

PLANNING REPORT

Planning & Zoning Commission

Thursday, December 12, 2024

MAG – Volvo at 6335 Perimeter Loop 24-136INF

<https://dublinohiousa.gov/pzc/24-136/>

Case Summary

Address	6335 Perimeter Loop Road
Proposal	Proposal for exterior building modifications and new signs.
Request	Request for an Informal Review and non-binding feedback on a future development application.
Zoning	Planned Unit Development (PUD) – Midwestern Auto Group (MAG)
Planning Recommendation	<u>Consideration of the discussion questions.</u>
Next Steps	Upon receiving feedback from the Planning and Zoning Commission, the applicant may incorporate the feedback and submit an Amended Final Development Plan.
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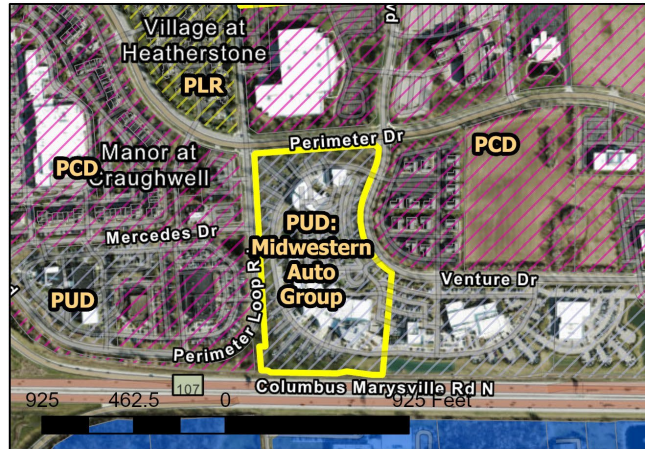
Site Location Map

24-136INF - MAG - Volvo



Site Features

- 1 Volvo dealership
- 2 Existing site access



1. Background

Site Summary

The 15.5-acre site is located southeast of Perimeter Drive and Perimeter Loop Road, with a shared access drive off Perimeter Loop Road and two additional access drives off Venture Drive. It includes the Ferrari, Porsche, and main MAG dealership (including Volvo) buildings, outdoor display areas along the front of the buildings, associated parking, and pedestrian facilities along Venture Drive, Perimeter Loop Road, and Perimeter Drive. A retention pond is located immediately south of the Porsche dealership.

History

March 2018

City Council (CC) approved an Amended Final Development Plan (AFDP) for a MAG campus comprehensive sign plan, including an inventory of all existing and proposed signs.

February 2016

CC approved a Rezoning (Ordinance 03-16) to incorporate 5.4-acres into the MAG - Planned Unit Development (PUD) for the Land Rover and Jaguar dealerships.

- Council Members expressed concerns with the sign provisions in the development text and requested the applicant provide an inventory of all campus signs.
- The applicant agreed to Council's request, and a condition of approval was added subjecting the site to a comprehensive sign inventory through an AFDP application.

February 2010

PZC recommended to CC approval of a Preliminary Development Plan (PDP) and Rezoning to incorporate 15.69-acres and establish the MAG PUD. Additionally, PZC approved a FDP for a Volvo and Porsche building addition and associated site improvements.

The complete history of the campus development is summarized in the packet's History document.

Process

An Informal Review (INF) provides the applicant with non-binding feedback from the PZC on a development concept. Following an INF, the applicant may submit an AFDP application for formal review by PZC, which is required when any changes to a previously approved FDP are requested.

0) Informal Review (INF)

- 1) Concept Plan (CP)
- 2) Preliminary Development Plan (PDP)
- 3) Final Development Plan (FDP)
- 4) Amended Final Development Plan (AFDP)

2. City Plans and Policies

Development Text and Zoning Code

The site is zoned PUD, Planned Unit Development – MAG and is located in Subarea A. The development text outlines standards for architecture, lighting, and signs which are applicable to

this request. Unless otherwise specified in the development text or approved drawings, standards of Chapter 153 of the Dublin Zoning Code apply.

