



AMAG Commercial Truck Site

2733 East Main Street, Plainfield, IN 46168

Narrative:

The scope of this project is to construct an approximately 26,000 square foot building addition for the use of service bays and part storage onto an existing building. This includes parking lot construction for the new layout with landscape islands, and utilities to the building addition. The proposed Ford Pro Elite Commercial Center is an exclusive sales and service center in the Indiana region. The specialized hub location will offer expanding services to customers utilizing mid-size commercial vehicles ranging from combustion engine to electric.

This is a new business branch from traditional Ford dealerships and services, which includes modern and distinctive branding consistent with new Ford Pro Elite locations. As part of a contractual agreement to bring this opportunity to Plainfield, Ford provides incentives to Andy Mohr Ford for following its architectural guidelines. Deviations may conflict with the branding image Ford seeks to establish resulting in loss of these incentives for the business. As a result, we have submitted a waiver with the application, requesting the use of metal paneling as the primary exterior building material. The metal paneling is a significant feature Ford is implementing to all Pro Elite locations. Additionally, the proposed metal panels match the design of the existing Andy Mohr Ford building directly southwest, which exemplifies Ford's branding style. Approval of the waiver will enable Andy Mohr Ford to maximize the exclusive business opportunity within Plainfield.

Included with this project is an alternate landscape plan. Per current zoning ordinance 5.4.B.4, the orientation of the service doors towards Main Street necessitates an additional 4.0 plant unit values of landscaping to the front yard, equating to 5.0 plant unit values. The proposed landscaping is distributed along existing and new landscape islands west of the service building and throughout the front and east of the site. Doing so achieves the desired screening effect, the required level 5 landscaping, and additional screening between the site and the adjoining residential area. An alternate landscape plan is being pursued, in order to maintain visibility of the parking lots and main





buildings. As an automobile sales and service business, curb appeal is necessary to display the dealership facilities, available services, and car inventory. Installing level 5 landscaping in the front yard along Main Street would obstruct the product for sale and the services offered, which may cause existing and potential customers to overlook the location. Furthermore, the new Ford Pro Elite facility would not achieve the same attention for an exclusive location only available in Plainfield.

Lastly, onsite parking is a crucial element for every car dealership. Each parking space is utilized for either car inventory, customer parking, or employee parking. With the proposed addition and redesign for landscaping, approximately 190 parking spaces are removed with 52 added for the new layout, resulting in a net loss of 138 parking spaces. Any restrictions limiting the number of spaces may inhibit the client's ability to do business, and cause inconvenience to customers.

The proposed additions will provide complete services to existing and potential business customers throughout the greater Indianapolis area. With approval of the materials waiver and alternate landscape plan, the project will meet the intent and purpose of the zoning ordinance, and the business would not experience hardship due to the strict application of the ordinances. Moreover, the project will have a positive impact on the local economy by providing services unique to the industry and region, as well as local employment opportunities.

