

July 6, 2021

Mr. Bryan Snider
Principle Planner
Hamilton County Regional Planning Commission

RE: 9365 Fields Ertel Road Zone Change

Dear Mr. Snider:

We have received the Staff Report for Symmes 2021-01 at 9365 Fields Ertel Road, a Major Revision to an existing "EE" Planned Residence (with Subservient Retail) (Case Symmes 88-5) and zone change from "OO" Planned Residence to "EE" Planned Residence. The Staff Report recommends approval with eight (8) conditions, which are addressed below.

Condition No. 1: *That the development shall comply with the requirements of the Hamilton County Thoroughfare Plan along Montgomery Road.*

Applicant Response: We will comply with the Hamilton County Thoroughfare Plan along Montgomery Road. We have added the right of way line 60' from Centerline of Montgomery Road to our plans.

Condition No. 2: *That the existing berm along Montgomery Road shall be maintained.*

Applicant Response: The request to maintain the existing berm within the Staff Report is to provide visual screening of the cell tower and adjacent accessory structure located at the southwest corner of the site, and furthermore to maintain the mature vegetation located on the berm.

Although the existing strip mall's rear and loading docks currently face Montgomery Road, the applicant will re-orient the site so that the side of the new service building will display a side elevation with design elements and transparency, which will not require screening. The applicant will maintain the berm and mature vegetation along Montgomery Road in front of the cell tower.

The remainder of the berm along Montgomery Road will be removed and replaced with high-quality landscaping to provide buffering while opening up the new building façade along Montgomery Road. The buffer beyond the cell tower and accessory structure along Montgomery Road currently does not have landscaping, so this will be an improvement to the visual experience and aesthetics of the site along Montgomery Road.

Furthermore, the applicant will replace and improve the sidewalk adjacent to Montgomery Road. The Sidewalk will be given an additional 5-10 ft. buffer from Montgomery Road which will provide greater pedestrian safety along this thoroughfare, which has a 40 MPH speed limit.

In summary, the Applicant will maintain the berm and existing mature vegetation where it is currently providing visual screening for the cell tower/accessory structure. The rest of the berm and sidewalk along Montgomery Road will be replaced by attractive landscaping and a safer, improved sidewalk. This will improve aesthetics on the Montgomery Road frontage of the site. Please see the revised landscaping plan along Montgomery Road as well as existing photos and proposed improvements.

Condition No. 3: *That a detailed signage plan in compliance with the Zoning Resolution shall be submitted as part of the Final Development Plan.*

Condition No. 4: *That the site shall be permitted a maximum of two freestanding monument signs with a maximum height of 10 feet and a maximum area of 50 square feet and that such signs shall be in compliance with all other freestanding sign requirements of the Zoning Resolution.*

Applicant Response: A detailed Signage Plan has been developed and provided as an exhibit. Below, please find the excerpt from the Symmes Township Zoning Resolution which applies to freestanding ground mounted signs within the E and EE Districts:

Section 321.1-1 Freestanding ground mounted signs: One Freestanding ground mounted signs is permitted within the "E" and "EE districts, except on premises with developed property having more than five hundred (500) feet of street frontage, additional freestanding ground mounted signs are permitted subject to a maximum one freestanding ground mounted sign for each five hundred (500) of street frontage. Parcels with frontage exceeding five hundred (500) feet on more than one street frontage may have a freestanding ground mounted sign on each frontage.

The subject parcel has the following frontage measurements, captured in lineal feet (l.f.):

Fields Ertel Road =	672.48 l.f.
Union Cemetery Road =	1,042.95 l.f.
Montgomery Road =	485.85 l.f.
TOTAL =	2,201.28 l.f.

Given the regulations stated in Section 321.1-1 of Symmes Township Zoning Resolution, the applicant is permitted one free standing ground mounted sign per 500 l.f. of street frontage. Based on this calculation (2,201.228 l.f. / 500 l.f. = 4.40 permitted signs) the applicant would be permitted to have four (4) freestanding ground mounted signs.

