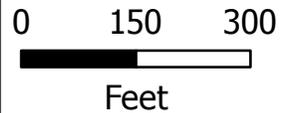


16-015BPR  
 Basic Plan Review  
 Penzone's Salons  
 6671 Village Pkwy



Ms. Burchett presented the previously approved west elevation as residential. She indicated she would present each elevation with the proposed changes, prior to the next meeting.

Aaron Stanford asked if the footprint of the structure would change with the proposed commercial/retail use. Greg Briya, Moody Nolan, said just the lobby at the corner would be reduced. Jeff Tyler indicated a permit had been obtained for the foundation.

Mr. Papsidero asked if there were any further questions or concerns regarding this case. [There were none.] He stated this case would be determined on March 31<sup>st</sup>.

## **CASE REVIEW**

### **2. BSD SCN - Charles Penzone Salons 16-015BPR**

### **6671 Village Parkway Basic Plan Review**

Lori Burchett said this is a request for the construction of a 12,000-square-foot building and associated site improvements for a salon on the west side of Village Parkway at the roundabout with Shamrock Crossing. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Basic Plan Review under the provisions of Zoning Code Section 153.066.

Ms. Burchett highlighted Staff's comments from the initial review: type of building, the requirement for a loft building to contain two stories, building materials, roof types, and parking. Options for shared parking to reduce the number of spaces to be requested she said was also included in the discussion.

Ms. Burchett presented the site and noted that Village Parkway is the principle frontage street. She pointed out the existing building on the parcel and the proposed building, including different views from the street.

Ms. Burchett said the lots and blocks in this proposal do not meet the Code requirements. She said a neighborhood street had been identified on the street network plan and if right-of-way was dedicated, the applicant would meet the block-width requirement. She presented the block width with the proposed right-of-way of 350 feet and 400 feet is the maximum requirement. She presented the elevations facing southwest and northwest.

Ms. Burchett asked the ART if it is better to request a Waiver for a loft building with the additional Waiver for the lack of a second story or to request a Waiver for a commercial building, which is not a permitted building type in this zone. She reiterated Staff's and the ART's previous concern with the issues of height, materials, roof design, and parking. She reported the preliminary review revealed 10 Waivers would be needed for a commercial building and 11 Waivers would be needed for the loft building; 5 additional Waivers would also apply.

Ms. Burchett presented renderings of the east and west exteriors. She explained Waivers would need to be requested addressing the blank wall limitation and materials.

Ms. Burchett presented the interior design layout to help demonstrate why the applicant is requesting 93 spaces for parking when only a maximum of 45 spaces are permitted. She added a loft building would require parking in the rear, which this proposal does not comply with but with a commercial building, parking is permitted on the side. She indicated the applicant would discuss any history of shared parking.

Ms. Burchett said Staff had also identified the following concerns:

- All parking lot islands must be at least 10-feet in width
- Tree survey and replacement schedule is required

- Large gaps in the screening wall along Village Parkway, only 6-feet is needed for passage
- Coordinate tree selection with AEP within the 50-foot electric easement along Village Parkway
- Concerns for fire access with the existing drive width and turn radius at the proposed entrance
- Ensure that the project meets all fire access requirements
- Require a right-of-way agreement for the proposed neighborhood street

Vince Papsidero inquired about the magnitude of the Waivers for a loft building versus a commercial building.

Ms. Burchett said the commercial building type was not permitted in the neighborhood standards. She explained that large scale buildings are excluded from this neighborhood except for the area designated as the shopping corridor and that is limited to businesses on Dublin Center Drive. She said the reason only single-story buildings are permitted in this neighborhood is for the development to fit within and support residential and office uses while providing a pedestrian-friendly area. She added the roundabout at Village Parkway and Shamrock Boulevard serves as the gateway to the neighborhood and development would be highly visible on that corner.

Claudia Husak stated she was concerned about the Planning and Zoning Commission (PZC) granting a Waiver for a different building type.

Jeff Tyler asked the applicant how they arrived at this design concept and how this design is to fit within this location.

Chris Meyers, Meyers + Associates Architecture, said the applicant originally had a different design but through early conversations with Staff, they were guided to a loft style building. He said the elevations meet the Code requirement for height and façade composition, in his opinion. He explained the nature of the interior design is to accommodate a high volume area at the façade and the perimeter is double the height but not useable for guests/customers. He indicated he was surprised that this proposal would require 11 Waivers as he thought they were meeting the requirements.

