

Planning Report

Thursday, November 7, 2013

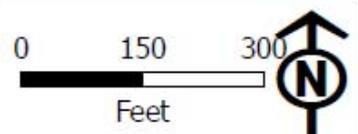
Perimeter Center PCD, Subarea I – Crown KIA Sign

Case Summary

Agenda Item	3
Case Number	13-106AFDP
Proposal	Replace a 15-foot tall, 50-square-foot ground sign with a new 15-foot, 2-inch tall, 50-square-foot ground sign for an existing automobile dealership in Subarea I of the Perimeter Center PCD.
Request	Amended Final Development Plan Review and approval of an amended final development plan under the Planned District provisions of Zoning Code Section 153.050.
Site Location	6400 Perimeter Loop Road North side of Perimeter Loop Drive, approximately 370 feet west of the intersection with Mercedes Drive.
Applicant	Marc Wigler, Crown Automotive Group; represented by Michael L. Close.
Case Manager	Rachel S. Ray, AICP, Planner II (614) 410-4656 rray@dublin.oh.us
Planning Recommendation	Disapproval Based on Planning's analysis, the proposed Crown KIA monument sign is inconsistent with the review criteria for amended final development plan applications, the Perimeter Center Subarea I development text, and the feedback provided by the Planning and Zoning Commission at their meeting on August 22, 2013.



13-106AFDP
Amended Final Development Plan
Perimeter Center PCD, Subarea I
Crown Kia - Sign
6400 Perimeter Loop Road



Facts		Amended Final Development Plan
Site Area	2.96 acres	
Zoning	PCD, Planned Commerce District (Perimeter Center, Subarea I)	
Surrounding Zoning and Uses	<p>North: PLR, Planned Low Density Residential District, Manor at Craughwell Village</p> <p>East: PCD, Perimeter Center Subarea I, Crown Chrysler/Jeep/Dodge car dealership</p> <p>West: PCD, Perimeter Center Subarea I, Crown Mercedes car dealership</p> <p>South: US 33/SR 161</p>	
Site Features	<ul style="list-style-type: none"> • Crown KIA automobile dealership building in the southwest portion of the site, with visitor and display parking located south, east, and north of the building. • Frontage: 300 feet - Perimeter Loop Road; 80 feet - Mercedes Drive (private drive). • Shared driveways with the adjacent vehicle franchise buildings at the southeast, southwest, northeast, and northwest corners of the site as part of the overall Crown automotive campus. • Ground sign at the southwest corner of the parcel, perpendicular to Perimeter Loop Road. 	
Case Background	<p><i>Previous Zoning History</i></p> <p>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 revised development plans for car dealerships between Perimeter Loop Road and Mercedes Drive in November 1992 (Mercedes Benz) and September 1993 (Mercedes Benz expansion; currently KIA). A revised development plan for a third dealership was approved in November 2001 (Chrysler).</p> <p>Modifications to the Crown Jeep, Chrysler, and Dodge car dealership sign on the adjacent car dealership site to the east were approved by the Commission on November 12, 2009 as part of an amended final development plan.</p> <p><i>Crown KIA Sign History</i></p> <p>On August 22, 2013, the Planning and Zoning Commission informally reviewed a request to modify the existing Crown KIA sign consistent with KIA's new brand standards. The Commission stated that, although they did not support the proposed KIA sign concept, they would potentially support a comprehensive update to all of the Crown dealership campus signs.</p>	

Details

Amended Final Development Plan

Overview

This proposal includes a request to replace an existing ground sign with a new ground sign that would be consistent with the KIA corporate branding for colors and sign design.

Crown KIA Sign

Existing Sign

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 KIA name circumscribed by a red circle. This was as a result of a condition of approval from the Revised Development Plan (case 99-073RDP) on November 15, 2001 requiring that the KIA sign use a "subdued" shade of red. The sign cabinet sits on a brick base, consistent with the ground signs for the adjacent Crown dealerships.



Proposed Sign



The proposed sign will be in the same location as the existing ground sign, using the existing brick base. The proposal shows a 15-foot, two-inch monument sign with a 7.5-foot tall aluminum sign cabinet. The 50-square-foot sign cabinet is opaque and will be painted white with translucent red vinyl-covered acrylic "Crown" lettering and "KIA" logo that will be illuminated.

