



VILLAGE OF BROCKPORT

49 State Street, Brockport, New York 14420
Telephone: (585)-637-5300 Fax: (585)-637-1045
Website: www.brockportny.org

PLANNING BOARD APPLICATION

DEADLINE: MONDAY Noon, 2 weeks prior to meeting

Meeting Date: July 13 at 7:00pm

Application Fee: \$ 45.00

Date Submitted: 6/29/15

Plans Submitted (10 copies): ✓

Environmental Assessment Form Submitted: ✓

Change of Use: ✓ Addition: _____
Subdivision: _____ Site Plan: _____
Other: _____

Please note:

- Applicant must attend meeting(s).
- Failure to show, withdrawal of application, or denial will result in forfeiture of fee.
- Applicant may be billed for Village Engineer fees related to the review of application.
- The Planning Board will determine the need for a public hearing. If so, a separate fee will be billed.

PROPERTY ADDRESS: 33 West Ave.

Tax Map Parcel #(s): 068.44-2-9 Parcel size: 95 width 160 depth

Property Zoning District: Business use Property Class: Converted Res

Present Use of Property: Dentist office/Apt. Proposed Use of Property: Coffee shop/Primary Res

Flood Zone: Yes No Map # 360556D1306 Map Date 8/28/08

Description of Proposal: Change of use from dentist office/apartment to coffee shop/primary residence.

Value of Construction: \$ 50,000 Building Permit required after Planning Board approval: ✓ yes ___ no

Certification of Statements:

The applicant(s) hereby affirms that the above information is accurate and complete, to the best of his/her knowledge and he/she/they is/are the title owner(s) of the property or has/have been authorized by the title owner(s) to make this application.

I/We hereby certify that I/We are title owner(s) of the property property identified in the above application and that the applicant(s) named is/are authorized to make the application described herein.

Jacqueline Frankenger
Applicant Signature

Thomas E Bowler
Owner Signature

Jacqueline Frankenger
Applicant Name Printed/Typed

THOMAS E BOWLER
Owner Name Printed/Typed

188 Somershire Dr. Rochester
Mailing Address NY 14617

16685 HINAS RD HOLEY, NY 14470
Mailing Address

Fax # _____

Copies to: ___ Planning Board ___ B/Z Officer ___ Village Attorney ___ Village Engineer ___ DPW Spt.

617.20
Appendix B
Short Environmental Assessment Form

Instructions for Completing

Part 1 - Project Information. The applicant or project sponsor is responsible for the completion of Part 1. Responses become part of the application for approval or funding, are subject to public review, and may be subject to further verification. Complete Part 1 based on information currently available. If additional research or investigation would be needed to fully respond to any item, please answer as thoroughly as possible based on current information.

Complete all items in Part 1. You may also provide any additional information which you believe will be needed by or useful to the lead agency; attach additional pages as necessary to supplement any item.

