

Planning Report

Thursday, November 1, 2012

Midwestern Auto Group PUD, Subarea 2
MAG Audi, BMW & Mini
5875 and 5825 Venture Drive

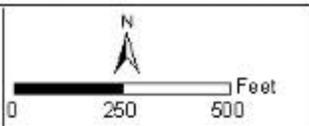
Case Summary

Agenda Item	4
Case Number	12-072AFDP
Proposal:	A new 11,300-square-foot car dealership for the Audi franchise and the incorporation of a 1,440-square-foot, non-public car wash into the previously approved BMW/Mini building for the Midwestern Auto Group dealership campus.
Request:	Review and approval of an amended final development plan under the Planned District provisions of Zoning Code Section 153.050.
Site Location	5875 and 5825 Venture Drive. Located on the south side of Venture Drive, north of US33/SR161.
Property Owner	CAR MAG PARK LLC
Representative	Sean McCarthy, Midwestern Auto Group
Applicant	Brad Parish, Architectural Alliance
Case Manager	Claudia D. Husak, AICP, Planner II (614) 410-4675 chusak@dublin.oh.us
Planning Recommendation	<p><u>Approval of Minor Text Modifications</u></p> <p>Planning supports the minor modifications to the development text and recommends approval of the request to:</p> <ol style="list-style-type: none">1. Allow <i>three</i> wall signs in Subarea 2 and require the signs be located on the building that offers the particular brand for sale.2. Exempt logos from the <i>size restrictions of 20%</i> of the permitted signs size or 10 square feet.3. Allow a brand sign to be a <i>wall</i> sign; and4. Permit a brand wall sign at a <i>height of 8 ft. 6 in.</i> <p><u>Approval of Amended Final Development Plan with 2 Conditions</u></p> <p>In Planning's analysis, this proposal complies with the development text, the amended final development plan criteria, and existing development in the area with the following conditions:</p> <ol style="list-style-type: none">1) That the plans be revised to clearly indicate that the glass proposed for the Audi building will be clear, prior to submitting for a building permit; and,2) That the applicant eliminate the copy "Audi" from the incidental directional sign.



 City of Dublin
Land Use and
Long Range Planning

12-072AFDP
Amended Final Development Plan
Midwestern Auto Group - Audi
5825 & 5875 Venture Dr



Facts	
Site Area	24.33 acres (entire PUD)
Zoning	PUD, Planned Unit Development District (recently approved MAG plan)
Surrounding Zoning and Uses	<p>North: PCD, office condominiums in Subarea D of Perimeter Center</p> <p>East: PCD, vacant land in Subarea D of Perimeter Center</p> <p>South: US 33/SR 161</p> <p>West: PCD, the Crown auto campus in Subarea I of Perimeter Center</p>
Site Features	<ul style="list-style-type: none"> • 2 vacant parcels and 1 developed parcel (existing MAG campus) • Site improvements have begun on the vacant parcels for the BMW/Mini building • 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: <p>An approximately 115,500-square-foot dealership building with several automotive franchises including brands such as Saab, Aston Martin, Bentley, Audi, Volkswagen, and the Volvo and Porsche in the southwestern portion of the site. This building includes the MAG offices, the automobile service area and an executive suite.</p> <p>A second 7,335-square-foot building to the north facing Perimeter Drive houses the Land Rover franchise.</p> <p>The Subarea has 472 customer and employee parking spaces, and 96,724 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>
Case Background	<p>In 2011, the rezoning of additional land into the MAG PUD was requested to facilitate the move of MAG's Mini and BMW franchises from Post Road. The Planning and Zoning Commission on January 12, 2012 recommended approval of a rezoning with preliminary development plan and final development plan. The approval was 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 display area.</p> <p>On July 12, 2012, the Commission reviewed an amendment to the approved final development plan for BMW/Mini for a new building for the Audi franchise. The Commission disapproved a minor development text modification for an additional wall sign for the Audi building. The applicant was asked to refine and revise the architecture prior to the review of an additional wall sign. The Commission approved the amended final development plan with conditions that required the applicant to</p>

