



City of Dublin

Land Use and Long
Range Planning

5800 Shier Rings Road
Dublin, Ohio 43016-1236

phone 614.410.4600

fax 614.410.4747

www.dublinohiousa.gov

City of Dublin Planning and Zoning Commission

Planning Report

Thursday, June 5, 2014

Midwestern Auto Group PUD, Subarea A Land Rover/Range Rover/Jaguar/Lamborghini 6325 Perimeter Loop Road

Case Summary

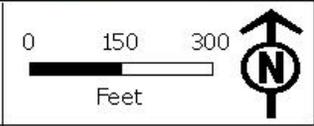
Agenda Item	2
Case Number	14-046AFDP (Informal)
Proposal	The demolition of an automobile showroom and the construction of a new, approximately 33,000-square-foot showroom for the Land Rover, Range Rover and Jaguar franchises and a sky bridge for the Lamborghini franchise connecting the proposed building to the main MAG building, and associated site improvements.
Request	Informal review and non-binding feedback prior to the formal review of an amended final development plan application.
Site Location	6325 Perimeter Loop Road South side of Perimeter Drive, between the intersections with Perimeter Loop Road and Venture Drive.
Applicant	MAG, represented by Bradley Parish, Architectural Alliance.
Case Manager	Claudia D. Husak, AICP, Planner II (614) 410-4675 chusak@dublin.oh.us
Planning Recommendation	Discussion and Feedback

Proposed Discussion Questions

- 1) Are the proposed architectural elevations consistent with the rest of the MAG campus?
- 2) Are the proposed building materials complementary to the campus?
- 3) Does the Commission support the proposed signs for the franchises and the required text modifications?
- 4) Would the Commission support a reduction in the required amount of parking spaces for this site?
- 5) Other considerations by the Commission.



14-046AFDP
Amended Final Development Plan
MAG - Land Rover/Jaguar
6325 Perimeter Loop Road



Facts	
Site Area	24.33 acres (entire PUD), 15.6-acre site
Zoning	PUD, Planned Unit Development District
Surrounding Zoning and Uses	North: PCD, office warehouse in Subarea C-1 of Perimeter Center East: PCD, vacant land in Subarea D of Perimeter Center South: US 33/SR 161 West: PCD, the recently approved Learning Experience daycare and Talmer Bank
Site Features	<ul style="list-style-type: none"> • 4 buildings across the site, with the main building in the center, the existing Land Rover building in the north and the recently completed buildings for Audi and for BMW/Mini to the east. • Subarea A has two buildings: <ul style="list-style-type: none"> ○ An approximately 115,500-square-foot dealership building with several automotive brands such as Saab, Aston Martin, Bentley, Audi, Porsche, and Volkswagen; and the recently added Volvo in the southwest. This building includes the MAG offices, the automobile service area and an executive residential suite. ○ A 7,335-square-foot building to the north houses the Land Rover franchise, facing Perimeter Drive. • Frontage: <ul style="list-style-type: none"> ○ 650 feet along Perimeter Drive ○ 1,000 feet along Perimeter Loop Road ○ 1,400 feet along US33/SR 161 ○ 1,550 feet along Venture Drive <p>Subarea A has 472 customer and employee parking spaces and 96,000 square feet of vehicle display area along all sides of the buildings. Vehicle display areas are designed in a unique finger-like arrangement along the west and south portions of the site.</p> <p>A retention pond is on the north side of the main building at the Perimeter Loop Road entrance. Mature landscaping and significant mounding are along the site perimeter and provide screening for the loading and vehicular use areas.</p>
Case Background	Most recently, the Planning and Zoning Commission approved the BMW/Mini and Audi buildings in Subarea B of the MAG campus. The site has undergone many modifications and building additions over the years and a detailed history is attached to the end of this report.

Details	
Informal Review	
Proposal	This proposal includes the demolition of the existing 7,335-square-foot Land Rover building and the construction of a new 33,000-square-foot building to house the Land Rover, Range Rover and Jaguar franchises. The development text does not limit the building size; development

