

NIAGARA COUNTY INDUSTRIAL DEVELOPMENT AGENCY

PUBLIC HEARING FOR:
PETER CERTO CORPORATION

HELD:
July 28, 2026
2:30 p.m.

LOCATION:
Town of Niagara Town Hall
7105 Lockport Road
Niagara Falls, New York 14305

PRESENT:

JEREMY GEARTZ

Director of Business Development & Retention

Niagara County Industrial Development Agency

Appearing as Hearing Officer.

Additional attendance noted on sign-in sheet.

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MR. GEARTZ: Welcome.

This public hearing is now open. It is Tuesday,

July 28, 2026 at 2:30 p.m.

My name is Jeremy Geartz. I am
the Director of Business Development and Retention
at the Niagara County Industrial Development Agency.
I've been designated by the Agency to be the Hearing

1 Officer to conduct this public hearing.

2 This public hearing is being
3 live-streamed and made accessible on the Agency's
4 website at www.niagaracountybusiness.com.

5 Notice of this public hearing is
6 hereby given that a public hearing pursuant to
7 Article 18-A, Subdivision 2, Section 859-a of the
8 New York General Municipal Law will be held by the
9 Niagara County Industrial Development Agency, or the
10 Agency, in connection with Peter Certo Corporation.

11 Notice of this hearing appeared in
12 The Niagara Gazette on July 9, 2026.

13 We are here to conduct the
14 public hearing on Peter Certo Corporation and/or
15 individuals or affiliates, subsidiaries or entities
16 formed, or to be formed on its behalf.

17 The transcript of this hearing
18 will be reviewed and considered by the Agency in
19 determination of this project.

20 The purpose of this hearing is to
21 solicit comments, both written and oral, for the
22 Peter Certo Corporation project. The project
23 application and project summary are posted on the

1 Agency's website at niagaracountybusiness.com, and
2 I have copies with me here today.

3 The developers currently own two
4 adjacent single-family properties located at 5700
5 and 5710 Porter Road. The proposed development
6 project will demolish the existing structures and
7 consolidate the individual lots into a single parcel
8 in their place.

9 The development will introduce two
10 multi-family buildings, each approximately 14,000
11 square feet. The completed project will deliver 22
12 high-quality market-rate apartments to the regional
13 inventory. Each of the two buildings will house 11
14 units, with all apartments designed under a uniform
15 two bedroom, one-and-a-half bathroom configuration.

16 By delivering the 22 market-rate
17 units this development directly addresses the
18 critical ongoing demand for housing in New York
19 State. Furthermore, the Project aligns with
20 state-level economic development priorities,
21 specifically supporting the Governor's Housing
22 Compact Initiative to construct 800,000 new homes
23 across New York State over the next decade.

1 All those in attendance are
2 required to register by signing the sign-in sheet
3 at the front of the room. You will not be permitted
4 to speak unless you have registered. Everyone who
5 has registered will be given an opportunity to make
6 statements and/or comments on the Project.

7 If you have a written statement or
8 comment to submit for the record, you may leave it
9 at the public hearing, submit it on the Agency's
10 website, or deliver it to the Agency at 6311 Inducon
11 Corporate Drive in Sanborn, New York 14132. The
12 comment period closes on August 6, 2026, and there
13 are no limitations on written statements or comments.

14 If anyone is interested in making
15 a statement or comment, please raise your hand,
16 state your name and address, and if you are
17 representing a company, please identify that
18 company. I request that speakers keep their
19 statement and/or comments to three minutes or less.

20 Are there any comments?

21 **JEFF HUGHES:** Jeff Hughes.
22 I live at 8410 West Rivershore Drive, but I own the
23 property that my daughter lives in next door.

1 I want to just clarify again and
2 have on the record that all of my things here that
3 I'm not going to bring up will be addressed at some
4 point? That's my big thing.