The applicant will erect three free standing ground mounted signs at each access point (one at Union Cemetery Road and Governor's Way, One at the new Access along Fields Ertel and One at the new Access along Montgomery Road) with each sign being 10' in height with a maximum of 50 s.f. of sign face (max. 2 sides) and be placed no closer than 10' from either a "right of way" line or an adjacent property line. In addition, a free standing monument sign (Ground Sign) has been proposed at the intersection of Fields Ertel Road and Union Cemetery Road that would replace the existing 30' x 10' pylon sign. This an extremely important corner and a gateway into our project and the proposed sign provides a contemporary sign aesthetic. There will be a variable message center (VMC) sign component for the aforementioned ground mounted sign set to replace the existing pylon sign (300 s.f.). The VMC is measured at 72 square feet, which will comprise 24% of the sign and complies with the zoning resolution (a VMC may not be larger than 25% of the sign face). The applicant will comply with all other regulations applicable to VMCs.

Section 321.3 Directional Signs: Cannot be closer than 5' to any right of way line, shall not exceed 4' in height and the max. sign area shall be 4 s.f. (max. of 2 sides). There are no limit on how many directional signage can be provided.

Section 321.4 Wall Signs

1. Any property or business shall be permitted 1.5 s.f. of building sign surface area for each linear foot of building frontage (façade) facing the public street on which the principle access is located. For other building frontages, signs may not exceed .75 s.f. of sign surface area for

each linear foot of building frontage facing a public street. The Maximum projection from the façade surface shall be six (6) feet. The minimum ground clearance above pedestrian areas shall be eight (8) feet.

Calculation: Per the Zoning Resolution, Total Square Footage of Wall Sign Permitted for this Project:

Fields Ertel Road – 302.167 l.f. x .75 s.f. = 226.62 s.f. of sign area.

Union Cemetery Road – 618.50 l.f. x 1.5 s.f. = 927.75 s.f. of sign area.

Montgomery Road – 315 l.f. x .75 l.f. = 236.25 s.f. of sign area.

Total building signage area is 1,390.62 s.f.

Calculation: Proposed Square Footage of Wall Signage for this Project. See proposed building sign exhibit illustrating conformance to the zoning criteria of Section 321.4. The proposed building signage is as follows:

North Façade (Fields Ertel Road) – 91.75 s.f.

West Façade (Union Cemetery Road) – 518.58 s.f.

South Façade (Montgomery Road) – 184.13 s.f.

Total Building Signage = 794.46 s.f. (which is 596.16 s.f. below what is allowed)

In summary, the applicant will comply with all signage standards with the exception of the freestanding monument sign at the corner of Fields Ertel Road and Union Cemetery Road. For this individual sign, the applicant is seeking only the amount of signage area that was permitted for the previous business on the property. The signage that the applicant seeks to erect is scaled appropriately for this site and is in keeping with the signage dimensions that have been approved for adjacent business owners.

A detailed signage plan will be submitted with the Final Development Plan.

Condition No. 5: That a detailed landscape plan in compliance with the Zoning Resolution shall be submitted as part of the Final development Plan.

Applicant Response: A detailed landscape plan will be submitted as part of the Final Development Plan.

Condition No. 6: That a detailed lighting plan in compliance with the Zoning Resolution shall be submitted as part of the Final Development Plan.

Applicant Response: A detailed Lighting Plan will be submitted as part of the Final Development Plan. The applicant seeks only to replace lighting at the same scale as the lighting that already exists at the site. Properties in the immediate vicinity of this site have been surveyed, and the majority of the sites have 24' pole lights, including the recently approved Honda Dealership on Fields Ertel Road. We would like to maintain the 24' pole height as this will require fewer poles and allow for a more even light level across the site. Furthermore, the applicant will be using more sophisticated lighting than previously existed on the site, which provides full shield for adjacent property and eliminates glare onto adjacent properties.

A detailed Lighting Plan will be submitted with the Final Development Plan.

Condition No. 7: That the areas dedicated to vehicular display shall not include any required parking spaces and shall be identified on the Final Development Plan.

Applicant Response: All parking, and the intended use for all parking spaces, will be indicated on the Final Development Plan. The Zoning Resolution establishes the following parking minimum for this proposal:

Section 141.7. Automobile sales and/or repair: One parking space for each two hundred (200) square feet of sales area, plus three (3) spaces per service bay, plus one space per employee.

