



CITY OF DUBLIN™

Land Use and
Long Range Planning
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PLANNING REPORT

PLANNING AND ZONING COMMISSION

AUGUST 6, 2009

SECTION I - CASE INFORMATION

1. **Perimeter Center, Subarea I – Crown Mercedes** **6350 Perimeter Loop Road**
09-053AFDP **Amended Final Development Plan**

Proposal: The addition of architectural elements to the front building façade of a car dealership within the Perimeter Center Planned Commerce District. The site is located south of Mercedes Drive north of Perimeter Loop Road.

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

Applicant: Dwayne Hawkins, Hawkins Family Partnership, LTD; represented by John Oney, Architectural Alliance.

Planning Contact: Rachel E. Swisher, Planner I.

Contact Information: (614) 410-4656, rswisher@dublin.oh.us

Case Summary

This is a request for review and approval of an amended final development plan for building modifications to an existing car dealership located in Subarea I of the Perimeter Center Planned Commerce District.

Case Background

The site was zoned PCD, Planned Commerce District, as part of the Perimeter Center development in February, 1990, with Subarea I created specifically for car dealerships. The Planning and Zoning Commission approved revised development plans for car dealerships between Perimeter Loop Road and Mercedes Drive in November, 1992 (Mercedes Benz) and September, 1993 (Mercedes Benz expansion; currently Kia). A revised development plan for a third dealership was approved in November, 2001 (Chrysler), and a revised development plan for site modifications and an 864-square-foot building addition to the Mercedes Benz facility was approved on March 6, 2003.

Site Description

Site Location

The 5.8-acre site is located on the north side of Perimeter Loop Road south of Mercedes Drive (private road).

Surrounding Zoning and Uses

Surrounding properties to the east (MAG dealership) and west (Panera Bread, Monro Muffler, and Bob Summerel Tire) are zoned PCD as part of the Perimeter Center development. To the north across Mercedes Drive is the Manor at Craughwell Village condominium development, zoned PLR, Planned Low Density Residential District. State Route 161/U.S. 33 is located to the south of the site across Perimeter Loop Road.

Site Character and Layout

The Crown auto dealership campus consists of three parcels and three auto dealers, Mercedes Benz, Kia, and Chrysler. The Mercedes dealership is the western-most of three dealerships. The 4.6-acre Chrysler dealership is the eastern-most of the three, with the Kia dealership on a 2.9-acre parcel between the two. Each dealership has a monument sign on Perimeter Loop Road with a blue sign face and masonry base.

The Mercedes Benz dealership is a 32,000-square-foot, two-story masonry building primarily composed of brick and concrete with aluminum storefront windows on the north, west, and south sides of the building. An attached 7,100-square-foot service facility is located east of the showroom. Two 16-foot decorative masonry wing walls frame the main customer entrance on the west side of the building. Display parking is located around the perimeter of the parcel, and access to the site is from Perimeter Loop Road and Mercedes Drive.

Plan Description

Overview

The proposal includes modifications that integrate contemporary architectural elements and an enhanced dealership entrance for the Mercedes Benz sales facility.

Proposed Architectural Modifications

The applicant is proposing to install a light blue (SW6529 “Scanda”) EIFS entry feature over the existing doorway on the west building elevation. Seven blue columns (Matthews Paint “Cobalt Blue”) with three-finned silver capitals (Matthews Paint “Silver Metallic”) are proposed in front of the existing storefront windows on the north, west, and south sides of the building. The proposal also includes a modification to the roof line, with a silver roof edging and decorative silver paneling (Alucobond “Silver Metallic”) roof cap.

The development text states that all buildings shall be designed to reflect the architectural quality and coordination between existing development in Subarea I and the surrounding area. It is Planning’s opinion that the proposed modifications are consistent with the existing contemporary character of the development; however, because two additional shades of blue are proposed, Planning recommends that the blue columns be modified to match the color used for the monument sign faces to reinforce the consistent character of the Crown campus.

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 allow for modifications to an approved final development plan consistent with the purpose of the approved final development plan. The amended final development plan includes all of the final details of the proposed modification. 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 plan conforms to the approved preliminary development plan, has adequate public facilities and open spaces, is carried out in progressive stages, and conforms to all other applicable zoning text and Code requirements.

