

## PLANNING AND ZONING COMMISSION

### MEETING MINUTES

**OCTOBER 1, 2015**

#### AGENDA

- 1. BSD-SCN - Big Sandy Superstore – Signs** **6825 Dublin Center Drive**  
**15-090BSD-MSP** **Master Sign Plan (Tabled 5 – 0)**
- 2. MAG PUD – Jaguar, Land Rover, Porsche Expansion** **6335 Perimeter Loop Road**  
**15-091CP** **Concept Plan (Discussion Only)**
- 3. NE Quad PUD, Subareas 5A and 5B, Kroger Marketplace and Northstar Retail Centers**  
**15-093AFDP** **Sawmill and Hard Roads**  
**Amended Final Development Plan (Approved 5 – 0)**

The Chair, Victoria Newell, called the meeting to order at 6:30 p.m. and led the Pledge of Allegiance. Other Commission members present were: Commissioners Robert Miller, Chris Brown, Cathy De Rosa, and Steve Stidhem. City Council Representative Amy Salay and Deborah Mitchell were absent. City representatives present were: Phil Hartmann, Vincent Papsidero, Claudia Husak, Joanne Shelly, Marie Downie, Aaron Stanford, Alan Perkins, Donna Goss, and Flora Rogers.

#### Motion and Vote

Ms. Newell made a motion. Ms. De Rosa seconded, to accept the documents into the record. The vote was as follows: Mr. Brown, yes; Mr. Miller, yes; Mr. Stidhem, yes; Ms. De Rosa, yes; and Ms. Newell, yes. (Approved 5 – 0)

Chair Newell said there was one case eligible for the consent agenda this evening (Case 3). She said they will take the cases in the order of 3, 1, and 2. She briefly explained the rules and procedures of the Planning and Zoning Commission. [The minutes will reflect the published order.]

- 1. BSD-SCN - Big Sandy Superstore – Signs** **6825 Dublin Center Drive**  
**15-090BSD-MSP** **Master Sign Plan**

Ms. Newell said the following application is a request for the approval of a Master Sign Plan for a new retail store to occupy an existing building on the south and west sides of Tuller Road to be coordinated with proposed façade and site renovations. She said this is a request for review and recommendation of approval for a Master Sign Plan under the provisions of Zoning Code Section 153.066 and the Commission is the final authority on this. She swore in those who intended on addressing the Commission.

Joanne Shelly presented this Master Sign Plan for the Big Sandy Superstore. She said the Site Improvements Plan was approved through the Administrative Review Team. She said the purpose of a Master Sign Plan is to allow for flexibility and creativity in display, not just to allow for height or location or other changes.

Ms. Shelly said the site is in the Bridge Street District, zoned BSD-Sawmill Center Neighborhood. She said the applicant proposes to remove the existing entry canopy areas and the canopy over the sidewalk and add a wing wall to balance the façade. She said they will be adding three entries with associated canopies, one primary and two secondary, all with glass atriums. She said they will adjust and fix the detailing along the brick wall that will be disturbed by the removal of the sidewalk canopy.

Ms. Shelly said they plan to match the arch with the chevron pattern on the inset along the entire extent of the façade as necessary and add lights into the detail for additional lighting on the site and give more a sense of presence to the building and a sense of safety. She said in addition to the front elevation they are going to remove and replace all the landscape and staff has worked with the applicant to make a good mix of perennials providing a seasonal interest, evergreens and horn beam trees to the front elevation. She said within the parking area there are some adjustments to the drive isles, removing seven parking islands and placing them in new locations with new trees and ground cover instead of grass for less maintenance and more tolerance for salt. She said they have improved the site conditions by reducing impervious surface. She said the applicant has agreed to work the City Code Enforcement to remove and replace and feed the trees on the rest of the lot, although not part of the project it is a nice gesture toward fixing the condition of the entire site.

Ms. Shelly said the Master Sign plan includes signs in three locations, one at the main entry and the two at the side entries. She said Code permits one wall sign on the street frontage. She said with the primary entry allowance would be met and it would be the Master Sign Plan that would allow the two secondary entry wall signs. She said they asked the applicant to look at the Bridge Street Code and what the proposed plan is for this area and how it will be built out over time. She said the Code requirement is actually to have five entries along this type of façade and the applicant has made a nice gesture towards that by providing three entries, while it is not the five that the Code would require with a new building, it is more than the one that currently exists. She said they are allowed one wall sign facing toward the street frontage or parking lot and they are proposing two secondary entry wall signs.

