



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: July 10, 2008
RE: WORK SESSION – Application No. 08-059INF – Perimeter Center –
Subarea J – MAG – Porsche – 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 a proposal for changes to the architecture and signs for a portion of the existing Midwestern Auto Group (MAG) car dealership. The dealership is located in the Perimeter Center Planned Commerce District on a 14-acre site within Subarea J, which was created in 1998 specifically for auto dealerships.

Site Location and Details

The site is located at the southeast corner of the intersection of Perimeter Loop Road with Perimeter Drive, with approximately 580 feet of frontage along US 33. This rectangular parcel includes two buildings with several automotive franchises including, but not limited to Audi, Porsche, Volkswagen and Land Rover. Associated service facilities are located within each building

The 7,335 square foot Land Rover building to the north faces Perimeter Drive. The second, 57,355 square foot building to the south is oriented toward Perimeter Loop Road and U.S. 33. Parking is located along all sides of the building. A retention pond is on the south side of the Land Rover building at the Perimeter Loop Road entrance and vehicle display areas on the southwest and northwest portions of the site. The site has 752 vehicle spaces shared by both buildings for display, and parking for employees, customers, and the automobile service facilities.

Description

Layout

The Porsche dealership occupies the center of the main (south) building. The building has showrooms and sales areas slightly elevated above grade and service levels that are partially below grade. The design of the building is unique with the main three showrooms mirroring the layout of the vehicle display pods by extending from the main building façade at an angle. To accommodate the modifications for Porsche, the northern, angled showroom portion would be replaced with a curved wall, slightly taller than the remaining building.

Architecture

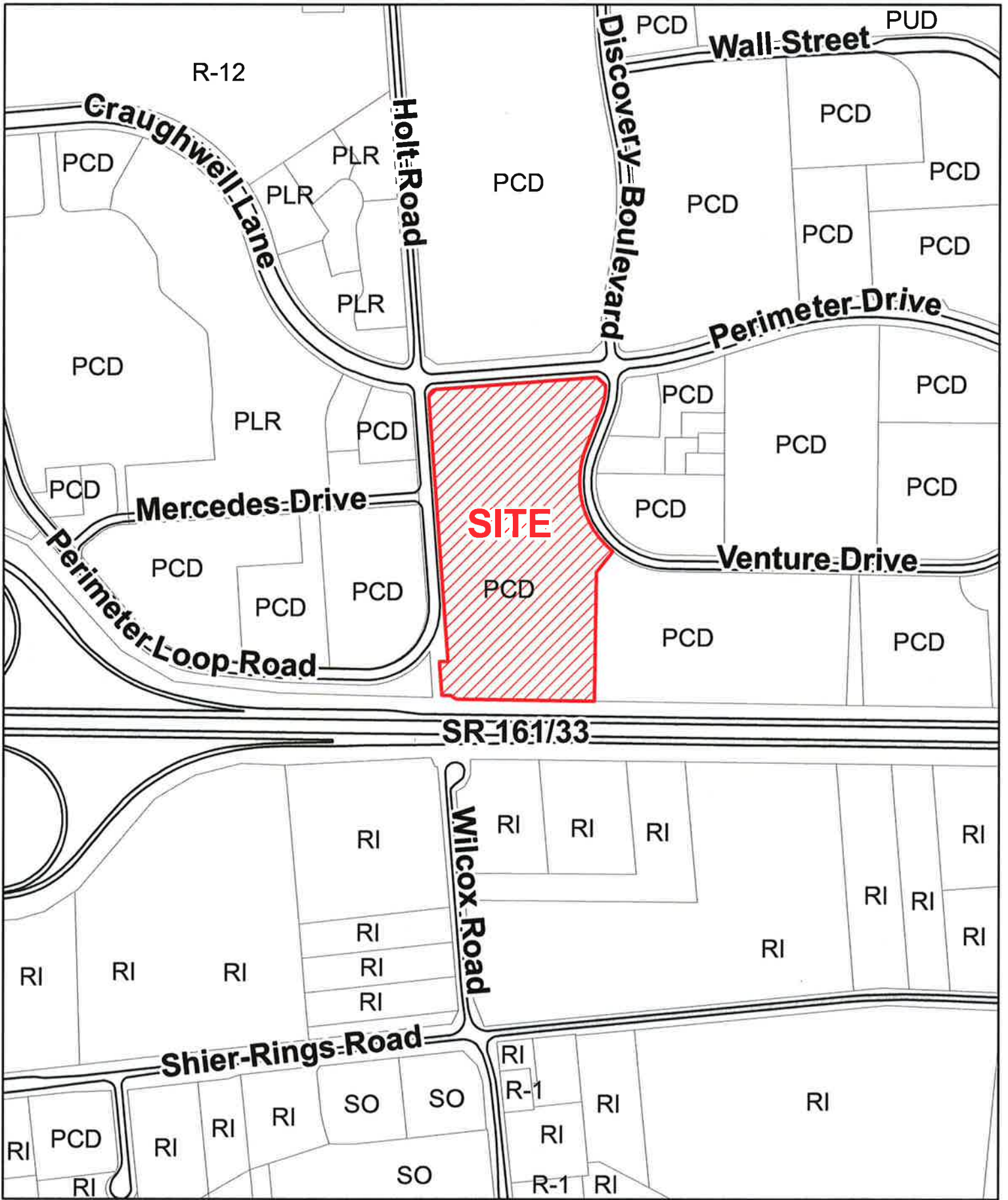
The Perimeter Center Planned Commerce District development text requires “striking, noteworthy and innovative architecture” and states that “a dealership with box-like buildings will not be considered a use of right.” The MAG building was designed with a cohesive theme of prominent, angled showrooms constructed of glass. While the proposal includes a slight curve in the proposed design, the Porsche building tends to resemble the “box-like” feature. Additionally, a majority of the curved wall would be constructed of metal panels and only the lower portion incorporates storefront glass.

