



Land Use and Long Range Planning
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Memo

TO: Members of the Planning and Zoning Commission
FROM: Claudia D. Husak, AICP, Planner II
DATE: June 19, 2008
RE: WORK SESSION – Application No. 08052AFDP – Perimeter Center –
Subarea J – MAG – 6335 Perimeter Loop Road
APPLICANT: Midwestern Auto Group; represented by Smith and Hale

4. WORK SESSION ITEM

Request

The applicant is requesting informal review of an amended final development plan to demolish the existing Land Rover dealership building and to construct a larger car sales and service building for the existing Midwestern Auto Group (MAG) car dealership. The 14-acre site is located within Subarea J of the Perimeter Center Planned Commerce District, which was created in 1998 specifically for auto dealerships and other uses.

Site Location and Details

The site is located at the southeast intersection of Perimeter Loop Road and Perimeter Drive and has approximately 580 feet of frontage along US 33. This rectangular parcel includes two buildings housing several automotive franchises including, but not limited to, Audi, Porsche, Volkswagen and Land Rover.

The smaller Land Rover building to the north is 7,335 square feet and faces Perimeter Drive. The larger building, orientated toward Perimeter Loop Road and US 33 totals 57,355 square feet. Parking is located along all sides of the building and there is a retention pond on the south side of the Land Rover building, at the Perimeter Loop Road entrance. Vehicle display is located in the southwest and northwest portions of the site. The site has a total of 752 parking spaces for both buildings that accommodate vehicle display, employee and visitor parking and parking for the automobile service facility.

Site History

Subarea J of the Perimeter Center plan was created in 1997 specifically for auto dealerships and other uses. In 2005, the Planning and Zoning Commission approved an amended final development plan for a building expansion and skywalk to connect the existing buildings and provide an expansion for the Jaguar automotive brand. None of these modifications were built.

Description

Layout

This application retains the sky bridge originally approved in 2005. Major changes include the demolition of the existing Land Rover building and the construction of a 56,073-square-foot dealership that can accommodate four vehicle manufacturers in the north-central portion of the site. The new construction will not affect the existing vehicle display areas to the northwest. The size of the existing retention pond will be decreased and an additional stormwater facility is proposed in the northeast portion of the site. The site plan also indicates changes to the existing Land Rover vehicle demonstration area immediately adjacent to the east of the proposed building with two formal vehicle display pods.

Architecture

The development text requires “striking, noteworthy and innovative architecture.” The proposed building addition will continue the design of the existing building by accommodating “pods” in front of the building for each vehicle brand, including driveways to a lower level for the service areas. Building materials and colors appear similar to the existing building, consisting of large EIFS panels and glass storefronts. More information regarding the materials should be submitted prior to returning to the Commission for a vote.

Parking

The text requires adherence to the Code for parking and the designation on a final plan of vehicle display spaces, customer, employee, and inventory spaces. There is a discrepancy in the Code regarding parking spaces for vehicle repair. Code requires one space for every 100 square feet or three spaces per service bay, whichever is greater. This provision results in a drastically different number of spaces required; either 504 or 198 spaces. The applicant is providing the lesser of the two requirements.