Ms. Shelly said the Code allows 1/2-square-foot per linear foot of store front and if the store front were divided into proportionally equal pieces the primary entrance per Code would be 80 square feet but that is over the maximum allowance of 50 square feet which is why the Master Sign Plan is necessary for approval. She said the secondary sign on the left meets the requirement and the secondary sign on the right is over the requirement by one-square-foot. She said the location of the sign is centered on the front façade on the entry canopy and is within the permitted height both for the primary sign and the secondary entrances and they all meet the requirements for the location and height. She said the design requirements are that it be integrated with the architecture, so they are proposing channel letters internally illuminated with a red channel and a white face. She said the Code permits three colors and the primary sign uses three colors, white, red and a grey back plate, and the secondary signs are red letters with white inset. She said the Code does not allow a sign that steps out from the building more than 14 inches, however the secondary signs follow the arch of the raceway and step away from the building as part of the canopy about four feet, six inches.

Ms. Shelly said the primary sign is permitted and the secondary wall signs need a Master Sign Plan. She said the primary sign exceeds the size allowance but the secondary signs meet it and they meet all other requirements except for the depth of the secondary signs on the arch of the canopy. She said she had asked the applicant to come and speak on the question of what the lifestyle graphic is in the space behind but the way the Code reads is that anything in the windows within three feet of the window is regulated and anything beyond three feet is not regulated as window display.

Laura Timberlake, Chief Operating Officer, Big Sandy Superstore, 8375 Gallia Pike, Franklin Furnace, Ohio 45629, thanked staff for their assistance through the process and said that Dublin is very organized and it has been a learning process and they are very excited about what they can offer Dublin and revitalize the center as it has been vacant for 13 years. She said the lifestyle graphics as you experience the shopping

of various home-furnishing stores tend to be vinyl type graphics depicting what is being sold. She said for their store they use a three entry based approach and they are unique in the home-furnishing world in that along with furniture, they sell bedding and mattresses and appliances and electronics. She said their concept is if someone is shopping specifically for appliances and electronics they would enter that entrance and not need to shop their way through the rest of the store. She said the graphic would be over each of the entrances located about 12 feet back from the door and will be vinyl type graphics that are on the wall like a wall covering, tastefully depicting a still shot of a couple sitting on a couch and similar to a clothing retailer in terms of vinyl displays. She said there are similar types of displays across the street that they are very common in the retail settings.

Ms. Newell asked to see examples of what has been used at their other stores.

Ms. Timberlake provided prints that were passed around displaying graphics similar to wall paper.

Mr. Brown clarified they are looking through the glass into a vestibule and it is on the wall 12 feet behind the glass and is not out in front.

Mr. Miller said the 12 feet is the measurement for the main entrance and asked what the measurement was for the side entrances.

Ms. Timberlake said the side measures four feet and they were aware of the Code being three feet and they were very conscious of the regulation.

Ms. Newell asked if the glass at the entrances was clear.

Ms. Timberlake confirmed the glass is clear at the entrances.

Ms. De Rosa asked how close is the sign to the traditional brand look of the store or what have they done in this area that would be different than what they have done in the past.

Ms. Timberlake said the proposal is very different than what they have done but they are happy to do it because Dublin is a different market than what they have been in the past having their closest location to the Columbus market is Lancaster, in Fairfield County. She said they have seen great success there. She said the Dublin income level and the demographics in the area warrants a different feel. She said the three in one concept is very much their store branding but given the primary materials restrictions they have made concessions with glass, steel, and brick. She said they generally have a stucco and stacked stone look with a lot of red incorporated into their frontages with their logo. She said they will be seeing a lot of their CEO in commercials for advertising. She said their biggest hurdle was there are no pylon signs in Dublin. She said she hopes they like the look and feel that it is incredibly classy and their merchandise will be well received. She said there is not currently a strong market player in the area with the strongest actual company is Value City with a 19 percent market share. She said in every market that they are in their market shares are in excess of 60 percent primarily because they do a great job understanding their customer and providing the customer experience and they think Dublin needs that.

Ms. Newell asked if anyone from the Commission had any questions for the applicant.

Ms. Newell asked if there were anyone from the public that would like to speak to this application. [There were none.]

Mr. Brown said this was reminiscent of what has been done on the east side in the Sun Center that is now Nordstrom's Rack. He said the lifestyle graphics concern him but understands that it is framed and displaying something.

Ms. De Rosa said she pulled up the Lancaster store to compare to this proposal. She said she is not as concerned about the back graphics but dislikes the side signage.

