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MEMORANDUM

To: Bruce M. Flower, Chairman, and
the Town of Wappinger Planning Board

Date: June 12, 2026

Subject: **7 Brew Coffee – Amended Site Plan**
Tax Lots 6157-02-653974

As requested, we reviewed the application of Doug Beachel of Brew Team NY, LLC (the “Applicant”) for Amended Site Plan Approvals.

The Property

The subject property is known as Tax Lot 6157-02-653974 on the Town of Wappinger Tax Assessment Maps. The property is located at 1506 Route 9. The subject property is a 0.74 acre pad in the Wappinger Shopping Center at the location of the former Sonic building. The property is in the Shopping Center (SC) zoning district (the “Subject Property” or “Site”).

The Proposal

The Applicant is proposing the installation / construction of a 510 sf. prefabricated building, 338 sf. cooler / storage, canopies for a coffee stand and drive thru only service (the “Project” or “Proposed Action”).

Submission

The Applicant has submitted an Application for Site Plan Approval dated 12/19/25; a Short Environmental assessment Form dated 11/25/25; a narrative dated 12/19/25 prepared by Doug Beachel; a Traffic Operations Review prepared by GTS Consulting dated 2/10/26; a comment response form dated 5/18/26; and a site plan (22 pages) titled 7 Brew Coffee Wappingers Falls, NY dated 11/20/25, last revised 5/7/26.

REVIEW COMMENTS

1. Traffic.
 - a. Based on our experience with other 7-Brew locations, the weekday MD peak hour is the highest generator at 7-Brew (slightly higher, but overall comparable to the weekday AM peak hour). Therefore, the Applicant should obtain transaction data for the weekday midday peak hour from the 7 sites like they have for the other 3 peak

hours, or they should assume the same trip generation as the AM peak in the MD peak (not 60.4% of the AM peak per ITE Trip Gen).

- b. The AADTs at the 7 sites that they obtained transaction data for are lower than the AADT on Route 9 adjacent to the proposed site in Wappinger. The Applicant should confirm the AADTs that they listed on page 3 from the NYSDOT Traffic Data Viewer.
- c. The Applicant should revise the method of trip generation calculation based on the transaction data from the 7 sites. The Applicant has averaged the peak hour transactions for all 7 sites, and use the highest average for each peak hour, however, the Applicant should factor up the transactions based on the ratio of the average AADT for the 7 sites compared to the proposed Wappinger site AADT.

2. Lighting

- a. The lighting plan shows footcandle hotspots around the canopy and proposed building at 10 footcandles that exceed the 5 footcandle maximum of Section 240-23. The Applicant is requesting a waiver for these areas citing safety concerns, with employees entering and exiting the building regularly to bring drinks to waiting customers in vehicles. The area has high pedestrian and vehicular traffic and should be well lit to address safety concerns, however, the illumination level of 10 footcandles may still be excessive. Additionally, it is our understanding that employees will be walking throughout the drive thru aisles, and the stark difference from the areas lit to be 10 footcandles to the other areas of the drive aisle at 1 foot candle or less will create additional safety concerns.
- b. The Applicant is proposing blue colored LED rope lighting as an accent to the building and an element of their corporate branding. Section 240-23 prohibits neon lighting, and while a different technology, the proposed LED rope lights will functionally appear to be neon lighting. The Applicant has submitted photo simulations of the LED rope lighting exposed and behind a shield. The Board should discuss these in the context of Section 240-23, and aesthetic and visual impact.
- c. The proposed light poles are 22' in height which exceeds the 15' maximum of Section 240-23. These poles would require a waiver as proposed.

3. Signs

- a. The Applicant is requesting a waiver from Section 240-29F(1) more than 1 sign on a principal street. The Applicant is proposing a flush mount channel letter sign on the west side of the building facing Route 9 and a round flush mount sign on the south side of the building facing the internal parking lot of the plaza. The Applicant is also proposing 3 internal circulation directional signs on the east, west and south sides of the building to direct the flow of traffic.

- b. The Applicant is requesting a waiver from Section 240-29F(1)(d)) for the south side of the building where 31.33 sf ft is permitted based on the building width of 15'8". The combined sf of the round flush mount sign is 28.27 sf. The Applicant originally calculated the square footage of the signage to include the directional sign which has not been factored into these calculations in the past. We defer to the zoning administrator and the Planning Board with respect to this matter.
4. SEQRA. The Application is considered to be a Type II action with respect to SEQRA. No further SEQRA action is required.

If you have any questions with respect to the above, please let us know.

Malcolm Simpson, AICP
Planner

cc:
Kyle Barnett, Esq.
Barbara Roberti
Christian Paggi, PE.