Wednesday, May 20, 2020

VIA Electronic Mail

Jason W. Jaggi, Whitney Kelly & Members of Planning & Zoning Commission City of Creve Coeur 300 North New Ballas Rd Creve Coeur, MO 63141

Re: QuikTrip Conditional Use Permit Application to Develop the SW Corner of Olive Blvd. and Graeser Road.

Dear Jason and Whitney and Planning & Zoning Commission Members:

We are Graeser Neighbors for Safety ("GNS"). We are a committee of Creve Coeur residents who respectfully oppose the development of a QuikTrip gasoline station and convenience store ("Project") at the southwest corner of Graeser Road and Olive Blvd 11026 and 11004 Olive Blvd., and 825 and 827 Graeser Road ("Site") and redevelopment of 11032 Olive Blvd. ("Redevelopment Parcel"). GNS is led by homeowners Brett Berger and Kurt Lord.

City officials directly received opposition comments from approximately one hundred neighbors (representing the vast majority of residents) who strongly oppose the QuikTrip proposal. This letter details the basis of resident opposition.

Also, attached is the in-person petition with over 110 signatures. Collecting signatures was done before the Covid stay at home order. It was completed by dedicated residents and specifically for residents living along Graeser Road or tributary cul-de-sacs.

1. The QuikTrip Violates Standards Set by the Creve Coeur City Code ("Code") Regarding CUP Standards

Section 405.1070 Conditional Use Permits E. Standards

The City Council shall not approve a conditional use unless it finds that the application and evidence presented clearly indicate that the proposed conditional use:

- 2. Will contribute to and promote the community welfare and convenience at the specific location.
- 4. Meets the applicable provisions of the City's Comprehensive Plan and any applicable neighborhood or sector plans and complies with other applicable zoning district regulations and provisions of this Chapter, unless good cause exists for deviation there from.
- 6. Will be compatible with the surrounding area and thus will not impose an excessive burden or have a substantial negative impact on surrounding or adjacent users or on community facilities or services.

Our City Leaders Completed the Creve Coeur 2030 Comprehensive Plan (The CP Plan). As Stated in the CP Plan:

The commission shall commence with the task of implementing the new Comprehensive Plan as provided therein to the full extent of its authority.

Creve Coeur 2020 Section 2, Adopted by the Seven Members of the Commission, March 20, 2017

The Project is in direct conflict with four (4) goals for achieving the "Plan Vision" (as defined in The CP Plan):

Comprehensive Plan Goal 1.0 Placemaking & Community Identity:

The city is to "develop an 18/7 community experience," meaning community activity 18 hours a day, as opposed to 24 hours a day, 7 days a week.

A QuikTrip is a 24/7 high volume operation, which is not in keeping with the forward vision of the Plan.

Comprehensive Plan Goal 2.0 Residential Development & Preservation:

The City is to "preserve and evolve its high-quality residential development and stable property values while . . . improving walkability and accessibility of neighborhoods."

- The Project will injure property values for the homes in the area surrounding the Site.
- The anticipated change in traffic patterns outlined in the Traffic Study will degrade walkability and accessibility of neighborhoods.

Comprehensive Plan Goal 4.0 Community Amenities & Facilities

The City is to "provide a variety of new, high quality public amenities and community facilities that meet the needs and desires of all Creve Coeur residents."

A 24-hour gas station/convenience store is not a "new public amenit[y] or community facility[y]".

Comprehensive Plan Goal 6.0 Transportation, Connectivity & Mobility

The City is to "utilize development . . . to better manage automobile traffic, reduce traffic congestion and improve transit, walkability and bikeability."

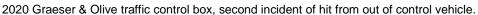
QuikTrip's own traffic study finds the Project will degrade traffic conditions to an unacceptable level on Graeser Road and Spoede Road. Additionally, (not mentioned by the study is that there is no sidewalk access to the QuickTrip for pedestrians walking to the site from Graeser Road. Greatly increasing the congestion degrades the walkability and bikeability at the Site.

Pedestrians (including children in strollers) already have been hit by cars at the intersection.

Graeser & Olive Pedestrian Crosswalk: Car hits mother and infant in stroller. Both taken to Mercy Hospital ER.



Vehicles have veered out of control and hit structures at the intersections.





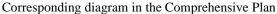
The city should not allow a plan that dramatically increases danger to drivers and pedestrians.

