

III. I – Economic & Fiscal Analysis

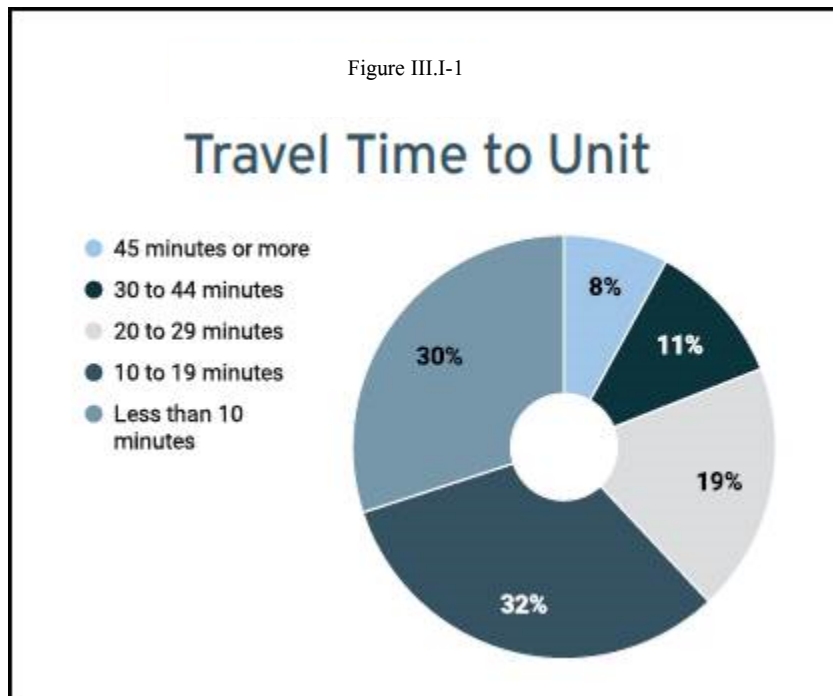
I-1 Comment:

*The second thing is there's a lot of discussion about need for this because people -- now it's clear that the people need storage, and I know that in early on there was a showed how many residents were from the Village of Mamaroneck, but it actually wasn't residents of the Village of Mamaroneck; I think it was based on the zip code and it's a little -- was a little -- two zip codes, and as I recall, I didn't get the sense -- two things: First of all, I'm not sure why just because you live in the Village of Mamaroneck you need to have your storage in the Village of Mamaroneck. I don't think that there's any need -- necessarily a need for storage facility in the Village of Mamaroneck. So I don't think you dealt with that question at all well.
(Chairwoman Kramer, Public Hearing, April 1, 2021)*

I-1 Response:

According to current rental data, 71% of Mamaroneck Self Storage clients come from the Larchmont-Mamaroneck community and 16% are from other parts of Westchester. The other 13% come from a wide variety of locations such as Manhattan, Massachusetts, Georgia, and California.

National research shows that 62% of all storage customers travel 19 minutes or less between their residence and their storage unit with 30% traveling less than 10 minutes. When you consider typical local Westchester traffic, 19 minutes of driving could be well under 10 miles.



There are other options: (according to Google Maps)

- Cube Smart in Tuckahoe is 5.8 miles away and a 16-minute drive
- Clutter in Yonkers is 11 miles away and a 24-minute drive
- Safeguard on the Larchmont/New Rochelle border is 2.1 miles away and a 7-minute drive
- Westy's in Port Chester is 5.7 miles away & a 14-minute drive

Mamaroneck Self Storage offers our clients a convenient, safe, clean storage option where they feel comfortable storing their items.

There are many reasons people find themselves needing self-storage. These reasons vary from lack of closet space in their rental

apartment or condo, selling one's house and downsizing, home renovations, or storing inventory for a home business to one of life's more sensitive events such as the loss of a job, a sudden relationship break-up, or the death of a loved one.

Where people choose to rent is greatly influenced by what they are storing, their need and ability to access those items, and how comfortable they feel at the facility.

Some people use their storage for seasonal items and access their units infrequently to pick up and drop off beach chairs, sporting equipment, bicycles, and paddle boards in the summer and then holiday decorations and heavier clothing and snow shovels in the winter. Some people have lost a loved one, or have an elderly parent moving to assisted living, and are tasked with moving said loved one's personal belongings into storage while the house is prepared for sale or in anticipation of siblings or family members coming to town to divide things.

Mamaroneck Self Storage currently has over 25 locally operated (Mamaroneck and Larchmont) businesses, nonprofits, restaurants, houses of worship, realtors, home businesses, outreach programs, etc. that use storage for their inventory or professional records.

I-2 Comment:

*I will say that when I lived in Manhattan I had our storage in -- we had our storage in Queens, and now that we live in Mamaroneck we have our storage in Yonkers. I see no need to have our storage facility in Mamaroneck nor do I think there is something inherently necessary about having a storage facility in the same Village that you live in.
(Chairwoman Kramer, Public Hearing, April 1, 2021)*

I-2 Response:

See Response I-1.