The applicant, and Chevrolet dealerships generally, have a sophisticated means of calculating the required number of parking spaces needed at their dealerships. The applicant is very vested in ensuring that both staff and customers have ample parking on-site.

This location will have a total of 200 employees at the maximum shift. Each service bay may service up to two cars within their individual service bay, thus the requirement of having three parking spaces for each service bay is excessive. By having a lift at each service bay, allowing each bay to handle two cars at a time, the parking demand should be reduced to no more than 1.5 per service bay. The current plan has a total of 65 service bays and will require 97.5 (98 Parking spaces).

The requirement for one space for each 200 s.f. of showroom does not consider the large proportion of interior display area that will be occupied by vehicles and relatively small amount of area that is actually devoted to customers. The allocation of one space per 500 s.f. is more in line with actual parking needs. The proposed, cumulative parking for employees and customers on the site would be as follows:

Employees:	200
Service Bays:	98
Show Room:	80
Total	378 (spaces needed for employees and customers)

The amount of parking proposed by the applicant is appropriate for their operations and the applicant is seeking a reduction in the required number of spaces as listed in the zoning resolution. Given that this car dealership will have a regional draw, the applicant is very vested in ensuring that there is sufficient parking for customers and staff, which will be accomplished with 378 parking spaces.

See the Parking Distribution Exhibit showing the parking allocations New Car Display, Used Car Display, Customer/Employee and Flexible parking spaces that can be used according to the needs:

New Car Display:	404
Used Car Display:	265
Customer/Employee:	324
Flexible Spaces	99 (Can be used for car display or for Customer/employee)
Total Spaces	1,092

Condition No. 8: *That the site shall meet the parking setback requirements of the Zoning Resolution.*

Applicant Response: The existing parking along Union Cemetery Road is approximately 10' from the ROW. The existing parking location along Union Cemetery Road has existed since 1989 when the center opened, and the applicant will maintain the existing parking setback. If in the future, if adjustments to the parking arrangement become necessary, the applicant is willing to make the appropriate accommodations for any work within the right of way.

If you have any questions or need any further information, please let me know.