Ms. Burchett said a lot of issues can be fixed fairly easily.

Mr. Meyers said the applicant studied a commercial center as an option, but were told to stick to a loft. He indicated he thought they were aligning the proposal with the terms of the Code and that the design lent itself nicely to the use. He reiterated that the appearance of the building is of two stories as the perimeter is 20 feet but inside there is a mezzanine space for salon staff and not a full second story, which is an interesting component.

Mr. Tyler emphasized a good design needs to be proposed as well as one that would meet the requirements of the site.

Bonnie Kyle, Chute Gerdeman, indicated the initial design was very different and contemporary but did not meet the requirements of the Code. She noted there is a vaulted ceiling and three main salon rooms. She said the applicant is happy with the current design.

Mr. Tyler said he struggles with the various roof lines as they do not make sense. He asked if they were trying to achieve a design that was appropriate for the building and their use or if they were just trying to meet the Code. He indicated he viewed the initial concept and thought that was nice. However, he said the initial design fit more of a suburban model. With this proposal, he said he is concerned because there appears to be so much going on. He restated that they are not meeting the objective of the Code. He indicated that as one comes around the corner, there will just be a sea of parking visible but from the gateway, the site would appear acceptable. He stated the huge parking lot distracts from the building.

Mr. Meyers said he struggled with the frontage as this is a unique property dimension. He said the overhead power easement pushes the building to the right. Creating an extension of frontage without more building was his question. He said they provided public access via a pocket park that connects to the pedestrian walkway/bike path. He suggested they draw out the character of the building by providing ample screening to the parking areas, saturating the landscape with plant materials. He indicated they tried false-façade walls but realized it was not the right approach. He stated the quantity of parking was heavily analyzed. He said this data was based on their Grand Salon next door, expecting those same customers to come to the new salon. He said around 90 spaces are required daily. By being permitted only 45 spaces on this site, he said it would hinder the applicant's business. He requested suggestions from the ART to fix this parking issue/layout. He asked if a different material was used instead of all asphalt, if it would make a difference to minimize the appearance of a large parking lot. The ART explained varying materials would not make a difference, the use is still a parking lot.

Mr. Papsidero inquired about the parking.

Mr. Meyers said the current Penzone Salon site is under what they need for parking. He said the Stavroff property has been used for overflow parking. He reported that Penzones asked for the properties (existing and new) to be considered independently to allow for flexibility in the future. He said they could turn the existing salon into the corporate headquarters or sell it to another development and if the parking was shared, their hands would be tied to an agreement. He reported they considered a shuttle service to nearby lots but found it was not a viable option for their type of business. He emphasized that the proposed building would be considered a "Signature Grand Salon" and would bring economic development to the area.

Mr. Papsidero asked if phasing the parking over time could be explored.

Mr. Meyers said the Penzones have great staff and associate events. He said the alternative parking area aesthetic is hardscape public event space. He asked if event space could be defined instead of all parking but they operate it now by parking on it daily. He reiterated that parking has already been heavily analyzed. He said all associates can park on the current lot leaving this for guests only but they need 90 spaces. He said in the short term, the current site parking could be utilized but the future will depend on what happens on that property.

Aaron Stanford pointed out this area is on a grid street pattern in the street network plan and a smaller neighborhood street will connect to Greystone Mews on the west. He asked them to consider where the potential road will be, which could be an amenity to the site by providing on-street parking.

Mr. Meyers agreed that preparing for a potential road makes sense and they will consider it. He said there are a lot of ideas being considered for the existing building. He said the proposed salon is a big stylistic change while the company transforms for a new brand and identity.

Ms. Burchett asked if sub dividing the parcel could be considered. Mr. Meyers said that is an option and asked how it would impact the parking issue.

Jenny Rauch said the applicant will need to submit a Parking Plan, regardless.

Ms. Husak said providing right-of-way for the neighborhood street would require platting.

Mr. Tyler asked if the salon had a written agreement with the Stavroffs for parking to which Mr. Meyers said it was only a verbal agreement.

Dan Phillabaum, Landplan Studios, LLC, indicated he was surprised to hear the applicant say today he did not think the application needed a number of Waivers since it was his understanding the applicant had completed an analysis of the Zoning Code.

Mr. Meyers pointed out where he thought they were meeting the Code on pages 44 & 45. He said they studied both the Zoning Code and the requirements for the Bridge Street District to be overly thorough.

