



**Land Use and Long Range Planning**

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# Memo

**TO:** Members of the Planning and Zoning Commission

**FROM:** Jennifer M. Rauch, AICP, Planner II

**DATE:** March 6, 2008

**RE:** WORK SESSION – Application No. 08-009CDDS  
Infiniti Car Dealership Signs

**APPLICANT:** Savoy Properties Ltd; represented by Jill Waddell, Danite Signs

## 1. WORK SESSION ITEM

### **Request**

This is a request for informal review and feedback for modifications to the design of two existing signs within the Corridor Development District for the Infiniti car dealership.

### **Site Location and Details**

The CC, Community Commercial District zoned 4.6-acre site is located on the north side of Tuller Road, adjacent to Sawmill Road, with more than 1,000 feet of frontage along Tuller Road and Interstate 270. The site contains one principal building for the sales and service of vehicles located in the western portion, and a smaller used vehicle building located at the eastern edge of the site. The use is currently identified by three signs: a wall sign facing I-270, a ground sign along Tuller Road, and a ground sign integrated into the dry-laid stone wall located at the eastern end of the site visible from Sawmill Road and the I-270 ramp. Several variances were granted for this site to allow the existing sign types, sizes and locations.

### **Description**

The proposal includes modifications to the I-270 wall sign and Tuller Road ground sign. No modifications are proposed for the location of the signs or the ground sign integrated into the stone wall.

#### *I-270 Wall Sign*

##### Existing

Size: 76.5-square-feet

Height: 19 feet from grade

Design: Individual channel letters and a logo located at the end.

##### Proposed

Size: 74-square-feet

Height: 20.5 feet from grade

Design: Individual channel letters and a logo located above the lettering

The proposed sign exceeds the maximum height permitted by Code and the previous variances granted to allow the wall sign to be located at 19 feet instead of the Code required height of 15 feet. In addition, the size of the proposed logo exceeds the maximum permitted size of 20 percent of the sign face for secondary images.

### *Tuller Road Ground Sign*

#### Existing

Size: 24-square-feet

Height: 4 feet

Design: Internally illuminated sign cabinet located on top of a 12-inch brick base with the Infiniti logo and lettering.

Location: Within the island of the Tuller Road entrance drive.

#### Proposed

Size: 15-square-feet; size of the proposed logo exceeds the maximum permitted size of 20 percent of the sign face for secondary images

