

# 17-078Z/PDP/FDP – CROWN MERCEDES

**Site Location**

At the intersection of Perimeter Loop Road and Mercedes Drive.

**Zoning**

PCD, Planned Commerce District – Perimeter Center, Subarea I

**Property Owner**

Dwayne Hawkins, Hawkins Family Partnership LTD

**Applicant/Representative**

Michael L. Close, Isaac Wiles

**Applicable Land Use Regulations**

Zoning Code Section 153.050

**Request**

A Rezoning with Preliminary Development and Final Development Plan to permit an 8,000-square-foot building addition for showroom, reception, and service areas; a cohesive sign plan; and associated site improvements.

**Staff Recommendation**

- A. Recommendation of approval of a Z/PDP with No Conditions
- B. Approval of a FDP with 5 Conditions

**Contents**

1. Context Map .....	2
2. Overview .....	3
3. Site Plan.....	9
4. Criteria Analysis .....	10
5. Recommendations.....	13

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**Summary**

An 8,000-square-foot building addition for showroom, reception, and service areas; a cohesive sign plan; and associated site improvements for an existing car dealership on a 5.86-acre site, and associated screening on a 1.79-acre site.

**Zoning Map**



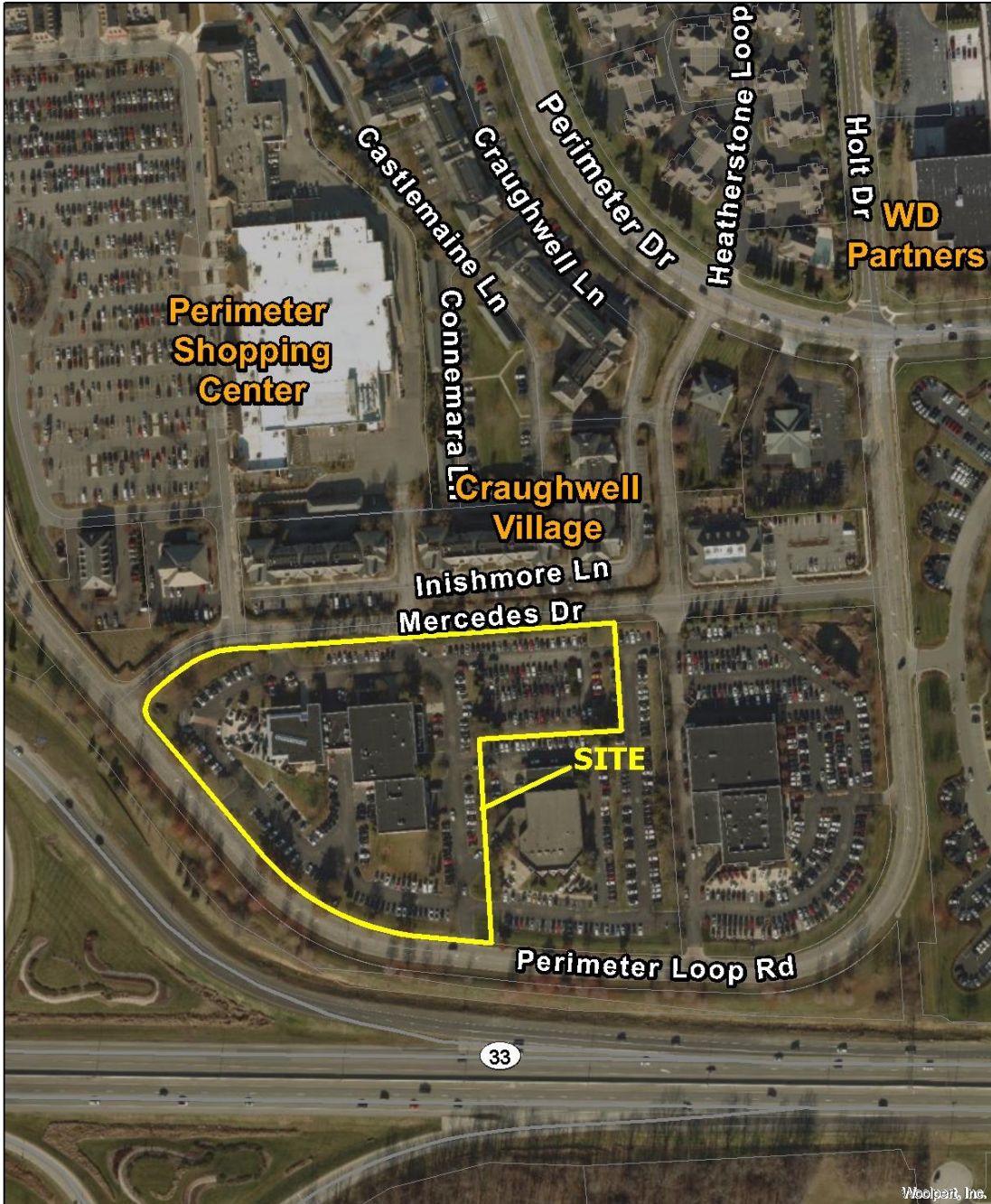
**Next Steps**



Upon a recommendation of approval for the Rezoning and Preliminary Development plan the application will be forwarded to City Council for a final determination.

The Planning and Zoning Commission is the determining body for the Final Development Plan portion of the application.

## 1. Context Map

The site is located at the intersection of Perimeter Loop Road and Mercedes Drive.



 <p>City of Dublin</p>	<p>17-078Z/PDP/FDP Rezoning/ Preliminary &amp; Final Development Plan Crown Mercedes 6500 Perimeter Loop Rd</p>	<p>0 150 300 Feet</p> 
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## 2. Overview

### A. Background

The site was originally zoned PCD, Planned Commerce District – Perimeter Center, in 1988 (Ord. 03-88) as a portion of 285 acres of land southeast of the intersection of Post Road and Avery Road, and north of US 33.

In 1989 (Ord. 101-89), the approximately 5 acres, where the Mercedes dealership is located today, were rezoned as a new subarea, Subarea I, within the Perimeter Center PCD, which was established as transitional zone with high quality standards specific to the auto-oriented use.

Subsequently, in 1993 (Ord. 63-93), 1995 (Ord. 01-95), and 1997 (Ord. 73-99) additional land was rezoned and incorporated within the Subarea I to complete the Crown Campus as it exists today.

Most recently, Subarea I was rezoned in 2002 (Ord. 68-02) to permit alternate development standards to accommodate the unique condition of an automotive campus where parking setbacks between adjacent lots is not practicable. Following the rezoning, various Final Development Plans and Amended Final Development Plans have been reviewed by the Planning and Zoning Commission for all three dealerships.

