



City of Dublin

**LAND USE & LONG
RANGE PLANNING**

February 14, 2013

Minor Project Review

13-008MPR – BSC Commercial District

Capitol Cadillac—Signs and Modifications to an Existing Structure

4300 West Dublin-Granville Road

This is a request for Minor Project Review for exterior modifications to an Existing Structure, including the addition of new wall signs, new façade material, and a new entry portal element for a vehicle sales facility in the BSC Commercial District. This request requires an Administrative Review Team (ART) determination within 14 days of submittal.

Date of Application Acceptance

Friday, February 1, 2013

Date of ART Determination

Thursday, February 14, 2013

Case Manager

Rachel S. Ray, AICP, Planner II | (614) 410-4656 | rray@dublin.oh.us



PART I: Application Overview

<i>Zoning District</i>	BSC Commercial District
<i>Review Type</i>	Minor Project Review
<i>Development Proposal</i>	Signs; Modifications to an Existing Structure
<i>Use</i>	Vehicle Sales (Existing Use; Conditional Use in BSC Commercial District)
<i>Building Type</i>	Existing Structure
<i>Administrative Departures</i>	None
<i>Waivers</i>	1) Wall sign height exceeding 15 feet above grade 2) Wall signs exceeding the maximum square footages permitted by Code
<i>Property Address</i>	4300 West Dublin-Granville Road
<i>Property Owner</i>	Joseph Realty, LLC; represented by Christian Hahn, General Manager, Capitol Cadillac
<i>Applicant</i>	John Oney, Architectural Alliance
<i>Case Manager</i>	Rachel S. Ray, AICP, Planner II (614) 410-4656 rray@dublin.oh.us

Application Review Procedure: Minor Project Review

The purpose of the Minor Project Review is to provide an efficient review process for smaller projects that do not have significant community effects. The Minor Project Review is necessary to ensure that applications for development meet the requirements of Chapter 153 of the Dublin Zoning Code.

Following acceptance of a complete application for Minor Project Review, the Administrative Review Team shall approve, deny, or approve with conditions the application based on the criteria of §153.066(F)(5) applicable to Site Plan Reviews and Site Plan Review Waivers, if necessary. A determination by the Administrative Review Team is required not more than 14 days from the date the request was submitted.

Zoning Code Analysis

§153.062 – Building Types

(B) General Building Type Requirements

(2) Existing Structures.

This structure is classified as an Existing Structure, which may be extended, enlarged, altered, remodeled, or modernized after approval by the ART upon finding that the conditions of §153.062(B)(2)(b) are met. Should an enlargement or extension exceed 50% of the gross floor area of the Existing Structure at the time of the adoption of the Bridge Street Code it must be brought into conformance with the requirements for the appropriate building types. This proposal does not enlarge the Existing Structure, and while not required to do so, the applicant has made substantial efforts with the proposed exterior façade modifications to meet or come closer to conformance to the General Building Type Requirements.

(E) Materials

(1) Façade Materials.

The existing building is primarily clad in brick with wood trim, with the pitched roof parapet around the southern portion of the existing building and has cedar shake shingles.

The applicant is proposing to wrap the brick façades around the southern portion of the building with new natural Indiana Limestone panels. The cedar shake shingles and pitched roof will be removed, and a new vertical parapet with a stainless steel expression line will be installed at the top of the structure. The brick around the northern portion of the building will remain and painted *Sherwin Williams "Agreeable Gray."*

(3) Roof Materials.

The removal of the existing pitched cedar shake roof is consistent with the proposed architectural character of the building and emphasizes the horizontal lines of the building with a more modern, streamlined appearance.

(4) Color.

The proposed paint color, *Sherwin Williams "Agreeable Gray"* is not from an historic color palette, as required by the Zoning Code. Planning recommends that the existing brick be left unpainted to provide greater visual interest and variety to the structure, while relating more in character to the Wendy's headquarters building directly to the east, which uses the same type and color of brick.

