

# Attachment A

## LOCATION MAP





Chick-fil-A, Inc. | 5200 Buffington Road Atlanta, Georgia 30349-2998 | chick-fil-a.com | 404.765.8000

## **Project Narrative**

### Site Summary

Chick-fil-A (CFA) is proposing to redevelop a 1.535-acre parcel located at 3855 Lexington Avenue in the City of Arden Hills. The site is currently developed with an approximate 6,131 square foot restaurant building and associated parking lot. CFA is proposing to raze the building and redevelop the site with a new single story 4,995 square foot free-standing restaurant, dual drive-thru facility with free-standing canopies for the CFA, 50 stall parking lot, and associated utilities. The property is currently zoned B-3 (Service Business District) which permits restaurants with drive-thru facilities via Conditional Use Permit. Although operating hours have not yet been defined, many CFA restaurants are generally open Monday thru Saturday, between 6:00 AM to 10:30 PM, closed on Sundays. We are anticipating that a total of 15-20 employees will be at the restaurant during the largest shift.

### Lot Layout/Configuration

The CFA building is proposed to be located on the west side of the site, with the storefront facing Lexington Avenue. Providing ample vision will be key to the success of the CFA restaurant as it will attract potential new customers that are traveling along the major arterial roadway. Positioning the building in the given layout allows CFA to best utilize the site with the drive-thru lane starting at the north end, then running along the west property line. The proposed patio will feature 6 tables for a total of 24 outdoor seats.

Parking will be located east of the proposed building. Per City Code, the restaurant use will require a total of 58 spaces and the total parking being provided is 50 spaces. The parking lot has been configured to maximize circulation and minimize backups given the drive-thru facility. Access to the parking lot will be provided via a one-way entrance off Red Fox Road and a one-way exit onto Red Fox Road.

A dual bin trash enclosure for CFA has been situated at the north side of the parking lot in order to provide maximum separation from the Red Fox Road frontage and the Lexington Avenue frontage.

A sufficiently long CFA dual drive-thru lane is proposed to start on the north side of the parking lot, curl around to the west side of building, and end on the south side of the CFA building. The drive-thru lane has been positioned in a way to promote circulation on the exterior of the site in order to prevent backups within the parking lot. CFA is proposing to install two free-standing canopies over the drive-thru lane: An order point canopy to be located north of the CFA building; and an order meal delivery canopy to be located on the west side of the CFA building, over the pick-up window.

CFA's drive-thru operation consists of two lanes of customer ordering and two lanes of meal fulfillment. This dual flex lane concept allows the restaurant operator to use the outer lane as either a second meal fulfillment lane or as a by-pass lane at their discretion to properly support the operational needs of his or her business. If/when the outer lane is not in use, a series of magnetic



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delineators will be used to merge cars back into one lane for meal fulfillment at the window. Providing the two full lanes gives the operator the most flexibility to service their guests effectively and efficiently. Additionally, Chick-fil-a has a philosophy of encouraging a team member forward drive-thru operation to provide a personal guest experience and increase overall efficiency. CFA has achieved this through incorporating the ability for team members to take meal orders & payment face-to-face prior to guests arriving at the meal fulfillment area and through team members executing outdoor meal delivery in the meal fulfillment area. Enhancements have also been made at the pick-up window through implementation of a drive thru door. The enhancement constitutes replacing the typical window with a multi-function door, that also can function as a window. The purpose of the drive thru door is to allow team members to stage more meals and beverages indoors while they are delivering meals outside, directly to vehicle windows. The door allows easier access to the meals without passing them through a small window. This change helps to create an efficient drive-thru operation and improve the overall guest experience. During non-peak times or periods of inclement weather, the door can be closed and will function as a standard pickup window. Innovative features such as these are what have earned Chick-fil-A best drive-thru in America for ten consecutive years as determined by a nationally recognized quick service authority. Out of all the quick service restaurants surveyed, Chick-fil-A scored the highest in order accuracy, friendliness of the order takers, and speed of service.

Deliveries to the site will occur both after operating hours via key drops and during non-peak hours of operating days. The semi-truck deliveries will be made overnight and would occur 1-2 times a week with the smaller box truck type deliveries occur daily.

The Chick-fil-A site will be attractively landscaped to provide year-round interest and to meet the intent of the City Code.

### Signage

CFA's signage will be paramount and has been designed to notify potential customers that are approaching the site from multiple directions. In an effort to assist them in locating the restaurant, signage is proposed on all four elevations: north, south, east, & west. Additionally, CFA is proposing the reuse of an existing pylon sign at the northwest corner of the property. This sign will be crucial for notifying potential customers traveling on Interstate 694. There will also be a monument sign along the Red Fox Road frontage. Appropriate signage will be key to the success of the restaurant.

