



CITY OF DUBLIN.

Land Use and
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PLANNING REPORT

PLANNING AND ZONING COMMISSION

AUGUST 21, 2008

SECTION I - CASE INFORMATION:

**4. Perimeter Center, Subarea J – MAG – Porsche 6325 Perimeter Loop
08-073AFDP Amended Final Development Plan**

Proposal: External building modifications, and a wall sign for a portion of an existing automobile sales and service establishment located within Subarea J of the Perimeter Center Planned Commerce District, located on the east side of Perimeter Loop Road, at the intersection with Mercedes Drive

Request: Review and approval of amended final development plan under the Planned District provisions of Code Section 153.050.

Applicant: Tim Galli; represented by Ben W. Hale, Jr., Smith and Hale.

Planning Contact: Jonathan Papp, Planner.

Contact Information: (614) 410-4683, jpapp@dublin.oh.us

Case Summary

This is a request for review and approval of an amended final development plan to permit changes to the architecture and installation of a wall sign for a portion of the existing Midwestern Auto Group (MAG) car dealership. The dealership is located in Subarea J of the Perimeter Center Planned Commerce District.

Case Background

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.

Work Session Update

On July 10, 2008, Case 08-059INF was presented to the Planning and Zoning Commission to receive feedback on the proposed exterior modifications and wall sign. The Commission did not support the proposal since its box-like architecture and large wall sign was not well integrated into the existing building design. No changes have been made since the work session and the applicant is seeking a formal review and vote on proposed changes.

Site Description

Location

The 14.79 acre site is located on the east side of Perimeter Loop Road, west of Venture Drive, immediately south of Perimeter Drive. It has approximately 900 feet of frontage along Perimeter Loop Road, 680 feet along Perimeter Drive, and 650 feet of frontage on Venture Drive.

Site Character

This rectangular parcel includes two buildings for several automotive franchises. The smaller (Land Rover) building to the north is 7,335 square feet and faces Perimeter Drive. The larger building, oriented to Perimeter Loop Road and State Route 161/33 is 57,355 square feet. A total of 734 parking spaces are located on all sides of the buildings. A wet retention basin is on the south side of the Land Rover building, at the Perimeter Loop Road entrance.

Surrounding Zoning and Uses

All surrounding properties are zoned PCD, Planned Commerce District, as part of the Perimeter Center plan. To the north, across Perimeter Drive, is an existing large office building, and to the east are a series of office buildings. SR161/US 33 is located to the south, and the Crown auto campus (Subarea I) and several office buildings are west of the site (Subarea F3).

Plan Description

Layout

The Porsche dealership occupies the northernmost dealer space of the primary (south) building. The showrooms and sales areas are slightly above grade and service levels partially below grade. This unique building has three showrooms mirroring the layout of the vehicle display pods 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 other parts of the building, which would interrupt the façade angling.

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. Even with a slight curve in the proposed design, the Porsche building resembles a “box-like” feature. Additionally, the building materials change to metal panels for a majority of the curved wall and only the lower portion incorporates glass.

Signs

Sign Text Requirements. The Porsche building in Perimeter Center, Subarea J does not have wall signs. The final development plan was modified on May 1, 1997, to specifically permit one wall sign for the Land Rover dealership building on the extreme northern portion of the site. No other vehicle brands were approved for wall signs along the main building façade. This modification was thoroughly discussed during the City Council and the Planning and Zoning Commission hearings (See minutes from April 10, 1997; May 1, 1997; and June 9, 1997).

Proposed Sign. The applicant is proposing a new 33 square foot sign on the north side of the eastern elevation at the maximum permitted height of fifteen feet. The sign will be constructed using aluminum channel letters with red vinyl text reading “Porsche.” Each letter would be internally illuminated using standard neon tubing.

Existing Site Sign. The text permits the four existing ground signs, one at each of the three entrances to the site and one facing US 33. Directional signs and vehicle brand identification ground signs are permitted interior to the site. The development text acknowledges that changes to the stipulated sign provisions may be necessary depending on future uses.

