



December 11, 2017

Amended: December 13, 2017

Changes in Italic

Mr. Harry L. Holbert, Jr.
Zoning Administrator
Sycamore Township
8540 Kenwood Road
Sycamore Township, Ohio 45236

RE: Zone Change Application
Mercedes-Benz of Cincinnati
8663, 8727, 8755 and 8765 Montgomery Road
Cincinnati, Ohio 45236

Dear Harry,

This letter and the accompanying application, drawings and check present our submission for the zone change of we seek for the site immediately north of the current Mercedes-Benz of Cincinnati dealership. This parcel is located at *8765 Montgomery Road*.

The following responses are in line with your requested submission:

- a. It is our desire to re-zone this site from 'B' Residential to 'EE' Planned Retail District.
- b. The rezoned site is 2.062 acres, with a useable area of 1.849 acres. We plan to consolidate it with the current dealership sites for a total parcel of 8.02 acres. The dealership has owned this site since 2001.
- c. The proposed use is for added parking necessary for the dealership to meet the Mercedes-Benz Corporate requirements. New vehicle lines, especially electric vehicles, require display and storage capacity to be improved. The goal is to add approximately 125 – 130 spaces.
- d. The development of this site will entail approximately 43,750 SF of new impervious surface. The site contains 80,542 SF of area. This equates to a .57 ISR on this site. The total combined site will go from .65 ISR to .63. We plan to construct the parking in terraces to keep alignment with Montgomery Road as it rises to the north. We need to control our slope to a maximum of 5% to diminish the potential for car door damage. The development will start at the current site elevation the middle terrace will align with Montgomery, and the upper terrace will align with the mezzanine level of the current showroom. A modular retaining wall will occur in the northwest corner to allow the grade to be lower in the parking lot. Its maximum height in the corner will be sixteen (16') feet. The current modular wall parallel to the show room will be extended eastward as well. A pedestrian guardrail will protect the tops of both walls. We

anticipate the grading and soil removal will occur in phases. The areas between terraces will have sloping banks with grass and landscape elements. We will preserve as much of the existing natural landscape buffering to the west and north as possible. Our light poles will maintain the height of the current poles with a two (2) foot base and a thirteen (13) foot pole. All site lighting will be revised to LED fixtures on the existing poles. The new poles will match the existing. The light cutoff will be zero at the west, east and north property lines. We are exploring site light controls that will reduce light levels at closing as well as use motion sensors to control light use. Storm water control will be developed underground. We will continue to control and divert the large volume of water that enters this site from the west neighborhood. The west and north perimeters will be buffered with landscaping and earth berms to a level above the minimum zoning requirement. The current wood privacy fence will be extended along the west and north boundaries. Our plans honor the current gravel drive easement on the north property line. The noise issue noted by the residents is already being addressed by the dealership. We will share an update on this topic at our meetings.

- e. The surrounding land uses are 'EE' Planned Business (Retail) District to the south (existing Mercedes-Benz dealership), 'B' Residential to the west (existing single-family homes) and 'DD' Planned Multiple Residence District to the north (Wellington Glen Condominiums). The east perimeter is Montgomery Road frontage with the commercial retail center ('E'), residential parcel ('B') and an undeveloped parcel ('OO') directly across Montgomery Road from the site we are rezoning.
- f. The change in zoning requested will allow the Mercedes-Benz dealership to remain at this location and meet the corporate requirement for vehicle capacity. It will balance the presentation along Montgomery Road while blending the site more seamlessly with the current use to the south and the multi-family project to the north.
- g. The proposed development will be coordinated with the Township's plans to install sidewalks along this section of Montgomery Road. We are accessing this site solely through the current dealership entry and will not be introducing a new curb cut. We may request a temporary curb cut for construction traffic. Our landscape and lighting plans will both buffer and minimize any negative effect on the residences to the west and north. The proposed use for new vehicle storage and stock will minimize traffic in the new parking lot.
- h. The plan we propose is a logical extension of the dealerships needs to continue to service their customers at this location. Our solution for the new parking area will keep the perimeter well buffered and screened. This expansion of parking is a part of a

renovation to the main dealership that will update its appearance and presentation without expanding the existing roof area. All of this effort is part of the dealerships required compliance with the Mercedes-Benz Corporate Autohaus2 design and operational standards.

At the neighbor meeting, there was a comment that if the zone change is approved, the site could be developed in the future with other retail construction. It is our understanding that any such change would be a major adjustment to the current PUD and therefore trigger a review process with neighbor involvement.

In addition to the parking expansion, we are also planning a renovation of the current building. This currently includes the demolition of the original showroom on the front of the Service Building and replacement with a new Service Drop-off Drive. The roof area of the revised building will be approximately 276 SF less than the current building. A new feature will be added to the front of the Service Drop-off that is a part of the Autohaus2 image program. This is a 'blade' element that is encased in black ACM with the Mercedes-Benz Star featured on both side faces. Additional exterior color changes, as well as interior renovations will address the new corporate design program as well. Part of the reorientation of the service drive will allow the Main Showroom to be connected internally with the Service Building. We are also increasing the Main Showroom by moving the east storefront wall out to the midpoint of the current canopy and revising the circulation in this area. The removal of the old service drive will reduce noise and traffic that has used this access around the original building.

Our review of the signage program indicates that we are allowed a maximum of 150 SF of exterior signage. Our main building sign 'Mercedes-Benz of Cincinnati' is 72.125 SF for its single face, our ground sign is 16.56 SF for two parallel faces and the Star on the blade is 72 SF for its two parallel faces. This totals 160.685 SF. We are therefore requesting a variance for 10.685 SF as a part of our zone change application.

The main color changes are the current blue accent is now to be black. This also means we will be installing new signage panels. The main sign 'Mercedes-Benz of Cincinnati' will be a feature on the east façade. The blade and a new ground mounted horizontal sign will complete the new identity program on the exterior of the building.

Since our meeting with the neighbors on Thursday, December 7, 2017, we have been reviewing their



comments and adjusting our documentation as quickly as possible. As we work toward the January 4, 2018, Hamilton County Regional Planning Commission meeting and the January 8, 2018, Sycamore Township Planning Commission meeting we will continue to evolve our solution. If you see any element in our submission that requires elaboration or added detail, please let us know. Also, if you receive any further comments from the neighbors, please pass that information along as well.

Thank you for all your assistance with our zone change request.

Very Truly Yours,

Eugene W. Allison, AIA
President
Reztark Design Studio, LLC

Cc:	Greg Bickford	Township Administrator
	David Peterson	DLP Cincinnati
	Ed Keady	DLP Cincinnati
	Mike Russell	MATRIX Development, Inc.
	Joe Trauth	Keating Muething & Klekamp PLL
	Meghan Fitzgerald	Keating Muething & Klekamp PLL
	Matt McLaren, PE	Gresham Smith & Partners
	Travis Salyer, PE	Gresham Smith & Partners
	Ian Ramous, RA	Reztark Design Studio, LLC

Attachments: Zoning Commission Application – *Addresses Amended*
 Ten Sets of 11 x 17 Documents:
 -Civil Documents
 -Color Presentation Plans & Renderings
 -Plans and Elevations
 Two Sets of 30 x 42 Documents:
 -Same Documents as 11 x 17
 -Color Presentation Plans & Renderings
 Check for *\$1,000.00*