Part 1 - Project and Sponsor Information			
Name of Action or Project: <p style="text-align: center; font-size: 1.2em;">The Coffee House</p>			
Project Location (describe, and attach a location map): <p style="text-align: center; font-size: 1.2em;">33 West Avenue</p>			
Brief Description of Proposed Action: <p style="text-align: center; font-size: 1.2em;">Change of use from dentist office/apartment to a coffee shop/primary residence.</p>			
Name of Applicant or Sponsor: <p style="text-align: center; font-size: 1.2em;">Jacqueline Frankenberger</p>		Telephone: E-Mail: <u>a</u>	
Address: <p style="text-align: center; font-size: 1.2em;">188 Somershire Dr.</p>			
City/PO: <p style="text-align: center; font-size: 1.2em;">Rochester</p>		State: <p style="text-align: center; font-size: 1.2em;">NY</p>	Zip Code: <p style="text-align: center; font-size: 1.2em;">14617</p>
1. Does the proposed action only involve the legislative adoption of a plan, local law, ordinance, administrative rule, or regulation? If Yes, attach a narrative description of the intent of the proposed action and the environmental resources that may be affected in the municipality and proceed to Part 2. If no, continue to question 2.			NO YES
			✓
2. Does the proposed action require a permit, approval or funding from any other governmental Agency? If Yes, list agency(s) name and permit or approval: <u>Monroe County - Food Service Establishment permit and Food Worker Certification</u>			NO YES
			✓
3.a. Total acreage of the site of the proposed action?		<u>.2</u> acres	
b. Total acreage to be physically disturbed?		<u>0</u> acres	
c. Total acreage (project site and any contiguous properties) owned or controlled by the applicant or project sponsor?		<u>0</u> acres	
4. Check all land uses that occur on, adjoining and near the proposed action.			
<input type="checkbox"/> Urban <input type="checkbox"/> Rural (non-agriculture) <input type="checkbox"/> Industrial <input checked="" type="checkbox"/> Commercial <input checked="" type="checkbox"/> Residential (suburban)			
<input type="checkbox"/> Forest <input type="checkbox"/> Agriculture <input type="checkbox"/> Aquatic <input type="checkbox"/> Other (specify): _____			
<input type="checkbox"/> Parkland			

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18. Does the proposed action include construction or other activities that result in the impoundment of water or other liquids (e.g. retention pond, waste lagoon, dam)? If Yes, explain purpose and size: _____ _____	NO	YES
19. Has the site of the proposed action or an adjoining property been the location of an active or closed solid waste management facility? If Yes, describe: _____ _____	NO	YES
20. Has the site of the proposed action or an adjoining property been the subject of remediation (ongoing or completed) for hazardous waste? If Yes, describe: _____ _____	NO	YES
I AFFIRM THAT THE INFORMATION PROVIDED ABOVE IS TRUE AND ACCURATE TO THE BEST OF MY KNOWLEDGE		
Applicant/sponsor name: <u>Jacqueline Frankenberg</u>		Date: <u>6/28/15</u>
Signature: <u>Jacqueline Frankenberg</u>		

Part 2 - Impact Assessment. The Lead Agency is responsible for the completion of Part 2. Answer all of the following questions in Part 2 using the information contained in Part 1 and other materials submitted by the project sponsor or otherwise available to the reviewer. When answering the questions the reviewer should be guided by the concept "Have my responses been reasonable considering the scale and context of the proposed action?"

	No, or small impact may occur	Moderate to large impact may occur
1. Will the proposed action create a material conflict with an adopted land use plan or zoning regulations?		
2. Will the proposed action result in a change in the use or intensity of use of land?		
3. Will the proposed action impair the character or quality of the existing community?		
4. Will the proposed action have an impact on the environmental characteristics that caused the establishment of a Critical Environmental Area (CEA)?		
5. Will the proposed action result in an adverse change in the existing level of traffic or affect existing infrastructure for mass transit, biking or walkway?		
6. Will the proposed action cause an increase in the use of energy and it fails to incorporate reasonably available energy conservation or renewable energy opportunities?		
7. Will the proposed action impact existing: a. public / private water supplies? b. public / private wastewater treatment utilities?		
8. Will the proposed action impair the character or quality of important historic, archaeological, architectural or aesthetic resources?		
9. Will the proposed action result in an adverse change to natural resources (e.g., wetlands, waterbodies, groundwater, air quality, flora and fauna)?		

	No, or small impact may occur	Moderate to large impact may occur
10. Will the proposed action result in an increase in the potential for erosion, flooding or drainage problems?		
11. Will the proposed action create a hazard to environmental resources or human health?		

Part 3 - Determination of significance. The Lead Agency is responsible for the completion of Part 3. For every question in Part 2 that was answered "moderate to large impact may occur", or if there is a need to explain why a particular element of the proposed action may or will not result in a significant adverse environmental impact, please complete Part 3. Part 3 should, in sufficient detail, identify the impact, including any measures or design elements that have been included by the project sponsor to avoid or reduce impacts. Part 3 should also explain how the lead agency determined that the impact may or will not be significant. Each potential impact should be assessed considering its setting, probability of occurring, duration, irreversibility, geographic scope and magnitude. Also consider the potential for short-term, long-term and cumulative impacts.