Ms. Rauch recalled earlier discussions with the applicant weighing the options of a loft type building versus a commercial building. She said Staff considered a loft building would be better as this application would be setting a precedent for all future development in this area.

Mr. Meyers said after analysis, the Penzones would rather have a taller two-story building than a one-story commercial type building. He said the cost would be greater but it presents a better statement of the new brand. He said they did not just check the boxes to meet the Code but designed cohesive architecture. He said their intent is for the appearance of a two-story building without an actual second floor inside (a mezzanine alternative).

Ms. Rauch inquired about the mezzanine.

Mr. Meyers presented the interior layout and pointed out the reception/hospitality area located in the center used as an interior courtyard as a waiting space for guests. He clarified this is a clear story. He pointed out the service in the back and the entry to the stair that leads to the second floor platform. He explained the mechanicals are housed internally within the mezzanine because the roof will permit distant visibility. He said part of the mezzanine will provide function for staff and storage. He emphasized this is not a second level that: would be permitted for customers; could include a different use; or allow for another tenant and it covers just over 10% of the footprint.

Ms. Husak said the PZC has never approved a parking plan that doubles the amount of parking permitted. She said extra parking has been granted but for high visibility areas that could also share parking through future developments. She indicated that requesting so much parking is going to be a tough conversation given the vision for the district.

Mr. Papsidero suggested that the applicant request an Informal Review with the PZC to gain feedback about the parking, the height, and the two-story function issue.

Ms. Husak reported internal staff has struggled with these issues and were concerned about the potential for moving this application forward to the PZC meeting on April 7<sup>th</sup>. She agrees the informal is a good suggestion for that first meeting with the PZC.

Mr. Meyers said he would need to consult with his client but knows they are very anxious to get this project going. He explained this is a seasonal business and the intent is to hit the peak season with the new brand. He indicated the Penzones have been surprised by the process thus far and how it has taken longer than they had hoped. He said we need to find the best path to move this quickly and requested a strong recommendation to achieve that.

Mr. Tyler said he is hearing strong concern about parking and not seeing any relief to that issue is a big concern. He said the building type and perceived two-story nature affects the architecture. He indicated the site issues are not major but with all the issues combined, 11 Waivers are being sought. He recommended obtaining direction from the body that in the end will decide if this application should be approved, concluding that would be the fastest route. Otherwise, he said if there is not room for approval, the applicant would need to start all over. Mr. Papsidero added that if the application would be approved, it would be precedent setting.

Mr. Meyers clarified that if the applicant bypasses the formal ART, obtains a preliminary read from the PZC, they would come back to the ART giving comfort to the process so going through the PZC in the end will be easier and smoother.

Mr. Meyers noted there are three areas proposed for alternative surfaces; he clarified this helps the design layout but does not minimize the Waiver for parking. He asked that if the parking on the existing site were used to minimize parking on this site, if the current building would also have to be redesigned. The ART replied the current building would not have to be redesigned to meet current standards to provide shared parking.

Mr. Papsidero clarified the use of the existing building does not impact shared parking agreements.

Mr. Meyers stated the applicant would review the architecture. However, he said the big question is if they should go in the direction of a loft building or commercial and why aligning with the loft type is appropriate. Mr. Papsidero said the consensus of Staff and the ART is for a loft type building. Ms. Burchett reiterated that the commercial type is prohibited in this area.

Mr. Meyers indicated the applicant will go through the Waivers and seek alignment with the Code, continuing with the loft building type.

Mr. Papsidero instructed the applicant to let Staff know what the client decides.

Donna Goss asked if the applicant plans to reach out to the Greystone Mews neighbors. She said if the applicant can get a strong positive response about their proposal from the neighbors it would go a long way to gaining support of the PZC.

Mr. Meyers indicated the Penzones intend on connectivity to the neighbors to the west. He said they plan to host an event to invite the neighborhood to present what is planned but not until they have a clear direction; they do not want to be premature.

Ms. Rauch suggested at least reaching out to the HOA president at this point. Ms. Goss agreed that getting out in front of that, indicating what they are considering, would be a benefit.

Ms. Husak requested that the applicant let Staff know tomorrow morning about the client's decision as an agenda and notices for the April 7<sup>th</sup> meeting need to be distributed Friday, March 25, 2016.

