



CarMax Auto Superstore –Pleasanton, CA

PUD-98 & P13-2518 (S.D.R.)

STAPLES RANCH – CarMax

CITY COUNCIL MAY 6, 2014

PLANNING COMMISSION APRIL 9, 2014

ATTACHMENT 3

EXHIBIT B

RECEIVED MARCH 4, 2014

Project Description

The proposed CarMax Auto Superstores development consists of the construction of a CarMax pre-owned automobile dealership, service building and non-public carwash with associated access drives, parking lots and landscaped areas. The site is currently vacant. CarMax proposes to utilize the existing fill material that is stockpiled on the site for its grading and drainage purposes.

The project develops the 19.66 acre site with a sales inventory area, vehicle staging area, customer and employee parking lot and three separate buildings. The development includes 11,783 square feet of sales/presentation area, 45,000 square feet of service area, and a 3,930 square foot quality control/carwash area, for a total of 60,713 square feet. The three single story buildings will have a variety of parapet roof heights to provide visual interest, with an average height of 24 feet and maximum height of 28 feet. The sales building entry canopies are the highest point of the roof line, measuring 37 feet in height. The proposed elevations will incorporate a combination of high quality materials including multi-colored brick banding, ornamental split face CMU, Exterior Insulated Finish System (EIFS) columns, pilasters and cornice, decorative aluminum composite panels and a 14'-0" high curtain wall system. All roof mounted mechanical equipment will be screened from view.

The site is accessed off of Stoneridge Drive and a proposed private entry road. The proposed site design includes two driveways off of the private entry road. Both accesses will be utilized by CarMax employees, customers, vehicle test drives, vehicle deliveries and emergency vehicles. The sales inventory area will be located at the northern portion of the property, fronting on Interstate 580, and will be secured by a highway guardrail and an embassy-style security gate for security purposes. Customer and employee parking will be located south of the sales inventory area, along the eastern portion of the site. A total of 431 customer and employee parking spaces will be provided on the site, including 9 handicap accessible spaces.

The sales and presentation buildings will be located south of the sales inventory area, with customer access from the parking lot on the east side of the building. The service building will be located southwest of the sales building, within the private CarMax vehicle staging area. The vehicle staging area will be surrounded by a six-foot high stucco wall on the north and east sides, a six-foot high masonry wall on the west and a seven-foot high stucco wall on the south for screening and security purposes. The staging areas will also be secured with an embassy-style security gate. The private carwash and final quality control building will also be located within the vehicle staging area.

Proposed Operations

The following information outlines the proposed operations based on similarly operating CarMax facilities.

Hours of Operation

Store management will set operating hours closer to the opening date; however, the showroom (sales) areas are typically open to the public Monday through Saturday from 9:00 a.m. to 9:00 p.m. and from 12:00 p.m. to 7:00 p.m. on Sundays. The retail service areas are typically open to the public Monday

through Friday from 7:30 a.m. to 6:00 p.m. Associates will be present at the store several hours before and after the public operating hours.

Deliveries

Deliveries of vehicles, parts and supplies are made on-site and typically require the presence of associates to receive the delivery. Vehicle carriers will enter the site through the main access and load and unload vehicles in the designated area on the east side of the customer and employee parking lot. Unloaded vehicles will be driven by employees from the parking lot into the staging area to await preparation for resale or disposition through the wholesale auction process described below.

Sales & Marketing

CarMax operates differently from traditional car dealerships in that it physically separates its inventory area from customer and employee parking. This is both for loss prevention control as well as operational efficiency and safety. All inventory display areas will be separated from the general public by means of guardrails, gates and fencing. Ornamental wrought-iron fencing is used to separate the customer and employee parking from the display area.

Vehicular access to the display areas is controlled by embassy-style security gates through the use of a secured key-card. Prospective customers are typically accompanied by an employee when they are in the display area. Only employees are permitted to drive cars within the display area. Emergency access will be provided within staging and display area as required by the local fire department.

