

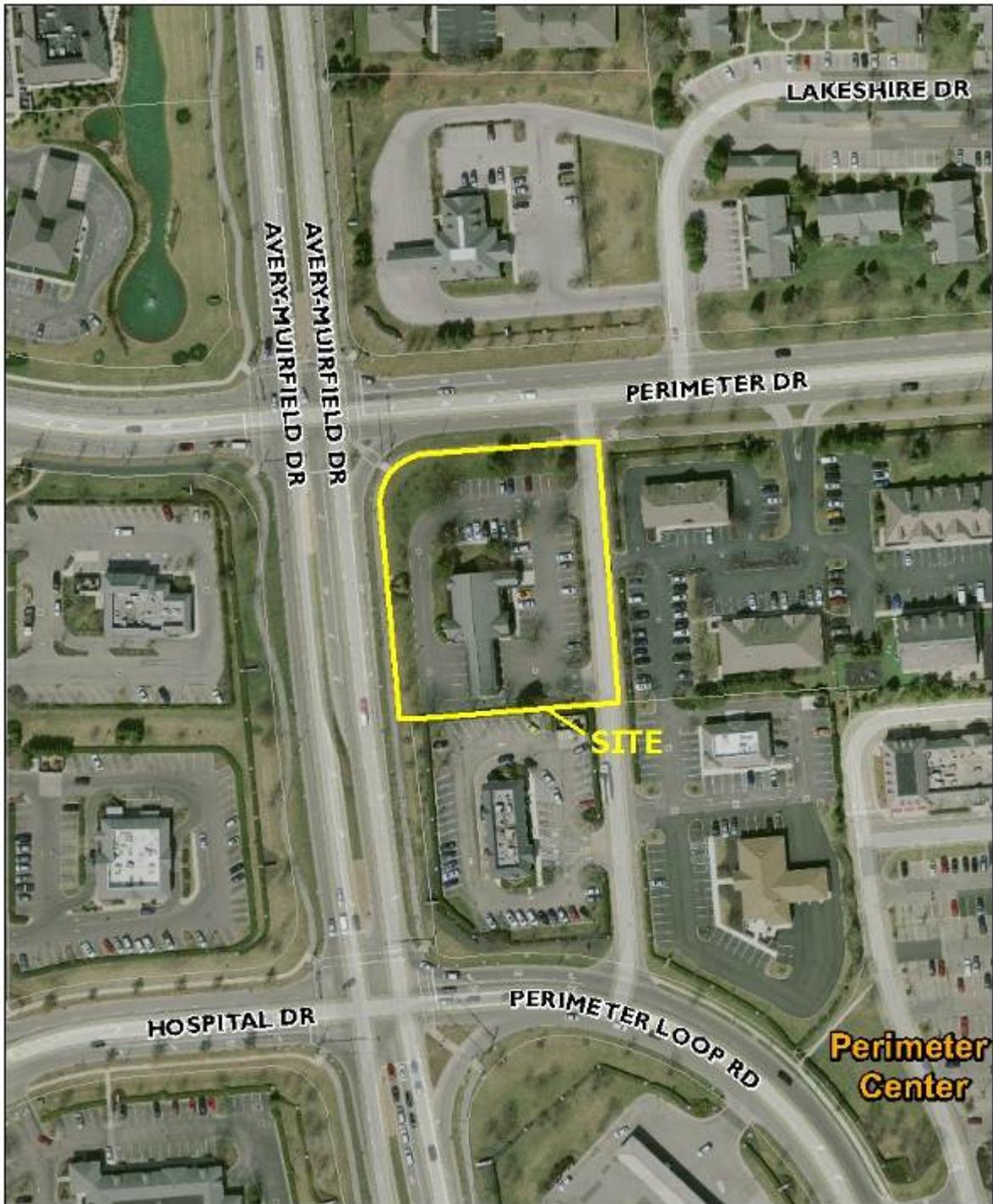
Planning Report

Thursday, August 21, 2014

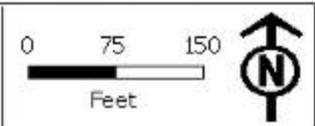
Chase Bank – Perimeter Center, Subarea E - Sign Modifications

Case Summary

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| Agenda Item | 2 |
| Case Number | 14-023AFDP |
| Proposal | Replace two existing ground sign cabinets for an existing Chase Bank in Subarea E 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 | 6271 Perimeter Drive Southeast corner of Perimeter Drive and Avery-Muirfield Drive. |
| Applicant | Melody Ward, Signcom, Inc. |
| Case Manager | Jennifer M. Rauch, Senior Planner (614) 410-4690 jrauch@dublin.oh.us |
| Planning Recommendation | Approval The proposed sign modifications meet the requirements within the Perimeter Center development text, and are consistent with surrounding signs. Approval is recommended, with no conditions. |



