

# Planning Report

Thursday, April 21, 2016

## Midwestern Auto Group PUD – Subarea C

### Case Summary

Agenda Item	3
Case Number	16-017FDP
Proposal	The expansion of the MAG campus to include a 30,000- square-foot car dealership for Jaguar and Land Rover manufacturers and associated site improvements within the MAG Planned Unit Development District.
Request	Review and approval of a <u>minor modification to the development text</u> under the provisions of Zoning Code Section 153.050.  Review and approval of a <u>final development plan</u> under the provisions of Zoning Code Section 153.050.
Site Location	South side of Venture Drive approximately 600 feet south of the intersection with Perimeter Drive.
Applicant	Midwestern Auto Group
Representative	Brad Parish, President, Architectural Alliance
Case Manager	Logan Stang, Planner I   (614) 410-4652   <a href="mailto:lstang@dublin.oh.us">lstang@dublin.oh.us</a>
Planning Recommendation	<u>Approval of a Minor Modification to the Development Text</u> In Planning's analysis, this text modification is minor in nature and Planning recommends approval of a minor text modification, as the proposed pavement setback change is appropriate for the campus expansion.

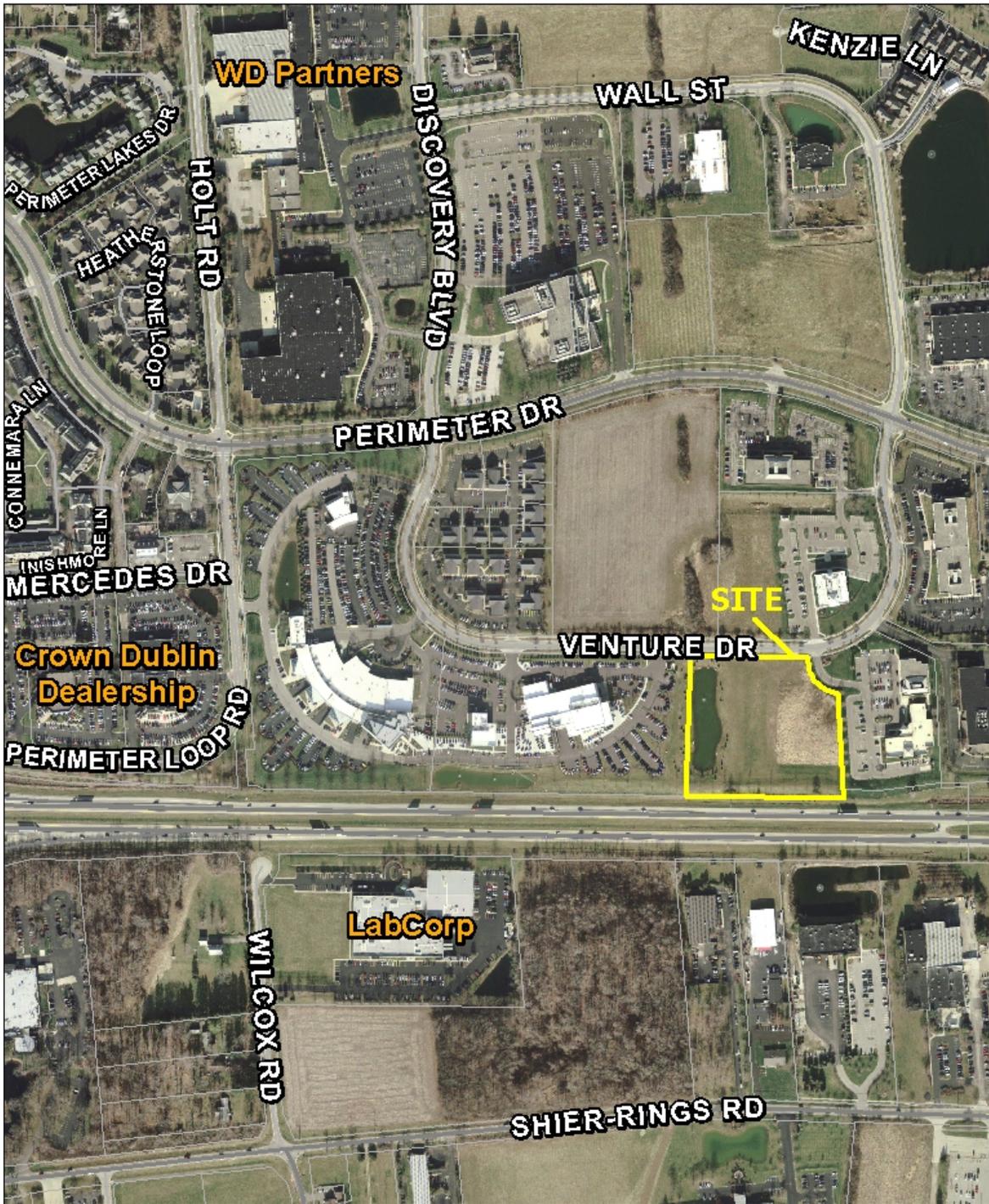
#### Proposed Modification

*To modify the development text to decrease the pavement setback from SR 161/US 33 within Subarea C from 45 feet to 40 feet for the MAG Planned Unit Development District.*

Approval of a Final Development Plan

Planning recommends approval of the proposal because it complies with the final development plan criteria and the existing development standards. Planning recommends approval of this request with five conditions.

- 1) That the applicant pay a fee in lieu of tree replacement prior to filing for building permitting;
- 2) That the applicant revise the landscape plans to include deciduous trees every forty feet adjacent to the east property line prior to filing for building permitting;
- 3) That the applicant provide a 4:1 maximum slope along the west edge of the proposed retention basin as well as a flat buffer zone between the drive aisle and top of bank of the retention basin;
- 4) That the applicant provide details for the proposed location and construction of the landscaping wall, in the event a retaining wall is required around the retention basin, subject to Staff approval; and,
- 5) That the applicant continue to work with Engineering to meet all stormwater management requirements outlined in Chapter 53.



 <p>City of Dublin</p>	<p>16-017FDP Final Development Plan MAG - Jaguar/Land Rover 6335 Perimeter Loop Road</p>	<p>0 200 400 Feet</p> 
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Facts	
Site Area	±5.4 acres
Zoning	PUD, Planned Unit Development, Midwestern Auto Group (MAG)
