

West Broad Street Development
SEC West Broad Street & Georgesville Road



BSTP MIDWEST, LLC

DEVELOPMENT OVERVIEW **SEC West Broad Street & Georgesville Road**

BSTP Midwest (BSTP) is proposing to develop the southeast corner of West Broad Street and Georgesville Road into a three-lot development, including a restaurant, hotel, and convenience store with fuel center. The proposed uses are consistent with the Greater Hilltop Plan Amendment that has designated the property for Mixed-Use Regional land uses. Further, as noted in the staff report, the proposed uses are consistent and compatible with the surrounding zoning and existing businesses.

BSTP has been working with the Greater Hilltop Area Commission since the summer of 2018. In the original proposal, the fuel center was placed on the hard corner of the intersection, with an available outlot to the east. Through several discussions with the Area Commission, the site plan has undergone several iterations including the addition of a third outlot by downsizing the fueling center, placing the convenience store and fuel center off of the primary corner to increase the marketability of the remaining outlots, and placing the commercial vehicle dispensers behind the building.

As mentioned above, the convenience store and fuel center has morphed considerably since the initial concept. The fuel center now includes 20 fueling positions for automobiles in the front of the convenience store and three lanes for commercial vehicles located behind the convenience store. The three commercial vehicle fueling lanes will service an approximately 60%/40% hybrid of box and multi-unit trucks. The fuel center will be operated by Thorntons, based in Louisville, KY.

It is important to note that this format of fueling center is not a travel center or truck stop. Thorntons does not have fueling agreements with national trucking fleets that would pull trucks from the interstate. Rather, Thorntons' model is to service the existing, local traffic. Thorntons anticipates capturing approximately 50-60 trucks per day (approximately 5-6 per hour during the peak travel periods). The convenience store has no driver amenities such as public laundry, showers, and lounge areas; it is the same store layout as their neighborhood market prototype with the addition of a rear entry. In addition, the site does not provide any stacking, pull through, or parking areas for commercial vehicles. The site has been specifically designed to fuel the vehicles traveling on the adjacent roadways, and then recirculate these vehicles back onto the roadways without prolonged stays on the property.

Overnight parking (or extended parking of any kind) will not be permitted by commercial vehicles. This will be monitored by the on-site manager via visual observations and video monitoring. If a truck is found to be lingering on the site, the manager will ask the driver to leave. If the issue escalates, the police department will be contacted to issue trespass tickets. Thorntons has found that drivers quickly conform to the parking regulations in similar facilities. No parking signs will be posted on the property, especially along the common drive aisles within the site.

BSTP has been working with the underlying property owner for the development of a three-story hotel in the southwest portion of the property. The underlying property owner has paid the \$50,000

franchise fee, and the location has been approved by Intercontinental Hotels Group. BSTP is actively marketing the northwest corner of the property for restaurant users.

The first phase of the development will include the land acquisition and construction of the fuel center for a total investment over \$9,000,000. The convenience store will employ 13-15 FTE positions. The second phase of the development will include the construction of the hotel, which will be an additional \$7,000,000 investment in the community. Upon full buildout of the property, between \$18,000,000 and \$20,000,000 will have been invested in the property.

The proposed development has received support from various groups and individuals that believe the proposed development will benefit the Greater Hilltop Area, including the Hilltop Business Association, Plaza Properties (owner of the Westland Mall), and Chris Haydocy. BSTP strongly believes that its proposed development will serve as a catalyst to develop/redevelop other properties along this corridor.

The following exhibits depict the proposed site plan and a comparison of different types of fuel centers.



Fuel Center Comparison



CHARACTERISTICS	TRADITIONAL C-STORE	PUMP & GO	TRAVEL CENTER
TRADE AREA TYPE	Urban or Suburban Dense Residential	Urban or Suburban Dense Industrial	Interstate Highway Oriented Proximate to Off-Ramp
PROPERTY SIZE	1.5 acres	3—5 acres	6—8 acres
STORE SIZE	4,400 square feet	4,400 square feet (rear entry added)	Up to 9,000 square feet (see amenities)
# GAS PUMPS (MPD'S)	8—12	8—12	8—12
# COMMERCIAL FUELING LANES ("CFL")	N/A	3—5	6—9
AVG. DAILY TRUCKS FUELING	5—15	30—80	120+
TRUCK MIX	Fuel Under Auto Canopy	Mix of Box / Multi-Unit Trucks	Predominantly Multi-Unit Trucks
TRUCKER AMENITIES	None	None	Showers, Public Laundry, Lounge Area, Trucker Merchandise Area, Video Gaming (where available)
TRUCK PARKING	None	Occasionally Limited Parking. 2-6 Stalls. No Overnight Parking	Yes. 20+ Stalls with Overnight Parking
NATIONAL QSR COMPONENT	No	Occasionally	Yes