3. Project

Summary

The applicant is proposing exterior modifications to the Volvo showroom including the following:

- Building material changes for the showroom and service area to align with Volvo's new design intent
- Viewing portals for automobiles and the entryway
- Recessed uplighting to the circular vehicle display in front of the showroom
- Three new wall signs

Proposed Concept



4. Plan Review

The applicant is requesting an Informal Review and non-binding feedback on the proposed improvements prior to the submission of an Amended Final Development Plan.

Planning Recommendation: That the Commission review the discussion questions and provide feedback regarding the proposed modifications and signs.

Discussion Questions

1) Does the Commission support the proposed building modifications?

Exterior modifications include replacing the existing transparent glazing with various types of Kawneer glass: etched frosted glass for the Volvo showroom, blue glass which is also one of the proposed sign's backgrounds, and clear glazing in the viewing portals. The showroom entryway and vehicles would be accentuated with portals clad with wood-looking ACM

panels, and the Volvo service area walls would be replaced with silver ACM paneling. Doors within the service area would be replaced with like-for-like materials.

The design intent of Subarea A buildings includes modern architecture with extensive glass and metal for sleek, transparent facades with sharp edges and angles. Any modifications must align with the Preliminary Development Plan's established design and character which emphasizes a campus-like setting with design features present in the architecture of the various dealership buildings. Permitted materials include glass, metal, EIFS, stone/stone veneer, and concrete masonry units (CMU).

The etched frosted and blue glass do not meet the development text requirements for transparent facades. While ACM panels are permitted, the wood-like finish is not consistent with the rest of the MAG campus. The proposed cladding of the CMU façade at the service area with silver ACM panels would also alter the architecture and material consistency on the south façade. The Commission should consider whether the proposed building modifications are appropriate and consistent with the design intent for the MAG campus.

2) Does the Commission support the additional number of wall signs?

Volvo currently has a brand sign between the front façade of the showroom and the parking lot. Brand signs are ground signs which identify a single automobile manufacturer whose products are sold in the adjacent building. The various individual dealerships within the main MAG building are identified by their respective brand signs and no wall signs.

The proposal includes two new wall signs on the east (northwest) elevation: "Volvo" in white lettering on a blue glass background, and "Dublin" in white lettering on etched frosted glass. Additionally, a new "service" directional sign is proposed on the south (northeast) elevation and wall-mounted between the overhead service doors.

The MAG comprehensive sign plan aims to identify the various dealerships and provide directional signage for sales and service areas. Wall and directional signs are allowed per the development text. According to the AFDP approved by City Council, Subarea A is permitted a maximum of three wall signs. Directional signs, including ones for service entrances, are allowed if they are ground signs no taller than 3 feet, among other requirements.

The two proposed wall signs exceed the maximum number allowed for Subarea A, which includes existing wall signs for Ferrari, Porsche, and the main MAG buildings. A MAG Welcome wall sign, which was supposed to be removed per the 2018 AFDP approved by Council, is still installed on the MAG building. When the existing signs on the MAG campus were presented to City Council during the 2016 Rezoning, they expressed concerns about the sign provisions, including the number, visibility from the right-of-way, height, illumination, types, and lack of sign consistency across the subareas. Consequently, Council required an inventory of the existing signs and a comprehensive sign plan for their review. This is in addition to the typical review process that requires PZC approval, based on Council's desire to monitor future sign proposals for the site. Approval of additional wall signs in Subarea A requires City Council approval of an AFDP.

As noted above, the proposed directional “service” sign is not permitted as a wall sign per the development text. The Commission should consider whether the signage proposed by the applicant is appropriate.

3) Does the Commission support the illumination of vehicle display areas?

The proposal includes recessed uplighting for the exterior circular vehicle display area in front of the Volvo showroom. According to the development text, lighting for the MAG campus must be consistent and utilize cut-off type fixtures, except for building uplighting. Uplighting exterior vehicle display areas is not permitted, per text, nor permitted by the Zoning Code. Lighting standards are typically designed to ensure circulation and pedestrian movement and accent architectural design. In this instance, lighting is being utilized to emphasize the display areas. The Commission should consider whether the illumination of vehicle display areas is appropriate.

4) Additional considerations from the Commission.