5 JESSICA HUGHES: Do you want to
6 list them just so I don't have to list them in my
7 three minutes?

8 JEFF HUGHES: No, I don't
9 think we have to. I don't think we have to. We can
10 submit them, right?

11 MR. GEARTZ: Yes. You
12 good?

13 JEFF HUGHES: I'm good.

14 MR. GEARTZ: Yes, sir?

15 MIKE DOMITREK: Mike Domitrek,
16 5810 Porter Road. I have a number of concerns that,
17 obviously, are not going to be addressed here.

18 One is being the increased
19 congestion, degradation of air quality with, you
20 know, the apartment-dwellers vehicles. Based on
21 what's happening in Fox Avenue, we're downstream
22 from all of that. Gill Creek runs right through
23 the -- right through the center of all that mess.

1 And it ends up crossing Porter Road.

2 I guess that's it at this time.

3 **MR. GEARTZ:** Anyone else?

4 **ELISABETH BUCK:** I live at 5600

5 Porter Road, about three houses down from the soda
6 house. So the light is right here where the bridge
7 is going to be. But again, that will be addressed
8 later because that's not your concern.

9 Your concern is more like giving
10 tax breaks. I think that's what you're doing today,
11 right, for tax purposes?

12 So last year I think they raised
13 my assessment from 60,000 to 200 -- almost 300,000.
14 They can get a tax break. I am a widow making an
15 average of 16,000 a year and, yet, somebody's
16 getting a tax break. Potentially, my taxes are
17 going to go up.

18 That's, you know -- I fought it,
19 went down. It's still three times what it was, you
20 know. So I'm against it.

21 My point is, I'm against that
22 development. It's going to be an inconvenience, and
23 it's not going to do nothing for us. Nothing,

1 except a grief for us. We live with the swamp. We
2 live with the dump. I live with the Expressway
3 Village in the back.

4 I resent my money -- because it's
5 part of my money -- tax money being used for that.
6 So that's my point today.

7 MR. GEARTZ: Anyone else?

8 JESSICA HUGHES: Jessica Hughes.

9 I'm a resident at 5720 Porter Road; so, again, 20
10 feet from that property.

11 I just want to say that I think
12 that when they were planning this project they
13 thought of everything, but they didn't think of a
14 young family moving in next door with kids who plan
15 to live in the Niagara Wheatfield School District.
16 I graduated from Niagara Wheatfield, would love my
17 kids to graduate there too.

18 They didn't plan on this. They
19 didn't plan on us moving in. We didn't plan on our
20 kids loving where we live.

21 I am also a teacher. I enjoy my
22 eight weeks to myself in the summer in my beautiful
23 backyard with nice trees that are going to be cut

1 down next door.

2 I didn't plan for 22 families to
3 be -- or 22 people, possibly 100 people, living next
4 door to me, 20 feet from my bedroom window, a
5 second-floor apartment overlooking my backyard,
6 basically the whole width of it that we worked to
7 clear; again, with my teenage daughters, with my
8 kids.

9 I've been in Reenie's house. It's
10 cute. Put it on the market, maybe a family will
11 move in. Build somewhere else.

12 It doesn't make sense to me to do
13 this. It really doesn't make sense to do this.
14 There's not a lot of land. I'm sure you squeezed
15 every bit out of it, but there's not a lot of land
16 there.

17 And it's beautiful land. It's
18 full of trees. Keep it the way it is.

19 They don't live in the Town of
20 Niagara. I do. My kids go to Niagara Wheatfield.
21 We love where we live. One thing, they don't. They
22 rent out properties. So look out for the families
23 that are already here. Look out for the kids who

1 love living here. Look out for the trees in my
2 backyard. Again, it might not be the best land, but
3 we love it. I love my quiet space. And it's going
4 to be now intruded.

5 My biggest concern is the
6 second-floor floor plan overlooking my backyard,
7 and the lights along the side of the house lighting
8 up my backyard all hours of the night. Cars pulling
9 in and out all hours of the night. Again, 22 units,
10 40 cars, let's say, pulling in and out next to my
11 house.

