

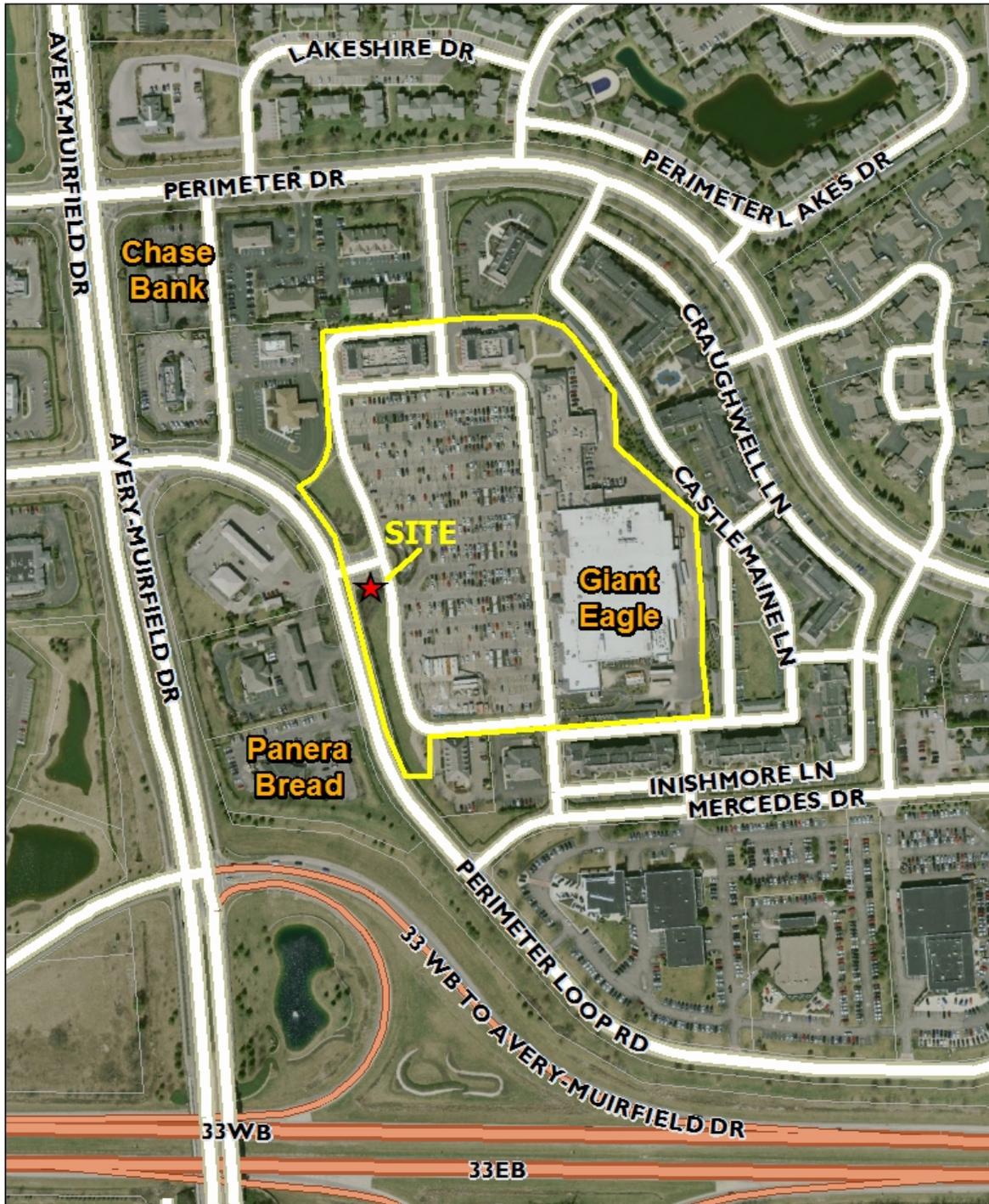
Planning Report

Thursday, April 17, 2014

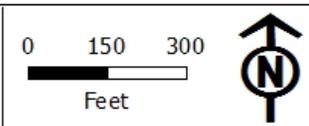
Perimeter Center PUD, Subarea F-4 – Joint Identification Sign