Parking

The text states that parking will be specific to the approved final development plan and meet the requirements of the text. Parking requirements are unaffected by this proposal.

Stormwater

This site is exempt from the City of Dublin Stormwater Management Ordinance through an exemption for any expansion of a building, structure or pavement that adds less than 500 square feet of new impervious area.

SECTION II - REVIEW STANDARDS:

Amended Final Development Plan

The purpose of the Planned Unit Development process is to encourage imaginative architectural design and proper site planning in a coordinated and comprehensive manner, consistent with accepted land planning, landscape architecture, and engineering principles. The PUD process consists of up to three stages:

- 1) Concept Plan (Staff, Commission, and/or City Council review and comment);
- 2) Zoning Amendment Request (Preliminary Development Plan; Commission recommends and City Council approves/denies); and
- 3) **Amended Final Development Plan (Commission approves/denies).**

The intent of the amended final development plan is to show conformance with and provide a detailed refinement of the total aspects of the approved preliminary development plan (rezoning). The final development plan includes all of the final details of the proposed development and is the final stage of the PUD process. The Commission may approve as submitted, approve with modifications agreed to by the applicant, or disapprove and terminate the process. If the application is disapproved, the applicant may respond to Planning and Zoning Commission’s concerns and resubmit the plan. This action will be considered a new application for review in all respects, including payment of the application fee. Appeal of any action taken by the Commission shall be to the Court of Common Pleas in the appropriate jurisdiction. Following approval by the Commission, the applicant may proceed with the building permit process. In the event that updated citywide standards are applicable, all subsequently approved final development plans shall comply with the updated standards if the Planning and Zoning Commission determines that the updated standards would not cause undue hardship.

Evaluation and Recommendation based on Amended Final Development Plan Criteria

Section 153.055(B) of the Code identifies criteria for the review and approval for an amended final development plan. Following is an evaluation by Planning based on those criteria. The criteria are arranged in the following categories and may be in a different order than listed in the Code:

Adopted Policies and Plans (Criteria 1, 3, 9, & 10). The proposed modifications conform to the approved preliminary development plan, have adequate public facilities and open spaces, are carried out in progressive stages, and conform to all other applicable zoning text and Code requirements.

Criteria not met: The proposal does not conform to the preliminary development plan or development text for the area in regards to offering “striking, noteworthy and innovative architecture” or that “a dealership with box-like buildings will not be considered a use of right.” This modification interrupts the cohesive architectural style that has been created on the site by significantly altering the very form that makes the design innovative, and “non-box” like.

Site Safety and Circulation (Criteria 2 & 5). The proposed modifications provide for safe and efficient pedestrian and vehicular circulation and provide adequate lighting for such uses.

Criteria met: The site currently provides adequate lighting, and vehicular and pedestrian circulation. No changes are being proposed to lighting or circulation.

Development Details (Criteria 4, 6, 7, & 8). The details of the development are sensitive to the natural characteristics of the site, include appropriate landscaping and signs, and provide adequate storm drainage.

Criteria not met: The proposal conforms to the preliminary development plan requirement for appropriate landscaping details, and provides adequate stormwater management. However, the use of wall signs was prohibited in the development text. A wall sign in this portion of the site would not be in character with the rest of the building.