<input type="checkbox"/> Check this box if you have determined, based on the information and analysis above, and any supporting documentation, that the proposed action may result in one or more potentially large or significant adverse impacts and an environmental impact statement is required.	
<input type="checkbox"/> Check this box if you have determined, based on the information and analysis above, and any supporting documentation, that the proposed action will not result in any significant adverse environmental impacts.	
_____	_____
Name of Lead Agency	Date
_____	_____
Print or Type Name of Responsible Officer in Lead Agency	Title of Responsible Officer
_____	_____
Signature of Responsible Officer in Lead Agency	Signature of Preparer (if different from Responsible Officer)





**BUSINESS PLAN
THE COFFEE HOUSE
33 WEST AVE.
BROCKPORT, NY 14420**

JUNE 28, 2015

Executive Summary

The Coffee House will be a one of a kind coffee shop/café located in Brockport, NY. The 1,346 square foot coffee shop will be located in the newly renovated former dental offices of Dr. Thomas Bowdler, DDS, at 33 West Avenue, which is located on the south-west side of the Route 19/West Ave. traffic circle.

The Coffee House is determined to become a daily necessity for local patrons looking for espresso drinks, brewed coffee and teas, as well as refreshment beverages. It will also offer its clients pastries, salads and sandwiches. For the gourmet clientele that prefers to prepare its coffee at home, the shop will also be selling coffee beans. In addition to its menu items, The Coffee House will offer its clients a place to escape the daily stresses of life and provide an alternative to fast food/commercial coffee shops by offering a much calmer, comfortable place to relax with friends, family or colleagues.

The Coffee House, aptly named for the historic 100+ year old home it will operate out of, will fill the void of unique coffee shops in the market area. There will be no televisions in the shop and the background music will be subtle. The shop will be well appointed with comfortable seating in a quaint and charming setting, reminiscent of times gone by. It will however have cutting edge technologically with WIFI and state of the art espresso machines.

The Coffee House will capitalize on its proximity to the State University of New York-Brockport campus as well as the University Of Rochester Medical Center- Strong West campus and area professional offices to build a core group of repeat customers.

The shop owners will secure this location through private funding. They will also provide a portion of the start-up funds and invest an estimated \$50,000 in the renovation of the property. The remaining start-up capital will be obtained through commercial loans.

Company Description

The Coffee House will be owned 100% by Jackie and Tony Frankenberger. The business will be structured as a multi-member LLC with Jackie Frankenberger as majority shareholder. The business will apply for minority owned business status.

The Coffee House will be open for business Monday – Friday 6:30 am - 8:00 pm, Saturdays 7:00 am - 8:00 pm and Sundays 7:00 am - 3:00 pm. It will have seating for 24 patrons. There will be 2 full time and 3 part time employees. Additional staff will be added as needed. A consultant with 9 years of lead barista experience will be hired to assist with start up.

The property will be the primary residence of the owners. As such there will be no rent or lease requirements. The site totals 1,346 square feet of space on the first floor of the property and will consist of an entrance/ordering area, two small seating areas with tables and chairs, a coffee bar, two handicap accessible restrooms and a small kitchen/storage room. To be used as a coffee shop, this business will need to be plumbed and wired appropriately. Painting, refinished floors, and countertops are also needed. A custom coffee bar will need to be built. A variety of equipment will be required including a commercial espresso machine, air pots and urns, a commercial blender, commercial brewer as well as an oven with appropriate hood, a refrigerator, a microwave and stainless steel prep bar. Furnishings required will consist of table and chairs, accent lighting and display shelves. Last, other startup expenses will include those for legal and consulting fees, initial inventory, and initial operating capital.

