



CITY OF DUBLIN.

Land Use and
Long Range Planning
5800 Shier-Rings Road
Dublin, Ohio 43016-1236

Phone: 614-410-4600
Fax: 614-410-4747
Web Site: www.dublin.oh.us

PLANNING REPORT

PLANNING AND ZONING COMMISSION

JANUARY 21, 2010

CASE INFORMATION

2. Infiniti of Dublin 3890 Tuller Road
08-009CDDS Corridor Development District Sign Review

Proposal: Modifications to existing signs to reflect a new logo and colors for a automobile dealership located within the Corridor Development District, located on the north side of Tuller Road, approximately 1,200 feet east of Village Parkway.

Request: Review and approval of a Corridor Development District Sign Review under the provisions of Code Section 153.115.

Applicant: Savoy Properties; represented by Brenda Hurt, Hanover Signs Inc.

Planning Contact: Jennifer M. Rauch, AICP, Planner II.

Contact Information: (614) 410-4690, jrauch@dublin.oh.us

UPDATE

This case was postponed prior to the January 7, 2010 Planning and Zoning Commission meeting at the request of the applicant to modify the proposal to include retaining an existing sign located along Sawmill Road.

The initial application was informally reviewed by the Planning and Zoning Commission on March 6, 2008. The Commissioners supported the proposal to modify the existing wall and ground signs to continue the use of internal illumination, but requested the area of the logo meet the Code required 20 percent maximum. The applicant has revised the proposal and addressed the concerns related to area of the logo. The applicant will also be removing one of the previously approved signs.

Case Summary

This is a request for review and approval of modification to the existing ground sign for the Infiniti car dealership within the Corridor Development District. The applicant has also indicated they will be removing a wall sign and second ground sign. The proposal complies with the applicable Corridor Development District sign review standards and Planning recommends approval.

Case Background

Several variances were granted for this site to allow the existing variety of sign types, sizes and locations. In June, 1990 the Board of Zoning Appeals approved a variance to allow a total of

three ground signs. In August, 1991 a variance allowed a combination of one wall sign and two ground signs.

Site modifications were informally reviewed by the Planning Commission in March, 1999 and the site was rezoned in July, 1999. In September, 1999, the Planning and Zoning Commission approved modifications under the Corridor Development District review standards to allow for the expansion of the car dealership, including the construction of a new 1,000-square-foot building.

Site Description

Location and Character

The 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.

Site Layout

The west portion of the site contains one main structure for service and new car sales, and a smaller used car building located in the eastern portion. Parking and car display areas are located to the west, south and east of the new car building along Tuller Road. Three driveways are provided; a shared access drive with the property to the west, a larger entrance drive centrally located and a third driveway at the east end.

The site has three signs: a wall sign oriented towards I-270, a ground sign oriented toward Tuller Road, and a ground sign integrated into the dry-laid stone wall located at the east end of the site visible from Sawmill Road and the I-270 ramp. The wall sign facing I-270 will be removed by the applicant, while the ground sign located along Sawmill Road will remain.

Surrounding Zoning and Uses

The site and all surrounding parcels to south and west are zoned CC, Community Commercial District and within the CDD, Corridor Development District. To the north of the site is Interstate 270. Parcels located to the east across Sawmill Road are located within the City of Columbus.

Plan Description

Overview

The applicant is proposing to replace the existing ground sign located along Tuller Road. The wall sign along I-270 will be removed and the ground sign along Sawmill Road will be remain unchanged.

Tuller Road Sign Modification

The proposed sign will be in the same location as the existing sign within the island of the Tuller Road entrance drive, 16 feet from the Tuller Road right-of-way. The sign will have a 38-square-foot internally illuminated sign cabinet mounted on top of a 12-inch black base and 15-inch polished stainless steel base. The height of the sign has increased from 4 feet to 7 feet 5 inches, which meets Code.

The proposed design include a white, tempered glass background and polished stainless steel sign cabinet with a stainless steel Infiniti logo and black pin-mounted lettering. The proposed

sign continues the Infiniti lettering with the logo relocated above the lettering. The logo meets the maximum permitted size of 20 percent of the permitted sign area for secondary images.