#### **ADMINISTRATIVE**

Vince Papsidero asked if there were any additional administrative issues or other items for discussion. Colleen Gilger asked that the following statement be corrected in the Approved Minutes dated March 10, 2016:

*"Ms. Gilger indicated that when the new spa is built, the current spa will become Penzone's corporate headquarters, which will bring 60 extra jobs to Dublin."*

The ART agreed that changing the "60 extra jobs" to "30" as Ms. Gilger requested was acceptable.

Mr. Papsidero adjourned the meeting at 3:00 pm.



## ADMINISTRATIVE REVIEW TEAM

### MEETING MINUTES

**MARCH 10, 2016**

**ART Members and Designees:** Jenny Rauch, Planning Manager; Jeff Tyler, Building Standards Director; Matt Earman, Director of Parks and Recreation; Donna Goss, Development Director; Colleen Gilger, Economic Development Director; Aaron Stanford, Senior Civil Engineer; Alan Perkins, Fire Marshal; and Mike Altomare, Deputy Fire Marshall.

**Other Staff:** Marie Downie, Planner I; Claudia Husak, Senior Planner; Lori Burchett, Planner II; and Laurie Wright, Administrative Support II.

**Applicants:** None were present.

Jenny Rauch called the meeting to order at 2:02 pm. She asked if there were any amendments to the February 25, 2016, meeting minutes. The minutes were accepted into the record as presented.

#### INTRODUCTION

**1. BSD SCN - Charles Penzone Salons  
16-015BPR**

**6671 Village Parkway  
Basic Plan Review**

Lori Burchett said this is a request for the construction of a 12,000-square-foot building and associated site improvements for a salon on the west side of Village Parkway at the roundabout with Shamrock Crossing. She said this is a request for review and recommendation of approval to the Planning and Zoning Commission for a Basic Plan Review under the provisions of Zoning Code Section 153.066.

Ms. Burchett presented an aerial view of the site. She explained the site is part of the Village Center Corridor and gateway at the roundabout. She said there are two Waivers that have been identified:

1. Additional parking exceeds the maximum per the Code
2. Frontage requirements

Ms. Burchett said the proposal includes a pocket park that would run along Village Parkway and include a small stone wall. She presented the east elevation that faces Village Parkway as the primary frontage but the main entrance is on the north elevation that fronts the parking lot. She explained the proposal does not appear to meet the primary materials requirement on the north side and does not appear to meet the requirement for total percentage of materials. She indicated the applicant might introduce another material to meet the requirement. She said it is a one-story building that includes a mezzanine to appear as a two-story building.

Colleen Gilger asked how much the parking exceeded requirements. Ms. Burchett replied the maximum number of spaces permitted is 45 and the applicant is requesting 93 spaces.

Jenny Rauch clarified that a Waiver would not be part of this process but rather the applicant would need to submit a Parking Plan to request the additional parking and demonstrate why they need so much parking.

Claudia Husak presented the portion of the parcel that is vacant and the existing parking. She added that the pond serves as stormwater management for Dublin Village Center.

Jeff Tyler inquired about the parking for the existing facility and the possibility of a shared agreement. Ms. Rauch indicated she thought the current parking probably exceeds the maximum permitted. She said part of it is not on site.

Ms. Husak presented the parking layout. Ms. Rauch stated parking is supposed to be positioned at the side and rear of the building in the BSD, not in front. She noted the overflow parking and indicated the applicant is considering alternatives.

Ms. Husak pointed out there is no frontage on Shamrock Boulevard. She said the graphic in the Code requires more than one story for Loft Buildings.

Matt Earman inquired about how the stories were measured per Code as it appears the applicant is trying to meet the height of a two-story building without actually having a two-story building.

Ms. Husak added the height proposed is an issue because very few building types have a one-story allowance and a Commercial Center building is not permitted on this site. She said the applicant selected a Loft building but the minimum height is two stories. She indicated that Code stipulates it must contain a habitable level and a mezzanine would not count. She questioned why one-story buildings like Piada are permitted on Sawmill Road and not Village Parkway. Ms. Rauch added there is residential to the west of this site and a substation to the south so the two-story seem out of place here.

Ms. Rauch suggested getting more information on what the reasoning was for the height limitation.

Mr. Tyler indicated he struggles with that location and the architectural proportions.

Ms. Burchett questioned whether the appearance meets the intent of the BSD and if the applicant considered the longevity of the building. Mr. Tyler indicated the applicant is limiting themselves and they could get a much better building. Ms. Rauch said this is a missed opportunity by constructing such a small building.