SECTION III – PLANNING OPINION AND RECOMMENDATION: Disapproval

Amended Final Development Plan

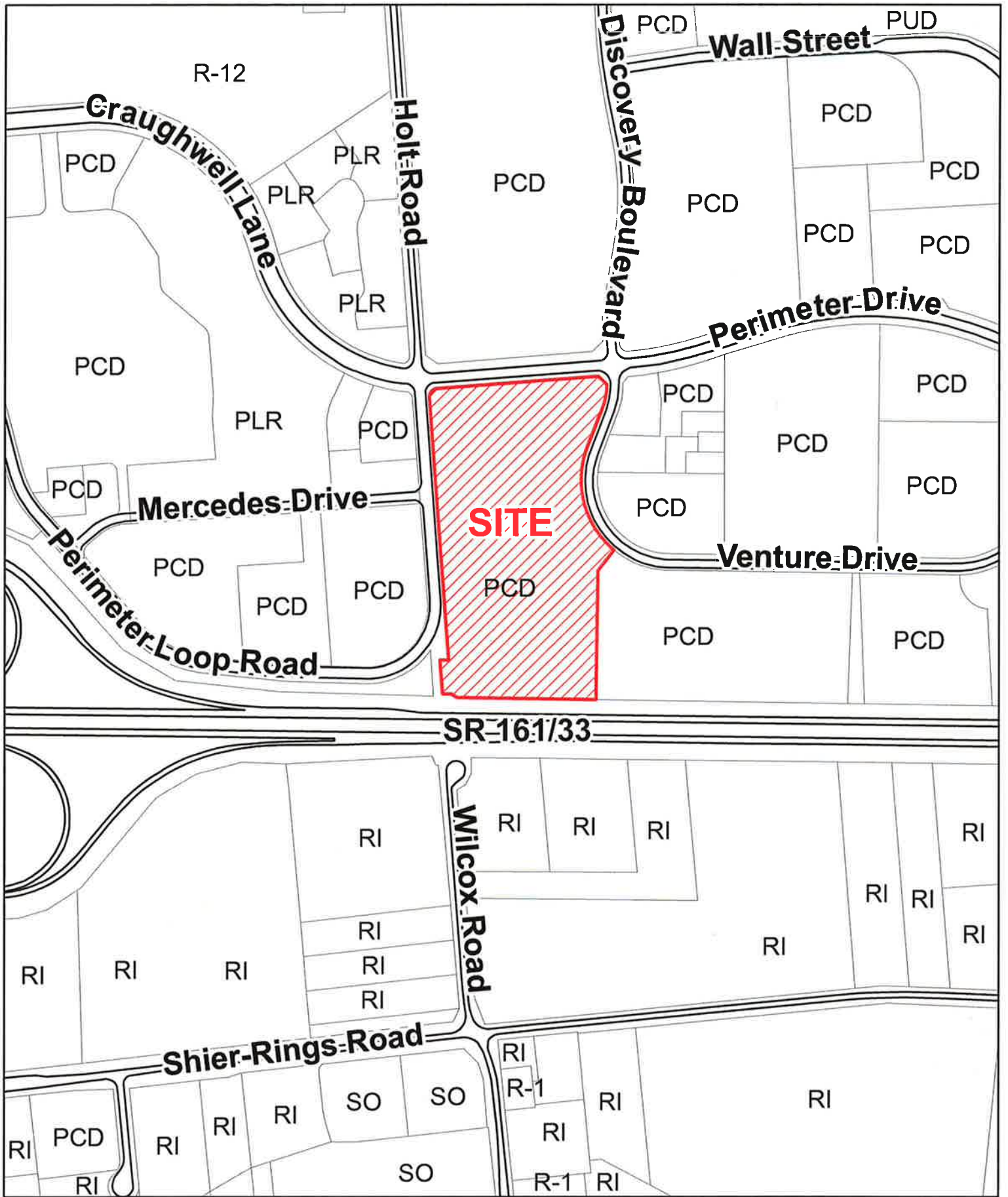
In Planning’s opinion, this proposal does not comply with the amended final development plan criteria or the existing development standards within the area. Denial is recommended.