Thank You

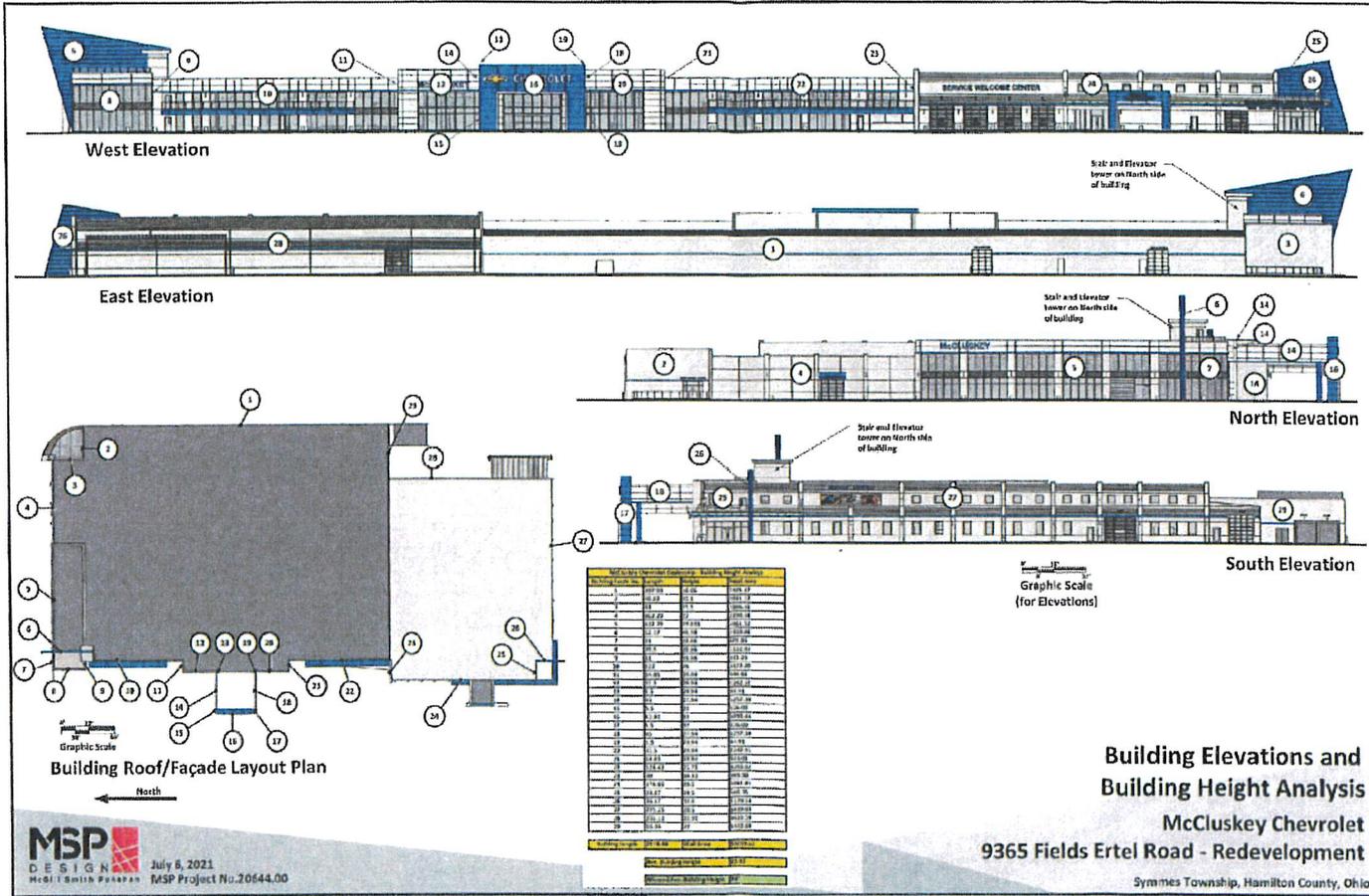
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