Signs

The text permits the four existing ground signs, one at each of the three entrances to the site and one facing U.S. 33. Internally oriented directional signs are also permitted for the site as are vehicle brand identification ground signs interior to the site. The development text acknowledges that changes to the stipulated sign provisions may be necessary depending on future uses of this site. This plan proposes a 41.5-square-foot wall sign for the Porsche brand on the building. No other vehicle brands were approved for wall signs along the main building façade.

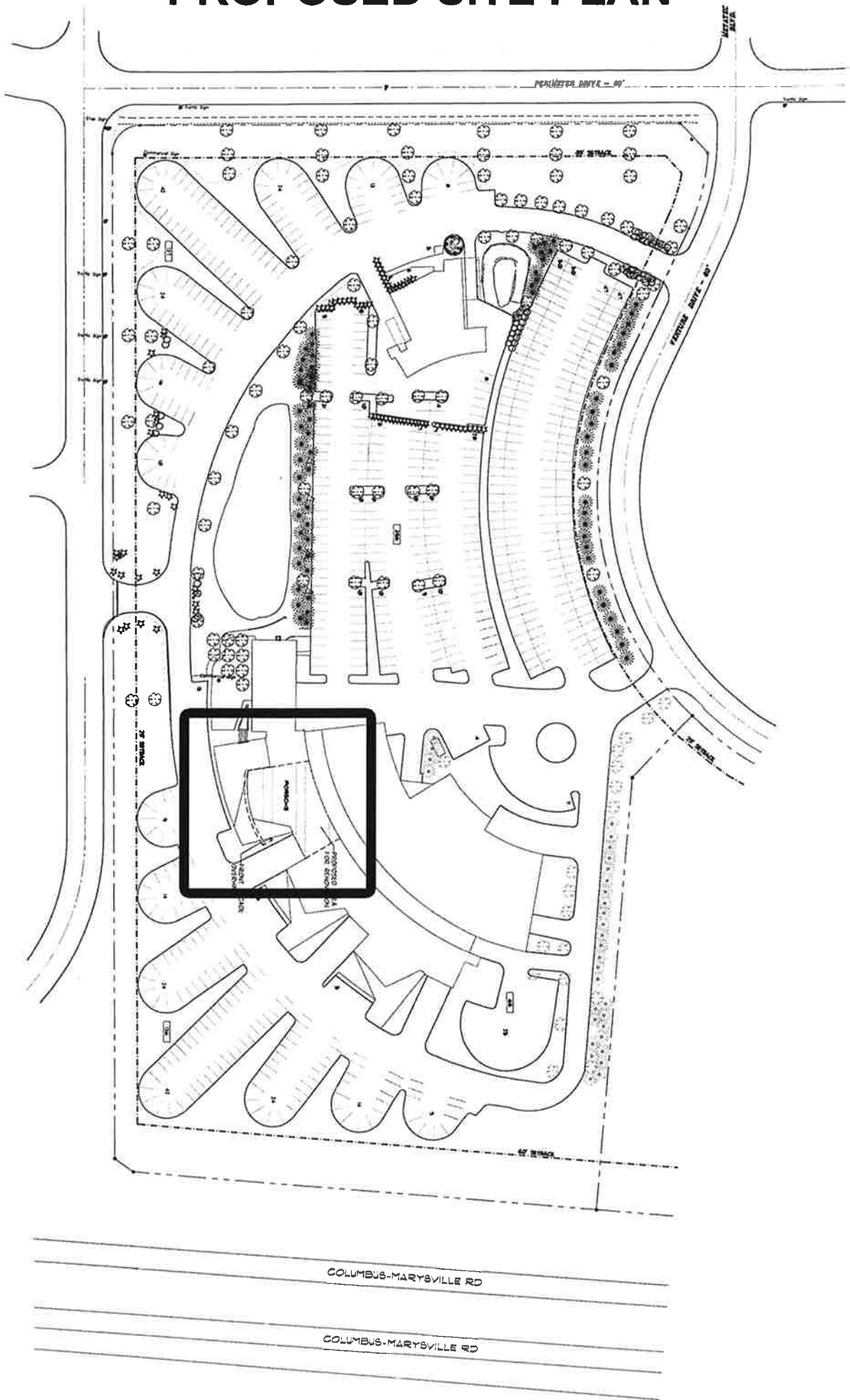
Discussion Points

1. The existing main building includes three angled showrooms for the primary vehicle brands sold at MAG. Each of these dealership ‘pods’ is designed to match and provide continuity and cohesiveness to this innovatively designed building. Additionally, the development text considers “box-like” buildings to be undesirable within this Subarea. The proposed Porsche dealership portion is reminiscent of a box-like design. *Does the Commission agree with the “box-like” assessment? If so, is the Commission concerned that the proposal is inconsistent with the overall character of the MAG campus in terms of the individualized building element and its impact on the overall architectural style and character?*
2. None of the individual vehicle brands within the main building were permitted a wall sign along the main elevation. This proposal includes a 41.5-square-foot wall sign for the Porsche dealership. *Discussion is requested regarding the appropriateness of the proposed sign for Porsche as a separate identity, contrary to the development text.*

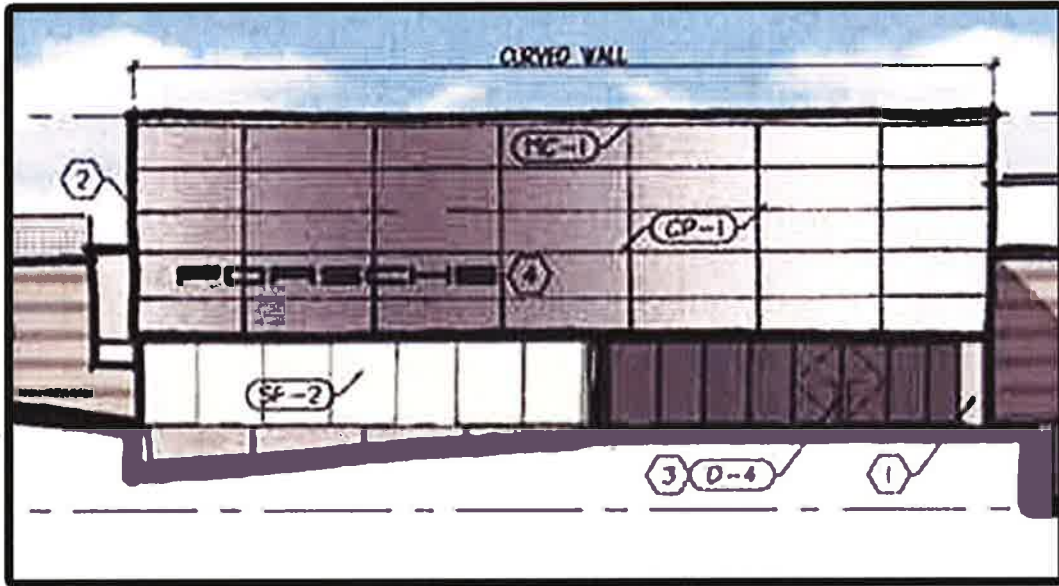
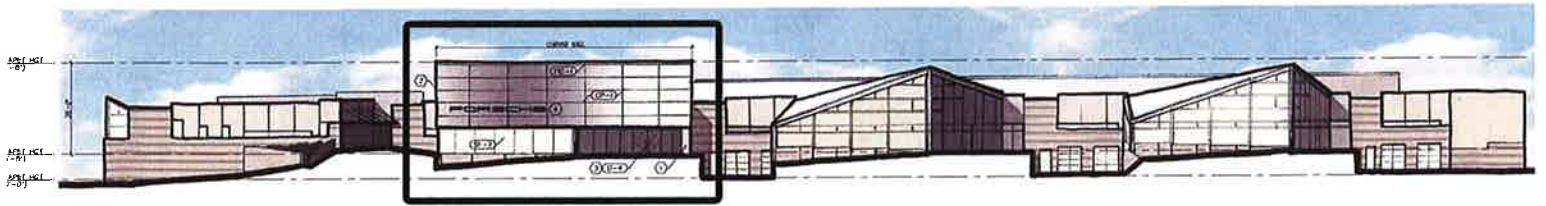




PROPOSED SITE PLAN



PROPOSED ELEVATION



PROPOSED FLOOR PLAN