2. The Proposal Fails East Olive Corridor Standards Within the Comprehensive Plan

Missouri State Statutes: 89.030. Zoning districts. — For any or all of said purposes the local legislative body may divide the municipality into districts of such number, shape, and area as may be deemed best suited to carry out the purposes of sections 89.010 to 89.140; and within such districts may regulate and restrict the erection, construction, reconstruction, alteration or use of buildings, structures, or land.

The Adopted Comprehensive Plan sets for the vision for the East Olive Corridor. The QuikTrip Site and Redevelopment Parcel are a part. The East Olive Corridor Plan, objective is to *create "… a walkable corridor of destination retail boutiques, neighborhood service businesses, small-scale restaurants, attached townhomes, and low-density multi-family homes and single family homes."* (page 88) East Olive Corridor Recommendations Include:

Frontage Recommendations - Primary Streets: encourage uniform setbacks on neighboring lots to establish a consistent location and orientation of building facade frontages to Primary Streets.





Compare the Creve Coeur objectives above with the uneven layout of buildings if the QuikTrip Plan is approved.

Overlay of QT Plan to existing buildings shown in the Comprehensive Plan



- The corner building on Mary Meadows has a substantially different setback than the 15,000 sf building that is part of the QT plan.
- The QT building has a substantially different setback than the 15,000 sf building.

The "vision and best practices character images" shown on page 91 of the CP Plan do not include a high traffic convenience store gas station, or anything close to it.

Examples of the character images:





MARKETPLACE - CLAYTON ROAD (LADUE, MISSOURI)

MARKETT EACE - CERTICITION ROAD (EADOE, MISSOURI)

3. <u>The QuikTrip Violates Standards Set by the Creve Coeur City Code Regarding</u> Stormwater/Stormwater Detention

Section 405.1070 E Standards subparagraph 5 provides:

The City Council shall not approve a conditional use unless it finds that the application and evidence presented clearly indicate that the proposed conditional use:

5. Will provide, if applicable, erosion control and on-site stormwater detention in accordance with the standards contained in this Chapter.

There are substantial concerns regarding stormwater and hazardous substance runoffs from the Project and this effect on the adjacent properties. Properties in Martin Grove and Mary Meadows subdivisions are contiguous to the Site and Redevelopment Parcel. Properties are at a lower elevation than the Site and Redevelopment Parcel.

GNS has serious concerns about the potential for runoff from the Project and Redevelopment Parcel (as improved) reaching the surrounding residential properties, and hazardous/toxic substances used at the QuikTrip migrating to the surrounding residential properties.

GNS requests that the City commission a study on how existing stormwater infrastructure and surrounding residential properties will be affected by the projected stormwater runoff from the Project and the proposed water detention ponds.

GNS requests that the City provide the Metropolitan St. Louis Sewer Districts and the Missouri Department of Natural Resources' evaluations of these aspects of the Project.

4. The Plan will cause Substantial Injury to the Value of Neighboring Property

Section 405.1070 E Standards subparagraph 3 provides:

"The City Council shall not approve a conditional use unless The City Council shall not approve a conditional use unless it finds that the application and evidence presented clearly indicate that the proposed conditional use:

3. Will not cause substantial injury to the value of neighboring property.

- Homes in the Martin Grove and Winfield Pointe subdivisions have assessed values of \$500,000 and higher.
- These properties and those in the Mary Meadows subdivision, are the homes closest to the Site and Redevelopment Parcel.
- Homes in the Martin Grove / Mary Meadows subdivisions share a property line with the Site. Recently a sale contract for a home in Martin Grove was lost when the prospective buyer learned of the proposed QuikTrip on the Site.
- GNS has been provided information that even the proposal has already caused substantial injury to the value of the neighboring properties.
- The City (recently) allowed a gas station/convenience stores adjacent to single family residential homes, note the <u>substantially different</u> and <u>more restrictive</u>: a) access, b) property, and c) traffic conditions.
- A QuikTrip on the Site will negatively impact the values of the nearby homes, particularly those in Martin Grove and Mary Meadows.

GNS requests that a Property Value Study of the homes most negatively affected by a QuikTrip on the Site: the homes in Martin Grove, Winfield Pointe, and Mary Meadows.

5. The City Should Postpone Consideration of the Proposal Until the East Olive Corridor Overlay Zoning is Complete

In 2017, our city leaders spent substantial time and financial resources creating the Comprehensive Plan.