Case Summary

Agenda Item	4
Case Number	14-021AFDP
Proposal	A joint identification sign to be located at the Perimeter Loop Road entrance for the Perimeter Center shopping center on the east side of Perimeter Loop Road, southeast of the intersection with Avery-Muirfield Drive.
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	6644-6748 Perimeter Loop Road At the Perimeter Loop Road entrance for the Perimeter Center Shopping Center located on the east side of Perimeter Loop Road, southeast of the intersection with Avery-Muirfield Drive.
Applicant	Andrew Bacher, DaNite Sign Co.
Case Manager	Jennifer M. Rauch, Senior Planner (614) 410-4690 jrauch@dublin.oh.us
Planning Recommendation	Approval with Conditions The proposed sign meets the requirements outlined in the Zoning Code for joint identification signs, and is compatible with signs in the development area. Approval is recommended with two conditions.
Conditions:	<ol style="list-style-type: none">1) The sign be relocated between the landscape area and the formal hedge area to provide an integrated design for the sign on the site, subject to approval by Planning.2) The proposed stone base material matches the stone color and design of the existing stone columns.



14-021AFDP
Joint Identification Sign
Perimeter Center
6644-6748 Perimeter Loop Road



Facts	Amended Final Development Plan
Site Area	15.541 acres
Zoning	PCD, Planned Commerce District (Perimeter Center, Subarea F4)
Surrounding Zoning and Uses	<p>North: Retail uses; PCD, Planned Commerce District, Perimeter Center, Subarea F1</p> <p>East: Craughwell Village development; PCD, Planned Commerce District, Perimeter Center, Subarea G1</p> <p>West: Service uses (Giant Eagle and Shell gas stations); PCD, Planned Commerce District, Perimeter Center, Subarea E</p> <p>South: Crown car dealership; PCD, Planned Commerce District, Perimeter Center, Subarea I</p>
Site Feature	<ul style="list-style-type: none"> • Sign to be placed at the main entrance to Perimeter Center off Perimeter Loop Road, 400 ft. east of the intersection with Avery-Muirfield Drive. • Existing entry features include landscaping and a landscaped median dividing ingress/egress lanes. • An evergreen hedge with small stone pilasters line the perimeter of the Perimeter Center site.
City Council	<p>2010 Rezoning to create a new subarea, F4, within the existing development text to permit the expansion of the existing Giant Eagle grocery store, the addition of a gas station and pharmacy drive-thru for the grocery store and increase the amount of outdoor dining areas in the shopping center.</p> <p>1995 Rezoning to increase the grocery store's square footage from 76,000 to 85,000 square feet.</p> <p>1994 Rezoning to modify Subarea F for an unenclosed, 250,000-square-foot retail center with a grocery store and freestanding multi-tenant buildings.</p> <p>1988 Perimeter Center Planned Commerce District rezoning/preliminary development plan approved between Avery-Muirfield Drive and Emerald Parkway for Subareas A through M. Permitted uses include commercial, industrial, residential, and office. Subarea F was originally zoned for an enclosed shopping mall in excess of 250,000 square feet.</p>

Facts	Amended Final Development Plan
<p>Planning and Zoning Commission</p>	<p>2010 Rezoning/preliminary development plan, final development plan and conditional use approved for the expansion of the existing Giant Eagle grocery store, the addition of a gas station and pharmacy drive-thru for the grocery store and increase the amount of outdoor dining areas in the shopping center.</p> <p>2002 Revised final development plan for Big Bear store (now Giant Eagle) and Avery Square Kroger for standardized cart corrals.</p> <p>1995 Conditional uses approved. Revised final development plan for screening of rooftop mechanicals.</p> <p>1994 Final development plan approved.</p>

