

**DEVELOPMENT PROGRAM STATEMENT (WITH CONCEPT PLAN
INCORPORATED IN THE ATTACHED FINAL DEVELOPMENT PLAN)**

This Development Program Statement and the attached Final Development Plan is provided in support of the application for the rezoning of 6010, 6018, 6024, and 6026 Montgomery Road, and 5984, 5988 Lester Road, from a combination of CC-P and RMX with an Urban Design Overlay, to PD without the overlay. Approval of the zone change and PD requirements will allow for an improvement of the Pleasant Ridge Montgomery Road business district. The development, in a single phase, will provide a vibrant mixed use residential and commercial development. (See Attachment 1 for the survey of the property, Attachment 2 for the legal description, and Attachment 3 for the consolidation plat).

The applicant, Towne Properties, and its partners in this effort, E. Levental Company and the Pleasant Ridge Development Corporation (“PRDC”), intend to dramatically redevelop a significant portion of the Pleasant Ridge business district located at the southeast corner of Montgomery and Lester Roads. The project will remove blighted and long vacant properties, adding 82 apartment units, and 6,005 square feet of commercial space. The applicant and its partners are requesting a change in zoning to PD, as well as concurrent approval of this Development Program Statement and Final Development Plan.

Towne Properties began transforming neighborhoods nearly 60 years ago, when Neil Bortz first began developing new living spaces in Mt. Adams. Today, their experience extends to nearly 160 developments; managing 12,000 apartments and 130,000 HOA/COA units in 4 states, as well as developing more than 2,000,000 square feet of commercial property. Towne Properties has the experience and success “to contribute to a better community by profitably creating marketing and managing great places to live, work, shop, and play,” as stated by their mission.

Towne Properties has worked extensively with representatives of the Pleasant Ridge community in planning and designing a project that will fit well into the neighborhood, bring new residents to the community, and enhance the economic stability of the Pleasant Ridge business district.

In developing plans for the transformation of this portion of Montgomery and Lester Roads, Towne Properties has closely and consistently worked with the Pleasant Ridge Community Council. Towne Properties has made multiple presentations at the Pleasant Ridge Community Council meetings (see Attachment 4 for a summary of the community meetings documenting support). The Community Council has posted a banner link to all project information on its website for the better part of a year, which includes questions from the community and detailed answers by Towne Properties regarding the project. In addition to the PRDC, the project has the support of the Pleasant Ridge Community Council (Attachment 5).

Towne Properties has “sufficient control over the track of land to effect the proposed plan” per Cincinnati Zoning Code Section 1429-05(b). The consolidation plat shows each parcel that will be included in the project (Attachment 3). Attached are letters of authorization to pursue and support for the zone change and development approvals from the three entities with current ownership interests in portions of the property, The Pleasant Ridge Development Corporation (Attachment 8), the Hamilton County Land Reutilization Corporation (the Landbank) (Attachment 7), and Lester and Montgomery Apartments LLC (Attachment 9).

While the proposed development is slightly less than 2 acres (1.5224), the rezoned area will be greater than 2 acres (2.040) as a result of city right of way. As required in the Cincinnati Zoning Code Section 1429-05(a), “special site characteristics exist and the proposed land uses justify development of the property as a PD.” Those special characteristics include the long vacant and deteriorating buildings on Montgomery Road. A change in zoning would allow Towne Properties to replace those blighted properties with a Tudor-style five-story building with ample parking, eloquently enhancing the characteristics of the neighborhood. The opportunity to increase the population of Pleasant Ridge, and provide needed housing alternatives conforming to Plan Cincinnati and the Pleasant Ridge Vision Plan, are additional special characteristics supporting the approval of a PD.

Towne Properties’ prepared plans and permit ready drawings are included in this application, which are suitable for Final Development Plan approval. Because of this, it is the

applicant’s intent to seek concurrent approval of the zone change, Concept Plan and Program Statement, and Final Development Plan approval.

The Concept Plan is incorporated in the Final Development Plan, which has been prepared under Towne Properties’ direction by M&A Architects. The following attachments are the Final Development Plan.

Attachment 10	Attachment 11	Attachment 12	Attachment 13	Attachment 14
Architectural Site Plan	Floor Plans	Elevations	Landscape Plan	Trash Plan
<ul style="list-style-type: none"> • A2.00 	<ul style="list-style-type: none"> • A2.10 - A2.12 	<ul style="list-style-type: none"> • A6.00 – A6.01 	<ul style="list-style-type: none"> • L1.00 	
Site Plans and Notes			Landscape Details	
<ul style="list-style-type: none"> • C1.00, C2.00, C2.01 			<ul style="list-style-type: none"> • L2.00 	
Layout and Streetscape				
<ul style="list-style-type: none"> • C3.00 – C3.02 				
Utility and Storm				
<ul style="list-style-type: none"> • C4.00 – C4.03 				
Grading and Erosion Control				
<ul style="list-style-type: none"> • C5.00 – C5.02 				

The attached plans (noted above) are the complete, Final Development Plan for the proposed project, and include within it, all of the details required by CZC Section 1429-13(a) thru (h). As mentioned, Attachments 10 through 14 are included to meet the requirements of both Concept and Final Development plan approval. Additionally, an initial traffic assessment was completed (findings are included in Attachment 16) that describes regional traffic distribution,

trip generation, and level of service capacity results. Attachment 17 includes a geotechnical engineering report that provides recommendations regarding the earthwork, design, and construction of the project.

An early version of the plan was submitted to the CSR Advisory Team, and the CSPRO Committee, for a preliminary review. A copy of that report, dated June 3, 2021, can be found in Attachment 15.