For the East Olive Corridor, The CP Plan states that the City should complete regulations for the East Olive Corridor, including:

- Develop consistent landscaping standards along Olive Boulevard with street trees, lighting, and pedestrian amenities. Not completed.
- Establish pedestrian facility requirements to encourage walkable access, including 1) the provision of walkways between buildings and the public sidewalk; 2) walkways that provide pedestrian cross-access between neighboring lots; and 3) walkways connecting parking facilities to buildings. Not completed.
- Establish standards for buffers between Neighborhood Commercial district (NC) lots and adjacent residential district lots. Not completed.

- Develop design guidelines to achieve the desired character of the place type. Not completed.
- Complete development of and enact a local Stormwater Ordinance to address land disturbance of less than one (1) acre; this Ordinance should aim to limit the adverse effects of runoff produced by development, using on-site mitigation and site design to limit runoff to what exists today. Not completed.
- Establish minimum tree coverage requirements for commercial surface parking lots. »
 Establish tree planting and coverage standards for non-residential lots subject to redevelopment. Not completed.
- Establish a minimum percentage of green space to be preserved on site. Not completed.

6. The Traffic Study Does Not Incorporate MODOT Requirements

MODOT issued a report that requires right turn bays for the proposed rightin/right-out entrance and at Graeser Rd. on the permit plan.

This requirement is NOT part of the QuikTrip proposal plan. The Plan fails the mandatory requirements of City Code 405.1080 (d). It would be improper for the City to consider the current proposal.

Additionally, for the safety and wellbeing of Creve Coeur residents, no consideration of this plan should take place until the public has had to review the comments and recommendations of the Fire Protection District.

No recommendations or comments have been provided to the public. Therefore, this plan should not be considered at this time.

7. The Traffic Study is Incomplete and Not Accurate

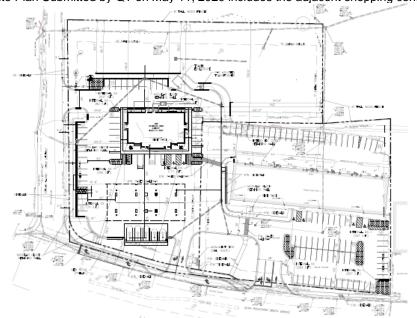
a. The Traffic Study des not consider the entire site plan.

QT Traffic Study showing site location/area of emphasis.



Figure 2: Site Location

The proposal as has been submitted and publicized is for the proposed QT <u>as well as the adjacent shopping center.</u>



Site Plan Submitted by QT on May 11, 2020 includes the adjacent shopping center

The traffic generation data estimates (Traffic study, Table 3) are from only 2 sources: ITE Land Use code 945 and Area QuikTrips. It does not include the shopping center traffic. Additionally, there is no consideration of the adjacent shopping center in the Baseline Traffic Study or the Trip Generation Study.

As shown by the development plan, primary access to and from the Quik Trip will be from the adjacent shopping center.

Additionally, the Traffic Study makes no mention of the <u>increased</u> traffic caused by the full tenanting of the 15,054 sf adjacent shopping center.

Examples of Current Vacancy of Shopping Center:







Image of Shopping Center as per Plan:

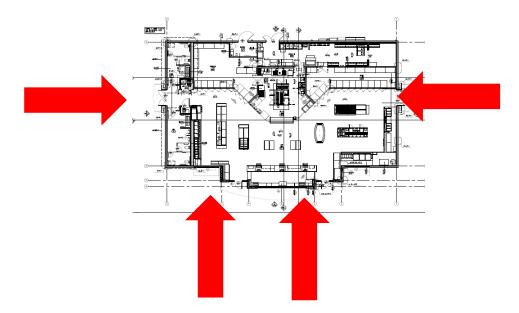


There is no review of the type of tenants proposed for the shopping center as different tenants produce different amounts of traffic generation.

Because the Traffic Study does not consider ALL the traffic generators contemplated ty the site plan, it is incomplete and inaccurate. The study does not meet the requirements of Creve Coeur City Code 405.1080 4 (a).

b. The Traffic Study Does Not Incorporate the Correct Data for This QuikTrip and Therefore is Not Accurate

The prototype proposed by QT is the new GENERATION 3 QuikTrip with four (4) entrances. See below. Entrances marked by red arrows:



This is an important distinction for an accurate Traffic Study: As QuikTrip publicity has noted:

The Gen 3 model is designed to churn inside and outside sales—in particular, by helping customers get in and out of the store, and on and off its high-volume lot.

The store features four entrances—two in the front and two on the side—and is more than 40% larger than the previous format. Of its 700-plus stores, more than 130 are Gen 3 models.

