrants the following:

- 1) I/We am/are the applicant and owner with respect to an application to the Town of Henrietta.
- 2) I/We have been advised of, are aware of and agree to comply with the obligation to reimburse the Town of Henrietta for any and all professional and consulting fees incurred by the Town in conjunction with this and any other applications by me/us, including but not limited to engineering and/or legal fees, all as more fully set forth in the Henrietta Town Code.
- 3) I/We have been provided with, or have otherwise reviewed the Henrietta Town Code provisions related to the obligation to reimburse the Town with respect to professional and consulting fees, and agree to comply with the same.
- 4) I/We understand that this obligation shall not be dependent upon the approval or success of the application.
- 5) I/We further agree that in the event the Town of Henrietta is required to refer for collection an outstanding debt for such professional and/or consulting fees due to the Town of Henrietta, I/we shall be obligated to pay the reasonable attorney's fees incurred as a result of the Town's efforts to collect such fees. Reasonable attorney's fees shall also include any and all disbursements that may result from the commencement of litigation.
- 6) Each party to the application, including the applicant and the owner, shall be jointly and severally liable for all consulting and professional fees and expenses incurred in conjunction with the application.

Applicant: Tori Cleveland

By: James A. Mort at RNYFC

Title: OPERATIONS GROUP LEADER

Dated: 6/26/2024

Signed: Tori Cleveland

Owner: ROCHESTER NEW YORK FOOTBALL CLUB 501CB

By: JAMES A. MORT

Title: EXECUTIVE

Dated: 6/26/2024

Signed: James A. Mort

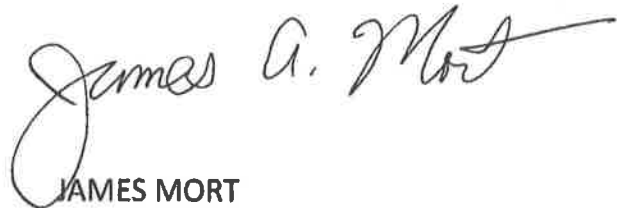
June 28, 2024

Rochester New York Football Club  
1520 John Street, Henrietta, N.Y

TO: Mr. Robert Peckham  
Zoning Board of Appeals Chairman  
Town of Henrietta, New York

Rochester New York Football Club hereby authorizes Tori Cleveland, Operations Groupleader, to act for and on behalf of the company in handling all matters related to the application submission and variance approval for our site signage plan at the RNYFC facility.

For and on behalf of  
Rochester New York Football Club



JAMES MORT  
RNYFC EXECUTIVE DIRECTOR





July 23, 2024

TO: Heather M. Voss  
Deputy Town Clerk  
Town of Henrietta

Rochester New York Football Club has submitted a variance approval for our site signage plan at the RNYFC facility. The business entity is Empire United Soccer Academy, Inc.

Our youth organization has been doing business as Rochester New York Football Club since 2023 with our partnership to Rochester's MLS Next pro league team. We are in the process of obtaining DBA status through the NYS Department of State.

Please include this note to our application submission and contact me with any further question the Town of Henrietta or the Zoning Board of Appeals has.

For and on the behalf of  
Rochester New York Football Club

A handwritten signature in cursive script that reads "James A. Mort".