I-3 Comment:

*Also the DEIS they talked about it needed to be a certain size because if it wasn't a certain size, it wouldn't be profitable, and I'm thinking -- they seem to be then was the one building that they have, the one building is that not profitable for them? That I think they're slightly somewhat disingenuous then when they went ahead and built that one. If that is not enough for them to make a profit and they need this extraordinary size added to it, then that's definitely segmentation because you always knew you weren't making enough money with the first one and you were just waiting around to make the second one. You did that because, I would assume, that it's been operating I believe for seven plus years that you have been making a profit, and so I think that that statement doesn't make sense to me that you need this mammoth building otherwise you wouldn't be able to make a profit. That's self-served. You would definitely make more, but that's the necessity for that size.
(Board Member Yergin, Public Hearing, April 1, 2021)*

I-3 Response:

Mamaroneck Self Storage has been serving the community storage needs of hundreds of satisfied clients since opening its doors in October of 2015. Currently, the facility is operating at 95-100% capacity. Potential clients are turned away on a consistent basis because either MSS cannot meet their time schedules to move in or cannot provide the size unit they require. MSS is confident that these potential client needs can be accommodated once the building addition is constructed. The self-storage facility has been successful. However, maintaining the other existing buildings on the Site, which have long since outlived their purpose, particularly in an area prone to flooding, is no longer economically viable. Also, the Murphy Brothers Contracting business will benefit from having a new, modern office space which will reflect the quality and professionalism of their 42-year-old reputation. See response A-1.

I-4 Comment:

I guess, you know, as far as the consistency with the community, the question I have on that and I did not see this but I may have missed it is, is who is this serving? Is this serving residents or is this drawing people into the area who don't have such a facility where they are or elect to utilize this one? Because I think that is also in terms of the needs of a community and its goals.

(Board Member Neufeld, Public Hearing, May 6, 2021)

I-4 Response:

According current MSS rental data, 71% of Mamaroneck Self Storage clients come from the Larchmont-Mamaroneck community and 16% are from other parts of Westchester. The other 13% come from a wide variety of locations such as Manhattan, Massachusetts, Georgia, and California. Like so many of the current businesses in the immediate area, customers come from both the local Larchmont-Mamaroneck community, and from many other locations, usually drawn to the business because of its stellar reputation for providing quality service with exceptional customer relations skills, such as that which is consistently practiced by the staff of Mamaroneck Self Storage. See response to comment I-1.

The use of the building addition has evolved from the single-use self-storage addition proposed in the DEIS. The amount of square footage devoted to the self-storage use has been reduced from 56,328 square feet to 18,925 square feet. The number of new storage units would also be correspondingly reduced from 321 to 160 storage units.

The balance of the building addition would be occupied by two separate uses.

1. Murphy Brothers Contracting would occupy 2,157 square feet for their office operations.
2. A new woodworking shop would occupy 5,879 square feet, and would be used exclusively by Murphy Brothers.
3. The second use would occupy 2,008 square feet of incubator professional office space intended to support and accommodate local entrepreneurs looking to expand on their business concepts, as well as work at home professionals who need a temporary more formal work space. The space will be divided into cubical work stations that can be reserved by the week or month. It will include high-speed internet wi-fi, a conference room that can be reserved by appointment, other traditional office amenities and a roof-top patio area.

I-5 Comment:

The next point related to what Dave was just talking about drawing customers in, is you're actually not going to draw customers in for self-storage. They're going come in cars. They're going to drop their storage off, and they're going to drive away. There's no incentive for them to stick around or to do business in the neighborhood.

(Board Member Roberts, Public Hearing, May 6, 2021)

I-5 Response:

Businesses in the Industrial Area surrounding Mamaroneck Self Storage are light commercial or service-oriented, such as the many automobile repair establishments. Presently, even if self storage clients wanted to “stick around and do business in the immediate neighborhood”, their options are extremely limited. The nature of utilizing self-storage is such that the client performs the action of bringing or taking away their possessions and then leaves the facility. For some this takes 10 minutes, and for others all day. 29% of current customers are from out of town or out of state. When they come to the facility they are usually here for several hours or a few days in a row and sometimes ask recommendations for where to get a bite to eat or a bottle of water. The only things within walking distance are two delis on Fenimore Road and the Mexican café on Centre, all of which we recommend. We also give recommendations for Mamaroneck Village restaurants for them to have dinner, or other services/conveniences they may require while they are local.

It is anticipated that the new uses at the Site, including the woodworking shop that will be used as an educational resource and the incubator office space, will enliven the Site, certainly more than the prior proposals and the existing operation of the Site. A new publicly accessible vest-pocket park is proposed at the corner of Fenimore Road and Waverly Avenue, in the location of the existing Murphy Brothers office building.

I-6 Comment:

And I know I made mention of this last time in 4a-21, the applicant said that it cannot achieve the benefits sought without the requested variances, the size of the variances. And, again, they built one building and said that that was -- came to the DBA, said they wanted to build this building. I assume that that was a profitable building. It sort of seems like now you need more to actually make it profitable; otherwise, if you don't need more, that's not a good argument that you need to make it a certain size to make it profitable because you already built one that's still huge but not as big, so that's either a false argument or you were holding this second part of the project in your back pocket if you knew that you needed to add this extra space to make it profitable.

(Board Member Yergin, Public Hearing, April 1, 2021)

I-6 Response:

See Response to Comment I-3.