Facts	
Case Background	<p>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> <p>The applicant requested informal review and feedback on architectural revisions to the Audi building from the Commission on September 6, 2012. The Commission acknowledged the applicant's efforts to create a building that met the high quality, innovative and striking architectural requirements of the development text and the existing and approved MAG buildings. The Commission requested the applicant lower the proposed sign to 15 feet and provide information regarding the durability and maintenance of the proposed metal rain screen building material.</p>

Details	Amended Final Development Plan
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Plan Overview	<p>The revised proposal includes an additional building for the Audi franchise in Subarea B of the MAG dealership campus and a non-public car wash for the BMW and Mini building. The approved development text does not limit the number of buildings or maximum square footage. Development intensity is generally regulated by requirements for lot coverage, stormwater management and parking. The plan continues the vehicle display areas in "fingers" along the SR 161/US 33 frontage while the stormwater retention basin was narrowed and moved slightly east.</p>
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Plan Revisions	<p>Revisions to the amended final development plan approved in July 2012:</p> <ul style="list-style-type: none"> • A slight increase in the size of the BMW/Mini building from 44,548 sq. ft. to 44,961 sq. ft. • An addition of a second story the Audi building increasing the building size from 7,900 sq. ft. to 11,236 sq. ft. • Added the non-public car wash and the associated stacking and maneuvering area to the BMW/Mini building, which was eliminated in the July approval, but originally approved in 2011 • Increased lot coverage to 64.6% • Proposal of two wall sign options for the Audi building, a brand wall sign and a directional service sign with the franchise name
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Development Details	<p>Audi: The 11,236-square-foot Audi building in the center of the site functions solely as a showroom and service reception area. The 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 from the center of the building to the far west end of the north elevation. The footprint did not increase, but a second story was added. This added square footage is accounted for in the revised Traffic Impact Study. Service will be provided elsewhere on the campus. Display plazas are east and west of the building. Setbacks, lot coverage, building height and parking are consistent with the requirements of the development text.</p> <p>BMW/Mini: The BMW/Mini building was approved in the eastern portion of the site in July 2012, including a showroom and 27 service bays. The BMW showroom is in the southeast part of the building and the Mini showroom in the southwest. The development text permits a non-public car wash, which is proposed at the northwest portion (rear) of the building. The vehicle detail area was moved approximately 15 feet</p>
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Details	Amended Final Development Plan
Development Details	<p>toward the north property line to fit the car wash between the service bays and detailing area. Four stacking spaces are provided.</p> <p>A ramp between the showrooms provides access to the service reception area on the lower level. The service area is located at the rear of the building toward Venture Drive, and a loading dock is in the northeast portion of the building. Vehicle display plazas are in front of each showroom.</p>
Access and Circulation	<p>There have been concerns raised at previous reviews of this proposal regarding vehicle carrier movement in and out of the site as well as throughout the facility. The applicant has provided AutoTURN data demonstrating sufficient turning space for both fire trucks and vehicle carriers.</p> <p>The applicant has worked with the Washington Township Fire Department to ensure fire access is maintained throughout the site and all buildings are within the required distance of a hydrant.</p>
Parking	<p>The proposal requires 238 parking spaces; 243 are provided. This meets the development text parking requirements at one space per 300 square feet of building area for sales and office, one per 1,000 square feet of outdoor display area, and 3 spaces for each service bay.</p>
Architecture <i>Audi</i>	<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. 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 and architectural detailing, such as edges, overhangs and angles found already on the campus. At the informal review of the revised Audi architecture at the September 6, 2012 meeting, the Commission appreciated the applicant taking the Commission's previous comments into account by creating a building that meet the high quality, innovative and striking architectural requirements of the development text and the existing and approved MAG buildings.</p> <p>The proposed Audi showroom elevations have glass and silver metal panels. The sleek, signature appearance across the front of the buildings is highlighted by sharp edges and angles that are prominent in the main MAG building to lend a more obvious architectural relationship between the Audi building and the other MAG buildings. The metal material is overlaid with a honeycomb pattern indicated as a metal rain screen. The form of the building continues to be modular.</p> <p>A Fibre-C reinforced concrete panel in silver gray with a matte brush finish proposed at the rear of the Audi building ties this building to the other stucco material for the MAG buildings. The reinforced concrete is proposed for the two-story service reception area and the north and east elevations of this portion of the building include long rectangular windows indicated on the plans as spandrel. The applicant has informed Planning that these windows will be clear; the plans should be revised to indicate clear glass in the</p>

