

Development Activities Meeting Report (Version: 06/24/2020)

This report created by the Neighborhood Planner and included with staff reports to City Boards and/or Commissions.

Logistics	Stakeholders
Project Name/Address: 226 N Negley Ave/ Expansion of commercial market	Groups Represented (e.g., specific organizations, residents, employees, etc. where this is evident): Village Collaborative of East Liberty Area residents and stakeholders DCP & PLI Staff
Parcel Number(s): 83-J-277; 83-J-280	
Application Number: BDA-2026-01492	
Meeting Location: Zoom	
Date: March 23, 2026	
Meeting Start Time: 6:00 pm	
Applicant: Joel Farkas	Approx. Number of Attendees: 17
Boards and/or Commissions Request(s): ZBA (Zoning Board of Adjustment)	

How did the meeting inform the community about the development project?

Ex: Community engagement to-date, location and history of the site, demolition needs, building footprint and overall square footage, uses and activities (particularly on the ground floor), transportation needs and parking proposed, building materials, design, and other aesthetic elements of the project, community uses, amenities and programs.

The applicant began by providing an overview and context for the site, located at the corner of N Negley Ave and Rural St. An existing site plan showed the existing commercial store, Farm Fresh Market, on a lot with surface parking. The proposal is to build an addition, expanding the store’s footprint. The Zoning is RM-M (Residential Multi-Unit – Medium Density), which does not permit commercial. While the existing store is a lawful non-conforming use, an expansion of such use requires review and approval by the ZBA.

The applicant presented proposed plans, showing the site and proposed building addition. The existing building is shown in dark gray on the left, while the new components appear in lighter gray on the right. The existing building has had several veneer elements added over time, and my goal—after discussing this with Nassar and his father—is to clean up those elements and present a more cohesive and logical architectural package. Most markets don’t require many windows, but the entrance should be attractive and welcoming. We envision an entrance with glass and perhaps some colorful panels that provide a secure, well-lit, inviting point of entry, especially for evening hours. For the rest of the building, we plan to wrap the older section with the same material used on the new addition to create consistency. On the upper portion of the existing building, I am proposing continuous metal panels in a clean, contemporary format, available in colors that could also reflect community preferences. We welcome input on that. The addition itself will be a solid masonry structure. My vision for that portion includes a more economical but attractive approach, using conventional concrete block with courses that project and recess in a thoughtful pattern. With raked joints and flush-struck vertical joints, the effect would evoke the look of short, horizontal wood planks—without actually using wood—providing visual depth, shade, and shadow. We would then paint the masonry to align with the overall design. I believe this can be an appealing, well-designed structure that remains affordable for my clients while complementing the neighborhood. We welcome your review and input as the design progresses.

Input and Responses

Topic/ Issue	Recap
Parking, Access, & Traffic Safety	<p><u>Comment/Concern Raised:</u></p> <ul style="list-style-type: none"> • Need for safe egress onto Negley, especially with bike lanes and high traffic volumes. • Possibility of limiting left turns out of the lot. • Clarification of total parking count and zoning compliance • Question if there would be changes to loading on site <p><u>Who raised it:</u> General attendees</p> <p><u>Applicant Response:</u> Parking access would remain the same, but DOMI would review and refine safety measures, including addressing concerns about safely exiting onto Negley given traffic volume and the bike lane. The possibility of restricting left turns onto Negley may be considered. Deliveries will continue at the front of the building as currently practiced. The addition does not create new loading challenges.</p>
Impacts to next-door residents	<p><u>Comment/Concern Raised:</u></p> <ul style="list-style-type: none"> • Concern that the addition may significantly reduce views or sunlight for adjacent apartments. • Strong recommendation to notify tenants and property managers directly. • Construction impacts must also be communicated. <p><u>Who raised it:</u> Local residents familiar with Pennley Place residential complex</p> <p><u>Applicant Response:</u> Agreed to notify tenant and/or property manager and discuss the proposal</p> <p><u>Follow-up:</u> The applicant and the property management at Pennley Place are communicating around this topic</p>
Building Appearance & Community Character	<p><u>Comment/Concern Raised:</u></p> <ul style="list-style-type: none"> • Desire for color, decorative elements, or public art instead of plain gray masonry. • Interest in murals created by local artists. • Community preference for design choices that reflect the neighborhood aesthetic. • Suggestion for green roof, passive cooling, or other visually appealing roof features <p><u>Who raised it:</u> general attendees</p> <p><u>Applicant Response:</u> Open to input from community on the design</p>

Other Notes

Attendees were generally supportive of the addition/expanded market in concept, while comments focused on mitigated impacts to the neighboring property.

Planner completing report: Christian Umbach, Senior Planner