JAMES MORT  
RNYFC EXECUTIVE DIRECTOR

# EMPIRE UNITED SOCCER ACADEMY

TOWN OF HENRIETTA, MONROE COUNTY, NEW YORK STATE

PREPARED FOR:  
EMPIRE SOCCER ACADEMY

P.O. BOX 24557  
ROCHESTER, NY 14624



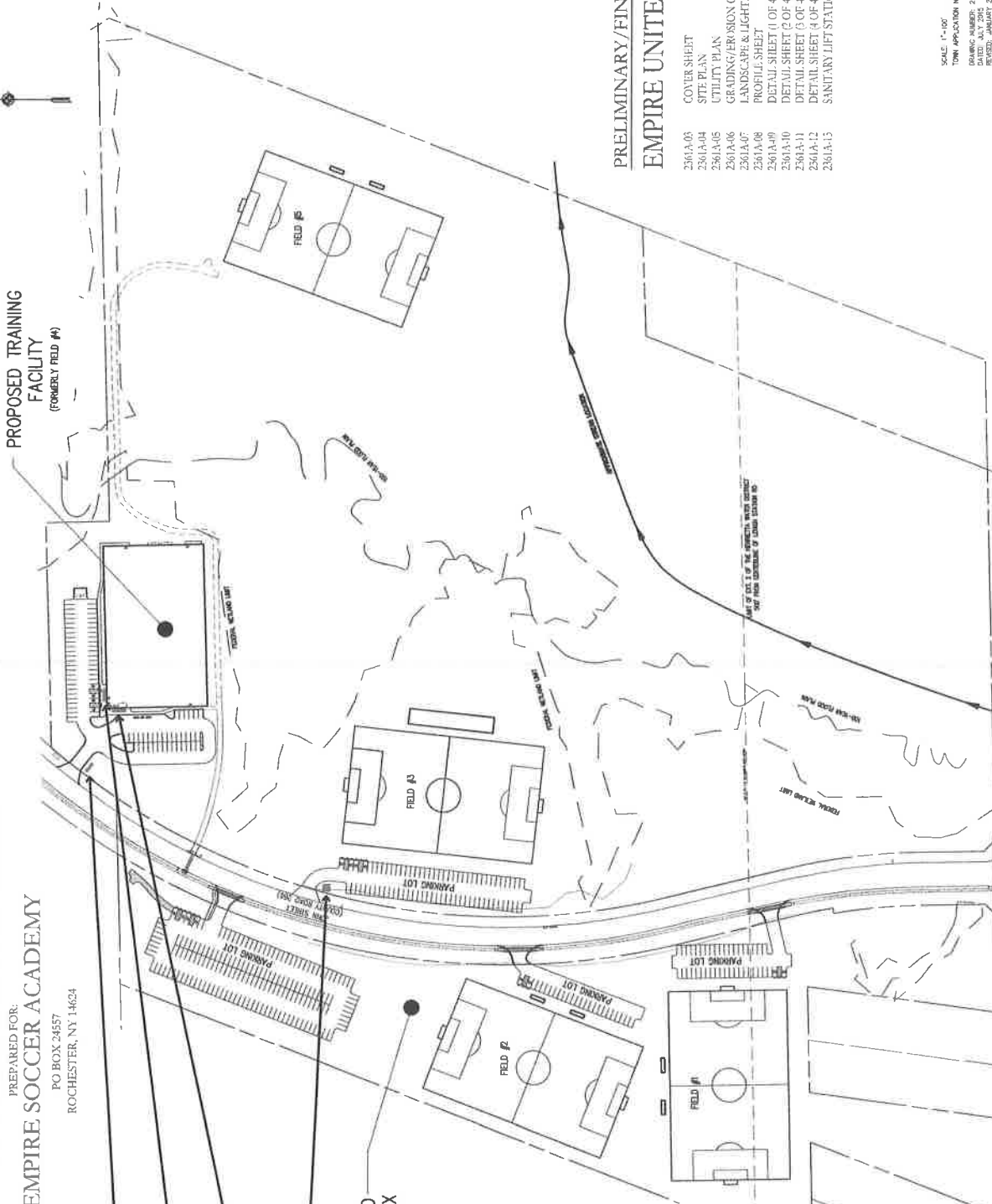
LOCATION MAP



PROPOSED TRAINING FACILITY  
(FORMERLY FIELD #4)