Criteria met with condition. The proposal conforms to the approved preliminary development plan and all other applicable zoning text and Code requirements. In order to coordinate with the Crown dealership campus, Planning recommends that the blue columns proposed for the Mercedes Benz facility utilize the same color as the existing blue monument sign faces (Pantone 3025C) to reinforce the campus-like feel of the three dealerships (Condition).

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

Criteria met. No modifications are proposed to the existing 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 met. No additional stormwater improvements are required as there are no increases to impervious surface. The proposed minor architectural modifications will not

significantly alter the appearance of the building since the proposed color palette is similar to what already exists on the site. Furthermore, the proposed modifications will provide architectural interest and will assist visitors in identifying the sales facility entrance.

SECTION III – PLANNING ANALYSIS AND RECOMMENDATION: Approval

Amended Final Development Plan

In Planning's opinion, this amended final development plan proposal is consistent with the preliminary development plan and the final development plan criteria set forth in Section 153.050 of the Dublin Zoning Code. Approval is recommended with one condition.

Condition

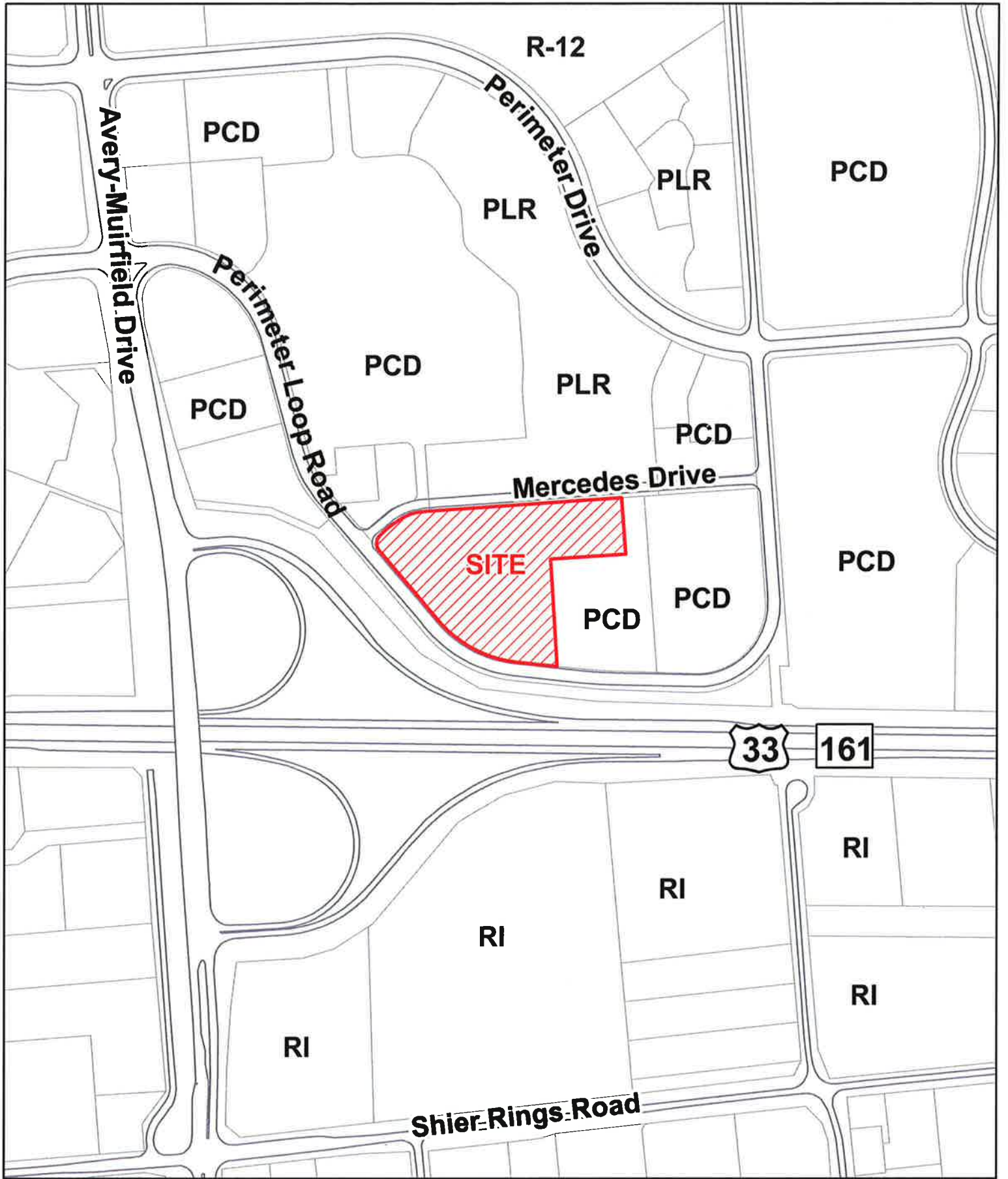
That the blue columns for the Mercedes Benz facility utilize the same color of blue (Pantone 3025C) as the monument sign faces.

