



CITY OF DUBLIN.

Land Use and  
Long Range Planning  
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## PLANNING REPORT

### PLANNING AND ZONING COMMISSION

NOVEMBER 12, 2009

#### SECTION I – CASE INFORMATION

**4. Perimeter Center, Subarea I, Crown Dealership 09-094AFDP** **6350 Perimeter Loop Road Amended Final Development Plan**

Proposal: Modifications to the existing ground sign for the Crown Jeep, Chrysler and Dodge car dealership located at the southwest corner of the intersection with Perimeter Loop Road and Mercedes Drive.

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

Applicant: Hawkins Family Partnership; represented by Marc Wigler, Crown Chrysler, Jeep, Inc.

Planning Contact: Jennifer M. Rauch, AICP, Planner II

Contact Information: (614) 410-4690, jrauch@dublin.oh.us

#### Case Summary

This is a request for review and approval of changes to the sign face of an existing ground sign for the Crown Chrysler, Dodge, and Jeep automobile sales facility within Subarea I of the Perimeter Center Planned Commerce Development. The proposal complies with the applicable amended final development review standards and Planning recommends approval of the request with one condition.

#### 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 automobile sales facilities. The Planning and Zoning Commission approved a revised development plan for the Chrysler dealership on November 15, 2001 with a condition of approval requiring any modifications to the approved sign package be subject to review by the Planning and Zoning Commission. This condition, as worded, requires even the most minor change to have a full amended final development plan review, which is a practice that is no longer in use.

Architectural modifications for the Crown Mercedes Benz site were approved by the Commission on August 6, 2009.

#### Site Description

##### Site Location

The 4.6-acre site is located at the northwest corner of the intersection of Perimeter Loop Road and Mercedes Drive (private road).

### *Surrounding Zoning and Uses*

The site and surrounding properties to the east (MAG dealership), west (Crown Mercedes Benz and Crown Kia) and north (office uses) are zoned PCD as part of the Perimeter Center development. State Route 161/U.S. 33 is located south of the site across Perimeter Loop Road.

### *Site Character and Layout*

The Crown automobile sales campus consists of three parcels, which sell different brands: Mercedes Benz; Kia; and Chrysler, Jeep and Dodge. The Chrysler, Jeep, Dodge site is the eastern-most of three parcels and the subject of this application. The 5.1-acre Mercedes site is the western-most of the three parcels, with the Kia site on a 2.9-acre parcel between the two. Each parcel has a monument sign on Perimeter Loop Road with a blue sign face and masonry base indicating the specific brand(s) sold.

## **Plan Description**

### *Overview*

The applicant is proposing to add the Dodge name and logo to the existing monument sign located along Perimeter Loop Road on the Chrysler, Jeep, and Dodge site.

### *Sign Modification*

The existing 50-square-foot, 15-foot tall internally illuminated sign face has a dark blue background (PMS 3025) with translucent white lettering for the copy and logo, which includes the Chrysler name and logo, and the Jeep name. The proposed sign face adds the Dodge name and logo with no other changes to the materials, background, lettering, colors, sign cabinet or brick base. The sign meets the Zoning Code in all respects, including secondary image size.

## **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.** The proposal conforms to the approved preliminary development plan and all other applicable zoning text and Code requirements.

*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 site modifications are proposed.

*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.** The proposed sign modification matches the details of the previously approved sign plan and continues to match the Crown Mercedes Benz and Crown Kia signs.

**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. Planning is recommending that the restrictive condition that "any" sign modifications be subject to an amended final development plan be modified to reflect current practice.