(F) Entrances & Pedestrianways

(3) Entrance Design.

The Code requires that principal building entrances be given prominence on the building façade, effectively address the street, and be of pedestrian scale.

The proposed architectural concept includes emphasizing the main entrance to the vehicle sales facility through a "portal" design. The applicant has submitted two alternatives, one with the main entrance facing Dale Drive and one with the main entrance facing West Dublin-Granville Road. Although neither design is pedestrian-scaled, the site is auto-oriented and this Existing Structure has floor-to-ceiling windows. In each design alternative, the entrances address either West Dublin-Granville Road or Dale Drive (both streets are principal frontage streets) through a heightened section of the roof. The applicant is also proposing to install a ramp on the west side of the building to provide an accessible route to the new main entrance.

(H) Windows, Shutters, Awnings and Canopies

(1) Windows.

A new clear aluminum storefront glazing system is shown on the plans. The applicant has stated that due to the height of the windows and degree of transparency, the existing bronze tinted windows are preferred to reduce the amount of glare from the sunlight.

(M) Signs

All signs attached to the principal structure shall be coordinated with the architecture of the building in terms of design, color scheme, and lighting. Additional sign requirements and proposed sign details are outlined under 153.065(H) of this report.

§153.065 – Development Standards

(H) Signs

(6) Number of Permitted Signs

This single tenant building and site is permitted two building mounted signs and two ground signs. One existing ground sign will be left unchanged, and two building mounted wall signs are proposed. A third wall sign reading “Certified Service” is shown on the east elevation above a service door that must either be removed or counted as one of the two permitted wall signs.

(4) Sign Design and Lighting

All permitted sign types shall be designed with the maximum of creativity and the highest quality of construction and materials and fabrication. The proposed wall signs are black internally illuminated individual channel letters with the Cadillac brand lettering. The sign locations are well integrated into the architecture of the building, although the signs exceed the 15-foot height limit.

(7) Specific Sign Type Requirements

Proposed Wall Signs			
	Permitted	Proposed	Requirement
<i>Size</i>	50 sq. ft. (Dale Dr.) 37.25 sq. ft. (S.R. 161)	77.08 sq. ft. each	Not met; Waiver required
<i>Height</i>	15 ft. max	18 ft. 6 in. (Dale Dr.) 19 ft. 9.5 in (S.R. 161)	Not met; Waiver required
<i>Colors</i>	3 colors	1 color	Met

PART II: Administrative Review Team Comments

Land Use and Long Range Planning

The proposed architectural modifications will result in a more modern and streamlined appearance for this existing vehicle sales facility. With the exception of the proposed signs, the applicant has taken great effort to conform to as many of the Bridge Street District zoning regulations as is practical for this Existing Structure.

The proposed signs exceed the height and area permitted. While the sign design and placement on the building are well-designed and coordinated with the architecture, Planning believes that the sign area may be reduced to meet the Code requirement while maintaining the character and visibility from the adjacent streets.

Planning recommends approval of this application with the three conditions listed in Part IV of this report, and recommends approval of the Waiver for the sign height, and disapproval of the Waiver for sign area.

Building Standards

The main entrance is required to be handicap accessible per the ICC A117.1 Accessible and Usable Buildings and Facilities Code. The current accessible building entrance is on the east side of the building. If the main entrance is relocated to either the south or west sides of the building where there is significant grade change, an accessible path will be required. The applicant is proposing an accessible ramp on the west side of the building.

Parks and Open Space, Fire, Engineering, Police, Economic Development

No comments.

PART III: APPLICABLE REVIEW STANDARDS

Minor Project Review Criteria

The Administrative Review Team shall review this application based on the review criteria for Minor Projects, which include the following proposed responses:

(c) **Meets Applicable Zoning Regulations**

Met through conditions and Waivers. The proposed architectural modifications are consistent with all applicable Zoning Code requirements. As this is an Existing Structure, several other modifications that are not subject to Zoning Code requirements have also met, or been brought closer to conformance, to the Zoning Code through the cooperation of the applicant.