Amended Final Development Plan

Review Criteria:

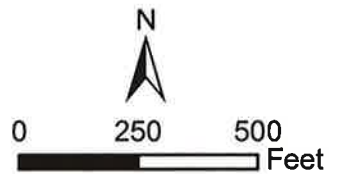
In accordance with Section 153.055(B) *Plan Approval Criteria*, the Code sets out the following criteria of approval for a final development plan:

- 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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09-053AFDP
Amended Final Development Plan
Building Modifications
Perimeter Center
Crown Mercedes
6350 Perimeter Loop Road





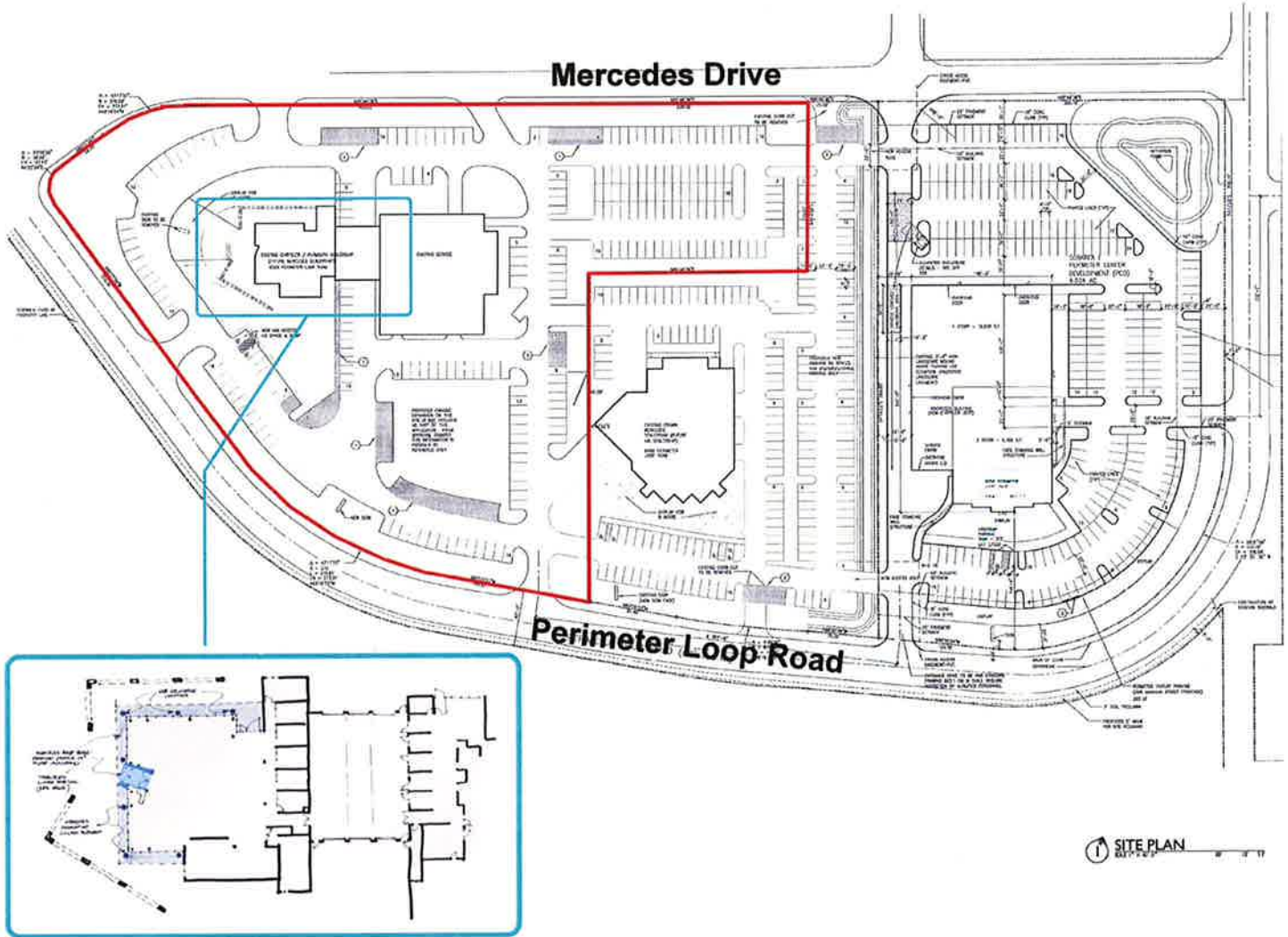
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DEVELOPMENT CONTEXT