Ms. Shelly said they came in as preliminary application they talked about the Code requirement and gave them a draft of the sign guidelines and they asked if anything had been built to the guidelines and they were sent to look at the Piada and State Bank signs that have come through Bridge Street District review which was the basis of what has been built and gave them something to look at.

Ms. De Rosa asked if they were not trying to conform to that particular look what would they think about those signs. She said there is an opportunity for something being that the frontage is creative and feels like the energy is going to be there and she looks at the proposal and wonders if there is an opportunity given that there is flexibility to have more energy or something.

Ms. Timberlake said the main concern is the verbiage and the internal signs and given the limit of 50 square feet they get tied on what can or cannot be done. She said in looking at maintaining the 15 feet in height limitation and given the fact that they have 10-foot high doors this proposal was the best compromise. She said with the building being 110,000 square feet with the signage being proposed it is insignificant in terms of the total square footage and in Lancaster the sign is following the motto "bigger is better". She said they tried to honor the Bridge Street Guidelines and the new sign code and they thought they did not have much flexibility to do something very different with the restrictions on the color. She said red is their primary color and being restricted to three colors they wanted it to have a classy feel and look like the other two that had gone through Planning and Zoning and been approved to give them the best opportunity to get through the process and move forward with building permits.

Mr. Brown said the guidelines are supposed to allow a lot of latitude and they want people to submit proposals that are unique, different with an urban feel and something far different than a big box retail.

Ms. Timberlake said the size of the rendering does not give it justice but the entry has an industrial feel with exposed steel and the atrium has trusses down the side of the glass atrium. She said if they saw it visually in real color on a grand scale it will conform to what they are looking for, but it is hard to visualize channel set letters on graphic that is that small.

Mr. Brown said when you do guidelines and writing Code they limit signage by colors and size, but the intent of the guidelines is to give a broader scope of opportunities and this one is a missed opportunity to do something creative and unique.

Ms. Newell said the purpose of the sign guidelines is that if they are going to deviate from the stated Code and that the presentation of the signage being proposed should be something really spectacular and she is not getting that from the application. She said when she looks at the graphics on the inside of the building and looking at the sections it is designed to be seen from the exterior and is designed to be branding and designed to be signage while not directly regulated by Code because of the distance from the entrance, there would not be a person walking in the vestibule and looking up to view the graphics by design of the space. She said it is clearly designed to be seen from the exterior and when they look at the whole package that they submitted and the way it is proposed she could not support it with the combination of the interior graphics and without the creativity or following what they have put together in the signage guidelines and she is uncomfortable with the way it is presented.

Mr. Stidhem said he thought this is a great location for the store and a great store for the location and is a solid fit for what they are selling. He said he saw a quote recently that said "in Dublin it is about identification and not advertising" and he said this proposal with the backdrop in the interior, the lifestyle image represents a lot of advertising. He said in comparison to other stores in the area this is not quite as much in your face and this proposal feels standard for what they have and they are looking for something different in the Bridge Street District. He said they are getting in on the ground floor of where

the Bridge Street District is going to go and even though the space has been vacant for a while, there are huge plans for that space with tons of traffic in the area. He said it is a great opportunity and concurs with Ms. Newell that looking at the guidelines and coming up with something with more depth and character would be preferred.

Ms. Newell said there is a difference when you see graphics within the store and you get a glance of it and the purpose is to be seen within the store. She said this graphic is seen from the exterior and it is more in your face and is planned to be seen from the exterior of the building. She said while it is not directly regulated they are at the same time asking for a signage plan that is requested because of the deviation from Code regulations and the purpose of that is that it is great and creative signage because they acknowledge there is instances where they are happy to have larger signage if it is really great and treated artistically and she is not getting that from the application.

Ms. Newell said they could vote on the application this evening or the applicant could request a tabling and return.

Mr. Miller welcomed Big Sandy to Dublin and agreed that Dublin needs them and the plaza needs them because it could do a lot for the space in the area. He said Mr. Stidhem is correct that the Bridge Street Corridor is going to be good for them and he could support what they proposed but agrees that they should be encouraged to think about bringing some more creative signage that would benefit their business and the community and the entire District. He said he supports the proposal and the business and hopes that it is an awesome venture for Big Sandy.

Ms. Newell asked what the applicant would like to do with the application.

Ms. Timberlake said it is clear that it would not pass as proposed and asked if they are back to the drawing board and starting over with ART review process and then back to the Planning and Zoning Commission because their letter of intent is going to expire November 6<sup>th</sup> and would not meet their deadline.