Amended Final Development Plan

Review Criteria:

In accordance with Section 153.055(B) *Plan Approval Criteria*, the Code sets out the following criteria of approval for a final development plan:

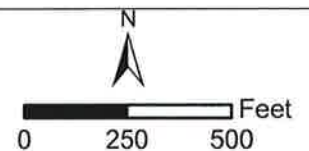
- 1) The plan conforms in all pertinent respects to the approved preliminary development plan provided, however, that the Planning and Zoning Commission may authorize plans as specified in §153.053(E)(4);
- 2) Adequate provision is made for safe and efficient pedestrian and vehicular circulation within the site and to adjacent property;
- 3) The development has adequate public services and open spaces;
- 4) The development preserves and is sensitive to the natural characteristics of the site in a manner that complies with the applicable regulations set forth in this Code;
- 5) The development provides adequate lighting for safe and convenient use of the streets, walkways, driveways, and parking areas without unnecessarily spilling or emitting light onto adjacent properties or the general vicinity;
- 6) The proposed signs, as indicated on the submitted sign plan, will be coordinated within the Planned Unit Development and with adjacent development; are of an appropriate size, scale, and design in relationship with the principal building, site, and surroundings; and are located so as to maintain safe and orderly pedestrian and vehicular circulation;
- 7) The landscape plan will adequately enhance the principal building and site; maintain existing trees to the extent possible; buffer adjacent incompatible uses; break up large expanses of pavement with natural material; and provide appropriate plant materials for the buildings, site, and climate;
- 8) Adequate provision is made for storm drainage within and through the site which complies with the applicable regulations in this Code and any other design criteria established by the City or any other governmental entity which may have jurisdiction over such matters;
- 9) If the project is to be carried out in progressive stages, each stage shall be so planned that the foregoing conditions are complied with at the completion of each stage; and
- 10) The Commission believes the project to be in compliance with all other local, state, and federal laws and regulations.



