



## PLANNING REPORT

# Planning & Zoning Commission

Thursday, February 1, 2024

## MIDWESTERN AUTO GROUP 23-138INF

<https://dublinohiousa.gov/pzc/23-138/>

### Case Summary

Address	PID: 273-010699
Proposal	Informal review and feedback on a proposed rezoning to construct automobile dealerships on a vacant lot. The 6.78-acre site is zoned Planned Commerce District (PCD) – Perimeter Center and is located northwest of the intersection of Perimeter Drive and Wall Street.
Request	This is a request for non-binding feedback of a future planned development and rezoning application.
Zoning	PCD – Perimeter Center, Subarea C
Planning Recommendation	Consideration of the discussion questions.
Next Steps	Upon receiving feedback from the Planning and Zoning Commission (PZC), the applicant may incorporate the feedback and submit a Concept Plan for formal review by the PZC.
Applicants	Brad Parish, Archall Vince DeStefano, Archall Jack Reynolds, Smith and Hale
Case Manager	Taylor Mullinax, AICP, Planner I (614) 410-4632 tmullinax@dublin.oh.us

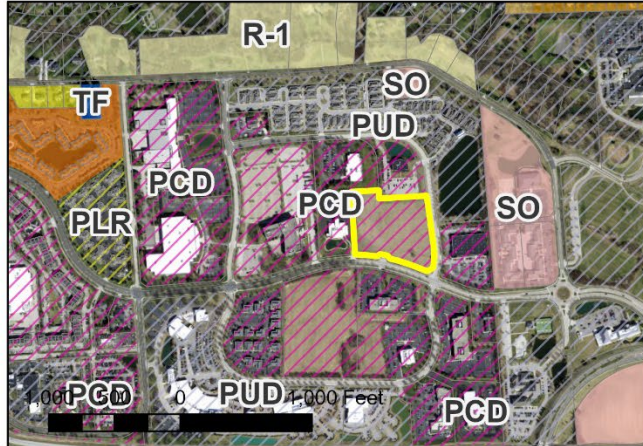
Site Location Map

23-138INF | Midwestern Auto Group



Site Features

- 1 Existing curb cut – Perimeter Drive
- 2 Existing site trees



## 1. Background

### Site Summary

The 6.78-acre site is zoned Planned Commerce District (PCD) - Perimeter Center and is located northwest of the intersection of Perimeter Drive and Wall Street, with frontage along both streets. The site is currently undeveloped, with few existing trees. Access to sanitary, water lines, and storm sewer connections is available on site, but will require analysis to determine if they are adequate, should the project move forward.

The site was rezoned in 1988 to Planned Commerce District - Perimeter Center, and is located within Subarea C. Permitted uses within this subarea include commercial, office research, and light industrial, or uses that exhibit a degree of clean, quiet, unobjectionable processing activities within an enclosed structure. The applicant is requesting to rezone the site to create a new subarea within the MAG Planned Unit Development (PUD) across Perimeter Drive.

### MAG Campus Summary

The Midwestern Auto Group campus is located southeast of Perimeter Loop Road and Perimeter Drive. The campus boundaries are further defined by Venture Drive (north) and U.S. Route 33 (south). The relevant background as it relates to this request is summarized below.

In June 1997, City Council approved a Rezoning (Ordinance 41-97) to create a 14-acre Subarea J of the PCD – Perimeter Center development for several auto dealerships as part of the MAG campus. The development plan for the main MAG building was approved in 1997 and was constructed thereafter. In 2010, City Council approved a Rezoning (Ordinance 07-10) of the site to PUD – MAG with a Preliminary Development Plan that removed Subarea J and portions of Subareas D and J-1 from the Perimeter Center PCD. Discussions with City Council emphasized the importance of requiring significant landscaping to screen vehicle displays and provide relief along road frontages.

Over the years, the MAG campus was rezoned multiple times to include additional subareas, and subsequent Final Development Plans and Amended Final Development Plans to construct new automotive franchise buildings were also approved. The complete development background is attached.

### Process

Development of a site is generally a three-step process with an optional Informal Review (INF) step prior to PZC review of formal development applications. An INF gives the Commission the opportunity to provide the applicant with non-binding feedback on a development concept. Following an INF, the applicant may submit a Concept Plan (CP) for formal review by the PZC.

- 0) *Informal Review (INF)*
- 1) Concept Plan (CP)
- 2) Preliminary Development Plan (PDP)/Rezoning
- 3) Final Development Plan (FDP)

## 2. City Plans and Policies

*Community Plan & Future Land Use*

The Community Plan identifies Future Land Use (FLU) recommendations and is a key policy document to guide decision-making for future development in Dublin. The Community Plan includes FLU recommendations, Special Area Plans, and the Thoroughfare Plan. The site is not located within a Special Area Plan.

The FLU recommendation for the site is Standard Office and Institutional, which envisions buildings with frontage along major collectors with secondary visibility and access. Uses typically do not exceed a gross density of 12,500 square feet per acre. The maximum permitted density for the 6.78-acre site is approximately 84,750 square feet.