Signs

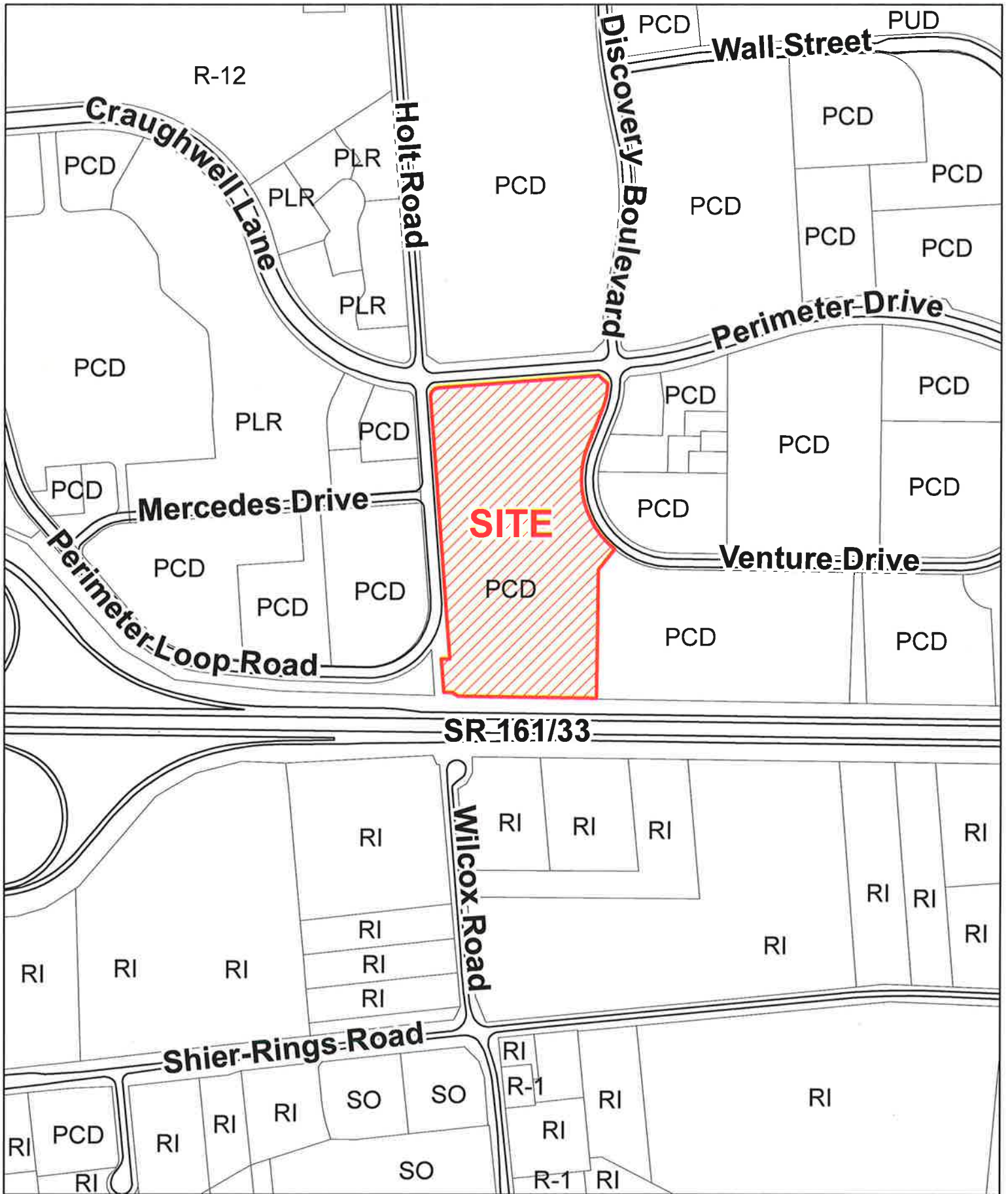
The text permits the four existing ground signs, one at each entrance and one facing US 33. The existing Land Rover building has a wall sign on the north end of the building, which was permitted in the text, however, wall signs are not permitted on any elevation facing US 33. The development text exempts any internal signs from review and acknowledges that changes to the stipulated sign provisions may be necessary depending on future uses of this site. This plan proposes wall signs for all four vehicle brands and notes ground signs will be submitted separately. No other information has been provided regarding ground signs and the applicant should clarify this note.

Discussion Points

1. The development text does not address an expansion of the dealership on this site, and there is no maximum density stipulated. Code requires adherence to all setbacks and limits lot coverage to 70 percent and the proposal complies with these requirements. *Does the Commission generally support the extent of the proposed expansion?*

2. While the proposed parking provisions do not strictly meet Code, the provision of one space per every 100 square feet of vehicle service area appears inappropriate and the lesser requirement of 3 per service bay seems adequate, and has been used in other Planned Districts. *Does the Commission support a change in the parking calculation for the service area to permit the proposed 198 spaces?*

3. The 2005 approved amended final development plan included approximately 20,000 square feet of expansion, primarily to accommodate the Jaguar brand. This approval included a wall sign. This proposal will include four different brands and a wall sign is proposed for each, including the continued use of the Land Rover trademark oval sign on a vertical design element approximately 12 feet tall. *Discussion is requested regarding the design and location of the proposed signs and their fit within this development.*





