

**Regular meeting of the Village of Brockport Planning Board was held in the Conference Room, Municipal Building, 49 State Street, Brockport, New York, Tuesday, January 24, 2017 at 7:00pm.**

**PRESENT:** Chair Charles Switzer, Vice Chair Kevin McCarthy, Member Ronald Staub, Member Lyle Stirk, CEO Dave Rearick, Clerk Katie Brown

**EXCUSED:** CEO David Miller, Member Patricia Baker   **ABSENT:**

**ALSO PRESENT:** Ronald Dickinson, Ariel Dickinson, Trustee Annie Crane

**CALL TO ORDER:** Chair Switzer called the meeting to order and led the Pledge of Allegiance.

**CORRESPONDENCE:** NYS Planning Federation newsletter

**NEW BUSINESS:**

1. Name: Ronald Dickinson for Add Red  
Address: 70 N Main St.  
Tax Map #: 069.37-1-22.1  
Zoning: B-Business  
Parcel Size: .9 acres  
Prop. Class: 465- Professional Building  
Purpose: Change of use

**Presentation/discussion:**

Applicant Ronald Dickinson advised the Board that he is a former employee of the UPS Store in Brockport (4<sup>th</sup> Section Rd, Wegman's Plaza - Town of Sweden). The business was recently sold and the store has since discontinued several of its former service offerings. Mr. Dickinson has developed a loyal customer base over the last ten years who have a continued need for printing and design services that are no longer available at the UPS Store. Mr. Dickinson would like to open his own business, *Add Red*, to meet the needs of his customers by offering copying, faxing, printing, and graphic design.

Member Staub inquired if the applicant has a signed lease to which Mr. Dickinson explained he has signed a conditional lease that allows him an "out" if the location proves ill-suited for his business.

Member Staub asked about Mr. Dickinson's employment experience at the UPS Store and if he signed a non-compete clause. Mr. Dickinson informed the Board that he started as an entry level employee and became the store manager after a few years. He handled the majority of the graphic design and printing services in addition to shipping. He was not required to sign a non-compete clause.

Member Staub expressed his concern with integrating a commercial enterprise into a professional building setting. He feels a commercial plaza would be better suited to support a continuous flow of in-and-out customers and deliveries. The existing offices in the proposed professional building do not experience the same level of traffic that a commercial store can expect – according to the applicant's business plan, 15-20 customers per day. Member Staub also questioned if the applicant can run the daily operations of the business by himself without any additional employees. Mr. Dickinson affirmed that he can manage the business operation on his own initially. He explained that he worked at the UPS Store alone on numerous occasions and has learned how to prioritize traffic flow. It was not uncommon to assist 2 or 3 customers at a time while still managing the store operations. He noted that a large majority of the UPS Store's walk-in traffic is for shipping services, which he will not be offering at *Add Red*. Many of the services he plans to offer will be handled over the internet. Customers can send him an email to order copies, request designs, or send faxes. Mr. Dickinson will have much of that work done before the customer even comes in. He admitted his projection of 15-20 customers per day is very optimistic, but noted that the UPS Store did approximately \$85-\$95K annually in the services he plans to offer at *Add Red*. He is open to hiring an employee if the demand is there.

The Board inquired about the intended store signs and whether there will be a sign at the street. Mr. Dickinson's only exterior sign will be above the front door and a vinyl sign on his interior door, as indicated in his business plan. Member Staub questioned how customers will locate his business without a sign near Main St. Mr. Dickinson does not think the majority of his customer base will be "drive-by" traffic. He believes his store traffic will be from word-of-mouth and advertising.

The Board discussed the other units and existing businesses located in the plaza. It was determined that there are no vacant units besides unit #70. The current tenants include an insurance office, a chiropractic office, PNP computers, an accountant, and Dr. Thaney's dental practice- which uses multiple units for storage.

Member Staub confirmed with CEO Rearick that the proposed signs are acceptable. CEO Rearick stated that all proposed signs will be handled through the permitting process in the Building Department

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and advised the applicant that he must contact the department before he installs or amends any signage now or in the future.

Member Stirk verified with Mr. Dickinson that there will be no interior renovations. Mr. Dickinson added there is sufficient electric amperage for the copiers and the fire equipment is working properly.

Member McCarthy questioned how the business will handle waste disposal. Mr. Dickinson informed the Board that he participates in a recycling program through Staples to dispose of toner cartridges, so they will not be discarded onsite. He recycles approximately fifteen pounds of paper per week. Any additional garbage will be minimal.

The Board commended Mr. Dickinson on the excellent presentation of his proposal and business plan.

- ➔ Member Stirk moved, Member McCarthy seconded, carried 3-1 to approve the application as submitted with Member Staub voting in opposition.

### **ADJOURNMENT:**

- ➔ Member Stirk moved, Member Staub seconded, unanimously carried that the meeting be adjourned at 7:15 pm.

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Katie Brown, Clerk