The property involved in the proposed project is currently zoned CC-P and RMX with an Urban Design Overlay on the CC-P zoned property. With the rezoning to PD, the site would eliminate those zone designations, including the overlay. But it is important to note that while the CC-P zone allows building heights to reach 85 feet, the proposed buildings' highest point is 71.5 feet, as measured by the height measurement requirements in Section 1400-27-H of the Cincinnati Zoning Code. The property currently zoned RMX will be devoted to a landscaped parking area. The Urban Design Overlay was intended to ensure that the architecture design of new construction is carefully examined to insure it fits the community. The rezoning to PD and the required approval of the Concept Plan, Development Program Statement, Final Development Plan and the rezoning to PD provide a more than ample replacement for the Overlay as both the Planning Commission and City Council has the opportunity to review the proposed project and its architectural detail. In addition the process provides multiple opportunities for community input. Towne Properties is proud that the project has already received the endorsement of the Pleasant Ridge Community Council, and its partner in the project, The Pleasant Ridge Development Corporation.

In fact, the development standards in the existing UD #13 Overlay district are met by Towne Properties' proposal. No prohibited signage is proposed, and the signage areas on the building conform to the requirements of projecting signs, such as only allowing small identification, not exceeding the square footage requirement, and are simple in nature. All businesses are located on the ground floor, awnings are harmonious, and new service from the existing overhead power lines on Montgomery Road will be underground (see previously referenced elevations in Attachment 12).

Towne Properties has successfully integrated details into their developments that are harmonious with the surrounding neighborhoods, and will continue to do so in this proposed development. The neighborhood is reminiscent of Tudor style architecture; the proposed building relates to the Tudor revival homes by roof style, exterior materials of board-and-batten siding and masonry, and fenestration proportions. The roof is steeply pitched and articulated by several gables with finials and cross-bracing. The facades are accented by repeated projecting bay elements on timber supports, with Tudor-detailed roof gables, and double-hung windows with ornamental mullions on top sashes. Prominent parts of the façade are clad in masonry veneer – either with brick and cast stone detailing (headers, sills and masonry caps), or synthetic stone veneer in ashlar coursing of two different surface textures (smooth and chiseled), and crenellation on top to mark the restaurant entrance on Montgomery and the west-facing masonry bay on Lester. The first and second floor residential terraces along Montgomery are slightly larger than the standard balconies above in order to create porch features with Tudor-like timber details. The top floor of the proposed building has a roof-top amenity facing downtown Pleasant Ridge. The taller storefront space at this end of the building has only 2 residential levels above it, and the rooftop amenity pulled back from the street front, giving the building at this end a 3-story appearance. The storefront windows of the commercial spaces at the ends of the building follow the proportions and scale of the historic storefronts that exist within the Pleasant Ridge business district, and connect the building to the street, adding vibrancy to the neighborhood. The first floor units have some setback from the edge of ROW, allowing space for landscaping and added privacy for the residents.

Towne Properties has carefully considered Plan Cincinnati as well as the Pleasant Ridge Community Council’s 2016 Update Market Study and Vision Plan.

Plan Cincinnati, established as a guiding policy and comprehensive plan, seeks to increase the population of the city of Cincinnati. This project contributes to that. Plan Cincinnati also identified the desire to preserve and create a pedestrian scaled city as a policy principle for the plan (page 78). Again, this plan assists in doing that. Specifically, with regard to the Pleasant Ridge neighborhood, Plan Cincinnati explicitly calls out to improve the quality and number of rental and homeowner units, and the development of work force housing with modern amenities

(page 166). Towne Properties' plan for redevelopment will succeed at bringing the sought after growth to Pleasant Ridge.

Towne Properties' plan also specifically addresses the Pleasant Ridge Vision Plan – 2016 Update. Lester Road and Montgomery Road were highlighted in the plan as an opportunity for redevelopment which “should focus on higher density, mixed-use residential versus single-story commercial uses.” The plan specifically recommended that the redevelopment of second-tier commercial properties (along Montgomery Road) should be geared toward mixed-use alternatives that increase the local resident population (and pool of potential business patrons) (page 18). Additionally, Pleasant Ridge's Vision Plan depicts 4 and 5-story buildings, and specifically recommends the development of “Mariemont-like” housing along Montgomery road (pages 18, 21).

While the proposed building is taller than most existing buildings in the neighborhood, the building conforms to the existing, underlying CC-P zoning. The maximum building height requirement under CC-P zoning is 85 feet, and the proposed building is nearly 10 feet less than the maximum height allowed. The residential portion of the development has 1 unit per 808 square feet of land area, exceeding the minimum density requirement by providing over 100 square feet of additional area per 1 unit in its existing CC-P district. The proposed project has an open space calculation of over 15%. The 5984 Lester Road parcel, zoned RMX, will be entirely a landscaped parking area for the proposed development, that conforms to the CZC's parking and density requirements. The proposed parking count is 96 spaces within a garage and a parking lot, including designated spots for residents.

A change in zoning for the properties would give the Pleasant Ridge neighborhood an opportunity to develop in accordance with the Pleasant Ridge Vision Plan. Seeking approval for the Final Development Plan will fully replace the review of the Concept Plans, which were originally presented to the Pleasant Ridge Community Council, and posted on the Community Council's website (see Attachment 18 for the presentation). Properties that exist under Planned Development zoning are designated as PD for the purposes of developing sites with special characteristics. Towne Properties' vision for the neighborhood has not wavered in providing

population and economic growth for Pleasant Ridge, while conforming to the Vision Plan of the neighborhood, as well as Plan Cincinnati. Towne Properties and its development partners are prepared to respond to any questions or concerns from the planning staff, the Planning Commission, and ultimately City Council, and will continue to be available as this matter moves forward.