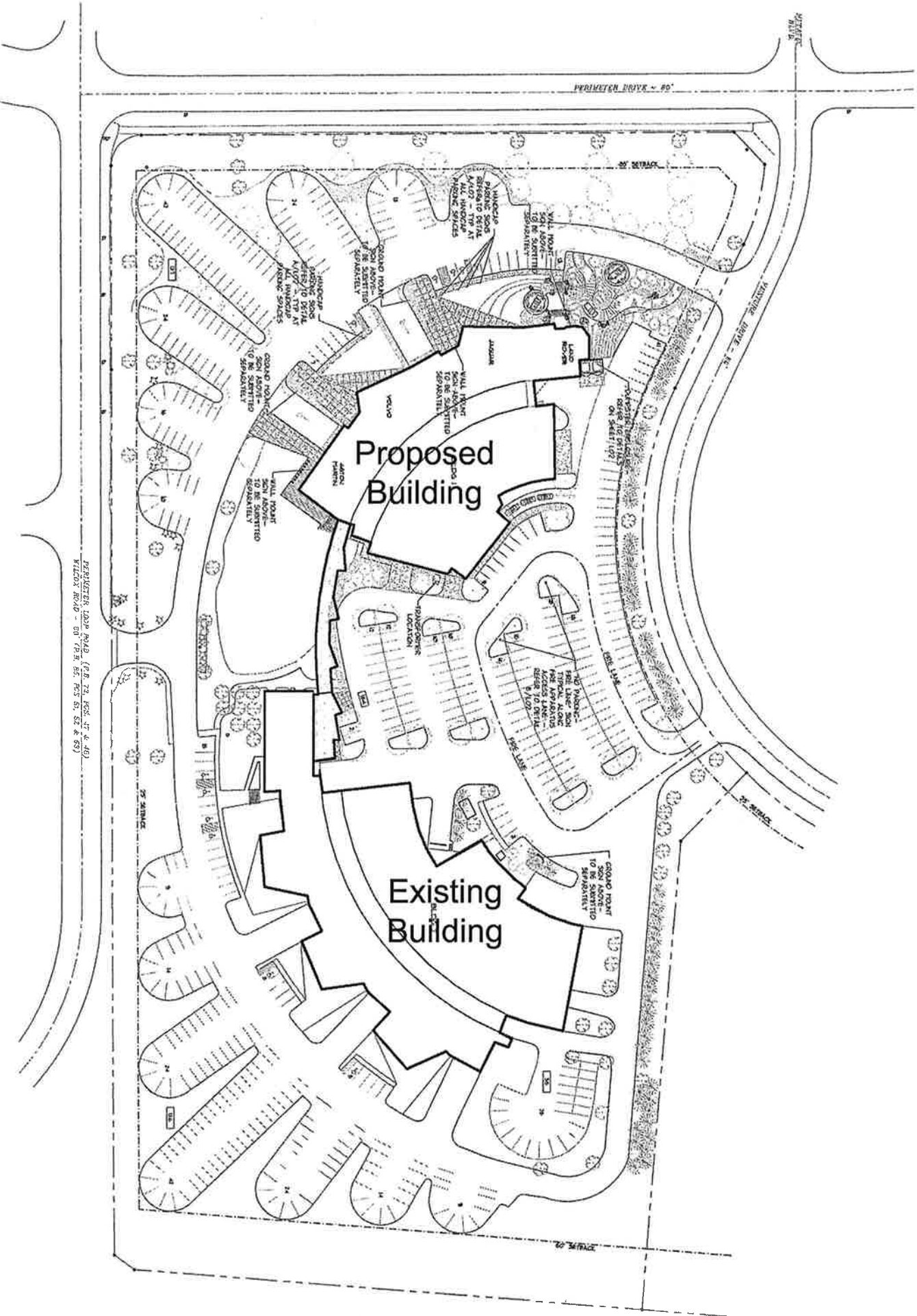
City of Dublin
Land Use and
Long Range Planning