Surrounding Zoning and Uses	North: PCD; Planned Commerce District, Perimeter Center, Subarea D (Undeveloped) South: SR 161/US33 and across the highway, land is zoned TF; Technology Flex District (Gerber Collision & Repair) East: PCD; Planned Commerce District, Perimeter Center, Subarea M (Nationwide Children's Hospital) West: PUD; Planned Unit Development District, MAG, Subarea B (MAG BMW, Mini & Audi )
Site Features	<ul style="list-style-type: none"> <li>• Vacant parcel</li> <li>• Large stormwater retention basin serving the existing MAG campus located along the western property line</li> <li>• Landscaping and mounding along SR 161 consistent with the MAG campus frontage to the west</li> <li>• Minimal grade change throughout the majority of the site</li> <li>• Substantial tree plantings around the stormwater retention basin</li> </ul>
Background	<p>The Planning and Zoning Commission recommended approval to City Council of incorporating this site into the MAG campus for the Land Rover/Jaguar franchises in January of 2016. During the City Council review of the rezoning ordinance, Council members discussed the proposal for an aesthetic pond along the southern property line of Subarea C and the sign regulations for the entire campus. Council added Condition 14 to the approval of the rezoning ordinance requesting the applicant work with staff to explore the elimination of the aesthetic pond on the west side of the southern boundary of Subarea C and provide undulated mounding in its place to the extent possible. The applicant and the MAG owner prefer the pond for aesthetic reasons and to continue the character of the frontage design along SR161/US33. The plan provided to the Commission eliminates the pond and proposes mounding and landscaping instead. This is not the preferred design for the applicant, however it fulfills Council's Condition 14. Either pond or mounding would meet the development text.</p> <p>Council members were also concerned about the number of signs permitted on the MAG campus. The applicant provided a comprehensive sign plan indicating the current signs with pictures and size and type details. City Council conditioned that the applicant return to the Planning and Zoning Commission and City Council for a comprehensive review and approval of a Master Sign Plan prior to the issuance of sign permits for Subarea C. A Master Sign Plan is not a formal application type in a Planned Unit Development. This proposal includes signs for Subarea C. However, permits for signs cannot be issued until the Master Sign Plan is approved by the Commission and City Council.</p>
Site History	Most recently, City Council approved Ordinance 03-16 on February 22 <sup>nd</sup> for the rezoning of approximately 30 acres from PCD, Planned Commerce District