**Condition**

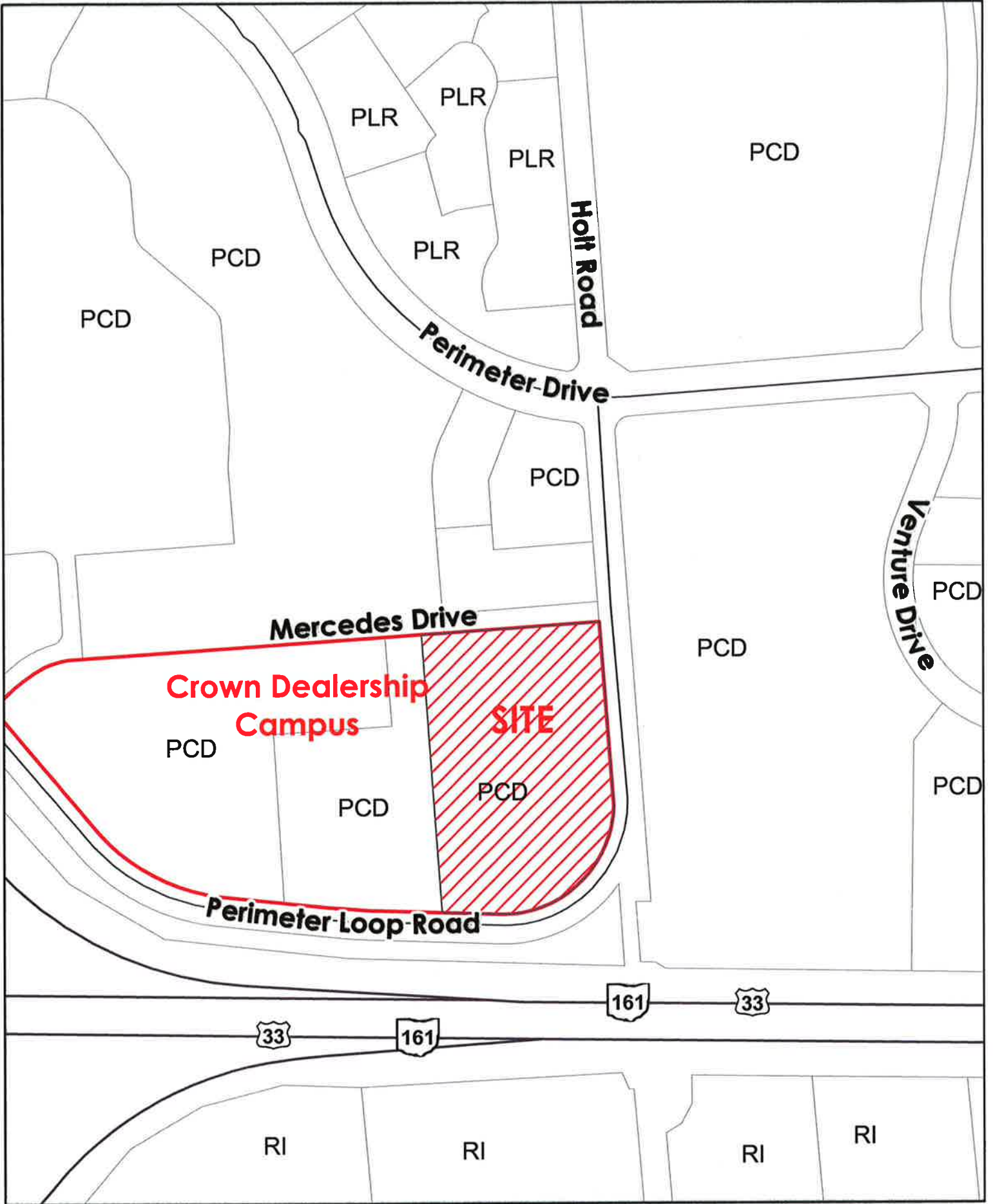
Any sign modifications not meeting the minor modification provisions of Section 153.053 (G) be subject to review and approval of the Planning and Zoning Commission.

## **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.



City of Dublin  
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09-094AFDP  
Amended Final Development Plan - Sign Modifications  
Perimeter Center - Crown Jeep, Chrysler, and Dodge  
6350 Perimeter Loop Road