Quotes from QuickTrip Spokesman from a recent Grand Opening is instructive:

"We just opened our first store in San Antonio last week, and with that we launched some different foods we are not carrying everywhere else — including breakfast tacos," [QuickTrip Spokesman] Thornbrugh said. "Sales have been through the roof, and if we can continue that trend, we will bring those items everywhere we operate."

As noted in the San Antonio Grand Opening news report:

"QuikTrip is the Disneyland of Convenience Stores"

Pictures show the difference: Typical Convenience Store Interior (Circle K at Olive Schulte)



QuikTrip Generation 3:





Examples of why QT is the **Disneyland of Convenience Stores**:

Above: the Coffee, Specialty Coffee and Soft Drink Bars.

Below: The fast ordering QT Kitchen Terminal Kiosks and the Frozen Drink "Smorgasbord"

Page 10 of 16



This QuikTrip is not that of a standard gas station/convenience store. Trip generations based on ITE Land Use code 945 for a typical convenience store materially underrepresent the true nature of this use.

Additionally, using data form BBB Local Data for QuikTrip stores materially underrepresents the true traffic of this QuikTrip. The only data that is relevant is that of a GENERATION 3 QuikTrip.

Because QuikTrip's traffic study significantly underestimated the traffic for the proposed use is inaccurate, it should not be relied upon by the City. Without an accurate traffic study, the City should reject consideration of QuikTrip's proposal.

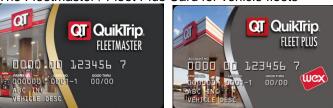
c. The Traffic Study Under-Represents New Trips to the Site

The QuikTrip Traffic Study states that "a significant number of the trips to the site would be "pass-by trips" meaning trips to the site would be from vehicles already using the adjacent roadways – not a new vehicle trip. (ie: estimation of traffic: 210-250 pass by trips versus 75-85 new trips).

This estimation of traffic is inaccurate because of the following regional traffic generators to the site:

- 1. QuikTrip advertises on highway informational signs to attract to its location. This site is a 1.5-mile, linier, due east, route from the Interstate 270 access point.
- 2. QuikTrip has a strong fleet vehicle program designed to attract commercial clients. The programs includes a FleetServices Online program, a 1-800 number to find QT locations and to "contact QT from anyplace in the USA".

The Fleetmaster / Fleet Plus Card for vehicle fleets



"Save up to 5¢/gal at over 800 QuikTrip locations, with no setup, monthly, or annual fees."

3. In addition to marketing nationwide to commercial fleets, QT offers the QT Credit Card, with special amenities to promote customers to purposely seek a QT (fuel savings, rewards program, bonus points)



4. QT Gift Cards incentivize out of area customers to travel to QT. QT offers e-gift Cards, traditional gift cards and <u>bulk order</u> gift cards.



- 5. People travel extra miles to seek at QT, the "*Disneyland of Convenience Stores*" because of its overwhelming menu. Items include:
 - Pizzas: XL Pizzas (5 types) Personal Pizzas (build your own)
 - Pretzels (3 types)
 - Biscuits
 - Breakfast Scrambles (4 types)
 - Breakfast Burritos (4 types)
 - Subs (7 types),
 - Wraps (7 types)
 - Beef Brisket, Pulled Pork and Pulled Chicken BBQ Sandwiches
 - Croissant Sandwiches (6 types)
 - Quesadillas,
 - Grilled Cheese (4 types),
 - Tacos.
 - Flatbreads.
 - QT Twisters with Mix-Ins.
 - Ice Cream Cones (at a discounted price)
 - Milkshakes (4 types or build your own)
 - Specialty drinks (including Frappes, Lattes / Chai Lattes, Mochas, Americanos, Cappuccinos)

The QuikTrip Traffic Study did not take in account the substantial and unique traffic draw of a Generation 3 QuikTrip brand Convenience Store (Quick Service Restaurant), fulling station for private customers as well as that for <u>commercial fleet vehicles</u>. It is to be located 1.5 miles from a major Metro St. Louis interstate highway. Therefore, the traffic study conclusions should not be relied upon.

8. The Traffic Degradation Noted by the Traffic Study Prevents Consideration of the Site at this Time

Even the incomplete analysis of the QuikTrip Traffic study indicates that present traffic stacking on both Graeser Road and Spoede Road will be exacerbated by the operation of a QuikTrip on the Site.

Per the Traffic Study, the level of service on the northbound approach of both roads during peak service periods is expected to degrade to below an acceptable level: in the case of Graeser from Grade C during the morning rush and Grade D during the evening rush to Grade E; and in the case of Spoede from Grade D to Grade E during the morning rush.