Sign Requirements

The development text for Subarea I of the Perimeter Center PCD states that signs are required to meet applicable Zoning Code requirements. In addition, an "architecturally integrated pylon sign" may be integrated in the display area. Signs may be up to 50 square feet in area and 15 feet high. Potential minor text modifications necessary to permit the proposed sign include:

1. Sign height is limited to 15 feet; the proposed sign is 15 feet, two inches tall.
2. The 12.3-square-foot KIA logo comprises approximately 24.8% of the maximum permitted sign area. Zoning Code Section 153.158(C)(2) limits logos and secondary images to a maximum of 20% of the permitted sign area.
3. A "subdued" shade of red is required subsequent to the previous condition of approval; the proposed shade of red has not been specified, but presents a stark appearance at a very high contrast, particularly against the white sign cabinet, which fails to meet this condition of approval.

Details		Amended Final Development Plan
	All other Zoning Code and development text requirements for signs are met with the proposed sign concept.	
Existing Crown Dealership Campus Signs	<p>The existing Crown dealership campus ground signs are designed to coordinate with the design theme for the overall Crown automotive dealership campus, which includes light-colored brick bases supporting rectangular sign cabinets with blue backgrounds.</p> <div style="display: flex; justify-content: space-around; align-items: center;">    </div>	

Analysis		Amended Final Development Plan
Amended Final Development Plan	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.	
1. Consistency with the approved preliminary development plan.	<p>Criterion not met: The proposed Crown KIA sign fails to meet the following requirements for signs in Subarea I of the Perimeter Center Planned Commerce District:</p> <ol style="list-style-type: none"> 1. Sign height is limited to 15 feet; the proposed sign is 15 feet, two inches tall. 2. Logos and secondary images are limited to a maximum of 20% of the permitted sign area; the proposed KIA logo is 24.8% of the maximum permitted sign area. 3. Condition of approval from case 99-073RDP on November 15, 2001 requires a “subdued” shade of red; the proposed shade of red has not been specified, but presents a stark appearance at a very high contrast, particularly against the white sign cabinet, which fails to meet this condition of approval. <p>The development text references ground signs that are “architecturally integrated” with the dealership campus. Each building is predominantly constructed of light colored brick, with secondary design elements to signify the different vehicle brands. In addition, the blue background is</p>	

Analysis	Amended Final Development Plan
	<p>consistently used throughout the campus, creating a further point of integration. Departing from the theme of a consistent base and sign background is not in keeping with maintaining a campus-wide theme.</p> <p>This proposed sign clearly is out of place, even though the proposed ground sign maintains the existing brick base to coordinate to some degree with the other campus monument signs and the buildings' architecture. The white sign cabinet starkly contrasts with the blue background of the other signs, and the unity among the campus signs is lost.</p>
<p>2. <i>Traffic and pedestrian safety</i></p>	<p>Not Applicable.</p>
<p>3. <i>Adequate public services and open space</i></p>	<p>Not Applicable.</p>
<p>4. <i>Protection of natural features and resources</i></p>	<p>Not Applicable.</p>
<p>5. <i>Adequacy of lighting</i></p>	<p>Not Applicable.</p>
<p>6. <i>Proposed signs are consistent with approved preliminary development plan</i></p>	<p>Not Applicable.</p>
<p>7. <i>Appropriate landscaping to enhance, buffer, and soften the building and site</i></p>	<p>Not Applicable.</p>
<p>8. <i>Compliant Stormwater management</i></p>	<p>Not Applicable.</p>
<p>9. <i>All phases (if applicable) comply with the previous criteria.</i></p>	<p>Not Applicable.</p>
<p>10. <i>Compliance with all other laws and 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

Disapproval

Based on Planning's analysis, the proposed Crown KIA monument sign fails to meet the Zoning Code regulations, the Perimeter Center Subarea I development text, and is inconsistent with the surrounding Crown campus automobile dealerships. The proposed sign cabinet significantly contrasts with the blue sign cabinets with brick bases used for the other dealership monument signs, which results in a sign that is no longer "architecturally integrated" with the other campus signs. Disapproval is recommended as submitted.

Amended Final Development Plan Review Criteria

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.