	<p>(Perimeter Center, Subarea D) &amp; PUD, Planned Unit Development District (Midwestern Auto Group) to PUD, Planned Unit Development District (Midwestern Auto Group). This rezoning application included the existing MAG campus, Subareas A &amp; B, along with the addition of a third subarea, Subarea C.</p> <p>The Planning and Zoning Commission recommended approval to City Council of this rezoning at their January 7, 2016 meeting.</p> <p>Prior to 2016, the MAG campus was rezoned and multiple final development plan and amendments were approved by Council and the Commission. The full history of the campus development is summarized at the back of this report.</p>
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<b>Details</b>		<b>Minor Text Modification</b>
Proposal	The proposal includes a minor modification to the Subarea C pavement setback from SR 161/US 33. Due to the Ohio Department of Transportation (ODOT) right-of-way purchases that occurred for the I-270/US 33 Interchange project the setback requirements for a number of properties along SR 161/US 33 were impacted. The setback requirements approved for Subarea earlier this year were copied from Subarea B and did not take into account the additional right-of-way required along this frontage and therefore a modification is needed with this application.	
Development Text	The MAG campus had right-of-way impacts for the existing Subareas and the newly rezoned Subarea C with the most substantial impacts taking place in Subarea C. It was not clear at the rezoning for Subarea C that the proposed setback would not address the impacts for Subarea C creating a conflict with the current proposal. To create a consistent setback along SR 161/US 33 the pavement setback for Subarea C must be decreased from 45 feet as outlined in the approved development text to 40 feet to match the development pattern and provide consistency along the highway frontage.	
Text Modification	The applicant is proposing to modify the development text to decrease the pavement setback from SR 161/US 33 within Subarea C from 45 feet to 40 feet. The text modification will be limited to this Subarea and no additional modifications are proposed with this application.	

<b>Analysis</b>		<b>Minor Text Modification</b>
Process	Code Section 153.053(E)(2)(b)4b permits the Commission to approve a modification to the development text and Zoning Code if they determine that all of the appropriate provisions are satisfied.	
Request	<p>The requested modification is:</p> <p><i>To modify the development text to decrease the pavement setback from SR 161/US 33 within Subarea C from 45 feet to 40 feet for the MAG Planned Unit Development District.</i></p>	

<b>Recommendation</b>	<b>Minor Text Modification</b>
Approval	Planning supports the minor modification to the development text for decreasing the pavement setback as it meets the review criteria and creates a consistent setback along SR 161/US 33 for the entire campus.

<b>Details</b>	<b>Final Development Plan</b>
Process	The final development plan conforms with and provides a detailed refinement of the approved preliminary development plan. The final development plan includes all of the final details of the proposed development and is the final stage of the PUD process.
Proposal	This proposal is for the expansion of the existing MAG campus to include a new 30,000-square-foot dealership facility for the Jaguar and Land Rover manufacturers and associated site improvements. The proposal includes the “finger” display areas consistent with the campus along with the reconfiguring of stormwater management systems as the site currently contains a stormwater retention basin for Subareas A & B.
Layout	<p>The site orients the main building towards SR 161/US33 similar to the adjacent subareas with the showroom facing south and the service area located in the rear facing Venture Drive. The service entry is located in the middle of the building with buffering on the east side to minimize the visual impact of the overhead doors. The “finger” display areas follow a radial pattern near the highway frontage and additional display area is provided on the south side of the building near the main entry.</p> <p>There are three access points to the site all using connections to existing curb cuts, two in Subarea B and one connection to Children’s Hospital to the east. One “finger” display in Subarea B will be converted into an access drive and parking area for the two subareas while an additional drive on the north side will connect to the Venture Drive curb cut within Subarea B. The applicant has provided documentation of an access easement with Nationwide Children’s Hospital to the east which provides the third and final access point for the site. Mounding and similar landscape treatments are proposed along the SR 161/US 33 frontage and a new stormwater retention basin in proposed in the northeast corner of the site.</p>
Architecture/Building Materials	The development text requires “contemporary and innovative architecture” for the campus. The proposed building will continue the contemporary style of the MAG campus by providing a visual presence along SR 161/US 33. The permitted building materials include glass, metal, EIFS, stone/stone veneer and concrete masonry units (CMU’s). The Jaguar/Land Rover showroom has a rectangular elevation with deep recesses for each storefront and is primarily metal and glass. The remaining elevations include CMU, metal and metal cladding as the primary materials. The change in materials and use of recessed windows create interesting viewpoints that enhance the contemporary look of the building. The