Development Context



0 250 500 Feet

PROPOSED SITE PLAN

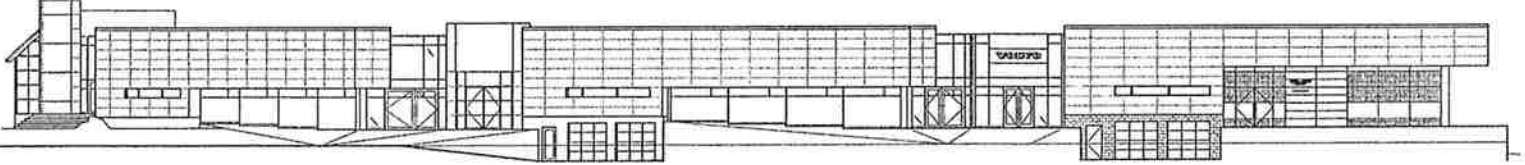


RESUBMITTER: JAMES P. HALL, (P.B. 72, REG. 77 & 419)
WILSON AVENUE - 01 75 N. 55, 752.51, 52 & 53

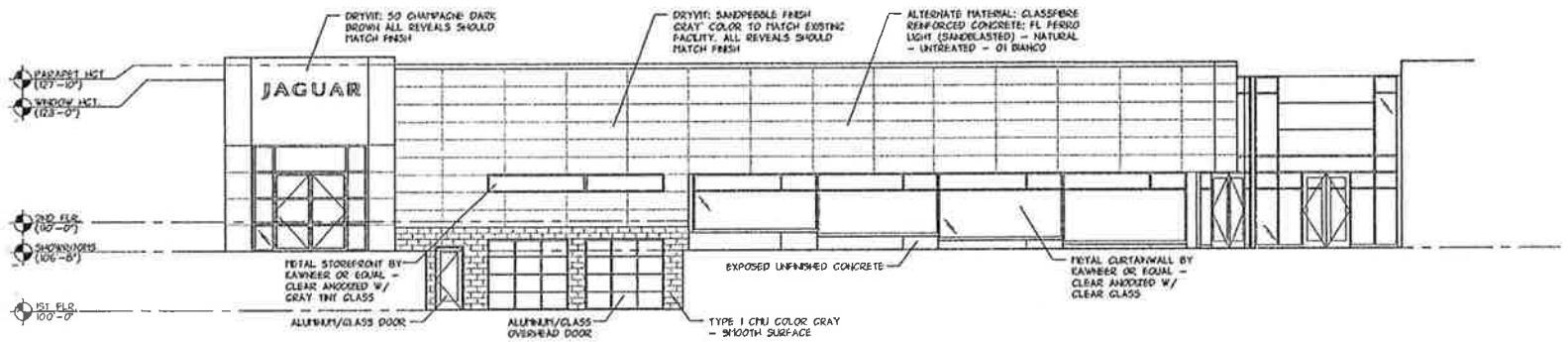


PROPOSED ELEVATIONS

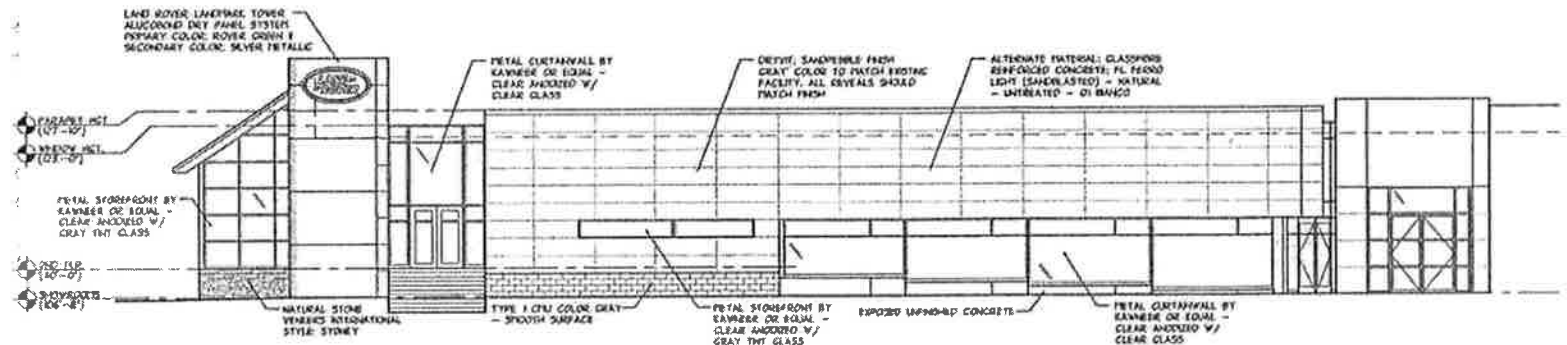
COMPLETE



JAGUAR



LAND ROVER



PERSPECTIVE OF LAND ROVER



PERSPECTIVE OF VOLVO



PERSPECTIVE OF VOLVO FROM THE SOUTH