Ms. Husak said the Commission meets again on November 5<sup>th</sup> and she thought they could meet the deadline, but agreed they would have to go back through the process.

Ms. Newell asked if they have any other questions from the Commission and that they are happy to have them in the City of Dublin. She said they are one of the first applicants out of the box and is great to have some new life in that center, but they have to be respectful of what the goal of the Zoning Code and regulations.

Ms. Shelly asked they could give some guidance because for staff it has been difficult to decide how far to push a client/applicant to be creative and think way outside the box and or stick with what they know is acceptable and now finding what has been acceptable is no longer acceptable and thinks for staff and the applicant they need more direction than "it is just not creative enough".

Mr. Brown said it is tough to convey everything and the guideline book helps but as a Commission what they reacted to is some of the cool creative signs such as the one with bicycles stacked that did not meet any size requirements but was unusual and cool and cutting edge and more of urban feel. He said this is an opportunity to do something really unique and maybe get ideas from their merchandise person on how to convey what they do by some kind of unique sign. He said as a Commission they are very open to creative unique eclectic sophistication and not something they usually find in signs. He said if they look in the book at the more unusual ones they reacted very positively to the more unusual ones and it does not fit with the brand they are trying to grow into a national name but if they look at other businesses that have iconic images such as McDonald's and at certain locations they have done something unique and

notable. He said that is what they are reaching for here that creates a sense of place and identity in this new District.

Ms. Newell said she perceives the lifestyle graphics is a sign but maybe not in the letter of the Code that they be regulated as a sign, but if they desire to have graphics as applied signage then they should bring it into the sign package and show exactly what they want to do. She said it can be creative and not just a plastered wallpaper image on the inside of the building. She said if the intent is to have advertising like a graphic and it is intended to be seen from the outside of the building so that someone will see it before they go into the building, and sees visually what is for sale is furniture or appliances and if that is the intent then it is advertising and signage and should be in the signage package, and the applicant should be creative with the usage. She said if they use an image that makes them uncomfortable then they should eliminate it all together when the resubmit. She said if it is going to be signage then they need to treat it as such when resubmitting in the sign package.

Ms. Newell said she is not completely uncomfortable with the placement of the signage on the building but they need more creativity and not being a fan of channel letters, maybe they come up with a way not to use channel letters and coming up with other ways of how the images are lit.

Ms. Timberlake said they will see what they can do and take this information back and hopefully it will be something they want to continue to move forward with but with the signage restrictions, for a retailer it is difficult being a new business coming into a new area with little visibility in the area currently. She said they will work with it.

Ms. De Rosa said she thinks they are trying to create something dynamic with the back signage and she would say that the lettering seems to be fighting against the back being created. She said if the two side signs were vertical instead of horizontal and thinking about if they are creating the imagery do they have an opportunity to do some very different things on the sides and still keep the company brand solid? That could be interesting. She suggested they be as creative on the outside as they are trying to be on the inside.

Mr. Brown said it could be sculptural or tall being a large building it needs to work with the building.

Ms. Timberlake said they were concerned with conforming to the guidelines that were put in place.

Ms. Shelly said they are saying the height restriction does not necessarily need to be met and the size restriction does not necessarily need to be met and that the Commission will entertain styles of materials that are different.

Mr. Brown said he always thinks of the example of the bicycles, which is very sculptural and states what they do without knowing what it is and if it was too small they would never figure it out.

Mr. Miller said he did not think they want a washing machine or a couch on the building, but if they can come with something unique with that would be entertained and asked that they convey to their ownership that they would love to have them in Dublin.

Ms. Timberlake asked based on the comments to table this application.

#### **Motion and Vote**

Ms. Newell moved, Mr. Stidhem seconded, to table this Amended Final Development Plan application at the request of the applicant.

The vote was as follows: Mr. Miller, yes; Ms. De Rosa, yes; Mr. Brown, yes; Mr. Stidhem, yes; and Ms. Newell (Tabled 5 – 0)

**2. MAG PUD – Jaguar, Land Rover, Porsche Expansion  
15-091CP**

**6335 Perimeter Loop Road  
Concept Plan**

Ms. Newell said the following application is a request for an expansion to the Midwestern Auto Group (MAG) campus to incorporate an additional 5.4 acres into the PUD for a showroom for the Jaguar and Land Rover franchises, the demolition of the existing Land Rover showroom and the construction of a new showroom for the Porsche brand, and the addition of an elevated showroom addition to the main building for the Lamborghini franchise and all associated site improvements. She said this is a request for review and informal, non-binding feedback for a Concept Plan under the provisions of Zoning Code Section 153.050.