### Building Elevations

The Chick-fil-A building has been designed with a mixture of brick veneer, prefinished metal, and glass. The mechanical units for heating/cooling will be located on the roof and will be screened via a parapet wall. Accent light via wall sconces are proposed around the building to provide nighttime interest. The trash enclosure will incorporate the same colored brick veneer as the building to maintain consistency. The dumpsters inside of the enclosure will be screened from the front by durable double gates with prefinished plastic lumber (weathered wood).



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### The Chick-fil-A Story

It's a story that began when a man named Truett Cathy was born in 1921 in the small town of Eatonton, Georgia, about 80 miles from Atlanta, where he grew up. Truett's mom ran a boarding house, which meant she had to cook a lot of meals – but Truett helped, and he paid close attention, and picked up cooking and serving tips that would come in quite handy later. Along the way, he also learned to be quite the entrepreneur. He sold magazines door to door, delivered newspapers all over the neighborhood, and sold Coca-Colas from a stand in his front yard and all the while he was learning the importance of good customer service.

After serving his country in World War II, in 1946 Truett used the business experience he gained growing up and opened his first restaurant with his brother, Ben, calling it the Dwarf Grill (later renamed the Dwarf House). Hamburgers were on the menu but, ironically, no chicken because he said it took too long to cook. Truett worked hard with that first venture, but considered Sunday to be a day of rest, for himself and his employees and as you know, that's a practice that Chick-fil-A honors to this day.

The early 60s would be a pivotal time in Truett's life. That's when he first took a boneless breast of chicken and spent the next few years experimenting until he found the perfect mix of seasonings. He breaded and cooked the filet so that it stayed juicy, put it between two buttered buns and added two pickles for extra measure and in 1963 unveiled what we now know as the Chick-fil-A Chicken Sandwich. As far as the name, Truett says it just came to him. He had it registered that year in 1963 and created a logo that has been updated but is still very similar to the original designed 50 years ago.

The Chick-fil-A sandwich was a huge hit, and in 1967 Truett opened his first Chick-fil-A restaurant in an enclosed shopping mall where, up to that point, food normally wasn't sold. Frankly, the developer of the Greenbriar Shopping Center in Atlanta wasn't too keen on serving food inside his mall, but as we know that turned out to be a very smart decision on his part, and especially Truett's. Today, Truett is recognized as the pioneer in quick-service mall food. It wasn't until 1986 that Chick-fil-A opened its first "freestanding" restaurant on North Druid Hills Road in Atlanta. Today there are over 2,300 restaurants locations in 47 states and it's become so popular that people literally camp out in the parking lot the night before a grand opening of a new restaurant; they're hoping to be one of the first 100 people in line because they'll be rewarded with free Chick-fil-A for a year, which gives new meaning to the phrase "happy campers!"

Chick-fil-A is now the largest quick-service chicken restaurant and one of the largest that's privately-held. Three generations of Cathy family members are involved in the business, including Truett's sons Dan (the president and CEO) and Bubba (senior VP) and also, his grandchildren.

### *Our Food*

There are a lot of things people say they like about Chick-fil-A, but it all begins with the food, and especially the Original Chick-fil-A Chicken Sandwich. It was a significant product innovation, and it remains our best-selling item on the menu. Our innovations didn't stop with the chicken sandwich.



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In 1982, we were the first restaurant to sell chicken nuggets nationally, and three years later added our trademark Waffle Potato Fries to the menu, and we still use 100% fully refined peanut oil, which is cholesterol and trans fat free. In 2010, we introduced the Chick-fil-A Spicy Chicken Sandwich. With its special blend of peppers and other seasonings, it became such a “hot” selling item that we soon after introduced the Spicy Chicken Biscuit. More recently and within the last couple years we introduced to our menu a new grilled chicken sandwich and grilled chicken nuggets along with the most recent addition of mac & cheese. People also like the fact that we offer a variety of menu options for those wanting foods that are lower in calories, carbs or fats, such as the Chick-fil-A Chargrilled Chicken Sandwich, entrée salads and fruit cups and by the way, fruit cups are an option with our kid’s meals these days. In fact, Men’s Health magazine named us “America’s Healthiest Chain Restaurant for Kids.” The high quality of our food is the number one reason people keep coming back to Chick-fil-A but there are a few more reasons – and one has four legs and is a terrible speller.

