

Planning Report

Thursday, September 6, 2012

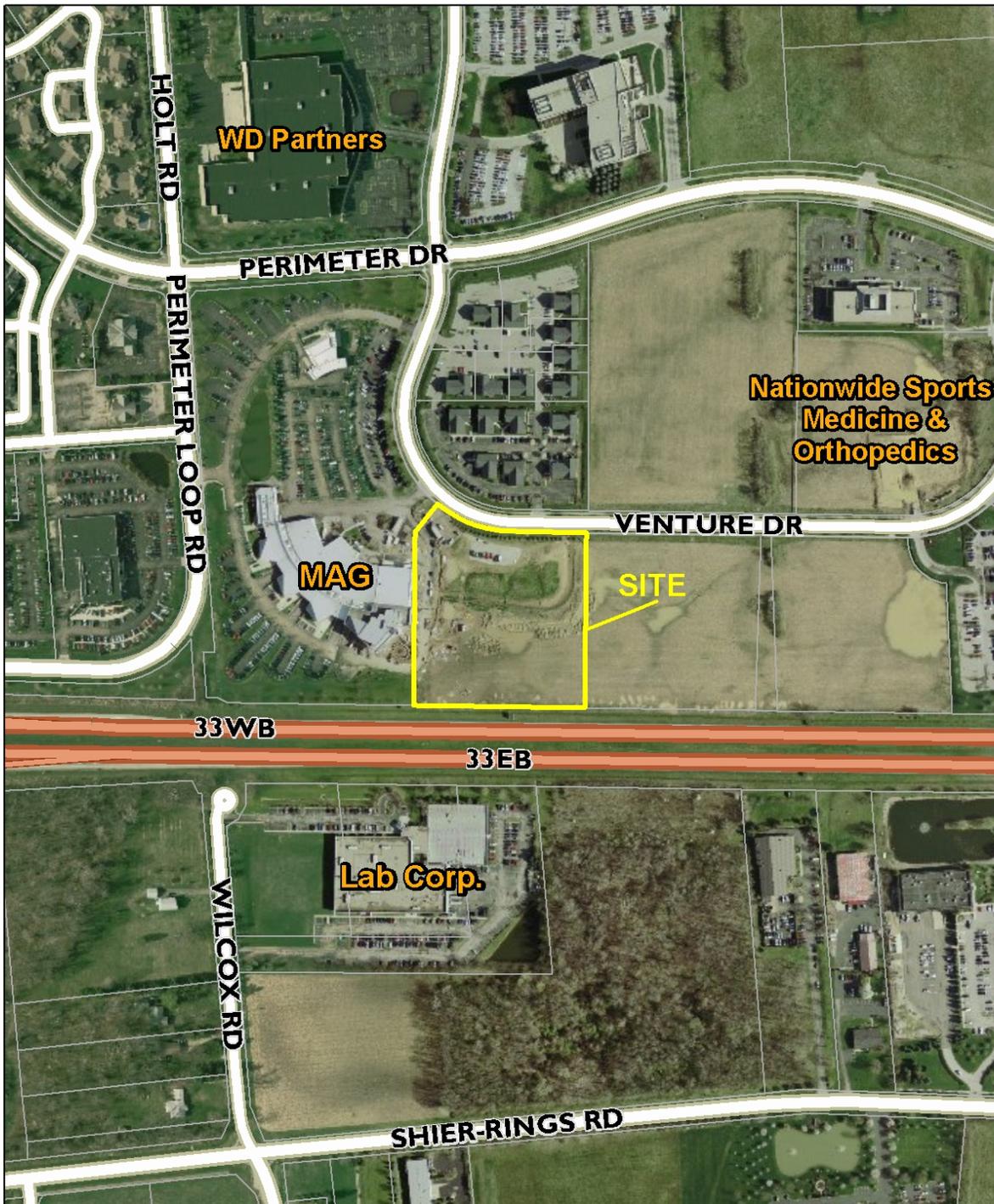
Midwestern Auto Group PUD, Subarea 2 – MAG Audi