Sawmill Road Ground Sign

The existing 42-square-foot ground sign located along the Sawmill Road frontage is incorporated into a dry laid stone wall used for car display and includes dark brown, pin-mounted letters for the Infiniti logo and copy. The sign was part of a sign package previously approved by the Planning and Zoning Commission and the Board of Zoning Appeals, which permitted a total of three signs with a combination of wall and ground signs. This approval also permitted the total square footage for two ground signs to exceed the maximum area, which this proposal maintains. No changes are proposed to this previously approved sign.

EVALUATION BASED ON CORRIDOR DEVELOPMENT DISTRICT CRITERIA

Section 153.115(D)(2) of the Code identifies criteria for the review and approval of modifications within the Corridor Development District. Following is an evaluation by Planning based on those criteria.

Signage. Sign material, shape, color and illumination shall be indicated and consistent with the Dublin Sign Code and other signage in the area. The signage shall take into account architectural style, general design, arrangement, texture, material and color so that the image of Dublin is maintained as a quality community. Evaluation of the appearance of a project shall be based on the quality of its design and its relationship to its surroundings.

Criteria are met: The proposed sign meets all requirements of the Zoning Code and is compatible with other signs in the area. Removing the I-270 wall sign contributes to the character of the area by reducing the amount of sign clutter and should be completed within 30 days of the final inspection of the construction of the new Tuller Road sign (Condition 1). Landscaping around the base of the sign shall be required at the time of the sign installation and shown on the sign permit (Condition 2).

RECOMMENDATION: Approval

Based on Planning's analysis, this proposal complies with the Corridor Development District Sign review criteria and the existing development standards within the area. Planning recommends approval of this request with two conditions.

Conditions

- 1) Removal of the I-270 wall sign shall be completed within 30 days of the final inspection of the construction of the new Tuller Road sign; and
- 2) Landscaping around the base of the sign shall be required at the time of the sign installation and shown on the sign permit.

