

# Project Description

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## Former Sears Redevelopment North County Fair Mall New Retailer and Fuel Facility Escondido, CA

**Applicant/  
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## Site Information

Project Address: 210 E. Via Rancho Pkwy.  
Escondido, CA 92025

Assessor Parcel Numbers: APN: 271-030-14-00

Site Area: 9.957 Acres (433,741 SF)

Current Zoning: Master Planned Area Development  
Current General Plan: Commercial

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## Site Description

The site is located at the north end of the existing North County Fair Mall located on the east side of Interstate 15. The major cross street is Via Rancho Parkway. This site area is currently developed and is the former Sears. The access to the site will be from Via Rancho Parkway and Beethoven Road.

This project proposes to demolish the existing 156,094 SF Sears building and construct a new 156,873 SF one-story retail building in its place. The new retail building finish floor will be at the level to meet the third level of the existing North County Mall. This new retail building will be free standing and not directly connected to the mall. The proposed main entrance to the retail building is located at the southwest corner. This new project will also include a free-standing fuel facility.

The site is located within the City of Escondido, California. The site is zoned North County Fair Mall Master Plan Development (Commercial District) which allows for warehouse retail, gas stations, and other commercial development.

## Project Proposal

The proposed project consists of the following components:

1. The construction of a new approximately 156,873 square foot Retail warehouse on approximately 9.957 acres with initial construction of a (16) pump fuel facility with the potential expansion to (32) pumps as needed. The fuel facility will dispense regular and premium fuels.
2. Design Review approval of the site plan, landscape plan, and building architecture to allow for retailing and wholesaling of general merchandise and services. Typical uses will include without limitation, tire sales and installation, optometry exams and optical sales, hearing aid evaluation/testing and sales, pharmacy, food service preparation and sales, meat preparation and sales, bakery and sales of baked goods, vehicle fuel sales, and alcohol sales and alcohol tasting.
3. Temporary outdoor sales within the parking field adjacent to the warehouse for seasonal sales, such as Christmas trees from late November through December.
4. Vehicle display at the warehouse entry for on-line or off-site (referred) automobile sales.

The Former Sears Redevelopment project will be entitled and constructed in one phase and will include a new Retail warehouse, a 4 x 4 fuel facility, and new site amenities including landscaping, site lighting and parking lot improvements. It is anticipated that this Retail Warehouse and fuel facility will employ approximately 200 to 250 full time employees.

## **Site/Landscape Plan**

The preliminary site plan depicts the main façade of the warehouse facing to the west to provide visibility of the entry from both Interstate 15 and Via Rancho Parkway. The siting of the warehouse also achieves a main goal of locating ample parking adjacent to the warehouse entrance and separating truck traffic to the perimeter drive aisles. Access to the warehouse and fuel facility will be from both adjacent streets. Approximately 901 parking stalls are provided on site which meets the required number of parking stalls. Landscape islands are included in the parking field in compliance with Code. The loading dock is located at the east side of the site accessible from the shopping center main north-south entry drive to allow easy access for delivery trucks. A 30' drive aisle surrounds the building to provide fire access and circulation. An ADA compliant pedestrian pathway is provided from the new warehouse to Roosevelt Street public right-of-way to ensure connectivity throughout the site and easy access from adjacent streets and neighboring properties. The project provides a majority of oversized parking stalls (10' x 20') that are larger than the City's minimum requirements to provide members and their carts with easier accessibility to vehicles.

Parking and site lighting will incorporate the use of cutoff lenses to keep light from overflowing beyond the project boundaries. The main parking lot will be illuminated with standard downward pointing lights, each containing LED bulbs affixed to a 51'-0" foot light pole. The lighting fixtures are of a contemporary minimalistic flush lens style with the height of the pole providing the optimum light distribution to reduce the total number of pole mounted fixtures required to safely illuminate the site for pedestrians and vehicles. Lighting for the parking lot will be timer controlled to minimize lighting after the warehouse has closed and employees are gone from the warehouse, typically one hour after the warehouse has closed for business. Parking lot lighting will only remain on to provide security and emergency lighting only along the main driveways. Lighting fixtures will also be located on the building approximately every 40 feet around the exterior of the building to provide safety and security.

The landscape plan will include a mix of drought tolerant shrubs and grasses and a variety of shade and ornamental trees to be used throughout the parking field and along the streets that are appropriate for the climate in Buckeye and match the approved plan list from the City of Escondido Landscape Design Guidelines.

## ***Retail Warehouse***

The Design goal of timeless contemporary design and efficiency will create the architectural theme for the warehouse which includes a variety of massing and appropriate materials. The Design's intent is to minimize the visual impact of a large retail warehouse by use of design techniques such as the location and mix of building materials, landscaping, and the incorporation of varying parapet heights. The long elevations can successfully be shortened by using these design elements both horizontally and vertically. The technique of breaking a long elevation into smaller elements is used to create a more visually interesting building that is at a pedestrian-friendly scale. The building entrance design will create a visual focal point to the warehouse with the architectural design, materials, color scheme and details, blended together to give this

location a look and feel that is specific to the context of the North County Fair Mall Planned Area Development and the surrounding area.

