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September 21, 2012

BY HAND-DELIVERY

Mr. James Wasilak
Chief of Planning, Department of Community Planning and Development Services
City of Rockville, Maryland
111 Maryland Avenue
Rockville, Maryland 20850

Re: BMW of Rockville Property (Applicant: Priority 1 Automotive Group, Inc.)
1450 Rockville Pike, Rockville, Maryland 20852-1414 (Related Properties: 1300 and 1396 Rockville Pike)
Application for Pre-Application Meeting for Level 2 Site Plan for consolidation and construction of additional service repair bays and structured parking.

Dear Mr. Wasilak:

On behalf of our client Priority 1 Automotive Group, Inc. ("Priority 1"), the owner of the BMW of Rockville operation on Rockville Pike, we are submitting the enclosed application for Pre-Application Meeting for Level 2 Site Plan to amend the current site plan for the property located at 1450 Rockville Pike, Rockville, Maryland 20852 ("the Property"), as described below. The Property is located in the MXCD (Mixed Use Corridor District) Zone, was originally developed under Use Permit U-614-73, and received site plan amendment approval in 2011 to renovate and modernize the building facilities, parking, loading areas, and lighting (STP2011-00068).

Background Information

Priority 1 acquired the BMW of Rockville operation (formerly "VOB BMW") in March, 2012 from the previous owner who operated the dealership for more than 40 years. Over the course of those 40 years, the previous owner sold many BMW vehicles but failed to provide a commensurate level of service capacity for ongoing maintenance of those vehicles. Consequently, the service component of the BMW of Rockville operation is currently inadequate.

Priority 1 acquired BMW of Rockville in part to expand the service capacity and provide clients with the opportunity to service their vehicles in the Rockville market instead of taking that business to other cities and counties with greater BMW service capacity. Priority 1 and BMW of Rockville are committed to making the entire service, sales, parts and body shop experience the best in the Maryland-DC-Virginia market. In furtherance of that mission, and as discussed with the City planning staff at the preliminary meeting on May 11, 2012, Priority 1 proposes to construct a new building on the Property to enhance and optimize the service operation and add structured parking.

Consolidation and Addition of Service Repair Bays and Proposed Structured Parking

The entire BMW of Rockville operation includes three different properties located at 1300, 1396, and 1450 Rockville Pike. The current service repair bays are spread out between those three separate buildings, and the properties are connected by a service drive that runs parallel to Rockville Pike. This operational problem creates work flow inefficiencies and unnecessary vehicle and delivery truck trips along the service drive. Priority 1 proposes to address this inefficiency by consolidating the service repair bay operation on the 1450 Rockville Pike Property with the construction of a new building that adds additional service bays to supplement the existing number of service bays.

The Property currently contains approximately 22 service repair bays with 10 located in a building on the east side of the Property and 12 located in the main building on the south side. All of these bays are proposed to remain. The first floor of the proposed new building, located generally in the middle of the Property as shown on the attached Site Plan, will contain approximately 41 additional service repair bays for a total of approximately 63 bays on the Property. Additionally, Priority 1 proposes to add two automated car wash stations to replace the current car wash operation that is performed at a different building on a separate property. The proposed building addition also will allow Priority 1 to house all parts for the BMW vehicles in one location to limit the number of delivery truck movements along the service road.

The Property currently contains only surface parking spaces. Priority 1 proposes to add 4 levels of parking garage (3 enclosed levels plus rooftop parking) above the service repair bay level on the ground floor of the new building. The parking structure will allow for greater storage of inventory, client loaner vehicles, and vehicles waiting for service. The total number of proposed parking spaces will be 440 (95 surface spaces and 345 structure spaces). These enhancements to the Property will allow BMW of Rockville to meet the existing demand for BMW service and parking, which is currently under served.

Community Outreach and Application Materials

Priority 1 conducted a community outreach Area Meeting on August 29, 2012. Two members of the Twinbrook Citizens Association attended the meeting to review the plans and ask questions (see attached meeting materials). One of the questions concerned the number of trees on the Property (the Property currently contains virtually no trees). Priority 1 proposes to enhance the Property with a significant number of tree plantings.

In addition to the information contained in this letter, we are submitting the following materials in support of this Pre-Application Meeting application:

1. Pre-Application Meeting Application Form (12 copies) and $500 filing fee.
2. Transportation Scoping Intake Form (12 copies) and $200 filing fee.
3. Photographs of Existing Property Conditions (12 copies).
4. Preliminary Site Plan (12 copies).
5. Architectural Elevations and Floor Plans (12 copies, 7 pages).
6. Stormwater Management Concept Plan previously submitted to Public Works for approval (12 copies).
7. NRI/FSD previously submitted to Forestry for approval (1 copy).
8. Community Outreach Area Meeting materials – invitation list, invitation letter, map, attendance sheet, meeting minutes, affidavit (1 copy).
9. CD containing electronic version of plans (1 copy).

Please review these materials at your earliest convenience and let us know when we are scheduled for the next available Development Review Committee meeting. If you have any questions about this application or need any additional information, please do not hesitate to call me. Thank you very much for your consideration and cooperation.

Respectfully submitted,
Lerch, Early & Brewer, Chtd.

By: _____
Stuart R. Barr

Attachments, as described

cc (w/ attach): Louis A. Cohen, BMW of Rockville (Priority 1 Automotive Group, Inc.)
Marc A. Cohen, BMW of Rockville (Priority 1 Automotive Group, Inc.)
Jonathan J. Penney, Penney Design Group
Peter W. Beylo, Penney Design Group
Michael D. Plitt, Macris, Hendricks and Glascock, P.A.
Glenn Cook, The Traffic Group