Details	Amended Final Development Plan
<p>Architecture <i>Audi</i></p>	<p>service reception area prior to filing for a building permit. All other glass on the building is indicated as clear.</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 glass, metal and concrete. The entrance area, at the east elevation, includes an Alucobond element or similar material 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 this end of the MAG campus.</p> <p>The applicant has provided a letter from Audi of America addressing the Commission's concerns regarding the durability and maintenance of the proposed metal rain screen as well as installation details. The applicant has also provided a building section that demonstrates the rooftop mechanical units will be screened as required by Code by solid walls atop the roof.</p>
<p>Architecture <i>BMW/Mini</i></p>	<p>The elevations for the BMW/Mini building indicate minor changes on all but the front elevation. The east and west elevations show the addition of the overhead doors for the entrance and exit to the proposed car wash and the approximately 15-foot building extension to the north. The north elevation has changed by pushing the detail area with the three overhead doors forward 15 feet to accommodate the car wash. No other changes are proposed to the BMW/Mini building.</p>
<p>Signs – Audi</p>	<p>Five types of signs are permitted for the MAG campus in the approved development text: campus identification, dealership identification, directional, brand, and wall signs. No sign changes are proposed for the BMW/Mini building and three of the permitted sign types are proposed for Audi as part of this amended final development plan:</p> <ol style="list-style-type: none"> 1. Wall: Two options for the size of the wall sign on the south elevation 2. Brand: An Audi brand sign on the wall of the east elevation 3. Directional: A directional sign for the service reception area, which also includes the franchise name. <p>As proposed, all three signs require text modifications and Planning supports two of the requests. The development text did not anticipate an additional building in Subarea B. Only two wall signs are permitted for this Subarea, and those have been used by the BMW/Mini building.</p> <p><i>Wall Sign</i></p> <p>The Commission, when reviewing this proposal informally in September, supported a text modification for an additional wall sign in Subarea 2 as well as a text modification to allow a logo to exceed 20% of the permitted sign area or 10 square feet. The Commissioners requested the wall sign, previously shown at 26 feet, be lowered to the Zoning Code maximum height of 15 feet.</p>

Details

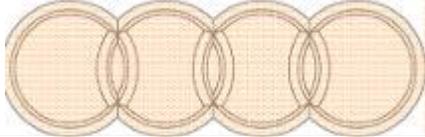
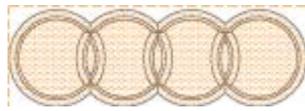
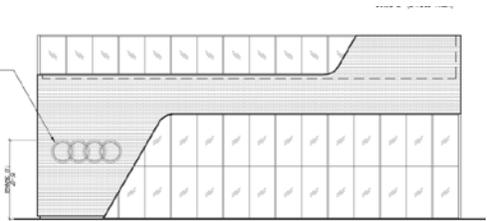
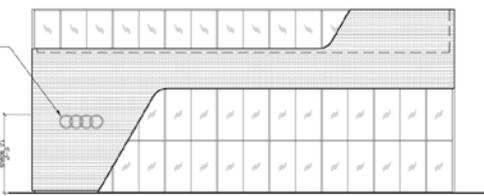
Amended Final Development Plan

Signs – Audi

This proposal shows two options for the overall size of the proposed wall sign, consisting of the Audi logo along the west portion of the south elevation; Option A and Option B. While Planning preferred the previously proposed wall sign height of 26 feet height, the applicant has responded to the Commission’s request to lower the height to 15 feet by moving the sign to the west portion of the front elevation.

