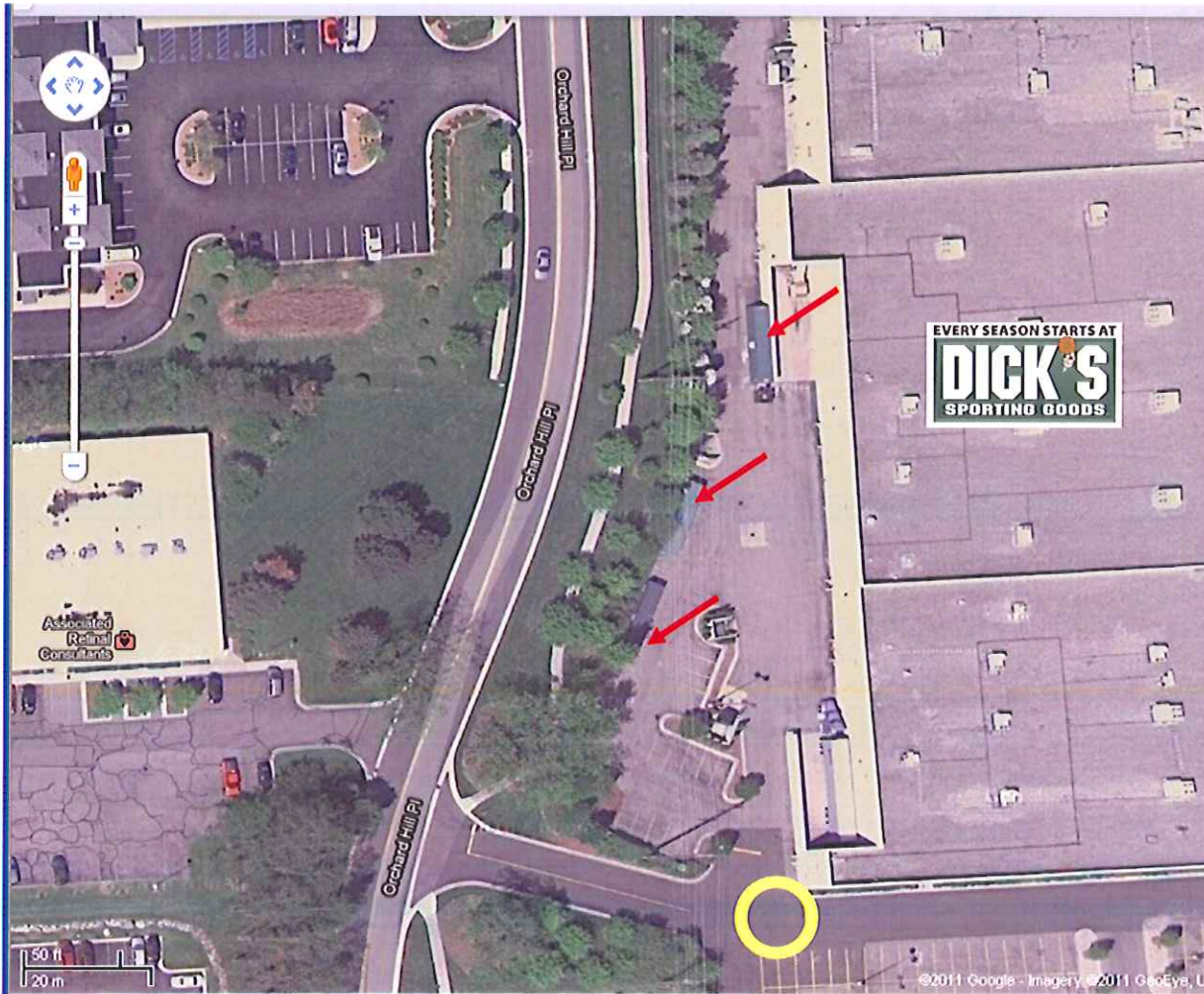Satellite image of Dick's Sporting Goods at 21061 Haggerty Road (Google Maps,

Locations of containers noted with red arrows.

Dick's Sporting Goods currently utilizes 3 containers which provide an extra 96C
storage space. These containers have been present since 2005 and house the bulk
equipment (treadmills, ellipticals, recumbent bikes, weight systems.) The contain
visible from Orchard Hill Place (road runs parallel to the back of Dick's Sporting
they are visible only when driving directly behind the building or within the area

The main stockroom of the building is only 30' x 38' which provides us with 11,400 sq. ft. of space. (figure 1.) Of this there are two areas that are already occupied by shelving units and merchandise - these areas account for 416 sq. ft of occupied space. Of the remaining stockroom space we are required to maintain an area designated for unloading merchandise from the Distribution Center trucks. This merchandise is floor-loaded and must be removed from the truck using a conveyor belt system. The merchandise is then placed onto pallets staged throughout the receiving area. (figure 2.)

Fitness sales at this location accounted for approximately 10% of the store's total sales for fiscal year 2010. Loss of the containers would result in significant hardship as the store would need to relocate all of the merchandise into the store. There is not enough available space in the stockroom to accommodate all of the merchandise that would need to be moved. The layout of the store prevents the items from being stored anywhere else in the building (storage in hallways would result in a violation of fire code.) Due to lack of storage the store would no longer be able to offer bulk fitness merchandise as in-stock to the customer. This would result in lost sales and create a financial hardship to the business.

We have consolidated as much as possible and have been able to remove one of the four containers but would like to request a permanent variance for the remaining three.

Figure 1

Figure 2