0 200 400 Feet



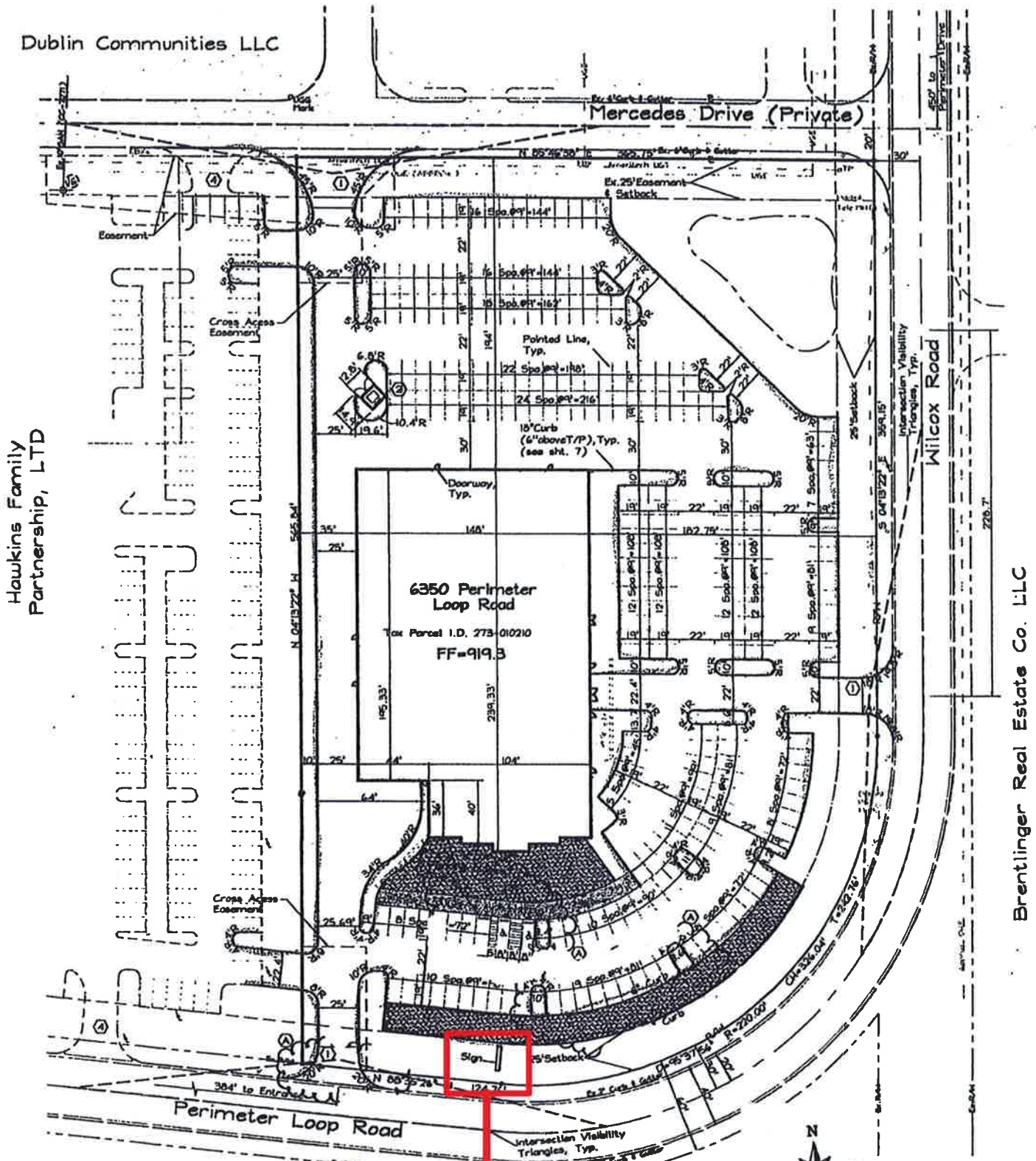
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0 200 400 Feet

# EXISTING SITE PLAN



Dublin Communities LLC

Hawkins Family Partnership, LTD

Hawkins Family Partnership, LTD

Brentlinger Real Estate Co. LLC



**Location of Sign**

09-094AFDP  
 Amended Final Development Plan  
 Sign Modifications  
 Perimeter Ctr - Crown Jeep, Chrysler, Dodge  
 6350 Perimeter Loop Rd.