Ms. Burchett presented the exterior renderings and noted the primary materials are stone, brick, and glass with wood as a secondary material. She said the large blank wall on the west elevation was a concern but the façade does not front a street. She also questioned the variety of roof types/lines proposed.

Ms. Rauch said the renderings have evolved as the first versions appeared very suburban and now the elevations are more contemporary. Donna Goss said she understands that the applicant has been working on this design for a while but it still has a long way to go.

Mr. Tyler said he thought the proportions were not desirable. Ms. Goss said she does not like the proposed appearance very much. Mr. Earman indicated it looked too much like a school. Ms. Burchett agreed the proportions of the design need to be discussed further with the applicant.

Mr. Tyler suggested if the applicant pursued a building design on the merit of providing the 'best architecture possible', then maybe it would be easier to obtain the Waiver regarding frontage and the additional parking.

Ms. Burchett said the applicant's plan for open space is a pocket plaza with a connection to the asphalt parking but needs additional calculations to ensure they meet the minimum requirements along with suitability and usability.

Ms. Goss inquired about the pond and stormwater management. Aaron Stanford pointed out the proposed pervious pavers and the pond behind the site. He said the applicant would connect to the southern sanitary and storm sewers.

Mr. Earman asked if there were a lot of trees on-site. Ms. Burchett illustrated the grove of trees along Shamrock Boulevard and the pond to the west.

Mr. Stanford asked if there is a requirement for a certain amount of the building had to be on street frontage. Ms. Rauch answered 75% is the requirement for street frontages, therefore in this case the applicant may need a Waiver. She added they are supposed to have 25% fronting Shamrock Boulevard for corner occupancy.

Ms. Gilger said if a bridge over I-270 were to be built, Village Parkway will become a major road.

Ms. Gilger indicated the current spa layout is not working for the applicant. She questions whether the cost of elevator maintenance to have a true second story is an issue. Ms. Husak commented that if they cannot meet regulations then this might not be the site to have this use to which Ms. Goss agreed.

Ms. Gilger indicated that when the new spa is built, the current spa will become Penzone's corporate headquarters, which will bring 30 extra jobs to Dublin.

Alan Perkins said the existing drive aisle to the building is a 24-foot drive aisle but he saw issues with the geometry. He said the fire hydrant is on the opposite side of the street. He said they may have a sprinkler system but the FDC will need to be close to the building. He said the pocket plaza proposed is nice but it pushes the building back. Ms. Rauch suggested obtaining more specific information from the applicant.

Ms. Burchett questions the usability of their pocket plaza, if they need to make changes to meet the fire code. She said with so much of the site taken up with parking there is not much room left for public green space.

Mr. Earman asked for the justification for so much additional parking. Ms. Husak noted it is retail and the interior space includes a lot of chairs to accommodate multiple clients at once.

Ms. Burchett presented the applicant's parking summary:

A. Dublin Grand Salon (existing location):

|                      |   |
|----------------------|---|
| Non Peak = 93 spaces | } <i>The average number of cars parked between 8/21/15 – 12/17/15</i> |
| Peak = 143 spaces    |   |

- Peak days consist of Thursday, Friday, and Saturday
- Non-peak days consist of Sunday, Monday, Tuesday, and Wednesday

B. New Salon/Existing Building

|             |  |
|-------------|--|
| Employees   | 75 (professionals plus 4 associates)                           |
| Guests      | 84 (64 guests plus 20 double booking/overlapping appointments) |
| Home Office | 30   |

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Total: 189 (visitors/employees per day)

Ms. Rauch suggested encouraging the applicant to find parking options that could possibly include shared parking with adjacent lots. She also suggested using the maximum required spaces permitted now and adding more parking later if the need arise. Ms. Burchett indicated it might be more difficult for the applicant to request more parking later rather than all at once, now.

Ms. Rauch said the proposal would be sent to the City's consultant, Dan Phillabaum to review the architecture and provide feedback.

Ms. Rauch asked if there were any further questions or concerns regarding this case. [There were none.] She stated this case would be reviewed on March 24<sup>th</sup> and a recommendation of approval is scheduled for March 31<sup>st</sup> to be forwarded to the Planning and Zoning Commission.

**ADMINISTRATIVE**

Jenny Rauch asked if there were any additional administrative issues or other items for discussion. [There were none.]

Ms. Rauch adjourned the meeting at 2:38 pm.

As approved by the Administrative Review Team on March 17, 2016.  
As amended by the Administrative Review Team on March 24, 2016.