14-023AFDP
Amended Final Development Plan
Chase Bank
6271 Perimeter Drive



| Facts | | Amended Final Development Plan |
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| Site Area | 1.334 acres | |
| Zoning | PCD, Planned Commerce District (Perimeter Center, Subarea E) | |
| Surrounding Zoning and Uses | North: PCD, Planned Commerce District, Perimeter Center, Subarea E, Fifth Third Bank East: PCD, Planned Commerce District, Perimeter Center Subarea E, Swan Cleaners & Bauer and Nemcik Family Dentists West: PUD, Planned Unit Development, Avery Square Shopping Center, Burger King South: PCD, Planned Commerce District, Perimeter Center, Subarea E, McDonald's | |
| Site Features | <ul style="list-style-type: none"> • Bank building located in the southwest portion of the site, with a 6-lane drive-thru along the west and south property lines. • Two access points along the private drive located on the east property line, connecting to Perimeter Drive. • Frontage: Avery-Muirfield Drive - approximately 255 feet; Perimeter Drive - approximately 210 feet . • Two existing ground signs along Avery-Muirfield Drive and Perimeter Drive. | |
| Case Background | The site was zoned PCD, Planned Commerce District, as part of the Perimeter Center development in February 1990, with Subarea E created for service uses. Modifications to the sign faces were administratively approved in 2006 when Bank One became Chase Bank. | |
| Update | This proposal was tabled at the April 17, 2014 Planning and Zoning Commission meeting with a request of additional information regarding the building occupancy. The development text permits ground signs; however, where more than one tenant occupies the building, the sign can only identify the name of the building. During the review, the Commission expressed concern about the proposed content on the ground sign and whether "Chase Private Client" was actually a separate tenant within the building. Chase has provided documentation confirming that it is not a separate tenant within the building. | |

| Details | | Amended Final Development Plan |
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| Overview | The proposal includes a request to replace two existing ground sign cabinets. The existing sign locations and bases will remain. | |

| Details | | Amended Final Development Plan |
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| Existing Signs | <p>Avery-Muirfield Drive The existing monument sign is on the Avery-Muirfield frontage approximately 140 feet south of Perimeter Drive. The existing 26-square-foot internally illuminated cabinet has a black matte background with white lettering. The sign height is 5 feet, 9 inches with a 3-foot tall brick base and a 2-foot, 9-inch tall cabinet.</p> <p>Perimeter Drive A second existing monument sign is west of the private drive that borders the east site property line. The 24-square-foot internally illuminated cabinet with the same black matte background with white lettering as the other sign. The sign height is 4 feet, 10 inches with a 22-inch tall brick base and a 3-foot tall cabinet.</p> | |
| Text Requirements | <p>The development text for Subarea E of the Perimeter Center PCD permits lots with frontage on two public rights-of-way to have two ground signs with a total of 66.5-square-feet. The maximum sign height is 9 feet from the adjacent curb and secondary images may be up to 20% of the sign face.</p> | |
| Proposed Signs | <p>Both proposed sign cabinets will be placed on the existing brick bases and internally illuminated. The design is a black aluminum face and cabinet with push through letters. Both signs meet the location, area, height and secondary image requirements of the text.</p> <p>Avery-Muirfield Drive The sign cabinet will be increased from 26 square feet to 36 square feet, and increased in height one foot to 6 feet, 9 inches, which is within the requirements of the text. The sign's secondary images will be 7% of the sign face.</p> <p>Perimeter Drive The sign cabinet will be extended to meet the brick base, removing a 4-inch gap between the sign cabinet and base. The square footage remains at 24-square-feet, and 4 feet, 10 inches high. The sign's secondary images and lettering are at 18% of the sign face.</p> | |

| Analysis Amended Final Development Plan | |
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| Amended Final Development Plan | <p>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> |

| Analysis Amended Final Development Plan | |
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| 1. Consistency with the approved preliminary development plan. | Criterion met: The proposed Chase Bank signs meet all of the requirements for signs in Subarea E of the Perimeter Center Planned Commerce District and is consistent with existing signs within the area. |
| 2. Traffic and pedestrian safety | Not Applicable. |
| 3. Adequate public services and open space | Not Applicable. |
| 4. Protection of natural features and resources | Not Applicable. |
| 5. Adequacy of lighting | Not Applicable. |
| 6. Proposed signs are consistent with approved preliminary development plan | Criterion met. The proposed sign cabinet modifications meet the location, area, height and secondary image requirements of the development text. |
| 7. Appropriate landscaping to enhance, buffer, and soften the building and site | Not Applicable. |
| 8. Compliant stormwater management | Not Applicable. |
| 9. All phases (if applicable) comply with the previous criteria. | Not Applicable. |
| 10. Compliance with all other laws and regulations. | Criterion met: The proposal complies with all other known applicable local, state, and federal laws and regulations. |

| Recommendation | Amended Final Development Plan |
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| Approval | The proposed sign modifications meet the requirements within the Perimeter Center development text, and are consistent with surrounding signs. Approval of this application is recommended, with no conditions. |

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.