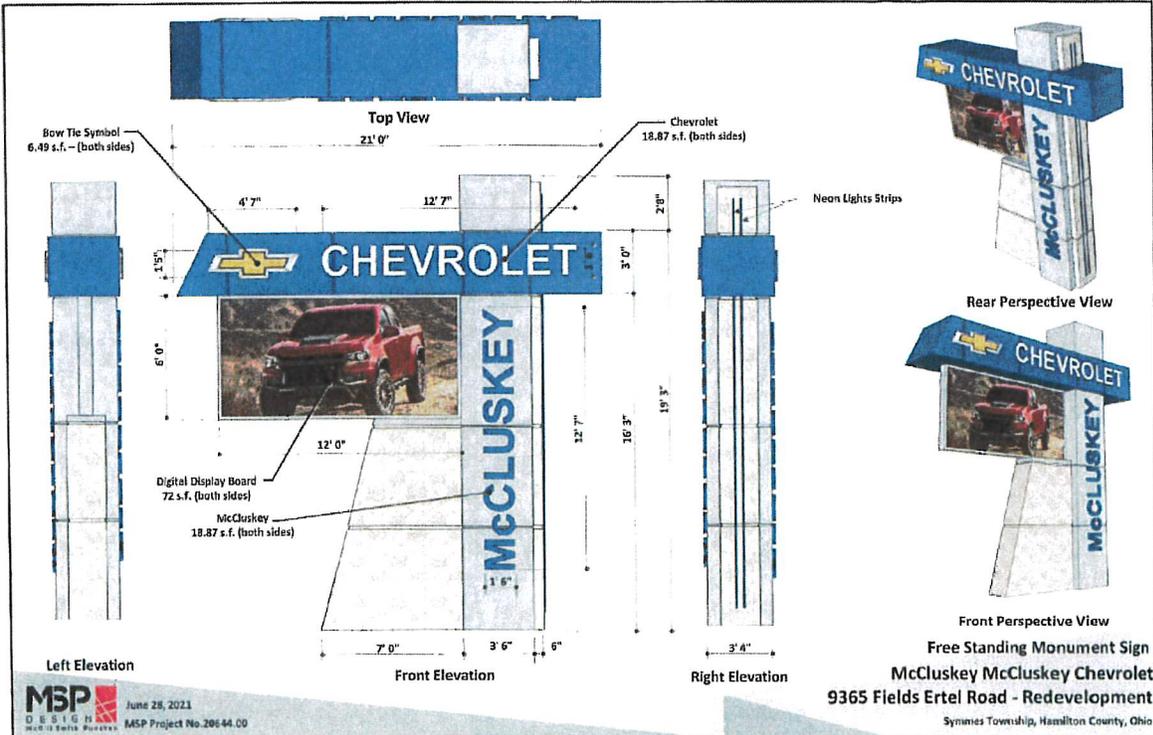
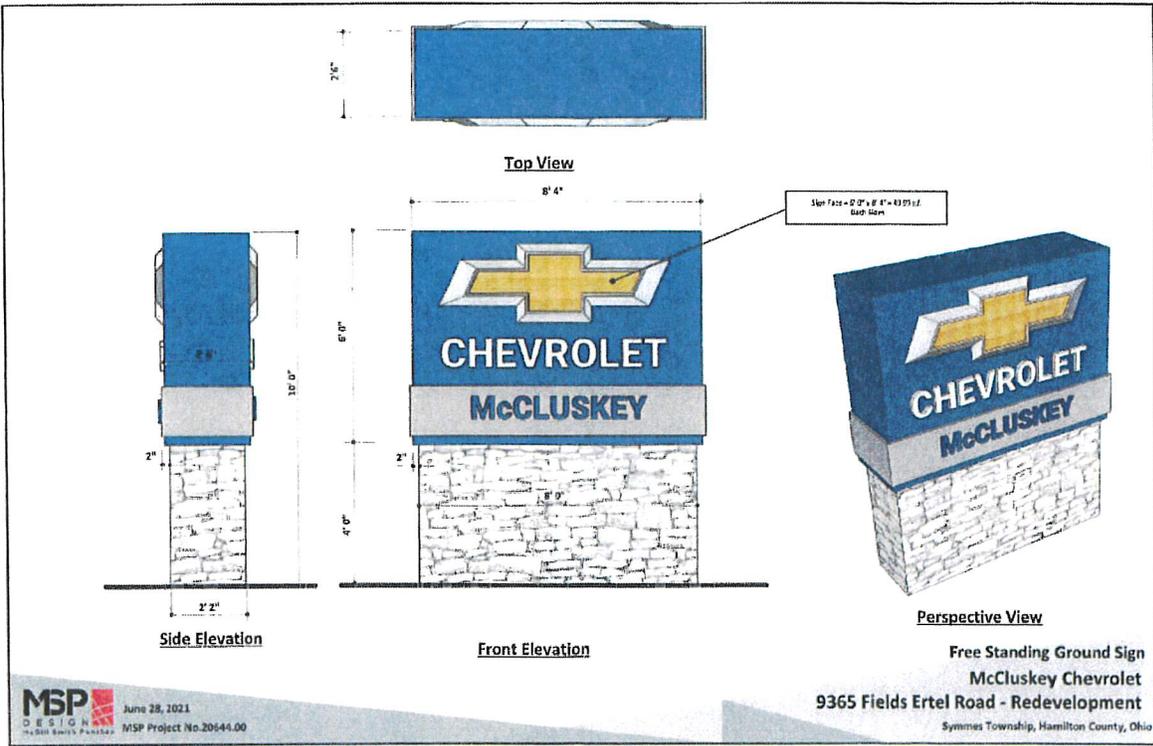
Randal G. Merrill, A.I.A., NCARB