In 2003, a Revised Development Plan for an 864-square-foot expansion within the permitted site density was approved for the Mercedes site. In 2009, an Amended Final Development Plan was approved to permit architectural modifications providing a cohesive updated character for the dealership.

In 2003, the City amended the Planned Development Districts provision in Sections 153.051 and 153.052 to allow existing Planned Commerce Districts to remain in effect; however, revisions included language requiring all new Planned Development Districts to be designated PUD, Planned Unit Development District.

Perimeter Center, as one of the oldest PCDs in the City, does not contemplate or adequately address the existing context or character of a high-quality auto dealership within the City; therefore, Staff and the applicant have worked together to seize the opportunity given the request for increased density to establish a PUD framework that memorializes the existing standards of the PCD with the exception of the deviations requested as part of this application similar to other adjacent automotive campuses.

### B. Site Characteristics

#### 1) Natural Features

No natural features are present on the site.

#### 2) Historic and Cultural Facilities

No historic and cultural facilities are present on the site.



**3) Surrounding Land Use and Development Character**

- North: PCD: Planned Commerce District, Subareas F4 and G1 –  
– Giant Eagle Shopping Center and Craughwell Village
- East: PUD: Planned Unit Development District, MAG  
– Auto Dealership
- South: PCD: Planned Commerce District – Open Space Buffer
- West: PCD: Planned Commerce District – Open Space Buffer

**4) Community Plan**

The Community Plan designates Future Land Use recommendations for sites within the City. Consideration of the designation is appropriate when a rezoning is requested. The site is designated as General Commercial with an appropriate density of 6,500-8,700-square-feet per acre. The designation is specifically defined as appropriate for auto-oriented uses:

*Land use comprising a majority of existing retail/commercial development within Dublin. Most current development depends solely on automobile access to a mixture of retail, restaurant, personal services, offices, lodging and auto-oriented uses concentrated within shopping centers and outparcels. This type of commercial development is generally not recommended for additional application beyond existing sites.*

The density requested as part of this application is consistent with the recommendation of the Community Plan.