Trash will be contained in 3 totes along the side of the building. There is currently a lattice fenced in area but plans will include updating the fence to something more visually appealing. Most likely the totes would be rolled curbside for pick-up. Composting and/or compacting services will be investigated to reduce the environment foot print of the business.

Deliveries will utilize the on street parking in front of the building. Products will be delivered via the ramp to a designated area in the entrance/ordering area where they will be moved by shop employees to the kitchen/storage.

There are no concerns regarding drainage, flooding or erosion as the proposed use does not differ from the previous use in a manner to affect any of these.

There is sufficient exterior lighting already present from the previous business.

The landscape will not significantly change. Plants will be moved and added to make the property visually pleasing to both customers and area residents.

A wood sign will replace the current Dentist office sign and will be lit in a similar manner. An application with detailed plans will be submitted at a later date.

The parking lot will be sealed. There will be 10 off street parking spaces including 1 designated for handicap use. There is on street parking on both sides of the street.

Company Description, cont.

Once the property is purchased and the business is registered the necessary food establishment permits/certifications required by Monroe County will be applied for.

Target Market

Business Owners & Workers - The University of Rochester Medical Center - Strong West Campus (which currently has no cafeteria for its employees and patients). There are also numerous professional offices in the area. Menus will be distributed to local businesses. Take-out will be attractively boxed and given equal priority to sit-down services.

Local Residents - There are numerous apartment complexes and private residences located to the west of the business, along Route 31. The business is conveniently located on the south side of the street for easy access as folks are making their commute to work in the morning. It is also an ideal location as there are no similar businesses along Route 31 without heading toward Main Street. The decor and offerings of the shop will be such to be appealing to all ages. Seniors will be offered a discount on a specific day.

Students - SUNY Brockport students as well as local students will be offered a student discount on a specific day.

Competitive Analysis

Direct Competition:

Java Junction - 56 Main Street, Hours: Monday-Saturday 7:00 am - 6:00 pm, Sunday 7:00 am - 5:00 pm. Java Junction is an established coffee shop on Main Street, which roasts its' own coffee.

Indirect Competition:

Jitterbugs - SUNY campus, Hours: Monday, Wednesday 8:00 am - 9:30 pm; Tuesday, Thursday 7:45 am - 9:30 pm; Friday 8:00 am - 3:00 pm. Coffee shop on college campus serving predominately students and employees of SUNY Brockport. No weekend hours.

Red Bird Cafe - 25 Main Street, Hours: Monday-Saturday 10:00 am - 5:30 pm, lunch served only 11:00 am - 2:30 pm. Combination cafe and gift shop. Limited serving time for food, other than dessert. Business is not open early in the morning or later in the evening, also not open on Sundays. Specialty appears to be more tea than coffee.

Coleen's Cafe - 42 Main Street, Hours: Monday-Friday 6:00 am - 2:00 pm, Saturday 7:00 am - 12:00 pm. Business is more of a breakfast destination than a place to go for specialty coffee drinks. Business is not open late and not on Sundays.

Competitive Analysis, con't.

Tim Horton's - 6573 4th Section Road, Hours: Open 24 hours a day. Business is located on south side of Brockport. It is a fast food franchise business.

Dunkin Donuts - 995 Transit Way, Hours: 5:00 am - 10:00 pm. Business is also located on south side of Brockport. Also a fast food franchise business.

Marketing Strategy

Local businesses will be visited and menus and "Free Drink" cards will be distributed before and shortly after the Grand Opening to help establish a client base.

Loyalty cards will be handed out with orders and after a specific number of purchases the customer will receive a discount.

Discount days during the week for a specific group of people; Students, Seniors, etc.

The Coffee House will utilize various platforms on social media to promote business and interact with customers.

Pricing will be competitive and customer service will be excellent due to training and attention to detail. Detail will be paid to the cleanliness of the facilities and flow of customers through the shop to make the visit a pleasant one, whether a customer is dining in or taking out.