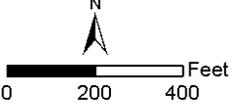
Case Summary

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| Agenda Item | 4 |
| Case Number | 12-057INF |
| Proposal | Architectural revisions to an approximately 9,570-square-foot car dealership for the Audi franchise for the Midwestern Auto Group dealership campus. |
| Request | Informal review and non-binding feedback. |
| Site Location | 5875 Venture Drive Located on the south side of Venture Drive, north of US33/SR161. |
| Applicant | Tim Galli; represented by Bradley Parish, Architectural Alliance |
| Case Manager | Claudia D. Husak, AICP, Planner II (614) 410-4675 chusak@dublin.oh.us |
| Planning Recommendation | Discussion and Feedback |

Proposed Discussion Questions

- 1) Has the applicant made sufficient architectural modifications to address the Commission's concerns regarding development text requirements?
- 2) Are the proposed architectural elevations consistent with the remainder of the MAG campus?
- 3) What architectural details should the applicant consider to address screening requirements?
- 4) Does the Commission support the proposed signs for the Audi building and the required text modifications?



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|  <p>City of Dublin Land Use and Long Range Planning</p> | <p>12-057INF Midwestern Auto Group PUD MAG Audi 5875 Venture Drive</p> |  <p>0 200 400 Feet</p> |
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| Facts | |
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| Site Area | 8.73 acres (Subarea 2), 24.33 acres (entire PUD) |
| Zoning | PUD, Planned Unit Development District |
| Surrounding Zoning and Uses | North: PCD, office condominiums in Subarea D of Perimeter Center East: PCD, vacant land in Subarea D of Perimeter Center South: US 33/SR 161 West: PCD, the Crown auto campus in Subarea I of Perimeter Center |
| Site Features | <ul style="list-style-type: none"> • 2 vacant parcels and 1 developed parcel (existing MAG campus) • Frontage: <ul style="list-style-type: none"> 1,400 feet along US33/SR 161 1,550 feet along Venture Drive 700 feet along Perimeter Drive • Subarea A is developed with two buildings: <ul style="list-style-type: none"> ○ An approximately 115,500-square-foot dealership building with several automotive franchises including brands such as Saab, Aston Martin, Bentley, Audi, Porsche, and Volkswagen; and the recently added Volvo in the southwestern portion of the site. This building includes the MAG offices, the automobile service area and an executive suite. ○ A second building houses the Land Rover franchise in a 7,335-square-foot building to the north, facing Perimeter Drive. <p>Subarea A has 472 customer and employee parking spaces and 59,510 square feet of vehicle display area along all sides of the buildings. Vehicle display areas are designed in a unique finger-like arrangement along the western and southern portions of the site.</p> <p>A retention pond is on the north side of the main building at the Perimeter Loop Road entrance. Mature landscaping and significant mounding are along the site perimeter and provide screening for the loading and vehicular use areas.</p> <p>The vacant parcels are flat. A portion has been used to store soil during the construction of the Volvo portion on Subarea A.</p> |
| Case Background | <p>In 2010, City Council approved a rezoning with preliminary development plan that removed Subarea J and portions of Subareas D and J-1 from the Perimeter Center PCD and established a 15.6-acre MAG PUD. The Planning and Zoning Commission also approved a final development plan with the recently constructed addition for the Volvo and Porsche franchises. The addition includes an owner's residential suite.</p> <p>In 2011, the rezoning of additional land into the MAG PUD was requested, which would allow MAG's Mini and BMW franchises to relocate from Post Road. On January 12, 2012 the Commission recommended approval of a rezoning with preliminary development plan and final development plan for a 40,000-square-foot building with approximately 4,000 square feet for expansion area, 225 parking spaces and 57,000 square feet of vehicle</p> |