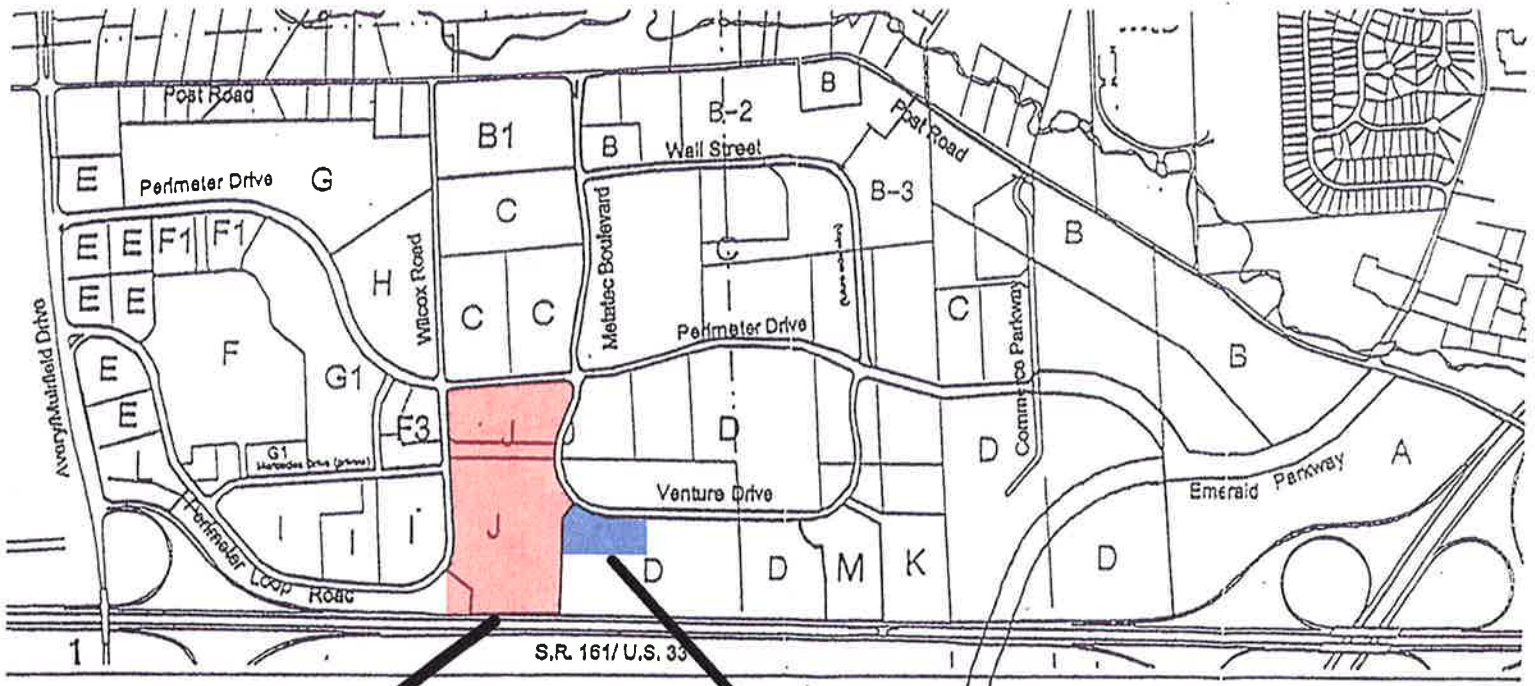


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Development Context



PERIMETER CENTER SUBAREA MAP



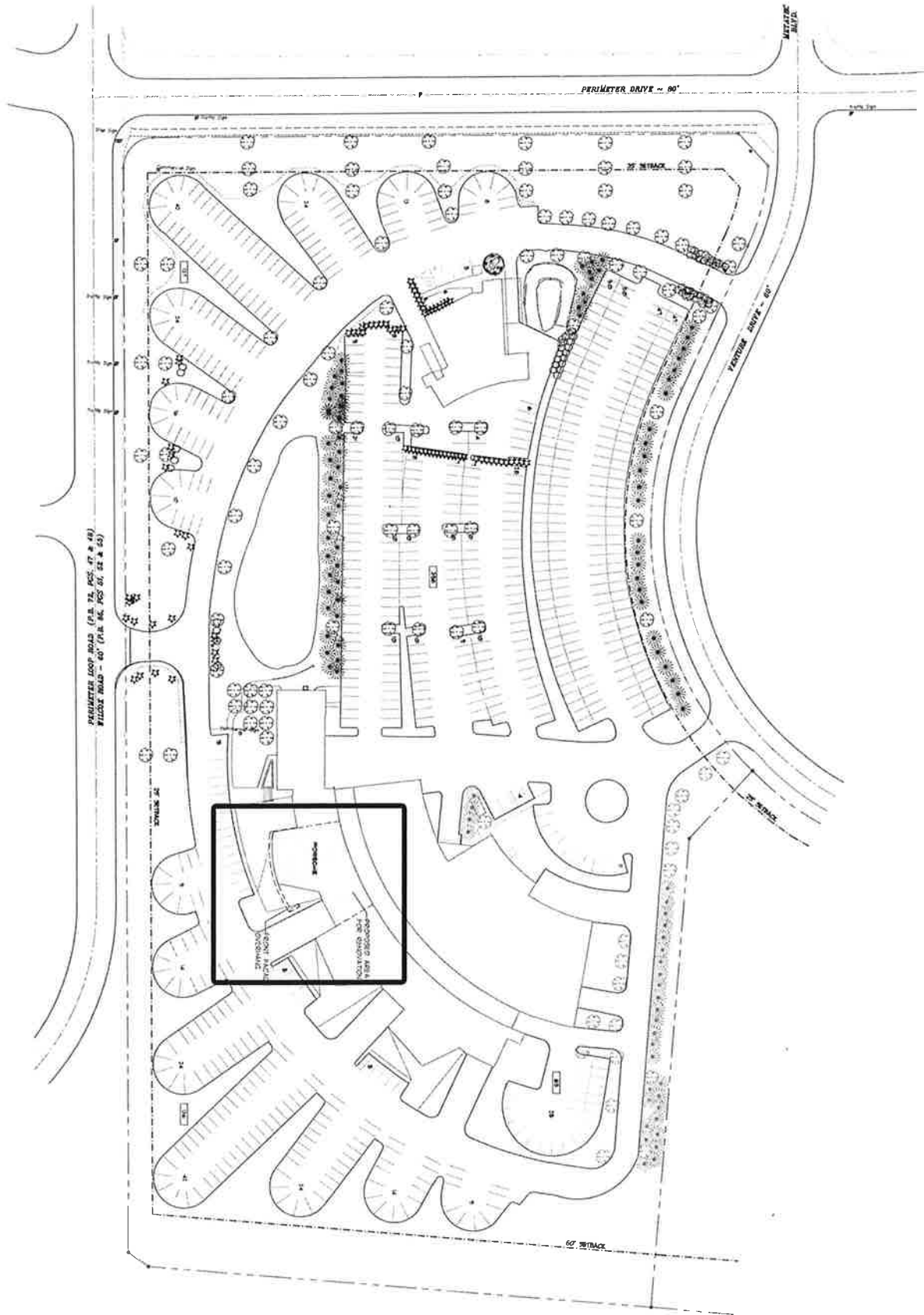
Current MAG location,
subarea J

Proposed MAG expansion,
to be rezoned from subarea D to subarea J-1



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MAG - Porche
6325 Perimeter Loop Road

PROPOSED SITE PLAN



PERIMETER LOOP ROAD (P.L. 72, AC. 47 & 48)