Details	Final Development Plan
	<p>preliminary development plan proposed a linear drive accessing the service area on the east elevation. The applicant has revised the access drive to approach from the south as there were concerns the original proposal created a visible sight line to the service area from SR 161/US 33.</p>
<p>Tree Preservation and Replacement</p>	<p>The applicant has provided a tree preservation plan indicating that the majority of the existing trees will be transplanted on site to correspond with the development. Three trees are identified for removal, however because all the existing trees were used for previous Code requirements they cannot be counted for landscaping requirements for this proposal. This results in approximately 79 trees being unaccounted for with this proposal requiring that the applicant pay a fee in lieu of tree replacement prior to filing for building permitting. The applicant is also required to revise the landscaping plans to include deciduous trees every forty feet along the east property line adjacent to Nationwide Children's Hospital.</p>
<p>Landscaping</p>	<p>The proposal provides a cohesive theme to the existing campus through landscape treatments along Venture Drive, SR 161/US33 and the display areas. Almost all of the existing trees will be transplanted on site and incorporated into the landscaping plan. The service areas on both the east and west sides have a sufficient buffer so as to minimize the visual impact and mounding is provided in the open area along SR 161/US33. The applicant has taken Staff and City Council comments into consideration and has provided separation between the display "fingers" and the surrounding plant material to improve the growth quality of the plants. A landscaping/retention wall may be required near the display area and retention pond based on changes to the retention basin, please refer to the Utility, Lighting, and Grading section of this report.</p>
<p>Signs</p>	<p>The development text for MAG allows for a total of five different sign types to fit the needs of the vehicle franchisees and the overall campus. This proposal contains five different signs consisting of two wall signs and two brand signs, one of each for Jaguar and Land Rover, and then a single campus identification sign located along Venture Drive.</p> <p>The wall signs are located on the south façade facing SR 161 and sit at a height of roughly 19 feet 10 inches. The Land Rover sign is approximately 53.5 square feet in size and is permitted by a condition of approval from the preliminary development plan that permits one wall sign to be 55 square feet as long as the combined total of wall signs does not exceed 100 square feet. The Jaguar sign is just over 41 square feet, meeting the condition.</p> <p>Two brand signs are proposed next to the service center access drive containing the logo of each manufacturer and are the same size. There is no limit to the number of permitted signs for brand and wall signs as they may vary based on the number of manufacturers. A single campus identification sign is permitted along Venture Drive and is identical to the identification signs on the existing campus.</p>