1  
2  
3  
4

PREVIOUSLY APPROVED  
SOCCER FIELD COMPLEX



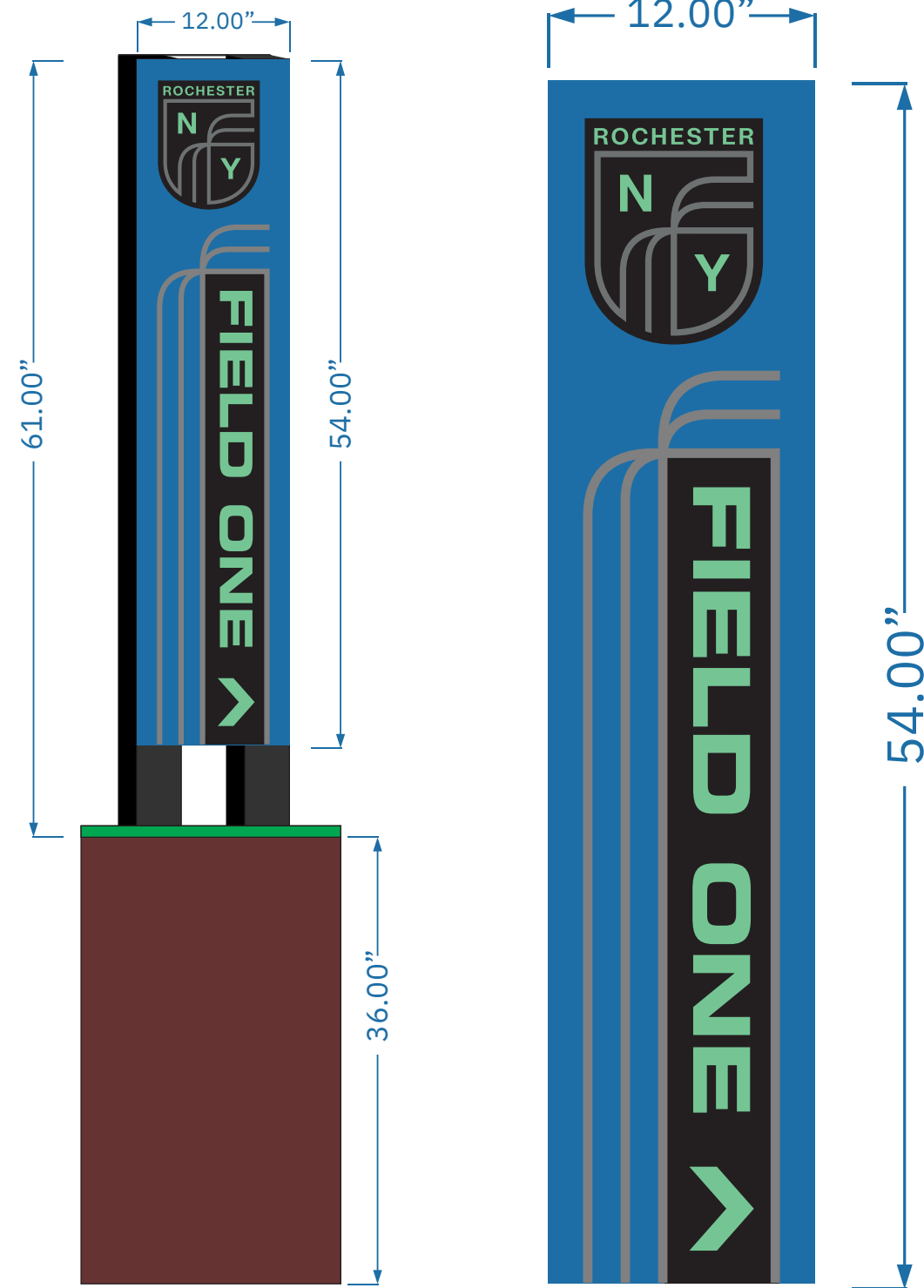
## PRELIMINARY/FINAL - SITE PLANS EMPIRE UNITED SOCCER ACADEMY

- 2361A-05 COVER SHEET
- 2361A-04 SITE PLAN
- 2361A-05 UTILITY PLAN
- 2361A-06 GRADING/EROSION CONTROL PLAN
- 2361A-07 LANDSCAPE & LIGHTING PLAN
- 2361A-08 PROFILE SHEET
- 2361A-09 DETAIL SHEET (1 OF 4)
- 2361A-10 DETAIL SHEET (2 OF 4)
- 2361A-11 DETAIL SHEET (3 OF 4)
- 2361A-12 DETAIL SHEET (4 OF 4)
- 2361A-13 SANITARY LIFT STATION DETAIL SHEET

**BME ASSOCIATES**

SCALE: 1"=100'  
TOWN APPLICATION NO. 13-02  
DESIGNER: BME ASSOCIATES  
DRAWING NUMBER: 2361A-03  
REVISION: JANUARY 2016  
DATE REVISION: MARCH 2016  
PROJECT LOCATION: HENRIETTA, NY  
PROJECT NO.: 13-02

# SIGN #4



**IMPORTANT** →

Any revisions or change orders to the design that go beyond the original design time allotted in the quote will be billed at an hourly rate. Vehicles must be delivered reasonably clean and on time. Additional charges may be added to the final invoice if the agreed upon terms. Badges and emblems will be removed from vehicle if necessary. If you do not want them removed please contact your project manager.

**VITALSIGNS**  
SIGN • GRAPHIC • DISPLAY  
764 Ridge Rd • Webster, NY 14580  
PHONE: 585.787.4256 FAX: 585.347.4290  
Email: info@vitalsignsroc.com  
www.vitalsignsroc.com

**Client Name:**  
RNYFC  
  
**Location:**

**Start Date:** 3/22/24  
**Last Revision:**  
**Job#:**  
**Drawing#:** V.1  
**Page:** 1 OF 4

For proofing only. Colors are only representations of actual final colors. Graphic locations may need to be adjusted to fit actual vehicle or other substrate. Please proof thoroughly for spelling, colors, content, and placement. If revisions are needed please contact your project manager. Once this is signed you are responsible for any errors that were not addressed and may incur the cost of lost materials. If approved please sign and return the signed copy to your project manager.