Building signage will be scaled appropriately to the mass of the building elevations so as to not overwhelm but to reinforce the brand that will be established. The warehouse wall signage will consist of externally illuminated reverse pan channel letters and the gas station flat, apholic signage will also be externally illuminated.

The warehouse has one customer entrance to the main store located at the building's southwest corner. The Retailer uses will include a bakery, pharmacy, optical center with optical exams and retail optical sales, hearing aid testing exam and retail hearing aid fitting and sales center, outdoor food court, and a photo center along with the sales of over 4,000 products. The warehouse also includes a Tire Center. The tire center is approximately 5,479 net square feet with member access via the inside of the main Retail building and includes tire sales and a tire installation facility only. The installation facility will have up to five tire installation bays that face west.

Temporary Christmas tree sales adjacent to the warehouse will typically occur from late November to early December which may have an impact of approximately 12 to 15 vehicle spaces. In addition, a promotional vehicle may also be on display adjacent to the entry to the building. This vehicle is only to promote online or offsite vehicle sales; no vehicles are sold on site.

The truck loading dock is located at the eastern side of the building. The loading dock area is depressed 4' below the site grades to accommodate larger delivery truck and include four individual side-by-side loading bays. The bay doors will be equipped with sealed gaskets to limit noise impacts. A smaller on grade door is located on the east side of the building. This door is to receive bread delivery and Federal Express type trucks. In addition, because the docks all face in one direction, any potential noise shall be channeled to the west towards Interstate 15. A transformer and two fully enclosed trash compactors will also be located along the east side of the building. These areas will be screened from view by an existing planter area west and north of the loading dock.

## **Gas Station**

The gas station includes an 11,655 square foot canopy and will dispense regular, premium, and diesel grades of fuel at each fuel pump. The fuel facility includes a 126 square foot controller enclosure which is located within a planting island. This small, prefabricated structure houses the control equipment for the gas station. The controller enclosure will be built with steel walls and finished with paint to match the warehouse building colors. There will be (4) covered fueling bays, each with (4) gas pumps which fuel (2) cars each. This results in (16) fueling dispensers that will provide a fueling capacity for (32) cars at a time. The proposed stacking area provides space for an additional (40) cars waiting to get to a fueling position. The pumps are fully automated and self-service for Members Only, with an attendant present to oversee operations and assist members with problems. Four underground fuel tanks will also be installed with the gas station. Specifically, there will be (2) 40,000-gallon regular gas tanks, (1) 40,000-gallon premium gas tank and (1) 1,500-gallon fuel additive tank. Landscaping is proposed along the west and north side of the gas station which will screen the gas station pump area along with

controller and gas tank vent stack and air separator equipment. LED flush lens lights will be recessed into the canopy and provide both lighting during operating hours and a lower level of security lighting after hours.

## **Retail Operations**

This Retailer is a membership-only retail/wholesale business, selling high quality national brands and private label merchandise for commercial and personal use. The warehouse hours are anticipated to be: Monday through Friday from 10:00 am to 8:30 pm, Saturday from 9:30 am to 6:00 pm, and Sunday from 10:00 am to 6:00 pm. Tire center hours match the warehouse operation hours. The fuel facility hours are anticipated to be daily from 5:00 am to 10:00 pm.

We anticipate an average of about (10) trucks delivering goods on a typical weekday. The trucks range in size from 26 feet long for single-axle trailers to 70 feet long for double-axle trailers. Receiving time varies based on jurisdictional restrictions, but typically takes place in the early morning, with most of the deliveries completed before the 10:00 a.m. opening time. Deliveries to the warehouse are made primarily in Costco trucks from its freight consolidation facility in Mira Loma, California coming to the site from Interstate 15.

It is estimated that fuel will be delivered to the gasoline facility in three to five trucks per day, as needed. The largest fuel trucks are approximately 70 feet long. While delivering the fuel, the truck will be parked adjacent to the underground tanks on the north side of the gas station and outside of the pump and stacking areas. The truck will not block access to any of the fueling positions. The gas facility is located at the most remote area of the site which is specifically designed to avoid traffic and queuing conflicts with the warehouse.

To open and operate the fuel facility, it will have to meet requirements of local, state and federal regulators and agencies, including the City of Escondido Fire Department, the County Department of Environmental Health, the Air Quality Management District, the State Water Resources Control Board, the Arizona Environmental Protection Agency, and the United States Environmental Protection Agency.

The tire center typically will receive shipments of tires one to two times per week in single- or double-trailer trucks of up to 70 feet in length, and the same delivery truck will pick up old tires for recycling. Deliveries to and pickups from the tire center will be scheduled for pre-opening hours, typically about 6:00 a.m.