12 We've been there for about two and
13 a half years. Again, we love it. We love living in
14 the Town of Niagara. We've had a good experience so
15 far, and I don't want it to get ruined.

16 **MR. GEARTZ:** Thank you.
17 Anyone else?

18 **CHRISTINA KRAMP:** Yes, I'm here.
19 Christina Kramp as a resident at Hermitage Road in
20 the Town of Niagara.

21 I'm here both as a resident and
22 as a realtor to figure out how this is going to
23 affect the residents that live on that section of

1 Porter Road, and the impact that it's going to have
2 on a very busy -- very busy -- what's become a very
3 busy intersection. There's the truck stop and the
4 Wendy's and the trailer court, and now with the
5 additional buildings there, how it's going to
6 impact that.

7 But also, how it's going to
8 impact the families, the residents that live on
9 that section of the road to start.

10 So for me, it's informational.
11 I don't have, you know, the vested interest as the
12 homeowner's there, because that's where they've
13 chosen to live.

14 MR. GEARTZ: Anyone else?

15 VALERIE BALBO: Yes. I'm
16 Valerie. I live at 5820 Porter Road. I've been in
17 my home for over 30-some years. I grew up on that
18 street. It's where my mom and dad live.

19 I have a problem with it. I
20 worked very hard. I was a single mother. I worked
21 two or three jobs to keep that house.

22 Now I'm heading into retirement,
23 my husband and I. We don't want to be squeezed out

1 by apartments, because that's what's going to
2 happen. They're going to start down there and
3 they'll go at this end. They're going to squeeze
4 us out.

5 Is that fair to me that I've
6 struggled and worked all my life to keep this house
7 that I have to be squeezed out of it? Are they
8 going to pay me to move out of there? Are they
9 going to me give the amount of money I want to be
10 able to buy another house? Because I don't want to
11 start all over. I don't plan on starting all over
12 in my 60s, you know what I mean?

13 Like I said, my husband and I are
14 ready for retirement. He's retiring at the end of
15 the year. I don't think it's right because of
16 money, because of greed. Basically, that's what it
17 all boils down to.

18 It's not for Amazon. It doesn't
19 fit there. What about Military Road where they tore
20 the school down? All that property, they could put
21 a huge complex in there. Why are they between
22 two -- well, between 10 houses, right between 10
23 houses they want to build this campus, which doesn't

1 make sense. I agree 100 percent. It doesn't make
2 sense.

3 And all that because he owns
4 property there. But it's not fair. It's not the
5 reason they why you decided to build those 22 units
6 there.

7 And you know what, like I said,
8 come sit on my porch. I told them that before.
9 Watch the traffic there. It's awful. They speed
10 by. We have a hard time getting out of our
11 driveways now. So can you imagine 40 more cars or
12 whatever?

13 Or kids that walk? My grandkids
14 sometimes walk down to my mom's, but I've got to
15 worry about some guy pulling out and maybe hitting
16 them. Is that fair? We don't even have sidewalks.
17 They run across the lawns so they can go down there.

18 I mean, I just -- bad idea. I
19 mean, I think it's a great idea if they want to
20 build it somewhere else for somebody. There's all
21 that land out there. To put it right there is a bad
22 idea. Not a good idea. Sorry.

23 **MR. GEARTZ:** Any other

1 comments?

2 All right. Hearing none, I will
3 now adjourn the meeting. It is 2:41 p.m.

4 Thank you very much.

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6 (The public hearing was concluded at 2:42 p.m.)

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SIGN IN SHEET PUBLIC HEARING

regarding:

**Peter Certo Corporation /or Individual(s) or Affiliate(s), Subsidiary(ies),
or Entity(ies) formed or to be formed on its behalf**

July 28, 2026 – 2:30 p.m.
Town of Niagara Town Hall

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