**X** \_\_\_\_\_  
Customer Approval \_\_\_\_\_ Date \_\_\_\_\_

Sales Rep  
Jamie Catalano  
Project Manager  
Jamie Catalano  
Designer  
Randy DiSalvo

# SIGN #3

# SIGN #2



## IMPORTANT →

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**Client Name:**  
RNYFC

**Location:**

**Start Date:** 3/22/24

**Last Revision:**

**Job#:**

**Drawing#:** V.2

**Page:** 2 OF 4

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**X** \_\_\_\_\_  
 Customer Approval \_\_\_\_\_ Date \_\_\_\_\_

Sales Rep  
 Jamie Catalano

Project Manager  
 Jamie Catalano

Designer  
 Randy DiSalvo

# SIGN #2



# SIGN #3



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**Location:**  
 RNYFC

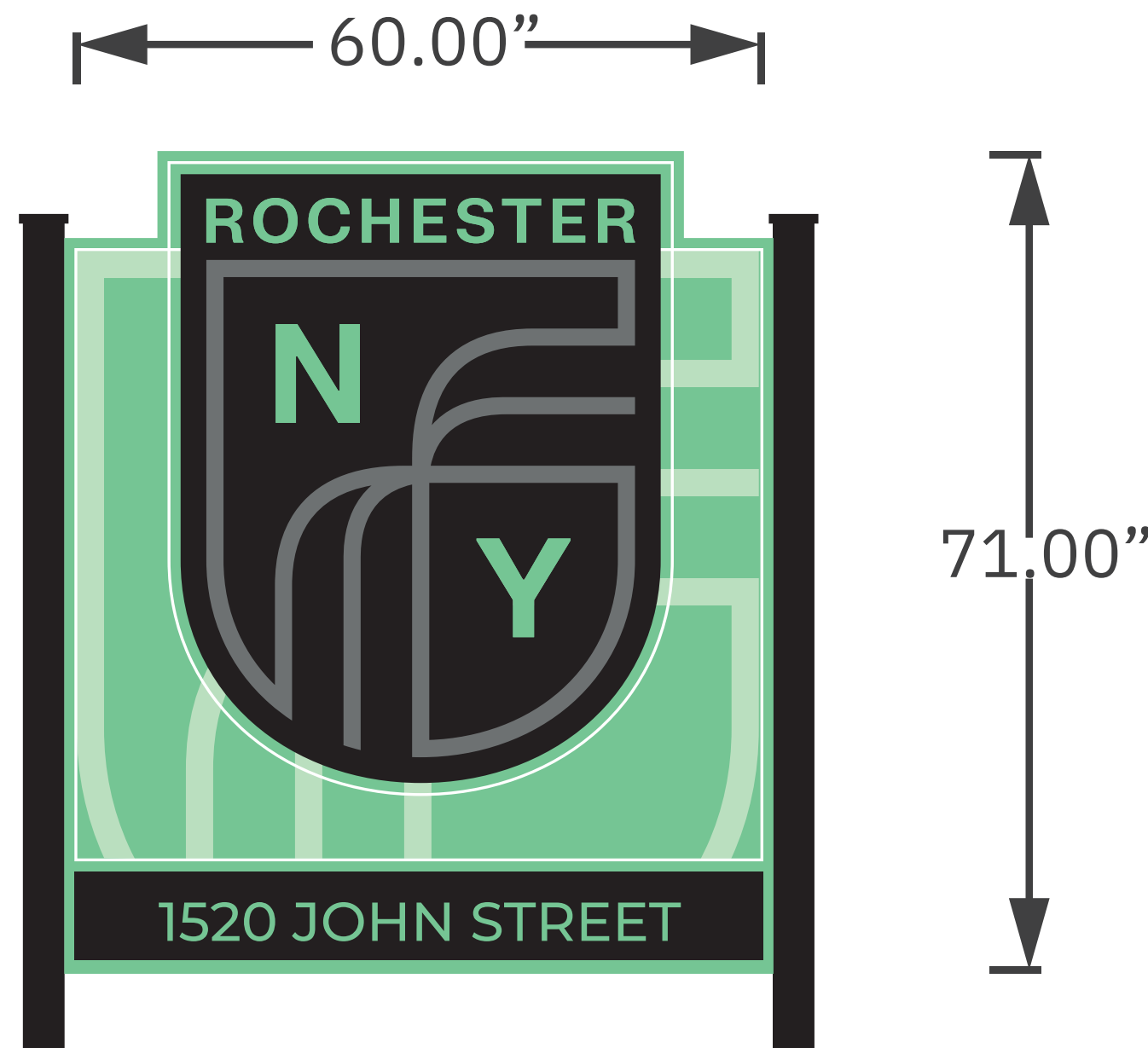
3/22/24  
 V.2  
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**X** \_\_\_\_\_ Date \_\_\_\_\_  
 Customer Approval

Sales Rep  
 Jamie Catalano  
 Project Manager  
 Jamie Catalano  
 Designer  
 Randy DiSalvo

# SIGN #1



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RNYFC  
**Location:**

3/22/24  
V.1  
4 OF 4

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