Details	Informal Review
<p>Proposal</p>	<p>intensity is regulated by setbacks, lot coverage and parking requirements.</p> <p>The proposal includes a decrease of parking and display area as well as a sky bridge to connect this new building at grade level to the main MAG building on the second floor. The sky bridge will act as a showroom for the Lamborghini franchise. A portion of the stormwater management pond along the Perimeter Loop Road frontage will be removed to accommodate the sky bridge. The proposal also includes architectural details for the new showroom and sky bridge.</p> <p>The application will include wall signs for all four brands.</p>
<p>Layout</p>	<p>The text for this development does not specifically address an expansion of this nature; however, the applicant is proposing to connect the existing buildings to make a more cohesive, visually unified campus. The proposed sky bridge will extend from the southern side of the addition, at the first floor level, over the pond to the second level of the main building, south of the pond. The new showroom building requires the existing service and loading area to be reconfigured to the rear of the building and the sky bridge. The configuration of the retention pond changes with this application and the proposed sky bridge is proposed to traverse the pond. The applicant will be required to provide additional details as to how the pond edge is treated. The detention basin in the northeast corner of the site is proposed to be enlarged to meet stormwater management requirements.</p> <p>The sky bridge requires concrete and metal support legs that extend to the ground. The proposal also includes a new test track for Land Rover in the northeast portion of the site.</p>
<p>Architecture</p>	<p>The approved development text states that architecture is to be modern and innovative, featuring the extensive use of glass and metal to promote transparency and a sleek, signature look across the front of the buildings, emphasizing sharp edges and angles. Permitted primary exterior materials include glass, metal, EIFS, stone/stone veneer and concrete masonry units. Flat roofs are permitted.</p> <p>The proposed showroom building continues a modern architectural design with a flat roof and building accents, using a metal panel similar the building, and a circular entry feature for the Jaguar brand. The front of the building faces Perimeter Drive and the service area faces the rear to the employees and storage parking area. There are two entrances, one in the center of the façade and another within the circular architectural element at the western corner of the addition. Building materials are EIFS in shades of grey for the majority of the building. The Jaguar entry is beige. The building will have a stone water table, using a beige color scheme. The front façade of the proposed sky bridge will have floor to</p>

Details	Informal Review
<p>Architecture</p>	<p>ceiling windows.</p> <p>The sky bridge is the most unique part of the addition. It links the new building to the existing main dealership, beginning at the southern end of the proposed first floor showroom and extending over the existing retention pond to the northeast corner of the second floor of the southern building. The sky bridge will be mounted on a series of elevated concrete and steel supports. It will be approximately 260 feet long and rise 12 from grade at the proposed addition to the main building.</p> <p>The materials for the sky bridge are concrete and metal for the supports, and corrugated metal with metal louvers for the front elevation, EIFS and CMU blocks for the rear elevation. The proposal also shows the rainscreen material, like that used for Audi, applied to the bridge support elevations to tie this element into the eastern portion of the campus.</p>
<p>Parking</p>	<p>The development text requires one space per 300 square feet of building area for sales and office, one per 1,000 square feet of outdoor display area, and 3 spaces for each service bay. The plans indicate a parking requirement of 500 spaces and 405 spaces are provided. The applicant has provided a parking overview from the dealership indicating operational parking needs and brand requirements. Approval of this proposal will require a minor text modification for the parking requirements.</p>
<p>Signs</p>	<p>Five types of signs are permitted for the MAG campus: campus identification, dealership identification, directional, brand, and wall signs. This proposal includes three wall signs on the north elevation and a wall sign on the sky bridge. The development text did not anticipate this new building and sky bridge. The text currently permits only one wall sign identifying a single brand on the north façade of the northernmost building in this Subarea. Wall signs are permitted to be 25 feet in height.</p> <p>This proposal requests a 33.5-square-foot wall sign of the Land Rover oval logo and a 21.65-square-foot wall sign for the Range Rover franchise. The text limits the size of wall signs to 35 square feet. Both signs are proposed along the metal accent band on the north elevation.</p> <p>A third sign is proposed in the western portion of the north elevation above the entrance to the Jaguar showroom. The sign has chrome letters (12.5 square feet) and the chrome Jaguar logo (7 square feet). These are shown at approximately 24 feet high.</p> <p>The applicant is also proposing a wall sign along the western elevation of the sky bridge consisting of the Lamborghini name, the word Ohio and the brand logo. No information regarding the height or size is provided.</p>

Details	Informal Review
Signs	<p>This elevation indicates a Lamborghini sign on the back wall of the sky bridge which would be internal to the site and not regulated under the Code.</p> <p>As stated above, the development text was written for the existing building and sign and did not contemplate this redevelopment. As proposed the signs would require at least the following modifications to the development text:</p> <ol style="list-style-type: none"> 1. Three additional wall signs for Subarea A (Range Rover sign, Jaguar sign, Lamborghini sign); 2. A wall sign that exceeds the size and height of permitted wall signs (Lamborghini)

Analysis	Informal Review
General Considerations	<p>The applicant has filed a formal application for an amended final development plan for this proposal but is requesting informal feedback from the Commission in the interim specifically to the proposed architecture, signs and parking. The applicant has attempted to create another addition with a unifying element across the MAG. The materials as well as their application are intended to set the MAG campus apart as unique, innovative, modern and current, meeting the described development text character.</p>
<p><i>1. Are the proposed architectural elevations consistent with the rest of the MAG campus?</i></p>	<p>The proposal includes architectural elements and materials that are common across the campus. While the proposed building has a simpler form than many of the other buildings, the connecting sky bridge brings an element to the campus that is truly unique and innovative.</p>
<p><i>2. Are the proposed building materials complementary to the campus?</i></p>	<p>There have been previous discussions regarding the use of EIFS versus stucco on this site and largely the building materials consist of stucco. Planning is question the use of beige as a color scheme for the Jaguar portion of the building and the stone water table. Cooler hues such as grey are more common throughout the campus.</p>