Details	Amended Final Development Plan
<p>Overview</p>	<p>This proposal includes a request for a new joint identification sign at the Perimeter Loop Road entrance for the Perimeter Center shopping center.</p>
<p>Joint Identification Sign</p>	<p>As part of the 2010 rezoning and preliminary development plan discussion, the main identification sign requirements within the original development text were removed. It was outlined as part of the discussion that should the applicant desire to incorporate a main identification sign for this site, they would be permitted and regulated under the joint identification sign requirements of Zoning Code Section 153.161(D).</p> <p>Code permits one joint identification sign identifying the name of the shopping center with a maximum area of 80 square feet and a maximum height of 15 feet. The secondary image requirements would be limited to 20% of the permitted sign area, which would be 16 square feet.</p>
<p>Sign Details</p>	<p>The applicant is proposing one 60-square-foot ground-mounted joint identification sign. The five-foot tall aluminum sign cabinet is placed on a 4.5-foot tall stone sign base. The proposed stone base material will be required to match the stone color and design on the existing stone columns. The proposed sign is internally illuminated with a beige background and blue push through letters. The proposed secondary image totals less than 4 square feet in area.</p>

Details		Amended Final Development Plan
Sign Location	<p>The proposed ground-mounted sign is on the south side of the entrance into the Perimeter Center shopping center from Perimeter Loop Drive. The entrance has a comprehensive landscape design with an evergreen hedge and stone columns that line the edge of the site. A low landscape area is located in front of the hedge at the entrance.</p> <p>The sign is proposed to be placed in the lawn area in front of the existing landscaped area, and does not take advantage of the existing landscape area and entry design. Planning recommends the sign be relocated between the landscape area and the formal hedge area to provide a more integrated site design and overall entry to the shopping center. The existing low landscape material will help screen and soften the base of the sign.</p> <p>The sign is required to be located eight feet from the right-of-way and outside of an existing 15-foot utility easement south of the existing hedge.</p>	

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. <i>Consistency with the approved preliminary development plan.</i>	Criterion Met. The proposed joint identification sign was included within the previous development text and contemplated for the site. The proposed sign design, area, and height are compatible with surrounding signs.
2. <i>Traffic and pedestrian safety</i>	Criterion Met. The sign will be eight feet from the right-of-way.
3. <i>Adequate public services and open space</i>	Not Applicable.
4. <i>Protection of natural features and resources</i>	Not Applicable.
5. <i>Adequacy of lighting</i>	Criterion Met. The proposed sign is internally illuminated, which is compatible with existing signs in the area.

Analysis Amended Final Development Plan	
<p>6. <i>Proposed signs are consistent with approved preliminary development plan</i></p> <p>Conditions 1 and 2</p>	<p>Criterion Met with Conditions. The proposed joint identification sign meets the Zoning Code with regard to sign area, height and secondary image. Planning recommends the sign be placed between the landscape area and the formal hedge area to provide an integrated design for the sign on the site. Additionally, the proposed stone base material will be required to match the stone color and design on the existing stone columns.</p>
<p>7. <i>Appropriate landscaping to enhance, buffer, and soften the building and site</i></p>	<p>Criterion Met. The revised sign will make use of the existing landscape area and appear integrated into the overall landscape design for the site entrance.</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
<p>Approval</p>	<p>The proposed sign meets the requirements outlined in the Zoning Code for joint identification signs, and is compatible with signs in the development area. Approval is recommended with two conditions.</p>
<p>Conditions</p>	<ol style="list-style-type: none"> 1) The sign be relocated between the landscape area and the formal hedge area to provide an integrated design for the sign on the site, subject to approval by Planning. 2) The proposed stone base material matches the stone color and design of the existing stone columns.

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.