Development Statement
Crown KIA Sign Upgrade Request – Informal Review Application

Dublin Planning and Zoning Commission

October 2013

A. Explanation of proposed development, basic scope, character and nature of the project.

Crown Automobile Group requests approval from the Dublin Planning and Zoning Commission of a desired modification and upgrade to its existing ground monument sign for its KIA automobile dealership located at 6400 Perimeter Loop Drive. The proposed sign design will bring the Crown KIA dealership into contractual compliance with the KIA Dealer Identification Program relative to corporate branding for colors and sign design. The proposed sign design is in keeping with more updated KIA marketing and branding practices and will be more effective than the existing, outdated signage.

B. How the proposed sign upgrade relates to the existing land use character of the vicinity.

The Crown KIA dealership exists on the 2.96 acre subject parcel. The site was zoned PCD, Planned Commercial District, as part of the Perimeter Center development in February, 1990. Subarea I was created specifically for automobile sales facilities. The Crown Mercedes and Crown Chrysler dealerships exist on either side of the KIA dealership, with the MAG dealership to the east. Office uses exist to the north as part of the same PCD zoning approval. Each of the Crown dealerships has their own, existing and distinct monument signs on Perimeter Loop Road with masonry bases and sign faces that are primarily blue background with lettering indicating the specific brand(s) sold. The proposed upgrade to the KIA sign would not change this basic approach, or the existing character of the land use. It would replace the existing blue KIA rectangular sign (15-feet tall with a 50 square feet sign face) with a red and white rectangular sign consistent with corporate KIA logo colors and sign design standards as depicted in the application exhibits. Other red, corporate logo-based signage has been approved and is in use in the vicinity, such as the red McDonald's sign at Avery-Muirfield Drive and Perimeter Loop Road. Corporate logo signs displaying specific brands and utilizing distinctive colors are generally more common and in greater use compared to the approval of the original development plan for this site nearly 12 years ago.

C. How the proposed sign upgrade will relate to the Dublin Community Plan and any other applicable requirements.

The Community Plan does not specifically address the issue of updating an existing sign. The signage section of the Dublin Zoning Code, relating to colors, 153.158 (4), does not regulate the shades of colors used on signs. Under 153.158 (4) (b) the use of corporate logos as signage is specifically contemplated, with corporate logo colors permitted as one of the colors on signage. The rectangular sign treatment is consistent with Dublin's Code.

Previous Planning and Zoning Commission hearings on the signs at this location have emphasized the need to gain Commission approval for any sign modifications not meeting the minor modification provisions of Section 153.053 (G).

D. How the proposed development meets the review criteria for Final Development Plan approval by the Planning and Zoning Commission.

The proposed Amended Final Development Plan makes no changes to the review criteria applicable at the time of the original Final Development Plan approval.

E. For Amended Final Development Plan, explain how the proposal is different from the approved Final Development Plan.

The Amended Final Development Plan is different in only one regard. There is a new sign face with white base and red lettering.

F. How the proposal is consistent or inconsistent with the development text for the Planned District.

The proposal is consistent with development text for the Planned District.

2390844.2 : 07290 00001