#### *Interim Land Use Principles*

As Envision Dublin, the City's Community Plan update, is developed, City Council has adopted Interim Land Use Principles to guide development during this transition. The goal was to provide a clear policy document to supplement adopted plans and accepted planning practices in the interim. These principles are to be utilized similar to the recommendations of the Community Plan, as both are guiding policies and principles for the City. These policies were not established to supersede Zoning Code requirements. Staff finds that the proposed development does not align with the following Interim Land Use Principles as described below.

#### #1. Think Comprehensively. Plan for the Bigger Picture

This principle calls for "development that contributes in a complementary manner to the larger district visions and plan by using a guiding framework and vision for land use patterns, activity nodes, open spaces, parking and connectivity." If rezoned, the site would be an outparcel of the existing MAG PUD and would lack connectivity to the rest of the MAG campus across Perimeter Drive. An automobile dealership more closely aligns with the General Commercial FLU, which allows for auto-oriented uses concentrated along certain corridors in the City. The Community Plan states that this type of commercial development is not recommended for additional areas beyond existing sites.

#### #3. Balance of the Mix of Uses

This principle encourages the "creation of neighborhoods and districts which provide a balanced and integrated mix of land uses to support daily needs." The proposed use would disrupt the recommended FLU pattern and may not be compatible, or integrate well, with existing adjacent uses.

#### *Thoroughfare Plan*

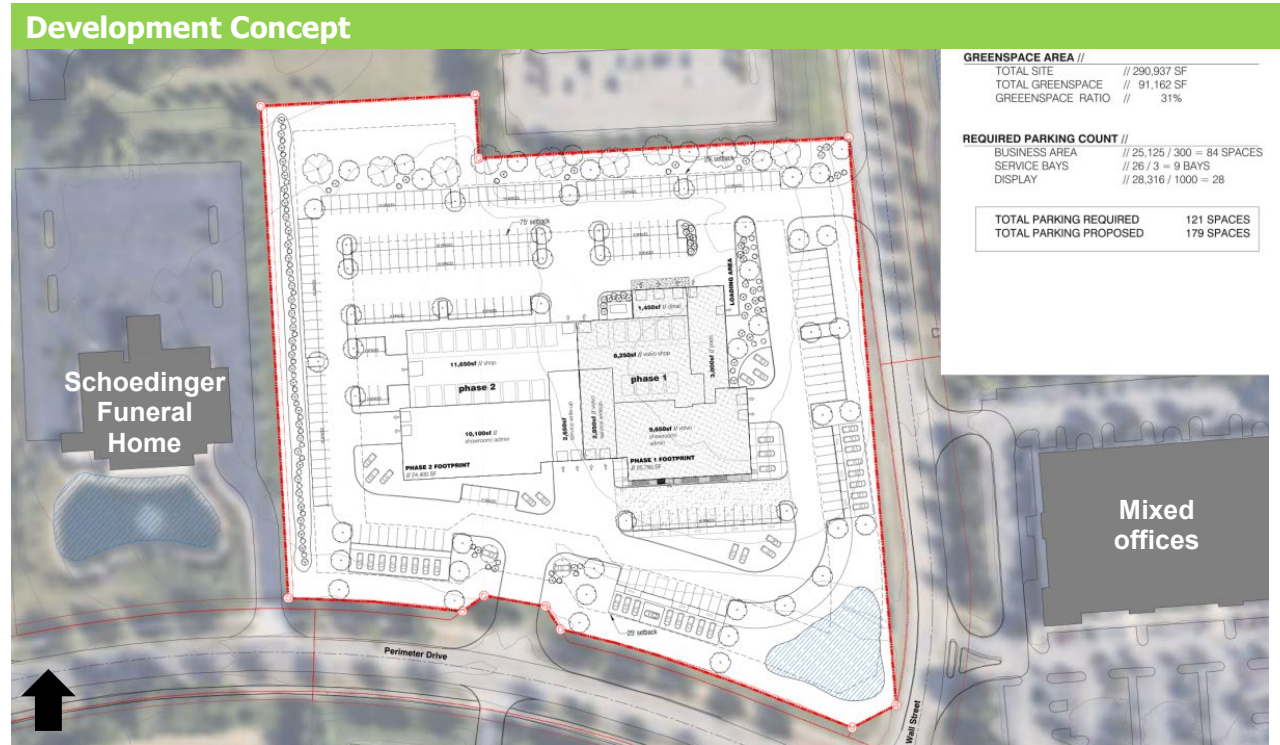
The Thoroughfare Plan is a section of the Community Plan that identifies needed improvements to the existing roadway network and future roadway connections. The existing roadway network surrounding the site has frontage on Perimeter Drive (100' ROW) and Wall Street (60' ROW). Perimeter Drive is a Minor Arterial with traditional roadway character that emphasizes access to land uses. Existing access to the site is provided on Perimeter Dr. The proposed curb cut on Wall Street would continue to be looked at through the PUD process and Rezoning.

