



TOWN OF HENRIETTA  
APPLICATION TO TOWN BOARD  
- SPECIAL USE PERMIT -

Appeal No. SP-2021-041  
Date 4/23/21

TOWN OF HENRIETTA  
County of Monroe • State of New York  
475 Calkins Road, P.O. Box 999, Henrietta, N.Y. 14467  
(585) 334-7700 • [www.henrietta.org](http://www.henrietta.org)

I (We) MEHUL PATEL

Applicant

Business Name: SOBOL

Contact Info:

Email

Phone Number

Business Address: 1635 EAST HENRIETTA ROAD, ROCHESTER, NY 14623

No. & Street

City

State

Zip Code

Property Owner: Jefferson Associates

Name

Email

% JADD Management 1415 Park Ave, Rochester, NY 14607

No. & Street

City

State

Zip Code

Hereby request from the Town Board for a Special Use Permit for the property located at:

1635 EAST HENRIETTA ROAD, ROCHESTER, NY 14623

No. & Street

City

State

Zip Code

162-06-1-10.1H

Tax Map No

Commercial B-1

Zoning District

If property is under a purchase option, indicate date option expires: \_\_\_\_\_

Under the Zoning Ordinance, a Special Permit is requested pursuant to:

Article: V1 Section: 295 Subsection: 14 Paragraph: B(2) of the Zoning Ordinance.

Description of Proposal: SoBol is a (fast-casual)cafe that specializes in acai bowls, green bowls,

fruit smoothies & beyond. There is minimal indoor seating. Hours of operation: 9am-6pm,

7 days a week

Multiple Dwelling Applications – Dwelling Units per Acre: \_\_\_\_\_

Does this exceed allowed amount per Henrietta Code §295-13[E](1)(b)

Yes

No

Architect/Engineer: THOMAS BAILEY (FROM HUNT)

Name

Email

4 Commercial Street, Suite 300 Rochester, New York 14614

No. & Street

City

State

Zip Code

Phone Number

Signature of Owner or Leasee: Wendy Swalin

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

Acceptance of this form is tentative and it will not be processed if incorrectly filed.

Signature of Agent: \_\_\_\_\_

Damini Fried

Received By

5/26/21

Date of Meeting

(unless rescheduled)

TBD

Time

SoBol, a franchise founded in 2014 out of Long Island, NY, has over 50 locations mostly on the east coast. They believe that eating healthier alternatives should never be a chore. All of the product is real food for people looking for a delicious, quick and affordable meal. They have proven success at launching in new markets with few Acai offerings and/or no name recognition. Their customer service first attitude and New York based HQ played a large role in my choosing to go with them over other brands.

Acai has been raising in popularity across the United States. For years, Acai bowls have been a go to meal replacement or snack on the west coast. In the past decade that trend has expanded to the east coast. We are excited to open SoBol, a dedicated acai bowl franchise, in the Rochester market.

Acai is a berry filled with antioxidants and originates out of Brazil. A thick blend, thicker than a smoothie, is made with fruits and Acai to create the base of an Acai bowl. The bowl is then garnished with fresh fruit, granola, coconut, nut butters and much more.

We are planning on opening at 1635 E Henrietta Road between Jimmy John's and White Rabbit. The concept is fast-casual and will have limited seating, as orders are generally picked up and consumed off premise. The menu consists of fruit bowls (including acai), smoothies, oatmeal and packaged nut butters. Our hours of operation will be from 9am to 6pm seven days a week.



**About the franchisee**

I was born and raised in Queens, New York and relocated to the Rochester area in 2013. My sister introduced me to Acai bowls on a trip back to Queens. After trying one, I fell in love with them. There are very few options in Rochester currently to purchase an Acai bowl. My wife and I decided we'd love to bring a high quality acai bowl option to our local market. The location we have selected is only eight minutes from our home. We are excited to further immerse ourselves into the local community.



**JIMMY JOHN'S**

**white rabbit**  
PIZZERIA EXPERIENCE

**GRAND  
OPENING**  
white rabbit

**HENDON**  
INDIAN CUISINE