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Feet

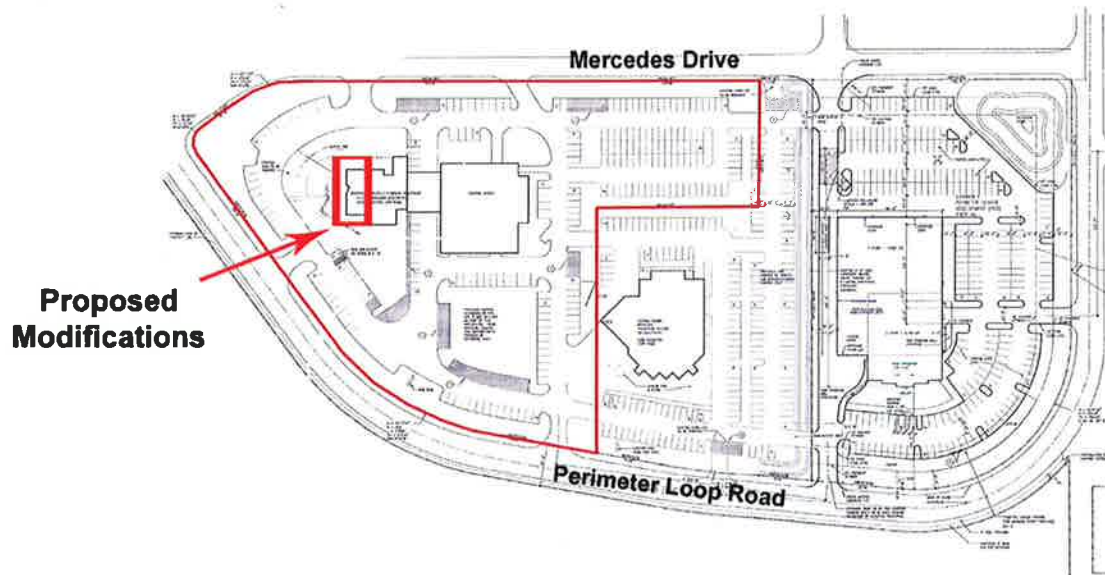
EXISTING SITE PLAN



Proposed Mercedes-Benz Modifications

09-053AFDP
Amended Final Development Plan
Building Modifications
Perimeter Center - Crown Mercedes
6350 Perimeter Loop Road