# EXISTING AND PROPOSED SIGN

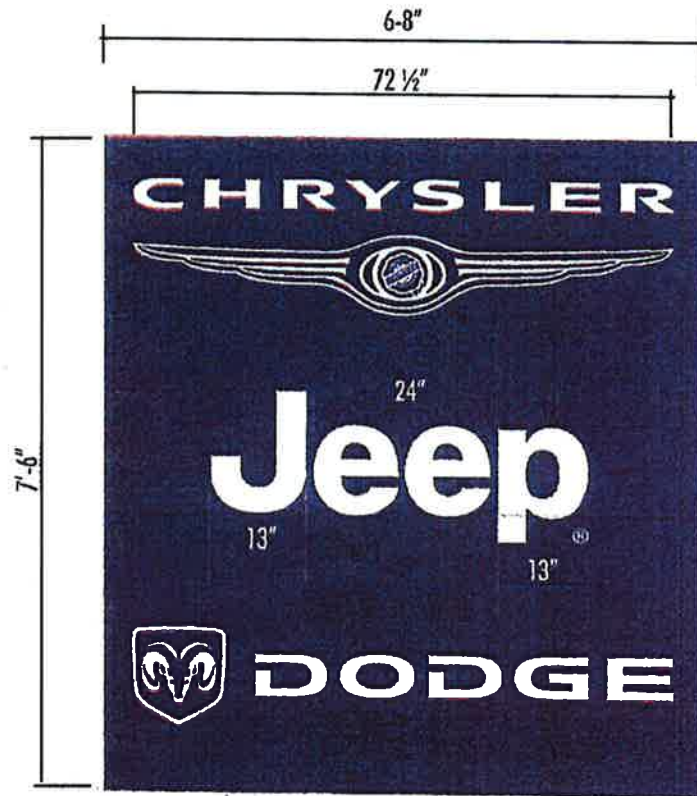
Existing Sign



Proposed Sign



Proposed Sign Face Details



# PREVIOUSLY APPROVED DEVELOPMENT TEXT PERIMETER CENTER SUBAREA I

## PERIMETER CENTER DEVELOPMENT TEXT

### Subarea I - Transitional Area

**The Transitional Nature of Subarea I:** The area proposed for Subarea I was contemplated to be general office, corporate headquarters, hotels, etc. It was further contemplated that this site would form an important part of the entrance impression of not only Perimeter Mall but Dublin itself. Because of specific high quality retail use fulfilling this purpose, the original concept for Perimeter Center was altered to allow creation of Subarea I permitting automobile dealerships under strict development standards, in addition to the standards set out for Subarea D.

Subarea I will additionally serve as an architectural transition, incorporating elements of the Perimeter Mall, while at the same time easing into the higher scale uses of Subarea D, where common architectural themes are not contemplated.

### **Interrelationships of Rezoning and Development Plan:**

To create the new Subarea I, a rezoning was necessary. This rezoning is agreed by the initial end user of Subarea I (the Mercedes automobile dealership), the City, and the developer of Perimeter Mall to be specifically conditioned on the development plan presented for the parcel and the rezoning and development plan are presented concurrently. It is further agreed that a simple rezoning to a retail use for this parcel would be inappropriate. In effect, the rezoning amounts to a variance; the development plan, the architecture, building materials, and development standards of the specific rezoning and development plan proposal presented are integral parts of the rezoning. Taking all of these matters together, the particular retail use presented at the time of the rezoning of Subarea I is appropriate for this site. However, it does not follow that any other use deviating in any respect from the development plan presented would be appropriate for the site. It is a condition of the rezoning of Subarea I that any future use of Subarea I must meet the requirements set out in this text.

### **Permitted Uses:**

The following uses shall be permitted within Subarea I:

- a) Those uses listed in Section 1159.01 and 1175.01 of the Zoning Code.
- b) Corporate offices.
- c) Hotel and motel.
- d) Institutional uses.
- e) Drive-in facilities developed in association with a permitted use.
- f) Ancillary commercial uses within a structure primarily devoted to office uses.
- g) Use listed in Section 1163.01 (a) (3) (551). New car dealer, developed to provide a retail-to-office transition and in accordance with, accompanying standards.

# PREVIOUSLY APPROVED DEVELOPMENT TEXT PERIMETER CENTER SUBAREA I

## PERIMETER CENTER DEVELOPMENT TEXT

### **Development Standards for Automobile Dealerships:**

The development shall be limited to the highest caliber auto dealership which shall exhibit an extraordinary visual quality. Construction shall be limited to one building which does not exceed 44,000 square feet in area. Auto display, sales and service, shall be permitted and may not include a body shop, or storage of damaged vehicles or other activities which may detract from the higher visual quality intended here. This site will be treated as an important gateway into Dublin and the design will reflect both high quality and a coordination with surrounding development.

No automobile bodywork permitted on site. No damaged automobiles stored outdoors on site. Automobiles stored outside of buildings and awaiting sale are limited to number of approved parking spaces, and may be displayed in single rows only, i.e., automobiles may be displayed nose to tail or side to side, but not both. Display pad areas outside of parking areas are not included in foregoing requirement, providing same is finished with concrete, brick pavers or other permanent material and is located behind building setback line. No outside loudspeakers permitted. No balloons, banners, flags, blimps or helium air devices or similar devices, may be used on site for any purpose. All building materials must be of equal quality all four sides.

Display information on vehicle not a part of the vehicle itself is limited to stickers required by federal or state law and in addition, one additional sticker not larger than 3 by 6 inches, not an iridescent color, and listing the year and type of car. There will be no slogans, prices or other information painted or added to the windows, either on the interior or exterior side, of automobiles held for display on site.

No loading docks are permitted on site. All curb cuts on public streets shall require brick pavers or concrete finished in a brick pattern at point of entry into site.

### **Treatment of hazardous materials on site:**

1. Waste oil and waste anti-freeze must be stored above ground in concrete vault within the primary structure.
2. All hydraulic lifts shall use only biodegradable vegetable oil as a hydraulic medium, or future EPA approved material.
3. New (as yet unused) oil will be stored above ground indoors within the building.
4. No automobile gasoline or diesel fuel storage tanks will be permitted on site, for the purpose of fueling autos.