Details		Final Development Plan
Stormwater Management	<p>The proposal includes the conversion of a “regional” retention basin into a smaller retention basin coupled with underground storage chambers that will serve Subareas B and C. The retention basin and underground storage chambers are located within proposed Subarea C. The proposed retention basin is along the eastern property boundary near Nationwide Children’s Hospital. The underground storage chambers are located underneath the southeast parking aisle.</p> <p>A proposed storm sewer will outlet the retention basin to an existing catch basin along Venture Drive as a means to discharge the site runoff. The underground storage chambers will outlet into the retention basin but also has an overflow pipe designed to bypass the retention basin in larger storm events.</p> <p>Water quantity calculations submitted demonstrates compliance with stormwater requirements as defined in Chapter 53. The applicant will be required to continue working with Engineering to ensure that are the requirements outlined in Chapter 53 are being met.</p>	
Utilities, Lighting and Grading	<p>The development will include proposed utility services. Connections can be made to the existing sanitary sewer and water main along Venture Drive to accommodate the proposed site development.</p> <p>The proposed photometric plan and associated cut sheets indicate that sufficient lighting is provided for the entire site while minimizing the effect on adjacent properties. The proposed lighting is consistent with the existing site and meets all applicable standards.</p> <p>Proposed grading for the site generally matches existing conditions and slopes from west to east. Drainage structures are proposed at lowpoints along the site and discharges into the retention basin or underground storage chamber. The applicant will be required to provide a 4:1 maximum slope along the west edge of the proposed retention basin as well as a flat buffer zone between the drive aisle and top of bank of the retention basin. If a landscaping/retention wall is required around the retention basin then the applicant will need to submit details for the proposed location and construction of the wall, subject to Staff approval.</p>	

Analysis		Final Development Plan
Process	<p>Section 153.050 of the Zoning Code identifies criteria for the review and approval for an amended final development plan. Following is an analysis by Planning based on those criteria.</p>	

Analysis	Final Development Plan
1) <i>Consistency with the approved preliminary development plan.</i>	<b>Criterion met with Text Modification:</b> The proposal is consistent with the requirements of the Zoning Code and the MAG PUD development text based on the proposed minor text modification. The decrease in the pavement setback for Subarea C allows for a consistent developable area for the campus while still providing a sufficient buffer along SR 161.
2) <i>Traffic and pedestrian safety</i>	<b>Criterion met:</b> The applicant provided a traffic analysis study for the proposed development at the time of the rezoning. The proposed site provides safe connections for pedestrian travel and appropriate vehicular movement.
3) <i>Adequate public services and open space</i>	<b>Criterion met:</b> The site has access to adequate utilities and has defined appropriate future services for the development. Additional open space dedication is not required with this proposal.
4) <i>Protection of natural features and resources</i>  Condition 1	<b>Criterion met with Condition:</b> The existing trees located on the site were counted for previous code requirements and although they are being transplanted cannot count for requirements associated with this application. This results in 79 trees being removed that the applicant will be required to pay a fee in lieu prior to filing for building permitting.
5) <i>Adequacy of lighting</i>	<b>Criterion met:</b> The proposal provides sufficient and appropriate lighting for the site that corresponds to the adjacent properties.
6) <i>Signs consistent with preliminary development plan</i>	<b>Criterion met:</b> The proposed signs meet all applicable height, size, and location requirements outlined in the development text. The signs are appropriate given the orientation of the building and site layout and is consistent with the remainder of the campus.
7) <i>Appropriate landscaping to enhance, buffer, and soften the building and site</i>  Condition 2	<b>Criterion met with Condition:</b> The applicant has provided appropriate buffering and landscaping treatments that accent the building and enhance the aesthetics of the site. All services areas are screened with landscaping material and the landscaping treatment across the subareas will create the look and feel of a cohesive campus. The applicant will be required to revise the landscape plans to include deciduous trees every forty feet along the east property line, adjacent to Nationwide Children’s Hospital.
8) <i>Compliant stormwater management</i>  Conditions 3, 4, & 5	<b>Criterion met with Condition:</b> Water quantity calculations submitted demonstrates compliance with stormwater requirements as defined in Chapter 53. The applicant will be required to continue to work with Engineering to meet all stormwater management requirements outlined in Chapter 53.
9) <i>All phases comply with the previous criteria.</i>	<i>Not Applicable.</i>
10) <i>Compliance with other laws and regulations.</i>	<b>Criterion met:</b> The proposal meets all other applicable laws and regulations.