The proposed sign location and height are consistent with the proposed architectural character; however Waivers are required for approval of signs that exceed the permitted height and square footage of the Code requirement (refer to Waiver analysis below).

(j) **Consistency with Bridge Street Corridor Vision Report, Community Plan, and other Policy Documents**

Met. The proposed building façade modifications and signs contribute to the character of the BSC Commercial District.

Site Plan Waiver Review Criteria

The Administrative Review Team shall review the proposed Waivers based on the following review criteria, which include the following proposed responses:

(a) **Request is caused by unique site, use or other circumstances.**

Sign Height – Criterion Met: The proposed sign height is a result of the existing building architecture, which includes floor-to-ceiling glass windows along the three primary building façades. The proposed architectural modifications retain the large windows and the natural light achieved with this design. As a result, the space for which a wall sign can be attached to the building is limited. The proposed wall signs are centrally located at or near the main entrances to the building, and although the signs are not centered along the building façade between the top of the windows and the top of the roof parapet, the signs are no taller than necessary while appropriately placed on the façade.

Sign Area – Criterion Not Met: The building and site were developed as principally auto-oriented uses, and the building is set back away from West Dublin-Granville Road. While the significant grade change around this site from the adjacent roadways make visibility difficult, it is the recommended opinion of the Administrative Review Team that signs that conform to the square footage limitation of the Code requirement will be legible and visible West Dublin-Granville Road.

(b) Request does not reduce cost or general convenience

Sign Height and Sign Area – Criterion Met: The applicant is proposing to modify an Existing Structure, which limits sign placement and visibility. The request is not a result of reducing cost or general convenience.

(c) Request does not authorize any use or open space type not otherwise permitted in that BSC District

Not Applicable

(d) Request will ensure development of equal or greater quality

Sign Height– Criterion Met: The proposed sign heights of 18 feet, 6 inches above grade on Dale Drive and 19 feet, 9.5 inches above grade on West Dublin-Granville Road result in signs that are well-coordinated with the proposed architectural character, and are appropriately placed on the building façades. If this building were newly constructed (within the required setbacks of 25 feet of both the Dale Drive and West Dublin-Granville Road), this building would nearly conform to the Commercial Center building type requirements and would be eligible for a sign placed on any location on the first floor of the street-facing building façades, regardless of height.

Sign Area – Criterion Not Met: The sign regulations for the Bridge Street District were crafted to apply to a more pedestrian-oriented context, and as such, sites are permitted a combination of more than one building-mounted sign to enhance visibility for pedestrians approaching a site from various directions, in addition to ground signs where site conditions and building placement allow. While a greater number of signs are permitted, overall permitted sign area is reduced. It is the recommended opinion of the Administrative Review Team that this criterion has not been met, finding that signs meeting the intent of the Bridge Street Code regulations while conforming to the square footage requirements will continue to be visible and well-coordinated with the architectural character.

PART IV: PROPOSED ADMINISTRATIVE REVIEW TEAM DETERMINATION AND RECOMMENDATION

Recommendation of approval for this Minor Project Review application with three conditions:

1. That the applicant construct "Scheme B" with the main building entrance on the west side of the building facing Dale Drive;
2. That the existing brick be left unpainted to break up the building's massing and provide greater visual interest; and
3. That the window glazing be tinted to reduce the sun's glare to the building's interior.

The Administrative Review Team recommends that the Planning and Zoning Commission consider **approval** of the following Site Plan Waiver:

1. Sign height exceeding 15 feet above grade (18 feet, 6 inches on Dale Drive and 19 feet, 9.5 inches on West Dublin-Granville Road).

The Administrative Review Team recommends that the Planning and Zoning Commission consider **disapproval** of the following Site Plan Waiver:

2. Sign area exceeding 50 square feet on Dale Drive (77 square feet total) and exceeding 37.25 square feet on West Dublin-Granville Road (77 square feet total).