WILCOX ROAD - 60' (P.L. 86, AC. 01, 02 & 03)

PERIMETER DRIVE - 60'

PERIMETER DRIVE - 60'

WILCOX ROAD

PERIMETER DRIVE

60' SETBACK

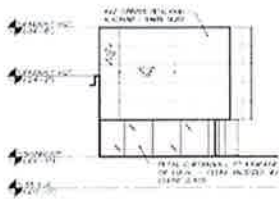
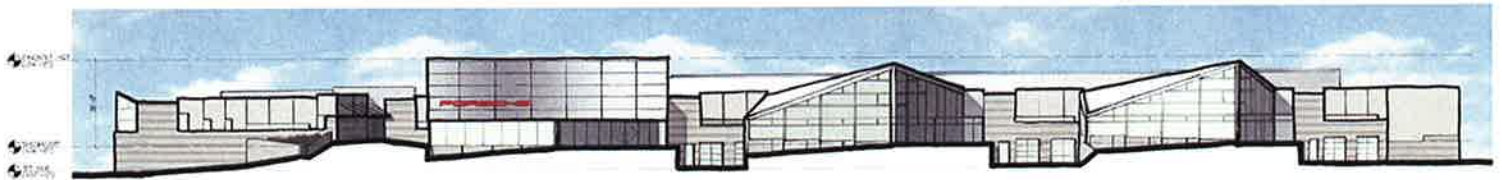
COLUMBUS-MARYSVILLE RD

COLUMBUS-MARYSVILLE RD

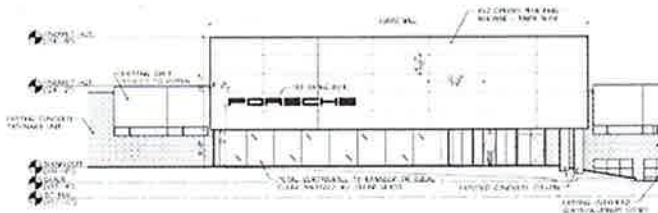
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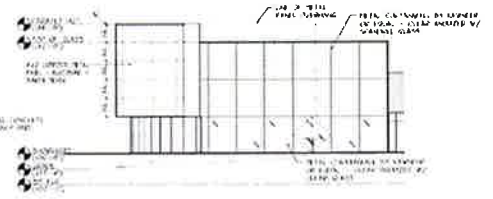
PROPOSED ELEVATIONS