The applicant has indicated that the Audi sign is available in the two sizes shown. Option A is the applicant’s preferred version but exceeds 50 square feet. Option B meets the 50 square foot limit of a wall sign.

Planning prefers Option A as its size provides a better visual balance given the proposed location but requests the sign size be decreased to 50 square feet. Therefore, Planning supports the text modifications for wall signs, as summarized below (refer to modified development text for detailed language):

Audi Wall Sign Option A	Audi Wall Sign Option B
	
Size: 50.28 SF	Size: 18.89 SF
	

Wall Sign Text Modification:

1. Allow *three* wall signs in Subarea 2 and require the signs be located on the building that offers the particular brand for sale.
2. Exempt logos from the *size restrictions of 20%* of the permitted signs size or 10 square feet.

Brand Sign

A 2.7 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 requires two text modifications as summarized below (and detailed in the modified development text):

Brand Sign Text Modification:

1. Allow a brand sign to be a *wall* sign; and
2. Permit a brand wall sign at a *height of 8 ft. 6 in.*

Details		Amended Final Development Plan
Signs – Audi	The application also proposes an incidental directional sign, which is similar to other signs on the MAG campus directing patrons to the service areas. However, the sign includes the Audi name, which is not permitted. Planning requests that the franchise name be eliminated from the incidental directional sign.	
Landscaping	The Zoning Code's landscaping requirements, as required by the development text, are met with this proposal. The applicant has worked with Planning to fulfill the landscaping conditions from the previously approved amended final development plan. The applicant is also proposing three English Oak trees on either side of the eastern Venture Drive entrance to provide additional screening from this road.	
Lighting	The proposed plans meet the requirements of the development text and the Zoning Code.	
Engineering	The applicant has made revisions to the Traffic Impact Study to account for the additional Audi square footage. Stormwater management was not affected as there was little additional impervious surface and the proposed pond is adequately sized. Existing water and sanitary sewer services are available.	
Analysis		Minor Text Modifications
Overview	<p>The development text permitted two wall signs in Subarea B primarily to facilitate the development of the BMW/Mini building and did not anticipate the construction of Audi. The proposal includes a wall sign along the south elevation of the Audi building, which, if slightly decreased in size, is consistent with the existing development standards of the Subarea. The proposal also includes a brand sign along the building wall near the main entrance. The proposed signs require text modifications as summarized below:</p> <p>Wall Sign Text Modification:</p> <ol style="list-style-type: none"> 1. Allow <i>three</i> wall signs in Subarea 2 and require the signs be located on the building that offers the particular brand for sale. 2. Exempt logos from the <i>size restrictions of 20%</i> of the permitted signs size or 10 square feet. <p>Brand Sign Text Modification:</p> <ol style="list-style-type: none"> 1. Allow a brand sign to be a <i>wall sign</i>; and 2. Permit a brand wall sign at a <i>height of 8 ft. 6 in.</i> 	
Process	Code Section 153.053(E)(2)(b)4 b permits the Commission to approve a modification to the development text and Zoning Code if they determine that all of the appropriate provisions are satisfied (full text of criteria attached).	
Recommendation		Minor Text Modifications
Approval	Planning supports the minor modification to the development text as detailed in the attached modified development text and recommends approval of the request.	