Facts

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| <p>Case Background</p> | <p>display area on 8.5 acres. City Council approved the rezoning on March 12, 2012.</p> <p>On July 12, 2012, the Planning and Zoning Commission reviewed a proposal to amend the approved final development plan for BMW/Mini for a new building for the Audi franchise. The Commission disapproved a request for a minor development text modification for an additional wall sign for the proposed Audi building. The applicant was asked to refine and revise the architecture for the proposed building prior to the review of an additional wall sign.</p> <p>The Commission approved the amended final development plan with conditions that required the applicant to remove the proposed Audi building from the plan to revise the architecture to be more in line with other campus buildings and the approved BMW/Mini building.</p> |
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Details **Informal Review**

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| <p>Proposal</p> | <p>This proposal includes a revised site plan showing a minor shift of the Audi building and architectural modifications that include the addition of fiber cement panels and architectural metal with angles and curves to complement the existing building. The Audi logo is proposed as the main identification wall sign along the south elevation.</p> |
| <p>Layout</p> | <p>The proposed Audi building was shifted slightly to the east and the adjacent display plaza was decreased in size accordingly. The service reception area at the rear of the building (north) was moved to the far west end of the north elevation rather than the center as previously proposed. The building footprint did not increase, but a second story was added. This added square footage was accounted for in the Traffic Impact Study and parking and other related requirements are met.</p> <p>The Audi building continues to function solely as a showroom and service reception area. Service will be provided elsewhere on the campus. Required setbacks, building height and parking are consistent with the requirements within the development text.</p> |
| <p>Architecture</p> | <p>The approved development text states that existing architecture is modern and innovative and features the extensive use of glass and metal to promote transparency and a sleek, signature look across the front of the buildings while emphasizing sharp edges and angles. Permitted primary exterior materials include glass, metal, EIFS, stone/stone veneer and concrete masonry units. Flat roofs are also permitted.</p> <p>At the July 12, 2012 meeting, the Commission found that the proposed Audi building lacked distinctiveness and failed to complement the main MAG building and the BMW/Mini building, and did not include materials</p> |

| Details | Informal Review |
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| Architecture | <p>and architectural detailing, such as edges, overhangs and angles found already on the campus.</p> <p>The revised Audi showroom elevations have glass and silver metal panels. The metal material was revised to be overlaid as a honeycomb pattern indicated as a metal rain screen. The form of the building continues to be modular and the applicant has chosen to address the Commission's requests for a more obvious architectural relationship between the Audi building and the other MAG buildings by arranging the metal material to include the sharp edges and angles prominent in the main MAG building.</p> <p>The applicant has also introduced a reinforced concrete panel in silver gray with a matte brush finish to tie the Audi building to the other stucco material for the MAG buildings. The reinforced concrete is proposed for the two-story service reception area, with a smaller portion of spandrel glass and glass overhead doors. No color has been provided for the spandrel. All other glass is indicated as clear. Planning is concerned that clear glass in the parapet portion of the roof may not adequately screen the mechanicals.</p> <p>The front (south) elevation includes a mix of glass and the proposed metal material, which is cut away at an angle to reveal the glass curtain wall system underneath. Other elevations include all three materials, glass, metal and concrete. The entrance area, at the east elevation, includes an Alucobond element to highlight the front door. There are also windows cut into the metal, which will be covered with the honeycomb metal on all but the front elevation. This particular design element as well as the honeycomb metal material is not found anywhere in the area and represents an innovative and distinctive look for the MAG campus.</p> |
| Signs | <p>Five types of signs are permitted for the MAG campus: campus identification, dealership identification, directional, brand, and wall signs. This proposal includes one wall sign on the south elevation and a brand sign on the wall of the east elevation. Both signs would require the approval of a text modification to be permitted as proposed. The development text did not anticipate an additional building in Subarea B and limits the number of wall signs to two for this Subarea, which have been used for the BMW/Mini building to identify each of the brands.</p> <p><i>Wall Sign</i></p> <p>This proposal shows a 50-square-foot wall sign consisting of the Audi rings logo along the south elevation at a height of 26 feet, four inches. While the sign fits appropriately along the elevation and is of high quality, this sign requires the following modifications to the development text:</p> <ol style="list-style-type: none">1. One additional wall sign for Subarea 2;2. A wall sign with a permitted height of 26 feet, 4 inches instead of 15 |