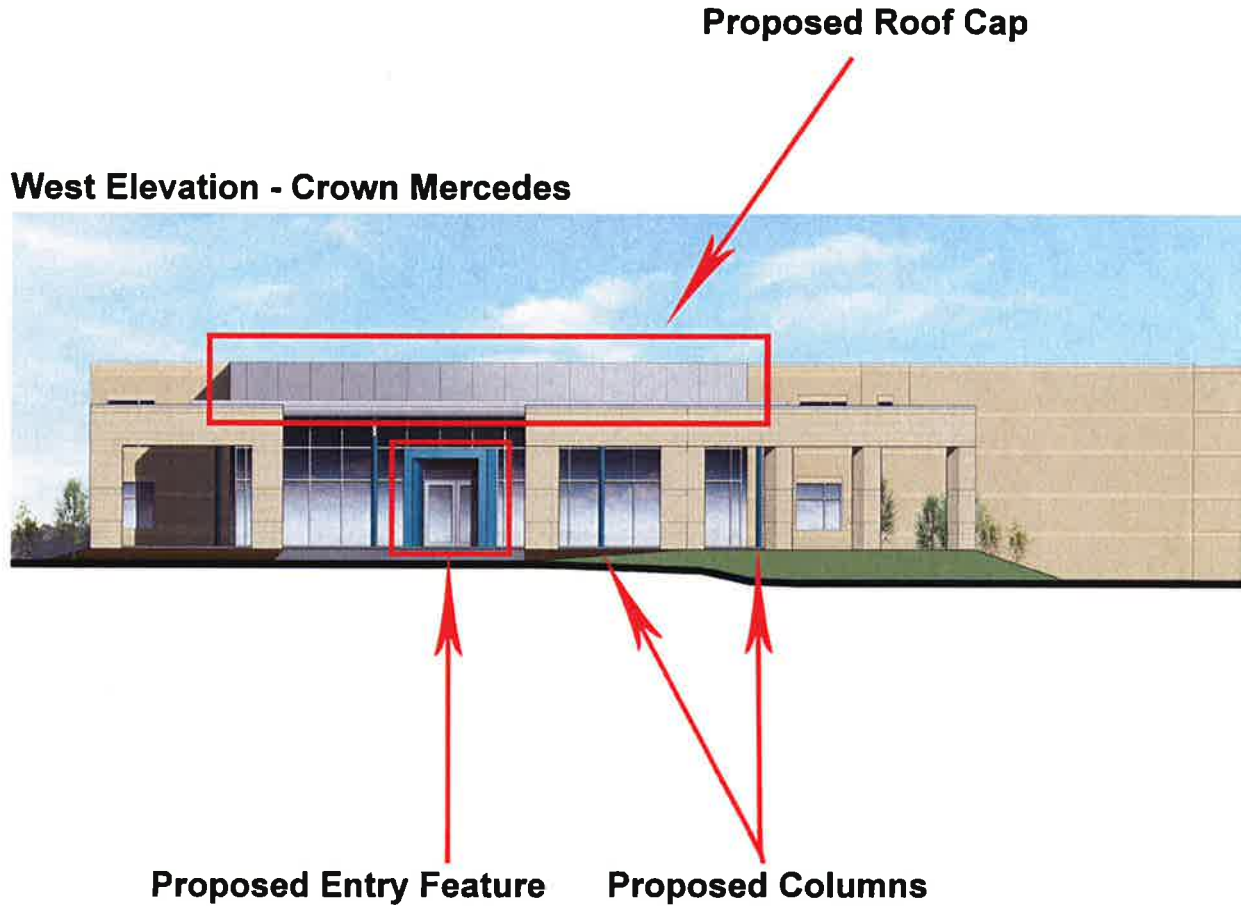
EXISTING WEST ELEVATION



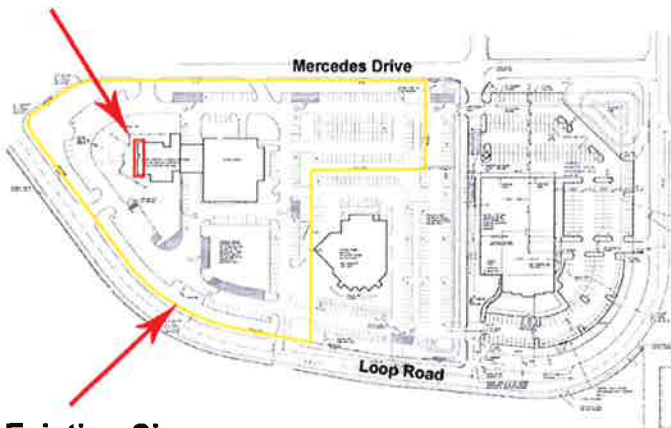
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Amended Final Development Plan
Building Modifications
Perimeter Center- Crown Mercedes
6350 Perimeter Loop Road

PROPOSED MODIFICATIONS CROWN MERCEDES DEALERSHIP



Proposed Modifications



Approved Sign Color



Pantone 3025 C