Claudia Husak said this is a concept plan for MAG. She said the campus is approximately 30 acres north of US33 and south of Perimeter Drive with Venture Drive wrapping around the northern portion of the site to the east. She said approximately 24 acres is currently developed with the MAG campus.

Ms. Husak said the Planned Unit Development process consists of three steps, the first is Concept Plan review and are required when the site is over 25 acres and when the proposal does not meet the Community Plan as is the case with the application tonight. She said since the applicant is requesting feedback on an expansion of five acres, the Community Plan is determining the review by the Planning and Zoning Commission. She said the comments and feedback as part of this application is non-binding and very similar to an informal application.

Ms. Husak said the applicant is able to take a concept plan application to City Council for their feedback as well. She said the next step would be a Rezoning with a Preliminary Development Plan with more details and a development text with the applicable development standards. She explained that the third and last step is the Final Development Plan.

Ms. Husak said the proposal includes the two existing subareas, Subarea A is the largest of the subareas and includes the main MAG building which is the first building built for the campus and houses the majority of the automotive brands sold by MAG. She said, in 2010, the applicant had an expansion approved by the Planning and Zoning Commission and City Council to add the Volvo dealership which was a new dealership to the MAG campus. She said Porsche is currently in the rear of the Volvo portion of the main building, which also includes the penthouse suite. She said Subarea A also includes the 7,300-square-foot Land Rover/Range Rover building, which was approved to be demolished in 2014 with a new building to house Jaguar and Land Rover in its place. She said it included a sky bridge connection between the main building to the new building, which as part of tonight's proposal is no longer a complete bridge connection but rather the elevated showroom for the Lamborghini brand.

Ms. Husak said Subarea B is in the center of the site, which was included into the MAG campus in 2012 to move BMW and Mini from Post Road to this campus. She said at that time there was a reluctance to any additional expansion of the campus specifically concerning car dealership land use and the view of cars along US33 and the applicant mentioned that the BMW/Mini expansion as their last. She said any kind of expansion of this campus would have to go through all of the approval processes. She said during the approval of Subarea B with the BMW/Mini building, the Audi brand made a plea for their own free-standing, 11,000-square-foot building which was then incorporated into the campus expansion as part of Subarea B.

Ms. Husak said that Subarea C would be created if approved by the Planning and Zoning Commission and City Council. She said it is currently a vacant 5.5-acre site owned by the applicant. She said the adjacent neighbor to the east is Nationwide Children's Hospital. She said there is currently a large stormwater management pond on the western edge of the site that handles stormwater management for the

neighboring sites. Ms. Husak pointed out that this pond is eliminated as part of this proposal and stormwater management will need to be addressed in more detail to the satisfaction of Engineering if this case moves forward.

Ms. Husak said the expansion of the campus and creation of Subarea C is being driven by Land Rover and Jaguar requesting a new building creating a new showroom and with Jaguar a new brand at the dealership.

Ms. Husak showed the Future Land Use Map from the Community Plan which was approved in 2013. She said the Subarea A portion of the site is designated as General Commercial on the map and the remainder is a Standard Office Institutional District which the proposal would not adhere to with Subarea B or C.

Ms. Husak said MAG has always been great in working with staff and figuring out creative ways to create architecture and interest on the campus with landscape screening and site layout. She requested feedback from the Commissions regarding the Future Land Use designation and the applicant's wish to expand the campus farther east. She said in all the subareas office is a permitted use, however, the office areas within each of the showrooms are small.

Ms. Husak said the proposed access point conflicts with the existing Nationwide Children's Hospital access point off Venture Drive and being immediately adjacent to this access is not something that would be supported by Engineering. She said in the northern portion of the site, the Land Rover building will be replaced with the Porsche building, which is slightly larger than the existing building. She said there is currently a test track for Range Rovers that will be eliminated creating more display area.

Ms. Husak said the main building does not have wall signs and the Land Rover building has a sign on the green panel and three wall signs were approved at heights higher than 15 feet stipulating that the green panel would be eliminated. She said the applicant is proposing one wall sign above 15 feet.

Ms. Husak said the sky bridge was approved in 2014 in a similar design, but this proposal eliminates the connection between the two buildings and only includes the elevated showroom.