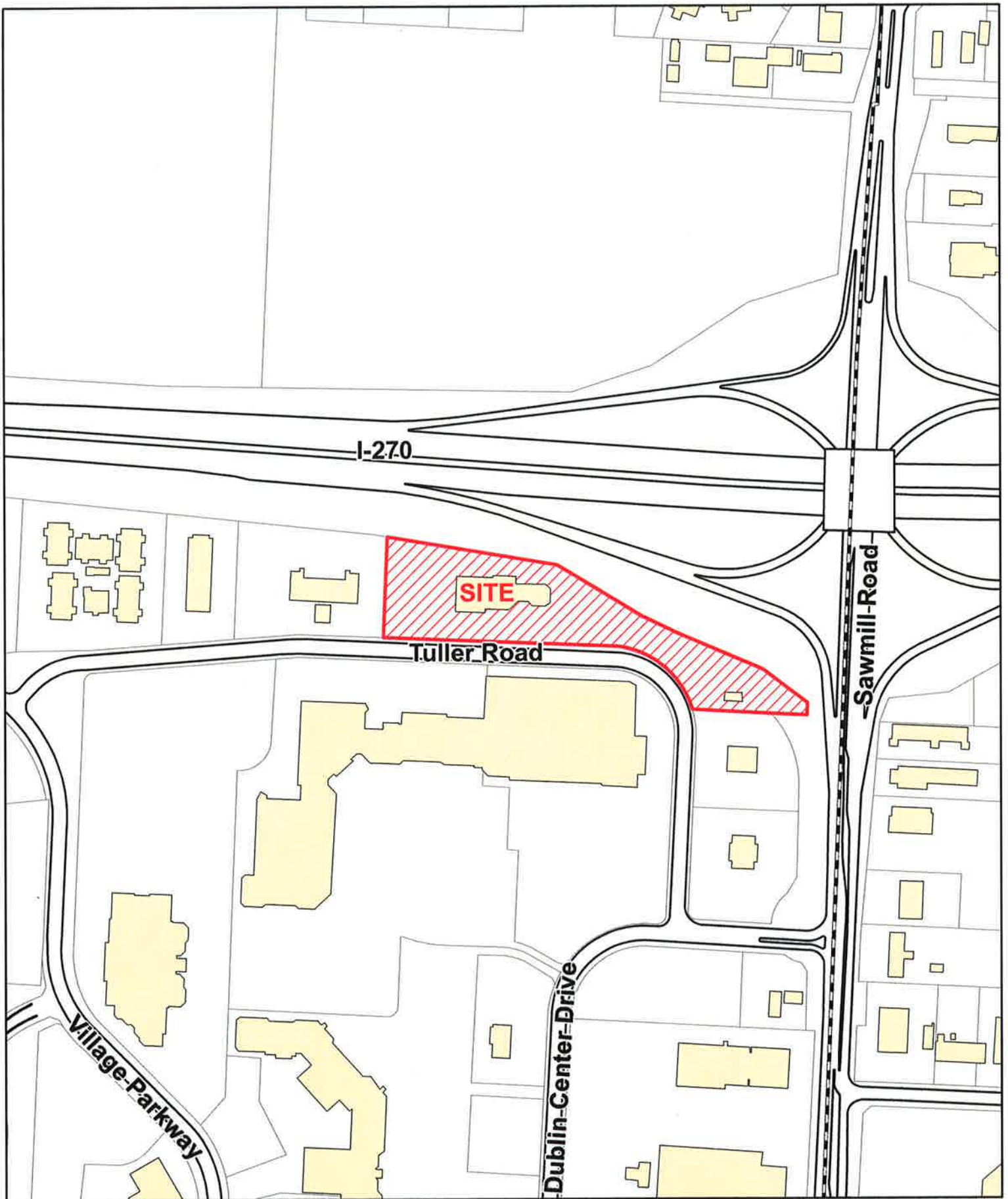
Height: 5 feet 9 inches (within Code)

Design: Internally illuminated sign cabinet located on a 30-inch tall base, using the Infiniti lettering with the logo relocated above the lettering.

Location: No change.

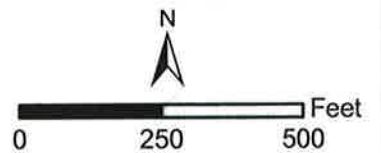
### **Discussion Points**

- The existing signs for this site and adjacent properties utilize internal illumination. Does the Commission support the continued use of internal illumination for the proposed signs?
- The Code permits a secondary image to make up 20 percent of the maximum size of sign. The proposed modifications to the design of the wall and ground sign exceed this requirement with the use of logo that is larger than 20 percent. Does the Commission support the increased size of the secondary image used on the proposed wall and ground signs?



City of Dublin  
Land Use and  
Long Range Planning

08-009CDDS  
Corridor Development District Sign  
Development Context Map  
3890 Tuller Road



# PROPOSED SIGN LOCATIONS



I-270

B

GRASS

256'

98'

64'

84'