Vice President of Architecture

REVISED BUILDING ELEVATIONS



NEW SIGN PLANS

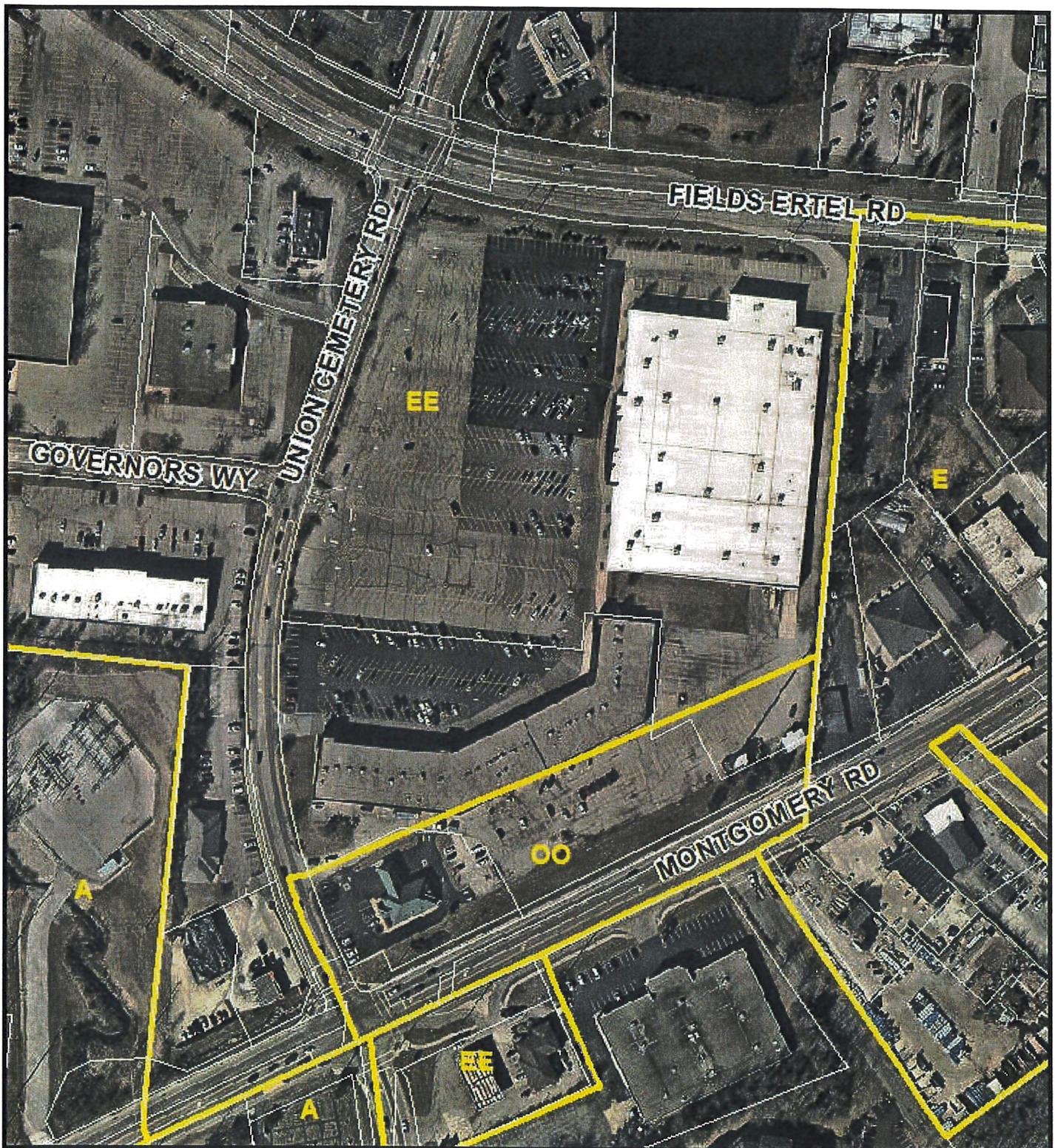


NEW PARKING PLAN



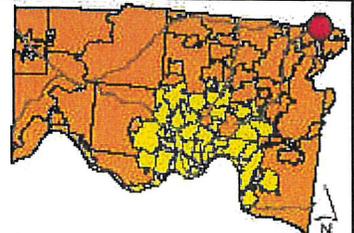
PARKING DISTRIBUTION EXHIBIT

New Car Display	404
Used Car Display	265
Customer/Employee	324
Flexible - Customer- Employee/New/Used Car	99
Total Spaces	1,092



VICINITY MAP

Case: SYMMES 2021-01 Governors Plaza Car Dealership
Zone Change



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