**5) Road, Pedestrian and Bike Network**

The site has frontage on Perimeter Loop Road (public) to the south and west; and Mercedes Drive (private) to the north with two access points off of Perimeter Loop Road and two off of Mercedes Drive. Access points located along public streets are required to be finished with brick pavers or brick patterned concrete.

There are no sidewalks or shared use path connections that provide an alternative connection to adjacent retail and residential development.

**6) Utilities**

An eight-inch sanitary sewer connection exists and is provided via Mercedes Drive along the western property line. A variable size, 12-inch to 47-inch, storm sewer connection provided from Perimeter Loop Road running northwest along the southwestern property line and then running east along Mercedes Drive. Modification to the storm sewer interior to the site is required as part of this application. A six-inch water line provides service along Perimeter Loop Road, and an eight-inch line provides service along Mercedes Drive.

**C. Proposal**

**1) Summary**

Modification to the building to permit three separate additions including a showroom addition, reception addition, and service addition totaling an 8,220-square-foot building addition. The service addition will contain 10 (eight new) service bays.

Exterior architectural modifications are also proposed as part of this application designed to respond to the intent of the Crown Campus as a transitional zone by using traditional materials like brick while incorporating metal panels and glass to respond to context of site location between a traditional suburban retail and high-quality multifamily residential to the north, and a modern and innovative multi-brand automotive campus to the east. Additionally, a comprehensive sign plan is proposed for the Mercedes site as the applicant has expressed a desire to holistically create a polished look at this key location as required by the development standards of the PUD.

**2) Site Layout**

The Crown Campus consists of three parcels and three separate auto dealerships: Mercedes, Kia, and Chrysler/Jeep/Dodge/RAM. The Mercedes dealership is the western-most of three dealerships on a 5.8-acre parcel. The 4.6-acre Chrysler dealership is the eastern-most of the three, with the Kia dealership on a 2.9-acre parcel between the two. The Mercedes site has a total of four access points two on Perimeter Loop Road and two on Mercedes Drive. The existing 41,000-square-foot dealership is a two-story, 'L' shaped building centrally located on the site with designated vehicle display areas located northwest of the building, and surface parking for inventory, service, and customers surrounding. The showroom is located in the western portion of the building nearest to the intersection of Perimeter Loop Road and Mercedes Drive. The service reception and parts department are located in the northwest portion of the building, and the service area is located in the southern portion of the building. The general site layout and access points are not proposed to change with this application.

**3) Development Standards & Uses**

Development standards are proposed to memorialize the development standards of the Perimeter Center PCD while permitting the modifications proposed as part of this application. Additionally, former conditions of approval and use specific standards unique to auto-oriented service facilities and auto dealerships are incorporated into the development text. The text permits the following uses (any use not explicitly permitted is prohibited):

- Automobile sales and service
- Medical and dental offices
- Administrative and business offices
- Select ancillary uses related to automobile sales and service

Setbacks are provided for building and pavement based distance from a public street or private drive. Setbacks are not required for parking and pavement from lot lines interior to the campus. The Final Development Plan's zoning information should be updated to reflect this text requirement. The required and proposed setbacks are as follows:

- Perimeter Loop Road (public)
  - Required: 25 feet – pavement; Provided: 50 feet – building

- Proposed: 25 feet – pavement; Provided: 80 feet – building
- Mercedes Drive (private)
  - Required: 25 feet – pavement; Provided: 25 feet – building
  - Proposed: 25 feet – pavement; Provided: 130 feet – building

Maximum lot coverage is not permitted to exceed 70 percent. This standard is typical to commercial planned district. The proposed lot coverage with the building additions is 65 percent. The maximum building coverage is limited to 25 percent. The proposed building coverage with the additions is 15.5 percent.

#### **4) Architecture**

The building is primarily constructed of brick and concrete with aluminum storefront windows on the north, west, and south sides of the building. Two 16-foot decorative masonry wing walls frame the main customer entrance on the west side of the building. An EIFS entry feature exists over the doorway on the west building façade. Seven blue columns with three-finned silver caps are existing in front of the storefront windows on the north, west, and south sides of the building.

The 854-square-foot showroom expansion is proposed along with modification to modernize the building by removing two masonry wing walls and connecting the existing showroom to the addition with a black metal wing panel. The north, west, and south sides of the showroom will have curtain wall, aluminum storefront windows, accented with seven black columns with three-finned silver caps similar to the existing design. The main entry feature on the west façade will be refinished in a black ACM for a cohesive look. Silver metal panels are proposed below a silver aluminum roof edge with seven dark pewter accents to coordinate with the proposed columns.