① EXTERIOR ELEVATIONS
DATE: 11/11/11



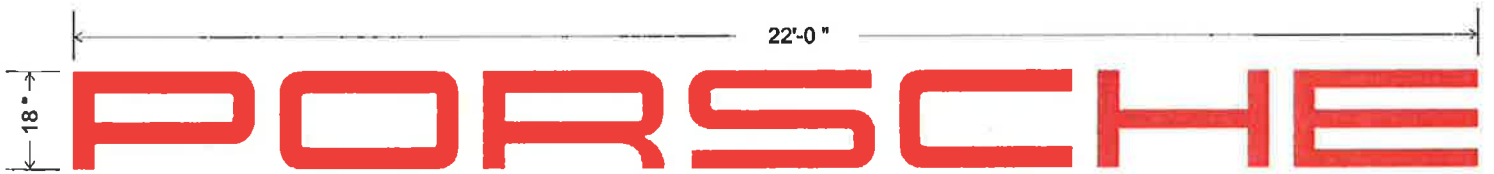
② EXTERIOR ELEVATIONS
DATE: 11/11/11



③ EXTERIOR ELEVATIONS
DATE: 11/11/11

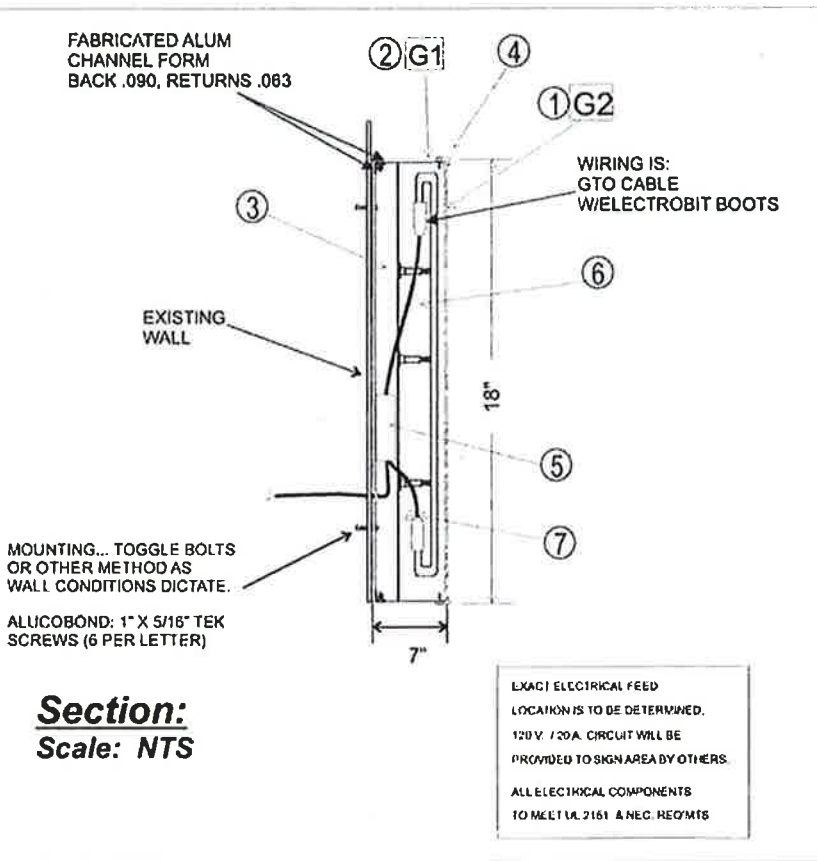
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PROPOSED SIGN



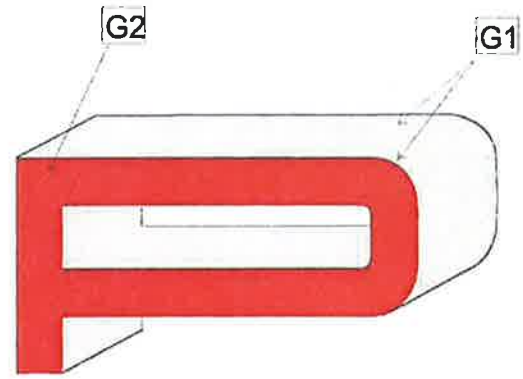
Elevation

Scale: 1/2" = 1'-0"



Section:

Scale: NTS



Color View: NTS

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