Ms. Husak said Subarea C includes a proposal for a 29,000-square-foot building for Jaguar and Land Rover to be set in the center of the site at an angle and taking advantage of the views that might be provided from this location traveling along US33. She said the applicant has continued the "fingers" design of display spaces within the campus and provided landscape screening. She said the Code allows for a lower screening for vehicle display areas as opposed to parking lots where the screening has to be higher. She said there are display areas near the building as well as visitor and employee parking spaces. She said the building would include a non-retail car wash to the rear and there is a portion of the building that includes vehicle service areas that front onto US33. She said MAG has done a good job in lowering those types of uses or placing them along the sides of the building and this is a different design with having them in the front.

Ms. Husak said the building incorporates both brands with a main entry door in the center and the details related to height and size of the signs has not yet been submitted. She said the Planning and Zoning Commission allowed wall signs for the BMW, Mini, and the Audi dealerships but required them to be at the 15-foot height that Code would require. She said in the northern portion of the site the Planning and Zoning Commission did allow taller signs and staff has requested feedback related to those details. She said there are two signs proposed in addition to the brand identifications, one says "Dublin" over the central door and then there is a "service" sign. She said that service signs have typically been low to the ground and not required permits. She said the Service and Dublin wall signs seem unnecessary in this particular instance.

Ms. Husak read the proposed discussion questions:

1. Is the proposed land use appropriate?
2. Is the proposed layout sensitive to the previous concerns?
3. Does the Commission support the proposed architectural concepts?
4. What sign allowances would the Commission consider appropriate for the proposal?
5. Other considerations by the Commission.

Brad Parish, Architectural Alliance, said he has been the architect for MAG for several years. He said they were here back in 2014 and asked for approval of the Jaguar and Land Rover on the north side of the campus. He said they were working on construction documents with hopes of breaking ground in August when Jaguar and Land Rover stopped 40 projects countrywide because they redesigned their image and brand to be more competitive in the US market. He said the building design being proposed is their new prototype that will be rolling across the country soon and it is MAG's goal to be the first of this prototype of 2017 Jaguar/Land Rover line of cars. He said it is that motivation for MAG to be the first to get the dealership done. He said he comes before the Commission humbly because he knows the history of the last five acres. He said it is important to Mark Brettlinger and MAG that his business keeps growing and he is seeing the growth potential with adding Jaguar to MAG by an immediate impact to his business being able to sell Jaguars having two years to build the facility. He said through this process he wants to look at the high line brands with Rolls-Royce, Bentley, Porsche, and Lamborghini and try to grow those within the Dublin market as well. He said this master plans takes all the cars and brands and shuffles them up and gives them a new home and identity so that he can grow his business.

Mr. Parish said the high line would all be interior modifications without any exterior modifications. He said the new architecture of the Jaguar prototype fits the style that is consistent along the corridor with BMW and Mini as well as Audi with a clean line, modern, and innovative with glass and metal. He said they began by orienting the building to give a three-quarter view to the building adding interest and help with the internal workings of the showroom to work better with the finger design that is common to the MAG campus. He said it was an artful way of creating display space. He said they are proposing some additional ponding in the front to handle some of the storm water and does have other means working through the engineers to provide details.

Mr. Parish said the curb cut conflict has been resolved by finding the shared access agreement with Nationwide Childrens Hospital that is in place and they tie into the existing drive and clean up the elevations. He said they will continue with the grove of trees along SR 33 to create a nice campus. He said the architecture is consistent across the frontage and the display fingers.

Mr. Parish said they proposing to tear down the existing Land Rover and slide the Porsche facility to be more on center with middle finger display and create more displays. He said they chose to put Porsche on the northern edge to continue with the curved edges of the front façade with the keyhole slot that plays nicely with the existing MAG massing where there is the concourse spin going down the center, which made Porsche a better fit. He said he does not know the exactly heights but would like to conform to Code.

Mr. Parish said he has changed the Lamborghini because of the concourse spin which is a CMU wall that is curved is going to continue on past to create an adult version of a Match Box car display as seen in the grocery store where there are Lamborghini's hanging out over the water. He said instead of creating the back concourse area that connect downward, he wanted to create a showroom and cut behind the wall that he created off the concourse wall that is a cantilevered elevated showroom with some structural post underneath. He said they are creating an outdoor vestibule space that will host Lamborghini events where the customer can go in and outside during the events creating a unique space.

Mr. Parish said he would like to get feedback on the staff questions, specifically on the remaining 5.4 acres and adding the Jaguar franchise to the MAG campus.

Ms. Newell asked if they are re-working in the test track.

Mr. Parish said it is not a requirement any longer and they have opted not to do it.

Ms. Newell asked if there were anyone from the public that would like to speak to this application. [There were none.]

