



## **City of Maple Grove Project Narrative**

The below is a narrative as part of the Planned Unit Development Amendment Application for the proposed Floor and Decor re-development at 12575 Elm Creek Boulevard North (PIN: 2611922220002). The site is currently an AMC Theater with a Zoning Designation of PUD ("Arbor Lakes").

Founded in 2000, Floor & Decor (F&D) is a high growth, differentiated, multi-channel specialty retailer of hard surface flooring and related accessories. Floor & Decor is focused on providing customers with the largest selection of in stock product at everyday low prices. The Floor & Decor brand is also bolstered by a local focus that allows them to create a store experience and mix of products that meet the needs of each market they serve. F&D empowers the store managers and chief executive merchants, to create a local shopping experience of hard surface flooring products (tile, wood, stone, etc.), vanities, sinks, counter tops, and accessory products for install.

This location will serve as a flagship store for the Floor and Decor brand in the market and will draw a large customer base from throughout the region. Floor & Decor is one of Fortune's 100 fastest-growing companies and this large format store is the first of its kind in the state of Minnesota. This location is ideally situated for Floor & Decor to break into the greater Minneapolis market based on the proximity of regional transit and the synergy of Floor & Decor's customer base with the rest of the shops in the Arbor Lakes center.

Floor and Decor currently operates approximately 153 stores in 33 states with this being the first location in the state of Minnesota. The forecasted net sales for this location is \$12-15m in the first year. Typical store hours consist of Monday- Friday: 7am-9pm, Saturday 8am-9pm, and Sunday 10am-7pm. It is anticipated that the store will have 40-50 employees with 60% of the staff being full time employees with a morning shift and evening shift. Customers will find a wide range of quality, in-stock flooring. PRO customers, who are typically installers, make up

60% of the customer base. These customers have a dedicated PRO sales manager to help them get their jobs done. Floor & Decor also offers free design services which is typically used by non-PRO customers to assist in making product selections.

The products are displayed on the sales floor and much of the inventory is stored on steel racks. Several forklifts are on-site to move pallets of products and unload the delivery trucks. Deliveries occur 5-7 days a week and up to 4 deliveries per day can be expected depending on the sales volume of the store for a total of 20-25 total deliveries per week (maximum truck size is WB-67). Due to the nature of Floor and Decors operation forklifts are necessary to move material from the trucks to the showroom floor. To avoid conflict and ensure the safety of all customers and employees Floor and Decor makes its deliveries overnight. Items are moved directly from the trucks to the showroom floor.

Floor & Decor generates significantly less traffic and parking demands than that of a typical large-scale retailer due to the nature of the business and high-ticket sales volume. With the low parking/ traffic demands of Floor & Decor occupying the theater building, this user provides opportunity for the remainder of the 9.7-acre site to be fully utilized with other uses to further enhance The Shoppes at Arbor Lakes.

The proposed project will re-tenant the AMC Theater space to a Floor and Decor Retail store. The proposed building improvements include a new storefront entrance and update to the façade to match Floor and Decors corporate brand.

Other site improvements include:

- Loading Dock Addition to the rear of the building
- Minor Site Improvements to accommodate delivery truck turning, ADA considerations, and designated tenant parking areas.
- Installing Customer Pickup Area (CPU)
  - CPU area facilitates large quantity orders for both PRO and typical customers. The CPU area is serviced by a forklift to load and unload large quantities of orders directly into their vehicle.

Floor and Decor looks forward to partnering with the City of Maple Grove. Should you have any questions or need any additional information please feel free to contact me at [plange@centerpoint-is.com](mailto:plange@centerpoint-is.com) or 720-735-0444.

Respectfully,

*Parker Lange*