<b>Recommendation</b>	<b>Final Development Plan</b>
Approval	In Planning's analysis, the proposal complies with the final development plan criteria and the existing development standards. Planning recommends approval of this request with five conditions.
Conditions	<ol style="list-style-type: none"><li>1) That the applicant pay a fee in lieu of tree replacement prior to filing for building permitting;</li><li>2) That the applicant revise the landscape plans to include deciduous trees every forty feet adjacent to the east property line prior to filing for building permitting;</li><li>3) That the applicant provide a 4:1 maximum slope along the west edge of the proposed retention basin as well as a flat buffer zone between the drive aisle and top of bank of the retention basin;</li><li>4) That the applicant provide details for the proposed location and construction of the landscaping wall, in the event a retaining wall is required around the retention basin, subject to Staff approval; and,</li><li>5) That the applicant continue to work with Engineering to meet all stormwater management requirements outlined in Chapter 53.</li></ol>

## MINOR DEVELOPMENT TEXT MODIFICATION

Code Section 153.053(E)(2)(b)4 b permits the Commission to approve a modification from the development text and Zoning Code if they determine that all of the following provisions are satisfied.

- (i) The Planning and Zoning Commission determines that, for this Planned District, the code compliance is not needed in order to ensure that the Planned District is consistent with the Community Plan and compatible with existing, approved, or planned adjacent development; and
- (ii) The Planning and Zoning Commission determines that the proposed modification does not significantly alter the list of permitted or conditional uses, cause an inappropriate increase in density or cause inconsistencies with the Community Plan;
- (iii) The proposed modification results in a development of equivalent or higher quality than that which could be achieved through strict application of the requirement(s);
- (iv) The principles of § 153.052(B) are achieved; and
- (v) The development, as proposed on the amended final development plan, will have no adverse impact upon the surrounding properties or upon the health, safety or general welfare of the community.

## FINAL DEVELOPMENT PLAN

### Review Criteria

In accordance with Section 153.055(B) Plan Approval Criteria, the Code sets out the following criteria of approval for a final development plan:

- 1) The plan conforms in all pertinent respects to the approved preliminary development plan provided, however, that the Planning and Zoning Commission may authorize plans as specified in §153.053(E)(4);
- 2) Adequate provision is made for safe and efficient pedestrian and vehicular circulation within the site and to adjacent property;
- 3) The development has adequate public services and open spaces;
- 4) The development preserves and is sensitive to the natural characteristics of the site in a manner that complies with the applicable regulations set forth in this Code;
- 5) The development provides adequate lighting for safe and convenient use of the streets, walkways, driveways, and parking areas without unnecessarily spilling or emitting light onto adjacent properties or the general vicinity;
- 6) The proposed signs, as indicated on the submitted sign plan, will be coordinated within the Planned Unit Development and with adjacent development; are of an appropriate size, scale, and design in relationship with the principal building, site, and surroundings; and are located so as to maintain safe and orderly pedestrian and vehicular circulation;
- 7) The landscape plan will adequately enhance the principal building and site; maintain existing trees to the extent possible; buffer adjacent incompatible uses; break up large expanses of pavement with natural material; and provide appropriate plant materials for the buildings, site, and climate;
- 8) Adequate provision is made for storm drainage within and through the site feeding into regional stormwater basin which complies with the applicable regulations in this Code and

any other design criteria established by the City or any other governmental entity which may have jurisdiction over such matters;

- 9) If the project is to be carried out in progressive stages, each stage shall be so planned that the foregoing conditions are complied with at the completion of each stage; and
- 10) The Commission believes the project to be in compliance with all other local, state, and federal laws and regulations.

## DETAILED SITE HISTORY

### 2015

- On October 1, 2015, the Commission provided non-binding feedback on a proposal for a future expansion to the Midwestern Auto Group (MAG) campus to incorporate an additional 5.4 acres into the PUD for an approximately 29,000-square-foot showroom for the Jaguar and Land Rover franchises, the demolition of the existing Land Rover showroom and the construction of a new 9,000-square-foot showroom for the Porsche franchises, and the addition of an elevated showroom addition to the main building for the Lamborghini franchise and all associated site improvements.

### 2014

- PZC approved the demolition of the Land Rover showroom and the construction of a new 30,000-square-foot showroom for the Land Rover/Range Rover and Jaguar franchises; a sky bridge connecting the proposed building to the main MAG building; and text modifications to decrease the pavement setbacks along US33, decreased parking for service bays in Subarea A and wall signs for the new building in Subarea A.

### 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.