### **Mechanical:**

All mechanicals must be so located or screened so as to not be visible by automobile from either State Route 33, the exit ramps to Avery Road, Avery Road, or the interior roads of the center.

# PREVIOUSLY APPROVED DEVELOPMENT TEXT PERIMETER CENTER SUBAREA I

## PERIMETER CENTER DEVELOPMENT TEXT

### Architecture:

All buildings shall be designed to reflect the architectural elements of Perimeter Mall and reflect the image and scale of an office building. Materials must be complementary and compatible with the mall as determined by the Dublin Planning and zoning Commission. This standard does not require exact duplication of the themes, materials or elements of the mall. The goal is to achieve total site compatibility within Perimeter Center.

### Yard and Setback Requirements:

1. Setback along Perimeter Loop Drive shall have a 25' pavement setback and 50' building setback.
2. All other publicly dedicated local streets shall have a 25' pavement setback and 50' building setback.
3. Side yards shall be 25' for pavement and buildings.
4. Rear yards shall be 25' for pavement and buildings.
5. Total ground covered by all buildings shall not exceed 25% of the total lot area. However, parking garages and buildings shall cover no more than 75% of the total lot area.

### Height Requirements:

1. The maximum height for structures in Subarea I shall be measured per the Dublin Zoning Code and have a maximum height limitation of 65'. A minimum height of 20' shall be required for all primary structures.

### Parking and Loading:

1. Sizes, ratio and type of parking and loading and other facilities shall be regulated by Dublin Code Chapter 1193. Development plan will reflect Phase I and Expansion Layout for parking.
2. Bank drive-thru requirements as per the Columbus Zoning Code.

### Circulation:

1. Perimeter Loop Road shall have a 60' right-of-way and a 36' pavement width.
2. Curb cuts on Perimeter Loop Drive shall be spaced a minimum of 200' (as measured from the driveway's centerline) with opposing cuts offset no less than

# PREVIOUSLY APPROVED DEVELOPMENT TEXT PERIMETER CENTER SUBAREA I

## PERIMETER CENTER DEVELOPMENT TEXT

100' or directly aligned wherever possible consistent with prudent traffic engineering principles and practice.

### Waste and Refuse:

1. All waste and refuse shall be containerized and fully screened from view by a solid wall or fence.

### Storage and Equipment:

1. No materials, supplies, equipment or products shall be stored or permitted to remain on any portion of the parcel outside the permitted structure. Mechanical equipment or other utility hardware on roof, ground, or buildings shall be screened from public view with materials harmonious with the building. Storage of automobiles displayed for sale is regulated by specific requirements for automobile dealerships. See Development Standards.

### Landscaping:

1. All landscaping shall be according to the Dublin Landscape Code Chapter 1187.
2. In addition and within the required building setback, a 3'- 4' earthen landscaped mound shall be provided along Perimeter Drive with street trees planted 50' on center and located +1' from R.O.W. line within R.O.W.
3. Along SR 161, a 6' landscaped mound shall be provided with trees planted a minimum of 1 tree per 30' O.F.T.O. (trees may be grouped).
4. Street trees shall be planted along Perimeter Loop Road. Trees shall be planted one (1) per 30' along the R.O.W. (trees may not be grouped). The minimum caliber shall be 3" per tree.

### Signage:

Signage shall be in accord with Dublin Code and the Development Standards contained in general section of text. The signage for the initial automobile dealership use of this subarea may include an architecturally integrated pylon sign within the display area. A second ground sign, not to exceed Code Standards and consistent with other signs for the Mall, may be used for identification at the driveway.

### Lighting:

General standards for lighting are contained in the general text. Lighting for automobile dealerships must comply with the general standards. Further, lighting for automobile dealership display if of a higher intensity than surrounding parking lot lighting must make a smooth transition to lower intensity lighting on surrounding uses. Applicants for this type of land use

# PREVIOUSLY APPROVED DEVELOPMENT TEXT PERIMETER CENTER SUBAREA I

PERIMETER CENTER DEVELOPMENT TEXT

must show specific fixtures to be used and specifications, and further must provide lighting engineering plan showing actual intensities of light falling on illuminated areas and cutoff areas. Higher intensity display lighting may be used only in association with sales activity, limited to the hours of the showroom operation. A secondary lower intensity lighting level consistent with the adjacent parking lot(s) will be used at other times.

If fixtures selected for surrounding uses in Perimeter Center are not suitable for lighting for automobile dealerships, then similar and visually compatible designs must be used. Fixture finish and color will be the same as Perimeter Center standard.