



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

FEBRUARY 18, 2010

CASE INFORMATION

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

Proposal: Modifications to existing signs to reflect a new logo and new colors for a car 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

Summary

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

Update

This case was postponed prior from the January 7, 2010 Planning and Zoning Commission meeting due to inclement weather and from the January 21, 2010 meeting at the request of the applicant to modify the proposal to retain and modify a 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.

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 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.

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 and the ground sign along Sawmill Road. The wall sign along I-270 will be removed.

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 21.9-square-foot internally illuminated sign cabinet mounted on top of an approximately 7-inch black base and 8-inch polished stainless steel base. The height of the sign has increased from 4 feet to 4 feet 8 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 applicant is proposing to remove the pin-mounted letters from the a dry laid stone wall along the Sawmill Road frontage and add a separate ground sign identical to the proposed Tuller Road sign. The proposed ground sign is located within the landscape area at the base of the existing stone wall and maintains the same design details, sign area and secondary image as the Tuller Road 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.

Criterion met: The proposed signs 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 ground signs (Condition 1). Landscaping around the base of the signs shall be required at the time of the sign installation and shown on the sign permits (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 ground signs; and
- 2) Landscaping around the base of the signs shall be required at the time of the sign installation and shown on the sign permits.

CORRIDOR DEVELOPMENT DISTRICT DESIGN REVIEW

REVIEW STANDARDS

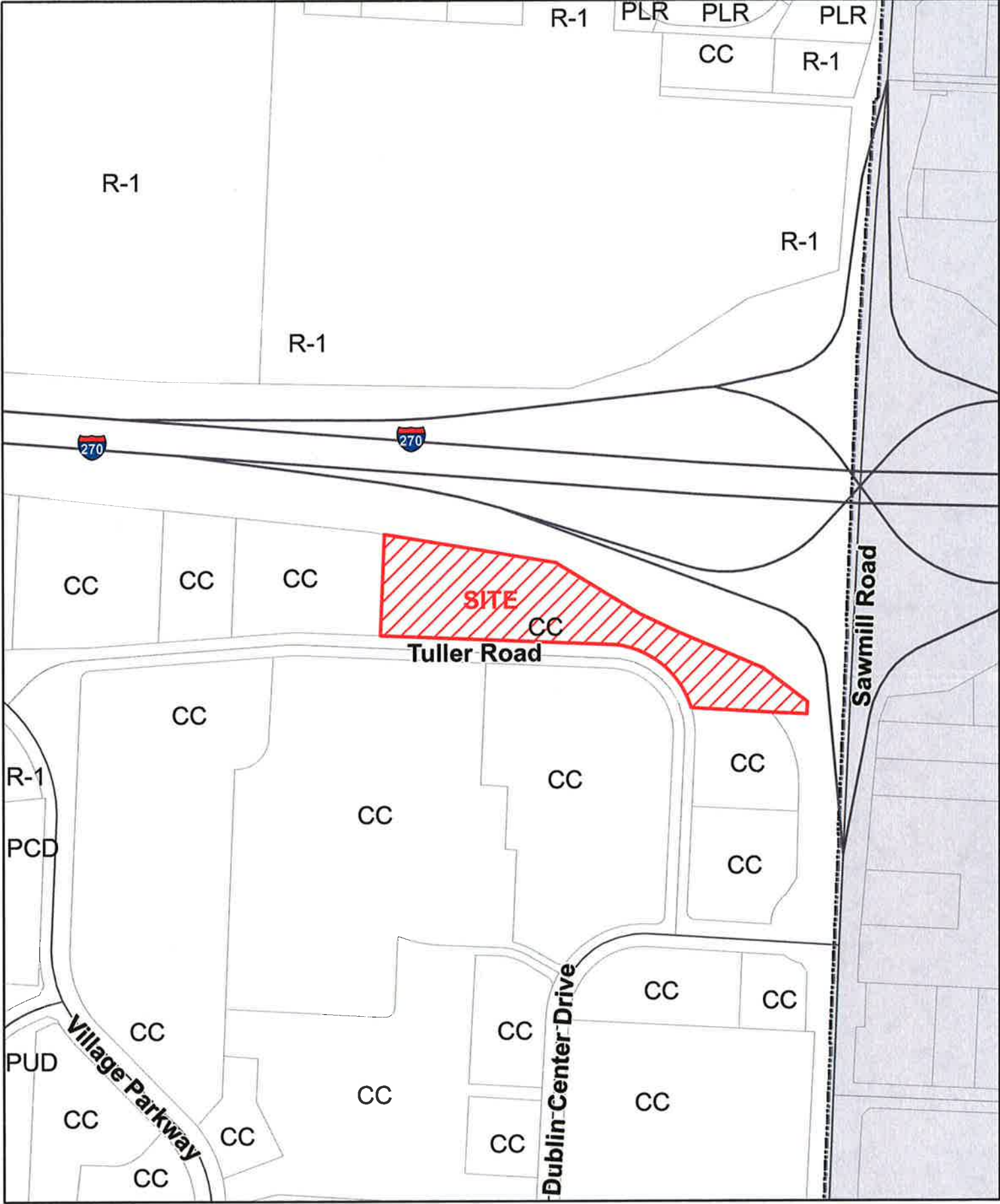
Corridor Development District Review

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.





EXISTING SIGNS



PROPOSED SIGNS