A Traffic Impact Study is required when a property is rezoned. From a traffic perspective, if the proposed zoning is less dense or intense than the existing zoning then the applicant should provide a memo documenting the reduction in trips.



### 3. Project

The applicant is proposing to construct two automobile dealerships containing automobile sales, service facilities, and employee parking in two phases. The applicant proposes to rezone from PCD – Perimeter Center to PUD – MAG to establish a new, separate subarea of the existing PUD. The applicant intends to follow the standards outlined in the existing development text.



### 4. Plan Review

The applicant is requesting an Informal Review and non-binding feedback prior to the submission of a Concept Plan under the review and approval process as outlined in the Planned Unit Development Code Section. Discussion questions are framed for PZC to deliver feedback to the applicant.

**Planning Recommendation:** The Commission review and provide non-binding feedback regarding the conceptual use and rezoning.

### Discussion Questions

**1) Does the Commission support a proposed rezoning for this site to accommodate automobile dealerships and associated uses?**

Under the existing PCD-Perimeter Center zoning, automobile dealerships are not a permitted use in Subarea C. Permitted uses include a mix of commercial, office research and light industrial uses. Automobile dealerships are only permitted in the Community Commercial District (Standard Zoning), and are considered a Conditional Use in both the Bridge Street District (BSD) – Commercial and BSD - Sawmill Center Neighborhood

Districts. Sites zoned PUD may permit automobile dealerships such as the PUD-MAG. A rezoning is required, and the applicant proposes to rezone the site to PUD - MAG.

The Community Plan FLU Map directs the City to the appropriate land uses when a rezoning application is considered. The FLU for this site is Standard Office and Institutional. An automobile dealership more closely aligns with the General Commercial FLU category, which allows for auto-oriented uses concentrated along certain corridors in the City. This type of commercial development is not recommended for additional areas beyond existing sites.

If rezoned, the site would be an outparcel of the existing MAG PUD across Perimeter Drive. Roadways and another planned development of Standard Office and Institutional land uses bisect the MAG campus from this site. The Commission should consider whether the proposed rezoning is appropriate, especially compatibility with existing uses surrounding the site.

The applicant would establish a new subarea of the MAG PUD, aligning with the existing development text. The development text does not specify density, although the Community Plan provides density recommendations according to the FLU as previously noted. For General Commercial, the Community Plan recommends a density between 6,500 – 8,700 square feet per acre. For a 6.78 acre site, the maximum density is between approximately 44,070 – 58,986 square feet. Comparing the recommended density for a General Commercial FLU and the proposed building density, it appears the density is within range. The total lot coverage will need to be provided and reviewed should this proposal move forward.

**2) If the Commission supports the proposed rezoning and uses, does the Commission support the site layout and arrangement of parking?**

The vacant site has existing access off Perimeter Drive. Secondary site access is proposed on Wall Street leading to the back of the site. Two buildings are centered on the site surrounded by parking and outdoor vehicle display areas. The development proposes approximately 179 parking spaces. A new detention basin is located in the southeast corner of the site.

Parking requirements are outlined by subarea in the MAG development text. In Subarea C, parking for automobile dealerships shall provide 1 space per 300 square feet of building floor area for sales and related office uses, 1 per 1,000 square feet of outdoor display area, and 3 spaces for each service bay. Parking for other uses shall be provided in accordance with the Standard Zoning Code. Automobile storage (vehicles awaiting service or removal) is required to be located behind buildings and screened from view. The applicant and staff would need to continue to analyze what the required parking is based on various internal uses and associated square footage of each area. Some of the plans do not match and therefore the parking numbers need to be analyzed. There could be opportunities to reduce parking on site should the Commission support the proposal.

An external loading area is shown at the northeast corner of the phase 1 (eastern) building. The MAG development text requires loading docks to be screened from view by, and integrated into, the architecture of the building.

The site plan shows preliminary landscape details including trees and planting beds. Greenspace, vehicular use areas, parking lot and perimeter landscape screening would be carefully reviewed to meet development text and Code requirements. If the Commission is supportive of the proposed use and rezoning, the applicant will need to provide these items at next stages of review.

Site illumination could be an item of concern due to the close proximity of residences to the north. The applicant will need to provide a photometric plan and associated lighting details that demonstrate the footcandles are of a reasonable intensity. The Commission should consider the conceptual site layout and provide general feedback to the applicant regarding these considerations.

**3) If the Commission supports the proposed rezoning and uses, does the Commission support the conceptual architecture?**

The applicant has provided conceptual architecture for each automobile dealership. The existing MAG development text permits glass, metal, cast in place concrete, EIFS/stucco, stone/stone veneer and CMU as building materials.

The main entrances are on the south elevation where the façade is primarily made of glass with various other materials that wrap the southeast and southwest corners of the buildings. The front of the buildings contain parapets, which could present opportunities for HVAC units to be screened by the buildings architecture. The majority of garage service doors are oriented towards the internal part of the site. The Commission should consider whether the conceptual architecture aligns with the surrounding context and the existing MAG development.

**4) Any additional considerations by the Commission.**