The intersection of Olive Blvd. and Graeser is expected to degrade overall from Grade B to Grade C, and the northbound shared driveway approach near the Spoede and Olive intersection is expected to degrade to Grade F during the morning and Grade E at midday and in the evening. As you are likely aware Grade D is considered to be the lowest acceptable level of service. We question the Traffic Study's claim that the proposed operation will not increase traffic on Olive Blvd. and ask that the City investigate it.

Nothing in the Traffic Study bodes well for the Project when applying the provisions of Section 405.1070 to QuikTrip's CUP application ("Application"). The Traffic Study indicates the increased hazards and inconvenience the Project will bring not only to the surrounding neighborhood, but also to residents and businesses at Spoede and Olive. While the Traffic Study looks at volume, it overlooks conditions in these neighborhoods such as proximity to school and public transportation bus stops and the effect on pedestrian and bicycle traffic.

9. The Plan has Significant Site Configuration and Tanker Truck Access Questions

GNS has reviewed the architectural plans with local site design experts and has serious concerns about the footprint of the Project and the cross access from the Site to the Redevelopment Parcel.

1. The Project configuration is extremely tight and appears to leave little room for tanker sweep paths needed for tanker trucks to maneuver on the property. Creve Coeur residents based upon consultation, believe the Project configuration stretches tanker maneuverability to the absolute limit, and possibly beyond. This creates yet another layer of hazards to safety for Creve Coeur residents.

GNS requests that QuikTrip provide an AutoTurn AutoCad ("ATAC") analysis and simulation (see IMPORTANT REFERENCES at end of this letter) for the project, showing how tankers will maneuver on the property to enter the property, refill the underground fuel tanks, and exit.

GNS requests that, before consideration, residents see the Creve Coeur Fire Protection District's evaluation of the Project based on an ATAC on the Project.

2. In addition to tanker trucks maneuvering on the Project, GNS is concerned about tanker trucks traveling Graeser Road to access the Project. GNS has learned that a typical QuikTrip location has its tanks refilled twice a day most days of the week. We believe tanker trucks entering and exiting

the Project using the curb cut on Graeser would create an undue risk for anyone passing through that area using any mode of transportation.

- 3. It is foreseeable that in spite of restrictions, tanker trucks may come up Graeser Road from Ladue Road if access to Olive Blvd. from I-270 is closed or restricted due to traffic congestion or an accident.
- 4. Overall the cross access between the Site (as improved by the Project) and the Redevelopment Parcel will be dangerous for vehicles and pedestrians. Access to the businesses located on the Redevelopment Parcel will be greatly reduced for Graeser Road residents as well as anyone coming from the east, as they will either have to traverse the QuikTrip operation or go out of their way to enter the Redevelopment Parcel from Olive Blvd.

10. Additional Concerns

Restrictions put on the Site by QuikTrip

GNS has concerns about the long-term future of the Site if it is developed into a QuikTrip. Like any savvy business, when QuikTrip leaves a location it uses all legally available means to control the future use of a property. This can make the property difficult to redevelop and result in an empty former QuikTrip site.

Revenue Projections vs Actual Revenue

GNS requests that the City provide the projected revenue the City expects to receive from the Project. By way of comparison GNS requests that the City provide the projected revenue the Mobil On the Run was expected to provide the City and the actual revenue it has produced prior to the St. Louis County mandatory stay-at-home order went into effect.

Increased Crime.

Another aspect of the Project that runs contrary to subparagraphs 2 and 6 of the conditional use permit standards is the potential for an increase in crime. There are many studies showing 24-hour convenience stores are high targets for crime (see IMPORTANT REFERENCES at end of this letter. Note the reports of the **QuikTrip Slider Crimes**). GNS requests that the City review and share with residents, calls for service from police, fire and EMS for the past five years for: the Circle K (formerly Shell) and Mobile on the Run (formerly Mobil) at Olive Blvd. and Schulte Road; the Phillips 66 at Olive Blvd. and Ballas Road; and the BP at Lindbergh Blvd. and Ladue Road.

Residents' ability to participate in Planning and Zoning Commission and City Council meetings reviewing QuikTrip's Application during the ongoing COVID-19 pandemic.

We are concerned that remote meetings will either prevent or discourage many concerned residents from participating. This electronic meeting access prevents those without technical knowledge and/or reliable internet access from being heard.