SERVICE

SERVICE  
RECEPTION

SHOWROOM

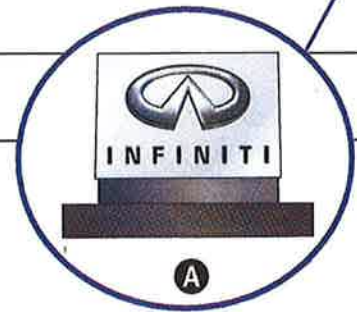
HAMPTON INN

GRASS

TULLER ROAD

Service

C

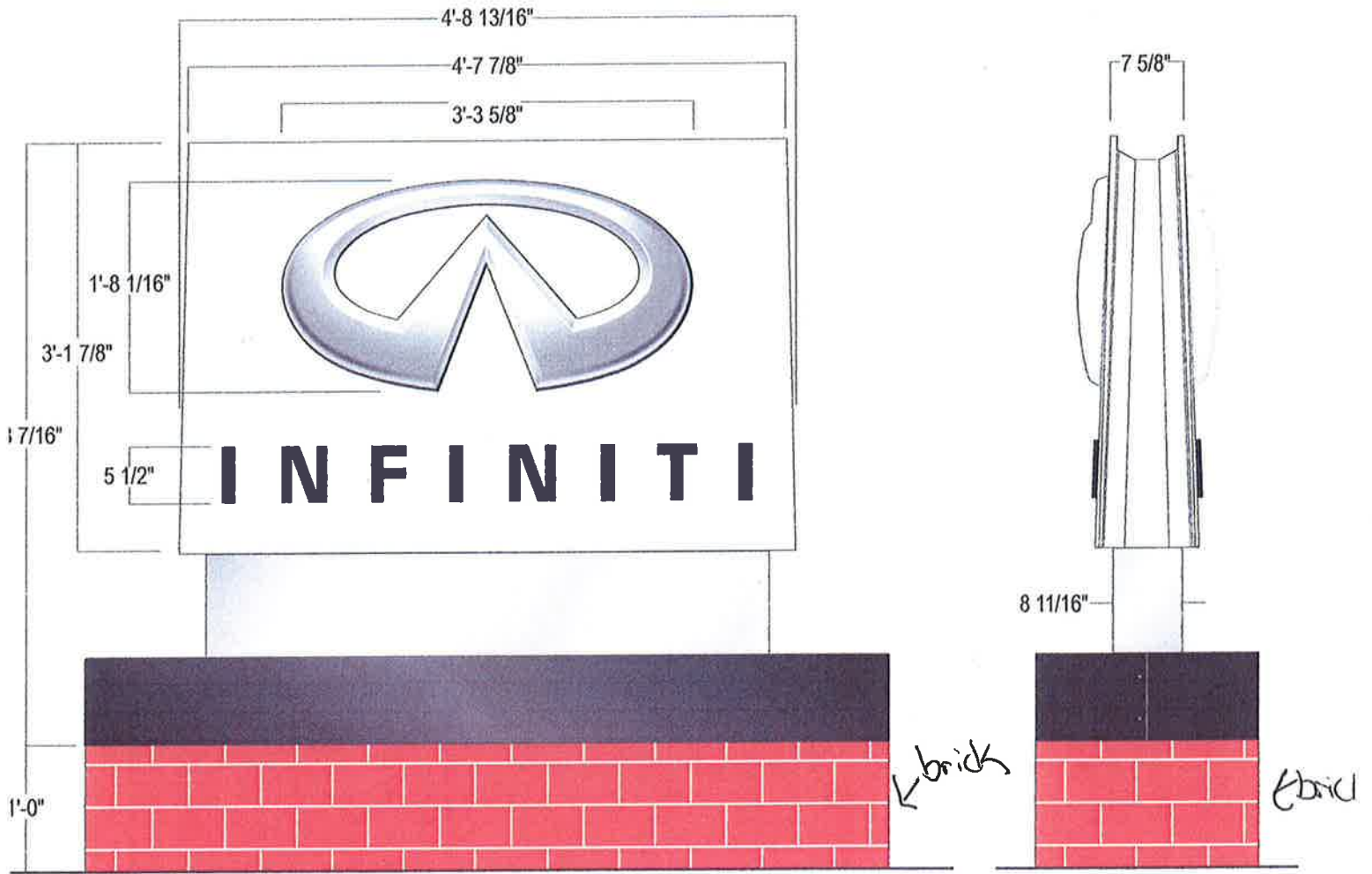


A



NORTH

# PROPOSED GROUND SIGN



ID-5 SIGN HEAD W/ BRICK BASE

# PROPOSED WALL SIGN