### *Serving our Customers*

Whenever you ask people what they like about Chick-fil-A, one of first things they say is “the service” and it’s an important part of our story, because it goes back to Truett’s experience as a young businessman and to the values he instilled in Chick-fil-A. We call it Second Mile Service, and it’s based on the belief that if someone asks you to carry something for them one mile, you do one better and carry it for them two. Its doing those unexpected things that make people feel special. Our drive-thru has been voted “America’s #1 drive-thru” for six years in a row. We do our best to ensure a quick and pleasurable experience, and might even have a nugget for the family pet when you arrive at the window. But no matter if you’re being served in our restaurants, at our drive-thrus, or with an outside delivery, you can always count on our team members responding to your words of thanks with two special words of their own – “My pleasure.”

### *Chick-fil-A Philosophy & Operator/Employment Model*

The Company’s philosophy is that their restaurants become integral parts of the communities in which they are located. Chick-fil-A makes scholarships available to store employees and sponsors the Winshape Foundation which supports a family of programs designed to encourage outstanding young people nationwide. The Foundation has a college program and operates a series of camps, homes, and retreats. On the local level, individual restaurant operators typically engage in community support activities such as sponsoring youth sports teams, supporting educational activities, and leadership initiatives. Finally, and in accordance with company policy, the operators and employees in each Chick fil A Restaurant strive for a level of customer service unequalled in the quick-service food industry. It is quite common to go into a Chick-fil-A and have your tray carried to your table, have people clear your table, and ask if they can come and refresh your beverage.

Beyond the above, Chick-fil-A’s operators model is very unique in the fast food industry. In their situation, the operator is part owner with Chick-fil-A. It’s similar to a franchise except they usually have one location. Sometimes they have two but for the most part they have one location and what that provides is a situation where they have very competent partners with great character in the restaurants who are deeply involved in the community. What Chick-fil-A likes to say is that their



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operators are in business for themselves, but not by themselves. It is very unusual for an operator to shut down and the retention rate for operators is about 98%. A typical Chick-fil-A store will employ approximately 60 - 80 jobs with approximately 120 jobs created for temporary construction employment. A typical store will operate between the hours of 6:30am to 10:00pm; Monday thru Saturday and are always closed on Sundays.

ParcelID	SiteAddress	SiteCityStateZIP	PrimaryTaxName1	PrimaryTaxName2	PrimaryTaxAddress	PrimaryTaxCityStateZIP
273023140015	1143 RED FOX RD	ARDEN HILLS MN 55112	NORTH AMERICAN LAND COMPANY LLC		1851 BUERKLE RD	WHITE BEAR LAKE MN 55110-5246
273023140001	3855 LEXINGTON AVE N	ARDEN HILLS MN 55126-2936	ROGER J REILING TRUSTEE		1877 GLUEK LN	ROSEVILLE MN 55113-3829
273023140016	1125 RED FOX RD	ARDEN HILLS MN 55112-6945	ANISHA HOSPITALITY INC		2441 HIGHWAY 61	MAPLEWOOD MN 55109-1913
273023140007	1155 RED FOX RD	ARDEN HILLS MN 55112	NORTH AMERICAN LAND COMPANY LLC		1851 BUERKLE RD	WHITE BEAR LAKE MN 55110-5246
273023140013	3920 NORTHWOODS DR	ARDEN HILLS MN 55112-6963	CALIBER LODGING LLC	C/O HAWKEYE HOTELS	2706 JAMES ST	CORALVILLE IA 52241
273023410022	3845 LEXINGTON AVE N	ARDEN HILLS MN 55112	LEXINGTON STATION II LLC		1851 BUERKLE RD	WHITE BEAR LAKE MN 55110-5246
263023230012	3854 LEXINGTON AVE N	SHOREVIEW MN 55126-2916	KAREN PROPERTIES LLC	CO DAVID M KROONA	201 COUNTY ROAD E2 W	NEW BRIGHTON MN 55112-6821
273023410014	1160 RED FOX RD	ARDEN HILLS MN 55112-6909	ROBERTS DEVELOPMENT CO	CO ROBERTS COMMERCIAL PROPERTIES LLC	4600 VICTORIA ST N	SHOREVIEW MN 55126-5817
263023320015	0 LEXINGTON AVE N	SHOREVIEW MN 55126-2916	CITY OF SHOREVIEW		1851 BUERKLE RD	WHITE BEAR LAKE MN 55110-5246
273023410023	3883 LEXINGTON AVE N	ARDEN HILLS MN 55126-2937	LEXINGTON STATION LLC		385 WASHINGTON ST UNIT NB12A	SAINT PAUL MN 55102-1309
273023410019	3796 DUNLAP ST N	ARDEN HILLS MN 55112-6907	ST PAUL FIRE AND MARINE INS CO	C/O REAL ESTATE INVESTMENTS	1405 XENIUM LN N	PLYMOUTH MN 55441-4429
263023320016	3836 LEXINGTON AVE N	SHOREVIEW MN 55126-2916	TCF NATIONAL BANK	C/O W/C/PC-00-PD		