



DEWITT, N.Y. TALBOTS

Flexibility, Creative Thinking Pave Path to Zoning Approval

Brang Company, Inc. is a Fayetteville, N.Y.-based commercial developer. Talbots is a leading national specialty retailer and cataloger of classic apparel, shoes and accessories.

SITUATION

Commercial developer Brang Company, Inc. turned to Mackenzie Hughes for assistance with zoning approvals when it began preparations in 2003 to build, under contract, an addition to the current Talbots clothing store located off E. Genesee Street in DeWitt, N.Y.

CHALLENGE

The store is located in a commercially zoned area that borders a residential neighborhood. Due to space constraints, plans to build the store's addition necessitated that a significant portion of the new structure, driveway access, and parking lot extend into adjacent undeveloped residentially zoned property owned by the Brang Company, which would require special approvals and likely be unpopular with inhabitants of the neighboring residential area.

SOLUTION

Mackenzie Hughes was determined to help its client find a solution. Upon discovering that some bordering commercially zoned property was for sale, the firm worked with the Brang Company to help it acquire that property and re-configure its original plans so that a much smaller portion of the new construction would extend into the residentially zoned area.

SUCCESS

Drawing upon its vast experience, Mackenzie Hughes approached the highly charged situation calm and collected, communicating its client's position to the town officials intelligently and clearly. The solution was acceptable to both the residential neighbors and town officials, and the project was approved.

"I think Mackenzie Hughes' work on the project was very professionally done in respect to paying a lot of attention to detail. They demonstrated a complete understanding of our needs and the project, as well as an awareness of the local regulations in reference to the understanding of planning and zoning board procedures on what type of permits and various legal approvals we would need. The delivery to the boards representing our needs was very elegantly done."

—Don Brang, President, Brang Company, Inc.