Ms. Newell said she likes the design of the elevated "Match Box" design of the building and it will be a spectacular part of the campus. She said she is not concerned about the extension of the campus and knows that City Council may have different priorities, but from a planning stand point if the same level of architectural detail continues through the site and it remains well developed and unified across the whole site she is comfortable with expanding the territory to provide new business opportunities and to expand the business operations that are here.

Ms. Newell said she agrees with the curve of the building for Porsche, but when she looks at the mass of the plan she would like to reverse the two buildings because of the size difference. She said because the Porsche building is smaller in scale, it could potentially be more palatable on that smaller area of the site. She said because the retention ponds are squashed in around the fingers and not well integrated into the design, having a smaller building on that location could provide more opportunity.

Ms. Newell said the east elevation of the Porsche as the drive through area returns around at the east side of the elevation it abruptly short and with the massing of the building she would want to extend that element further across that particular façade.

Ms. Newell said regarding the height of the signs, the previous concession allowing a change in height worked with the architecture of the building which is why they allowed the higher signs and in exchange for getting away from the green which was out of place given the whole campus grey, white and black scheme that goes on with all the architectural elements. She said when she looks at all the elevations of the new signs it does not hurt the building to lower them to a 15-foot height. She said keeping the aesthetic appearance of how the signage works on the façade will be important.

Ms. Newell asked for the Land Rover building service entrance to be explained.

Mr. Parish said at the backside of the Audi dealership there is a service drive around the corner with the high-speed doors that open and close quickly. He said this will be a service reception and is a single story building so that the customer could exit their car at the service drive and enter immediately into the showroom and enjoy the shopping experience where the existing MAG campus they enter below and have to climb steps which is problematic for ADA requirements. He said they tried to provide some screening for the western view and there is an opportunity at the fingers to provide additional landscape screening against the overhead doors.

Ms. Newell said they are using the space similarly to new car delivery. She said the adjacent site (Crowne) has a similar arrangement on their site with glass doors with some screening, where the doors appear to be windows on the building and asked what MAG is proposing for the opening for the doors.

Mr. Parish said the new service reception is typically tiled and finished almost like a showroom finish when done. He said the doors proposing are "Rytec" high-speed doors that are two seconds up and two seconds down. He said they are the same doors on the Audi building with a full vision panel that are approximately four inches.

Ms. Newell said she agrees with staff on the signage of the service that is proposed over top, that it can be handled more discreetly. She said the elevations of the building with the materials that are being

proposed do match within the campus. She said she is struck with the flatness across the front of the building and would like to see more play in the elevation.

Mr. Brown said it is appropriate on the proposed site stating that is what the area is and their buildings are superior to any other along that road. He said there is a certain vocabulary that goes on with the established block and it works. He said he assumes the panels are a dry joint rain screen, nice crisp, clean panels. He said he shares Ms. Newell's notion that it appears flat with nothing dynamic going on. He said in the Mini/BMW building there is the two opposing colors that is dynamic and striking and then the Audi after that is a wonderful presentation. He said he would hate to see anything that does not live up to the standard. He asked for the color of the panels.

Mr. Parish said the darker panels are a dark grey material with a dry joint with a more contemporary linear fashion and the other is a bone color that demarks the entrance to the facility. He said the inside is a different color grey that looks chiseled back to the butt joint glass system with mullions behind the glass similar to Audi. He said so that it looks like a clean sheet of glass.

Mr. Brown said he shares the opinion of staff and Ms. Newell about the service area. He said there is a certain signage vocabulary on this site that has a nice rhythm on this campus and this would be different and progressive in logic to the signage and they should maintain that as best you can as they have with the layout. He said he loves the Lamborghini site.

Mr. Brown said he appreciates the nice manicured screening being provided along US33 and he said the Porsche building and the signage fits the vocabulary of the rest of the campus and integrates well with the rest of the campus.

Mr. Brown agreed that they have to figure out the pond issues.

Mr. Miller said he agrees with the land use. He said if they move the Porsche building over to where the Land Rover building is it would soften the impact on Children's Hospital by making it smaller and would provide a transition into the building. He said the campus is awesome. He said he agrees the building on the Land Rover is too flat. He said to soften the signs and he asked if the Porsche building were moved would the Land Rover building fit on the Porsche site on the plan.

Mr. Parish said the reason they chose this site for Porsche was to provide some employee/overflow parking in the corner towards the back away from US33 and they like to have the pool of parking in the back because the vegetation has heavily grown. He said from a site strategy it does make sense to move the buildings but they lose the parking function if moved.