CarMax does not use outdoor loudspeakers as associates carry pagers and / or cell phones for communications. In addition, CarMax does not use flags, balloons, inflatable gorillas (or any other animal), placards in open car hoods, painted window lettering or the like in its marketing. Instead, they promote a high-end retail operation, and a welcoming environment to their customers and associates.

Service Operations

An integral part of the CarMax used car consumer offer is the reconditioning process that is performed on all vehicles offered for sale. This process includes a comprehensive Certified Quality Inspection of the engine and all major systems. Most routine mechanical and cosmetic repairs required to bring the vehicle up to the CarMax quality standards are performed in house; however, for some reconditioning services, third parties specializing in those services are engaged.

CarMax currently offers limited retail vehicle service (routine maintenance, tires, diagnostic and mileage services) and provides repairs of vehicles covered by their extended service plans. All service work is performed inside fully-conditioned buildings equipped with rollup doors, providing the associates with a great work environment and eliminating the need to conduct operations with open bay doors.

Retail service vehicles and vehicles awaiting disposition off-site are stored in the secured non-public staging area on a temporary basis. As a visual screen and to provide security for these vehicles, the staging area is surrounded by a six-foot high stucco wall on the north and eastern sides, a six-foot high masonry wall on the west and a seven-foot high stucco wall on the south. Vehicular access to that area is strictly controlled through the use of embassy-style security gates. Because the staging and storage of vehicles within this area is constantly changing on a daily basis, parking spaces are not designated on the plan.

The non-public carwash is located in the secured staging area and is used only by CarMax associates before vehicles are either placed in the vehicle display area or presented to customers.

A below ground fuel storage tank with a non-public fuel pump is proposed for this site. The tank and fuel pump will be located adjacent to the carwash within the secured staging area to fuel inventory vehicles as needed.

Site Lighting & Security

CarMax uses “shoebox” type lighting fixtures mounted on primarily 25-foot tall light poles for visibility and security. Light poles along the western property line will be approximately 18 feet tall and fully shielded. Fixtures will be LED and are downcast to reduce light spill onto adjacent properties. All light fixtures are dark sky compliant. Exterior lighting will be reduced after operating hours.

CarMax typically does not use on-site security guards, but uses interior and exterior security cameras for safety and inventory protection.

Wholesale Auctions

As an accessory use, vehicles purchased through the CarMax in-store appraisal process that do not meet the CarMax retail quality standards are sold through on-site non-public wholesale auctions. Auctions are generally held weekly or every other week; however, frequency at a given superstore is determined by the number of vehicles to be auctioned. The auctions are conducted within an enclosed building. Participation in the wholesale auction is restricted to pre-qualified licensed automobile dealers only, the majority of whom are independent dealers. While some larger dealers may bring vehicle carriers to the sale to transport their purchased vehicles, most will bring drivers to take individual vehicles away. Purchased vehicles must be removed from the site within 48 hours.

CarMax Vehicle Staging and Reconditioning

The service building serves to create sales inventory by refurbishing cars that have been hand selected through our vehicle purchase programs. The vehicle staging area is subdivided into specific zones that are sized to manage workflow through the service building since the individual processes operate at different rates. Cars are initially purchased on site or delivered to the site during regular business hours and organized in one of these zones. During a typical shift, service associates will get a car out of the zone, wash it and then bring it into the building for inspection followed by a test drive. After the car has been assessed, a reconditioning path will be established and it will then move through the process. All refurbishing occurs inside the building and is limited to routine maintenance, minor body work and minor mechanical work. No activities occur outside the building except for movement of cars. Each door on the building will open and close at different rates as they facilitate different parts of the process. The three doors facing the CLC property support the paint lines and are our least intensive activity and generally open and close once every 20 minutes. The higher volume of activity will occur on the side facing away from the clc property. During the nighttime hours all lighting is reduced to the lowest level and service associates use small detail inventory maps and small flashlights to locate cars. All deliveries occur during normal business hours and no refurbishing activities occur outside the building.

PROPOSED OPERATIONAL DETAILS,
CONTINUED