Analysis	Amended Final Development Plan
Process	Section 153.050 of the Zoning Code identifies criteria for the review and approval for an amended final development plan (full text of criteria attached). Following is an analysis by Planning based on those criteria.
<p>1) <i>Consistency with the approved preliminary development plan.</i></p> <p>Condition 1</p>	<p>Criterion met with condition: This proposal is consistent with the requirements of the proposed development text and preliminary development plan. Planning recommends the plans be revised to clearly indicate that the glass proposed for the Audi building will be clear, prior to submitting for a building permit.</p>
<p>2) <i>Traffic & pedestrian safety</i></p>	<p>Criterion met: All pedestrian and vehicular safety requirements are met.</p>
<p>3) <i>Adequate public services & open space</i></p>	<p>Criterion met: The site has adequate public services. No open space dedication is required.</p>
<p>4) <i>Protection of natural features & resources</i></p>	<p>Criterion met: The proposed plans indicate tree replacement in accordance with the development text.</p>
<p>5) <i>Adequacy of lighting</i></p>	<p>Criterion met: The proposed lighting meets the development text and the Code.</p>
<p>6) <i>Signs consistent with preliminary development plan</i></p> <p>Condition 2</p>	<p>Criterion met with Text Modification and Condition: If approved by the Commission, the text modification will ensure the proposed signs meet the preliminary development plan. In addition, the applicant must eliminate the copy "Audi" from the incidental directional sign.</p>
<p>7) <i>Appropriate landscaping to enhance, buffer, & soften the building and site</i></p>	<p>Criterion met: Additional deciduous trees have been incorporated into the landscape plan to soften the building's appearance from Venture Drive.</p>
<p>8) <i>Compliant stormwater management</i></p>	<p>Criterion met: Stormwater management for the site is accommodated in the stormwater management plan and will be finalized at the building permit stage.</p>
<p>9) <i>All phases comply with the previous criteria.</i></p>	<p>Not Applicable.</p>
<p>10) <i>Compliance with other laws & regulations.</i></p>	<p>Criterion met: The proposal complies with all other known applicable local, state, and federal laws and regulations.</p>

Recommendation	Amended Final Development Plan
Approval	In Planning's analysis, this proposal complies with the proposed development text and preliminary development plan, the final development plan criteria and existing development in the area. Planning recommends approval of this request with two conditions.
Conditions	<ol style="list-style-type: none">1) That the plans be revised to clearly indicate that the glass proposed for the Audi building will be clear, prior to submitting for a building permit; and,2) That the applicant eliminates the copy "Audi" from the incidental directional sign.

Minor Text Modification (Section 153.053(E)(2)(b)4,b)

4. Compliance with the preliminary development plan. In reviewing the application, the Planning and Zoning Commission shall determine if the final development plan substantially complies with all specific requirements, the purposes, intent and basic objectives of the preliminary development plan, and any commitments made or conditions agreed to with the adoption of the preliminary development plan and if it represents an expansion and delineation of the approved preliminary development plan.
 - a. Planning and Zoning Commission may determine that the proposed plan complies with the preliminary development plan and may proceed to review the Final Development Plan in accordance with the procedures of this section.
 - b. The Planning and Zoning Commission may, in reviewing the final development plan, approve a modification of a provision of the development standards text if they determine that all of the following provisions are satisfied:
 - (i) The Planning and Zoning Commission determines that, for this PD, the code compliance is not needed in order to ensure that the PD is consistent with the Community Plan and compatible with existing, approved, or planned adjacent development;
 - (ii) Planning and Zoning Commission determines that the proposed modification does not significantly alter the list of permitted or conditional uses, cause an inappropriate increase in density or cause inconsistencies with the Community Plan;
 - (iii) The proposed modification results in a development of equivalent or higher quality than that which could be achieved through strict application of the requirement(s);
 - (iv) The principles of § 153.052(B) are achieved; and
 - (v) The development, as proposed on the final development plan, will have no adverse impact upon the surrounding properties or upon the health, safety or general welfare of the community.
 - c. Any proposed modification to a preliminary development plan that fails to meet the above criteria shall require a zoning amendment to the preliminary development plan according to § 153.234.

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.