Mr. Miller said it would be easier to gain his full support if the building sites were switched.

Ms. De Rosa said she loves this campus and likes to drive by and loves the Audi building as it is her favorite. She said they have done a nice job on the campus so an additional five acres to this is more attractive than an office building. She said she is a huge Jaguar fan and is glad it is coming to Dublin. She said driving down into a service area and walking into a showroom is a nice experience and there has been a nice job done interior that makes people want to look at the new cars and she thought it works well. She said she agrees that the building looks a little less interesting than the other ones but may be hard to see on a rendering. She said she is supportive of the land use and looks forward to what they bring back.

Mr. Stidhem said he is in support of the land use and is a great fit on the land and he does not have a problem with the building locations. He said the signage and all the discussion is surprising since the cars are their advertising and he knows where the Porsches are because they are there and he does not need

to see a sign to know they are there and he does not understand the issue with the signage. He said he is in complete support of the building and the campus.

Mr. Brown asked if the Land Rover and Jaguar rollout is the unified building.

Mr. Parish said they have had a prototype on that for years with Jaguar and Land Rover, but they had two sacred items of the sloped roof and the green pylon was Land Rover and Jaguar had a round rotunda, which was collaborated in the last design. He said the signage is not a problem while on the campus. He said it is the 70 mph traffic getting to the campus from US33 to pull them in that says there is a Porsche or Jaguar showroom to the interior.

Ms. Newell said the presentation that is being shown went through several times to get it down to the version that was approved. She said she has worked for car dealerships before and car manufacturers love their signage and branding and always they always what they want presented to a Commission first before they will yield to something else.

Mr. Brown said he has seen plenty of dealerships and looking at the Porsche sign is to scale and appropriate with the building. He said it is interesting about the branding about the Jaguar and the Land Rover because next to the other buildings, it is flat and they are trying to do something with the glass and the jewel box will look cool but those are dynamic buildings that are next to it. He said the returns and terminates on the ends have been handled gracefully on campus by a taller wall or something to demark the front elevation or the presentation how it returns to the service. He said there has always been isolation as they catching different elevations there is not an abrupt transition from the clean sleek panels to stucco or block or corrugated panels, it is always an important concern especially how the building are rotated slightly off axis.

Ms. Newell asked if there were any more questions for the Commission and if they had provided enough direction.

Mr. Parish said it has been a great dialog and he hopes to have a similar dialog at City Council. He said it has been an ongoing process of the MAG campus and it has evolved and is bigger than they had envisioned through the years. He thanked the Commission for their comments.

**3. NE Quad PUD, Subareas 5A and 5B, Kroger Marketplace and Northstar Retail Centers  
15-093AFDP  
Sawmill and Hard Roads  
Amended Final Development Plan**

Ms. Newell said the following application is to modify a previously approved final development plan to include black as an approved awning color for retail centers located at the northwest corner of Sawmill and Hard Roads, east of Emerald Parkway. This is a request for review and approval of an Amended Final Development Plan under the provisions of Zoning Code Section 153.050. The Commission is the final authority on this application and we will need to swear-in. She swore in those who intended on addressing the Commission.

Ms. Newell said this is on the consent agenda and did not need a formal presentation.

Ms. Newell asked if there were anyone from the public that would like to speak to this application. [There were none.]

**Motion and Vote**

Ms. Newell moved, Mr. Brown seconded, to approve this Amended Final Development Plan because the proposal complies with the applicable review criteria and the existing development standards.

The vote was as follows: Ms. De Rosa, yes; Mr. Miller, yes; Mr. Stidhem, yes; Mr. Brown, yes; and Ms. Newell, yes. (Approved 5 – 0)

### **Communications**

Ms. Husak asked if the Commission had received their invitation to The Grand opening reception.

Mr. Miller said they received an invitation with their packets and another in the mail.

Ms. Husak said an invitation had come to the office addressed to the Commissioners. She said that she has heard that it is very worth seeing the facility.

Mr. Stidhem asked for the details.

Ms. Husak said it is next Thursday, October 8<sup>th</sup>, 4:30 to 7:30 p.m. She thought they did not have to attend the entire event. She said that Archie Griffin is speaking at this event.

Mr. Miller said he will be absent at the November 5, 2015 meeting.

Ms. De Rosa said she will also be absent at the November 5, 2015 meeting.

Ms. Newell said if there were no further comments the meeting was adjourned at 8:05 p.m.

As approved by the Planning and Zoning Commission on November 5, 2015.