

# JAM 555 Storage, LLC

**Tim Fisher**  
555 Pleasantville Rd  
South Building, Suite 200  
Briarcliff Manor, NY 10510

September 10, 2024

**Via Email and Hand Delivery**

Hon. Steven Vescio  
Mayor, and Members of the Board of Trustees  
Village of Briarcliff Manor  
1111 Pleasantville Road  
Briarcliff Manor, NY 10510

***Re: 555 Pleasantville Road – Application for Site Plan Approval and Special Use Permit Self-Storage Use***

Dear Mayor Vescio and Members of the Board of Trustees:

As the new owner of 555 Pleasantville Rd (the “Facility”), we make this submission to: a) outline some proposed site plan changes that address public concerns about after office hours access, noise and associated disruptions to the surrounding residents; and b) in order to categorize public comment issues and then respond to each issue category.

Along with this letter, we are filing the following documents:

- A Site Plan, prepared by JMC - Titled “24054-C-100 Site Plan-JAM 555-2024-09-10”
- So it is part of this Board of Trustees meeting packet, we are Re-submitting the Traffic Study, prepared by Kimley Horn– Titled “JAM 555 Storage-Traffic Letter-Kimley Horn”

Eight (8) hard copies of these materials are being filed, along with one electronic version as requested.

It is our hope that upon receipt of this information, your Board will be able to close the public hearing and continue to process this application to adaptively re-use this office building for self-storage.

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If you have any questions, please do not hesitate to contact me or our Development Team.

1. **Summary of proposed site plan changes:** So it is also part of the September 17<sup>th</sup> Board of Trustees work packet, we are re-submitting our “traffic study” prepared by Kimley Horn, a professional engineering firm licensed and trained to conduct such studies. We want to reiterate that the report concludes “no other use generates as little traffic as a self-storage facility” and that in regard to truck traffic specifically “ITE’s daily truck traffic projections indicated that the proposed conversion of the building will actually reduce the number of trucks visiting it daily from 6 truck trips (3 in and 3 out) to two (1 in and 1 out).” Regardless of the reduced automobile and truck traffic associated with the new proposed use, we are proposing to add a second loading and unloading area at the South entrance of the North Building. This entrance is completely enclosed, deep into the interior of the site and has no exposure to or visibility from any neighboring properties. We have added a security gate to prevent any access to the North entrance outside of office hours and the only access to the storage facility outside of office hours will occur from this entrance. Please refer to “24054-C-100 Site Plan-JAM 555-2024-09-10” prepared by JMC outlining these changes.
2. In general, we believe the public comments that were presented center around the change of use can be grouped into the following categories.
  - a. **Crime/Safety/Security:** There is some thought that because the site is so well screened from the road, that crime will proliferate inside this storage facility. There is no empirical data to support this claim. In fact, the change of use will allow ownership to install a robust state of the art security monitoring system that will deter, prevent and in the low likelihood that a crime does occur, quickly help local police catch the perpetrator(s). Safety and Security is one of the main purchasing decisions of self storage customers and ownership shall install a robust security monitoring system. Nearly all of our customers will be neighbors or small businesses from within a five mile radius of the facility, not strangers from out of town. We will not need additional resources from the local police department to prevent crime at this facility. Office use generates significantly more traffic from greater distances than does self-storage. Once again, our proposed use is lawful and was specifically inserted as an allowable use in this CT-4 Zone.
  - b. **Screening:** As noted in the public comment, the site is completely screened from Pleasantville Rd which is the basis for the suggestion that crime could occur within the property and safety deteriorating in the neighborhood. Other than one neighbor at 599 Pleasantville Rd on the North side of the North building, we agree that this building and associated site is largely not visible from any location outside of the site. While we continue to believe and have shown that screening between 599 and 555 is ample and sufficient, we are

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working directly with this neighbor to provide some additional screening and fence repairs to our mutual site border.

- c. **Lighting:** All lighting will be dark sky compliant.
- d. **Branding:** Branding will be understated, the building is not changing from its steel/glass facade. The rolling lawn/mature landscaping will remain. We want to continue attracting tenants to the office and the other vacant buildings on the property, to include the iconic manor house we are told was built by the Rockefeller family in the 1920's. We do not need garish branding to attract customers and do not want that to deter current or prospective long term tenants from occupying the other buildings on the ~15 acre campus. Most self storage customers use search engines to find locations and make purchasing decisions, so we will not require loud exterior "guerilla" marketing tactics to attract customers.
- e. **Office Hours (Monday–Friday: 9:30 AM–6:00 PM & Saturday: 8:30 AM–5:00 PM) and Access Hours (Daily: 6:00 AM–10:00 PM):** We stand by our third party traffic study and know that no other use will generate as little auto and truck traffic as self-storage. No empirical data has been submitted to contradict our Traffic Engineer and his ITE based conclusions. The remaining office building is accessed at all hours by tenants who host meetings attended by individuals from across the world. The new proposed storage facility will be accessed by the same people you shop next to at your favorite local grocery stores. While we do not believe it is necessary, our proposal to move all access outside of office hours to the North building's South entrance should eliminate the concern of increased disturbances due to early and late entry of the facility. It will also speed up unloading and loading during office hours by only requiring elevator access for third floor units and increasing throughput if there is ever two different customers loading/unloading at the same time during office hours. As you can see from attachment 1, which outlines the operating hours of the other nearby storage facilities, it is important to have robust office and access hours so customers can access the facility after the traditional workday.

555 Pleasantville Rd is currently a beautiful campus that has great potential to add value to the community, but it is underperforming. While it is beautiful and safe, as the new owners of the facility and local Chappaqua residents since 2015, we are neither satisfied with its current state, nor is the "status quo" sustainable economically for any owner, as the board pointed out at the August 20<sup>th</sup> public hearing. We know we can make this facility a better place. We know we can make this a facility a place in which every member of this community can be proud. As veterans who served in the military for many years, we look forward to responsibly serving the community of Briarcliff Manor as a significant property owner and beginning the much needed transformation of 555 Pleasantville Rd by adaptively re-using the vacant North office building as a self storage facility.

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Respectfully submitted,

**JAM 555 Storage, LLC**



By: \_\_\_\_\_  
Timothy J. Fisher

cc: *via email (w/enclosures)*

Christine Dennett, Village Clerk  
Joshua Ringel, Village Manager  
Joshua Subin, Esq., Village Attorney  
Sarah Yackal, AICP, Village Planner  
Zarin & Steinmetz LLP  
JMC Engineering and Planning

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## Attachment 1: Office Hours and Access Hours for Other Nearby Storage Facilities

555 Pleasantville Rd	(Miles)	Office Operating Hours	Add'l Access
<b>StorQuest Self Storage - 950 Broadway Thornwood</b>	1.30	9a-6p M-Sat, Sun 10-5	6a-9p M-Sun
<b>StorQuest Self Storage - 588 N State Road Briarcliff Manor</b>	2.61	9a-6p M,T, Th, F, Sun, closed W, Sat	24h access
<b>US Storage Centers - 130 Brady Ave Hawthorne (Taconic)</b>	2.62	930a-6p M-F, 8a-4p Sat, closed Sun	6a-10p M-Sun