| Details | | Informal Review |
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| Signs | <p>feet; and</p> <p>3. A wall sign with a logo exceeding the maximum size of 20% of the permitted sign size (or 10 square feet).</p> <p><i>Brand Sign</i> A 4.5 square foot brand sign is proposed on the east elevation in the entrance element portion near the main entrance door, mounted at a height of eight feet, six inches. The development text defines a brand sign as a ground sign permitted adjacent to the individual brand sales entrances. Commission approval is required for additional brand signs in other locations. Individual brand signs are limited to a maximum of 20 square feet and a height of 40 inches. As proposed, the Audi brand sign would require two text modifications:</p> <ol style="list-style-type: none"> 1. To allow a brand sign to be a <i>wall</i> sign; and 2. To permit a brand wall sign at a height of 8' 6" | |
| Other Information | <p>The applicant has filed a building permit for site work at the BMW/Mini site, including the two ponds. There was a condition as part of the July approval that the applicant work with Planning to create the eastern pond as an amenity to the site. The applicant has committed to incorporate two fountains into the pond and to landscape and manicure the edge of the pond similar to the existing pond on the site.</p> | |

| Analysis | | Informal Review |
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| General Considerations | <p>At the July 12, 2012 meeting, the Commission was concerned the architecture of the Audi building was not consistent with the quality of the rest of the buildings on the campus. Commissioners noted that all of the buildings on the MAG campus were architecturally striking and modern, and had common elements, such as the use of a variety of materials and patterns as well as different massing elements that added visual interest. The lack of a mix of materials and the modular shape of the proposed building was of particular concern to the Commission.</p> <p>The footprint of the Audi building was changed to move the service reception area slightly to the west, however, the footprint remains the same. Building height was increased to allow more edges and angles within the building rather than changing the basic building shape.</p> | |
| Development Text <i>Architecture</i> | <p>The applicant has provided materials that meet the development text and attempt to create a unifying element across the MAG campus that was lacking in the previous Audi building proposal. The materials as well as their application are intended to set the MAG campus apart as unique, innovative, modern and current, meet the development text. Concerns include the screening of mechanicals and the spandrel glass proposed in</p> | |

| Analysis | | Informal Review |
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| Development Text <i>Architecture</i> | the service reception area. Discussion Questions <ol style="list-style-type: none"> 1. <i>Has the applicant made sufficient architectural modifications to address the Commission's concerns regarding development text requirements?</i> 2. <i>Are the proposed architectural elevations consistent with the rest of the MAG campus?</i> 3. <i>What architectural details should the applicant consider to address screening requirements?</i> | |
| Development Text <i>Signs</i> | The MAG development text for signs recognizes their unique needs for identification and wayfinding. The applicant has indicated that their signs fit well within the building architecture and are of high quality design. However, if approved, they will require several text modifications. Discussion Question <ol style="list-style-type: none"> 4. <i>Does the Commission support the proposed signs for the Audi building and the required text modifications?</i> | |

| Recommendation | | Discussion and feedback |
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| Discussion Questions | Planning recommends that the Commission consider the proposal with respect to the approved development text and the previous comments from the July 12, 2012 meeting. Planning requests discussion on the following points and others as may be desired by the Commission. | |
| | <ol style="list-style-type: none"> 1) Has the applicant made sufficient architectural modifications to address the Commission's concerns regarding development text requirements? 2) Are the proposed architectural elevations consistent with the rest of the MAG campus? 3) What architectural details should the applicant consider to address screening requirements? 4) Does the Commission support the proposed signs for the Audi building and the required text modifications? | |