We see a real risk that resident Due Process will be trampled upon in the name of the pandemic, and QuikTrip's Application will not receive the appropriate level of scrutiny.

The hearing on this plan should be postponed until all residents have the opportunity to participate in public meetings.

Conclusion, Summary, and Requests.

- GNS is not opposed to redevelopment of the Site
- GNS does oppose this QuikTrip plan.
- QuikTrip is a is an excellent operator, however placing "the Disneyland of Convenience Stores" within the East Olive Corridor violates City Code, the terms of the Creve Coeur Comprehensive Plan, and the East Olive Corridor directives.

In reviewing QuikTrip's Application, GNS is requesting that the City do the following:

- 1) Postpone Consideration of the Plan because:
 - a) The Plan does not meet the requirements of the City Code 405.1070-1080.
 - b) The Plan does not meet the requirements of the Comprehensive Plan or the East Olive Corridor.
 - c) The East Olive Corridor Zoning should be completed before consideration of The Plan.
 - d) The QT Traffic Study is Incomplete and Inaccurate.
 - e) It does not show the mandatory MODOT requirements in the QT site plan.
 - f) Residents will be denied due process if only a virtual meeting is held on this important matter.
- 2) Reject the Plan Because:
 - a) It contains an incomplete and inaccurate Traffic Study.
 - b) it does not incorporate the mandatory requirements communicated by MODOT.
 - c) It does not meet the requirements of the City Code 405.1070-1080 as described in detail above.
 - d) It does not meet the requirements of the Comprehensive Plan and the East Olive Corridor.
- 3) Take the following Steps:
 - a) Request the use of a Generation 3 QuikTrip as the model for a Traffic Study and ask that its other noted deficiencies be cured and presented to the Public before hearing.
 - b) Request a site traffic plan incorporating MODOT mandatory requirements.
 - c) Require QuikTrip to provide an AutoTurn AutoCad analysis and simulation of tanker maneuvering on the Project and share the findings with the public before further consideration.
 - d) Provide residents with the Creve Coeur Fire Protection District's evaluation of the Project.
 - e) Review and share with residents calls for service from police, fire, and EMS for the past five years for: the Circle K and Mobil On the Run at Schulte Road and Olive Blvd.; the Phillips 66 at Olive Blvd. and Ballas Road.; and the BP at Lindbergh Blvd. and Ladue Road
 - f) Commission a study on the effect on stormwater infrastructure of the Project stormwater runoff and detention ponds, and share the findings with residents.
 - g) Provide residents with the Metropolitan St. Louis Sewer District and the Missouri Department of Natural Resources' evaluations of the Project relative to runoff and risk of hazardous/toxic substances reaching surrounding residential properties.

On behalf of all concerned residents, GNS expresses thanks for your time and attention to this very important matter.

Sincerely,

GNS

Graeser Neighbors for Safety

IMPORTANT SUPPORTING REFERENCES

1. Attracting Out of Area Patrons

For info regarding the influence of Highway Directional Signs (such as those at Olive and I-270) and those used by QuikTrip to attract out of area customers see the Missouri Specific Service Signing Program website: https://missouri.interstatelogos.com/state/

2. Crime and Convenience Stores

a. The Problem of Robbery of Convenience Stores Convenience Stores" Arizona State University Center for Problem-Oriented Policing (2007).

The proposed QuikTrip would be classified as a **Hyper Convenience Store**

https://popcenter.asu.edu/content/robbery-convenience-stores-0

b. US Dept of Justice National Safety Partnership

https://www.nationalpublicsafetypartnership.org/Documents/Robbery%20of%20Convenience% 20Stores.pdf

3. A few Reports of the QuikTrip "Slider" Crimes

The high volume of traffic and emphasis of *quick* transactions at a QuikTrip provide an attractive scene for "Slider Crimes"

https://www.wsbtv.com/news/local/atlanta/police-warning-drivers-about-these-gas-stations-hitmost-by-slider-crimes/984647728/

https://www.ajc.com/news/crime--law/breaking-man-shot-during-slider-crime-atlanta-gas-station-police-say/q7cyWJKSHnQMlzJ9pf8jGM/

https://www.youtube.com/watch?v=cSn7Jdz3lqE

4. An example of an AutoTurn AutoCad type analysis and simulation GNS is requesting is available here:

https://www.youtube.com/watch?v=wQtvea4Keb4

5. An example of QuikTrip's practice of abandoning a location

for a nearby site (and placing restrictions on the use of the previous site, decreasing marketability)

https://www.youtube.com/watch?v=0nOucWmqMRA