Analysis	Informal Review
-----------------	------------------------

<p>3. <i>Does the Commission support the proposed signs for the franchises and the required text modifications?</i></p>	<p>The MAG development text for signs recognizes their unique needs for identification and wayfinding. The applicant has indicated that their signs fit well within the building architecture and are of high quality design. However, if approved, they will require several text modifications.</p>
<p>4. <i>Would the Commission support a reduction in the required amount of parking spaces for this site?</i></p>	<p>The parking requirement for car dealerships is one space per 1,000 square feet of vehicle display area. This 24 acre dealership campus has a large amount of display area. Subarea A alone requires 84 parking spaces. Each service bay also requires 3 parking spaces, or 198 spaces for Subarea A. The applicant has provided evidence for need for reduced parking, falling 95 spaces short.</p>

Recommendation	Feedback
-----------------------	-----------------

<p>Discussion Questions</p>	<p>Planning recommends that the Commission consider the proposal with respect to the approved development text and the previous approvals. Planning requests discussion on the following points and others as may be desired by the Commission.</p>
	<ol style="list-style-type: none"> 1) Are the proposed architectural elevations consistent with the rest of the MAG campus? 2) Are the proposed building materials complementary to the campus? 3) Does the Commission support the proposed signs for the franchises and the required text modifications? 4) Would the Commission support a reduction in the required amount of parking spaces for this site? 5) Other considerations by the Commission?

MAG Site History

2013

- PZC approved a material change for the rear elevation of the Audi building.

2012

- PZC approved amended final development plan for a separate Audi showroom and the incorporation of a non-public car wash for the BMW/Mini building.
- PZC approved an amended final development plan for the BMW/Mini showroom with conditions to remove the proposed Audi building from the plan and to revise the architecture to be more in line with other campus buildings and the approved BMW/Mini building.
- City Council approved a rezoning on March 12, 2012 for a 40,000-square-foot building with approximately 4,000 square feet for expansion area, 225 parking spaces and 57,000 square feet of vehicle display area for the BMW and Mini franchise.
- The Planning and Zoning Commission recommended approval of a rezoning with preliminary development plan and final development plan to develop additional land into the MAG PUD for the Mini and BMW franchises.

2011

- The Planning and Zoning Commission informally reviewed a proposal to incorporate additional land into the MAG PUD for the Mini and BMW franchises to move from Post Road.

2010

- City Council approved a rezoning with preliminary development plan that removed Subarea J and portions of Subareas D and J-1 from the Perimeter Center PCD and established a 15.6-acre MAG PUD.
- The Planning and Zoning Commission approved a final development plan with the recently constructed addition for the Volvo and Porsche franchises. The addition includes an owner's residential suite. This rezoning moved MAG out of the Perimeter Center Planned District and into a separate PUD (MAG plan).

2008

- City Council approved a rezoning with preliminary development plan to remove part of Subarea D place it into Subarea J-1 to accommodate a free-standing parking lot for the MAG dealership.
- The Planning and Zoning Commission disapproved an amended final development plan for exterior building modifications and a wall sign for Porsche franchise.
- The Planning and Zoning Commission recommended approval of a rezoning with preliminary development plan to remove part of Subarea D place it into Subarea J-1 to accommodate a free-standing parking lot for the MAG dealership.
- The Planning and Zoning Commission informally a proposal for exterior building modifications and a wall sign for Porsche franchise.
- The Planning and Zoning Commission informally reviewed a proposal to accommodate a free-standing parking lot for the MAG dealership.

2005

- The Planning and Zoning Commission approved an amended final development plan for the construction of an 18,081-square-foot expansion and skywalk addition for the MAG dealership.

2004

- The Planning and Zoning Commission approved a revised final development plan for architectural and site modifications to the Rolls Royce brand within the MAG dealership.

1998

- The Planning and Zoning Commission approved a development plan for the construction of the 7,335-square-foot Land Rover building within the MAG dealership.

1997

- The Planning and Zoning Commission approved a development plan for the construction of the 71,000-square-foot main MAG dealership building.
- Planning and Zoning Commission recommended approval and City Council approved a rezoning to create a 14-acre Subarea J of the Perimeter Center plan for auto dealerships and other uses, with several automotive franchises as a part of the Midwest Auto Group (MAG) campus.