CORRIDOR DEVELOPMENT DISTRICT DESIGN REVIEW

REVIEW STANDARDS

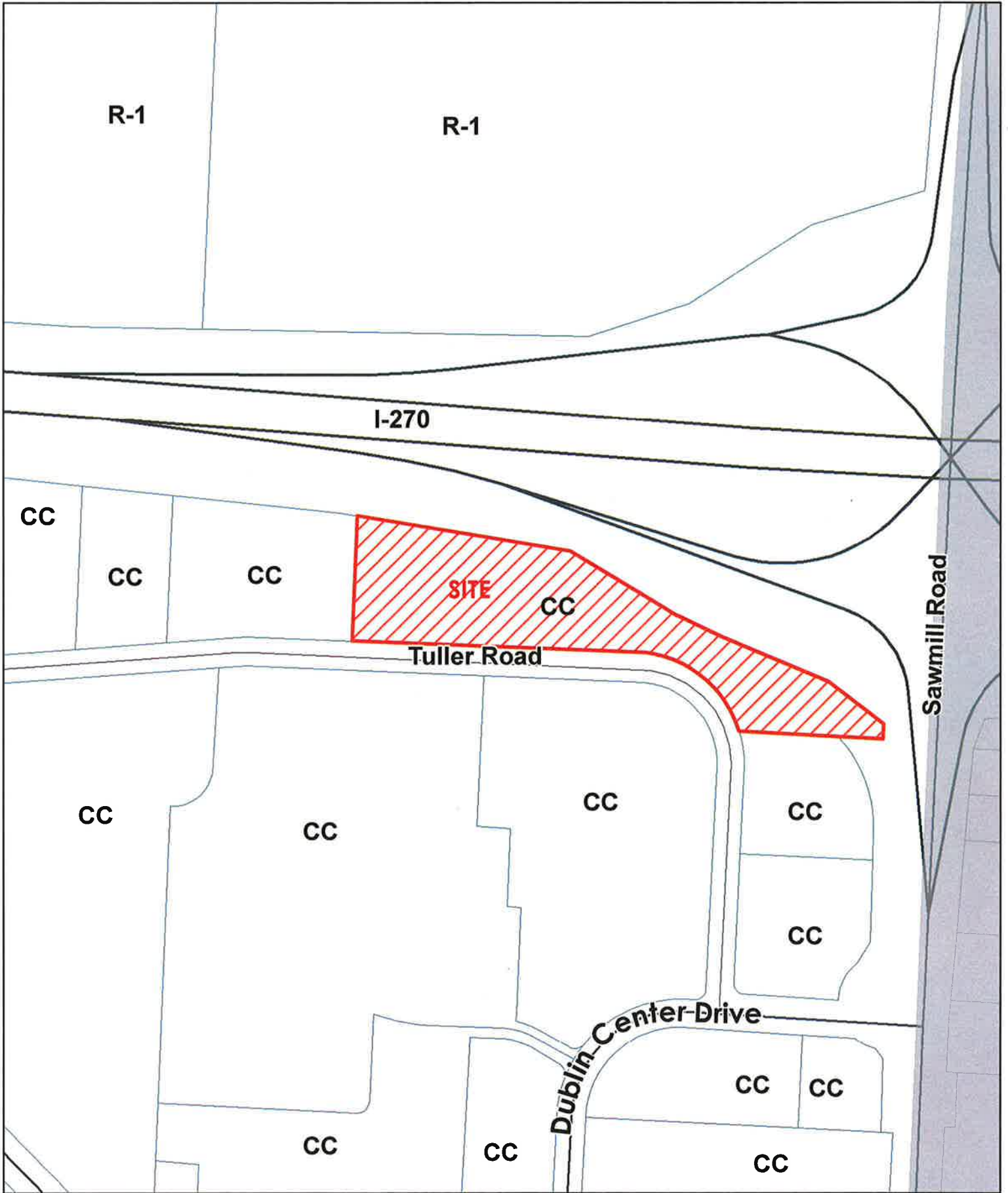
Corridor Development District Review

The Planning and Zoning Commission is responsible for reviewing all site plans, exterior construction, building additions and modifications within the Corridor Development District overlay under the provisions of Code Section 153.115. The Commission is to make a recommendation within 30 days. If the application is disapproved, the Commission should state its reasons for doing so. A disapproval or approval with modifications may be appealed to the Board of Zoning Appeals in accordance with the provisions of Section 153.235.

Review Criteria:

Section 153.115(D)(2) of the Code identifies criteria for the review and approval of modifications within the Corridor Development District.

(h) *Signage*. Sign material, shape, color and illumination shall be indicated and consistent with the Dublin Sign Code and other signage in the area. The signage shall take into account architectural style, general design, arrangement, texture, material and color so that the image of Dublin is maintained as a quality community. Evaluation of the appearance of a project shall be based on the quality of its design and its relationship to its surroundings.



City of Dublin
Land Use and
Long Range Planning

08-009CDDS
Corridor Development District Sign
3890 Tuller Road



0 200 400 Feet



City of Dublin
Land Use and
Long Range Planning

08-009CDDS
Corridor Development District Sign
3890 Tuller Road



0 200 400 Feet

SIGN LOCATIONS

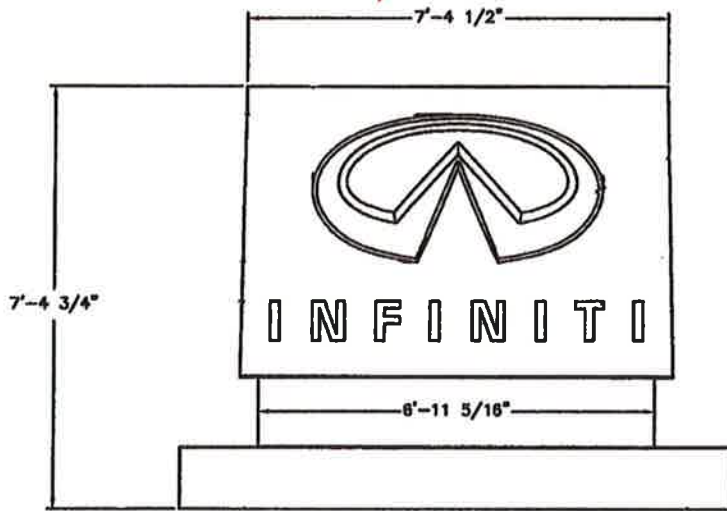
Sign to be removed



Sign to be changed (see proposed sign)

Sign to remain

PROPOSED AND EXISTING SIGN



Front Elevation



08-009CDDS

Corridor Development District Sign

Infiniti of Dublin

3890 Tuller Road