The 1,228-square-foot reception expansion is proposed to be finished in a beige EIFS to match the existing EIFS, and the 6,150-square-foot service addition is proposed to be finished in a buff brick with soldier course accents to match the existing building. Five windows are proposed on the south elevation as exist today.

The development text requires all buildings shall be designed to reflect the architectural quality and coordination between existing development and the surrounding area. The proposed modifications are consistent with the existing contemporary character of the development to the east while maintaining a traditional feel through use of materials and color palette indicative to the community.

#### **5) Parking**

The development text provides parking standards for the site consistent with City's provision for Vehicle Sales, which requires one parking space per 300 square feet of vehicle sales, and one parking space per 1,000 square feet of vehicle display. The text provides three parking space per service bay, which is consistent with the lesser of the two requirements in the Code; however, the text allows the service bay to

count as one parking space as the car being serviced does not require an additional parking space on the site at the time of service.

Today the site has 270 parking spaces, and five are proposed to be removed with the service addition for a total of 265 spaces. Based on the proposed development text, 166 parking spaces are required. The site has a net excess of 100 parking spaces because parking is provided, and calculated campus wide. The development text requires the applicant to provide a parking plan demonstrating adequate parking across the campus with any site modifications. The parking plan should be provided to the City at Building Permitting.

In review of the submitted materials, it is apparent cars are displayed in areas not designated for display specifically pervious areas, which raised concern regarding stormwater run-off quantity and quality. The development text prohibits vehicle display on any pervious areas as it impacts stormwater management. The dealership should cease this practice and comply with the vehicle display requirements defined in the text.

**6) Tree Preservation, Replacement, & Landscaping**

The Code protect any tree in good or fair condition over six inches. With the building addition five protected trees are being removed and the applicant will pay a fee to the City in lieu of replacing these trees. The installation of two deciduous trees to satisfy the ground coverage requirement is required with this application. Seven existing trees will remain around the expansion.

The development text states highest quality design practices must be implemented given the prominent and visible location of the site. With the expansion, the applicant has agreed to address landscape compliance issues. Specifically, the over-mature and declining evergreen buffer along Mercedes Drive will be enhanced, and over 30 dead and dying trees on the north buffer will be removed. The applicant is proposing to install an evergreen hedge along a significant portion of Mercedes Drive to match hedge along the north side of Mercedes Drive adjacent to the residential development. New deciduous trees will be planted to provide more aesthetic appeal and balance along Mercedes Drive. New Spruce and Fir trees (13 total) will be installed along the mound on Mercedes Drive to provide a taller buffer to the overhead doors, parking lot, and service area of the dealership from the adjacent residential use. City staff has requested six additional evergreen trees be planted along Mercedes Drive to adequately screen the site from the adjacent residents. The trees should be field located with approval of the Zoning Inspector. The landscape plans should be updated to reflect the requirements of the development text to clarify that trees will be replaced per Code, and all fees paid will be per the City's fee schedule.

Staff requested an updated landscape plan be provided for the planting bed and retaining wall located at the intersection of Perimeter Loop Road and Mercedes Drive to compliment the updated address numerals proposed. The applicant should submit a proposal to the satisfaction of the Zoning Inspector prior to issuance of Building Permits.

## 7) **Signs & Lighting**

A cohesive sign plan is proposed to coordinate with the architectural modifications, and lay a framework for future updates to signs across the campus that identify the campus, dealership brands, and wayfinding. The development text provides definitions for each of the three sign types:

- **Campus Identification Sign:** Identification for the Crown Campus. The development text provides standards for one ground sign on Perimeter Loop Road and one building mounted sign on the western façade.
- **Brand Identification Sign:** Identification for the automotive brand within the context of Crown Campus. The brand logo is permitted without the primary name of the brand. Two signs are permitted to be located interior to the site and architecturally integrated into the building.
- **Wayfinding and Directional Signs:** Perimeter Wayfinding Signs provide brand specific direction to aid visitors from public streets and private drives. Interior Wayfinding Signs provide direction and meet all Code requirements for directional signs and do not require a sign permit.

In detail, the existing ground sign on Perimeter Loop Road is proposed to be refaced at the same overall size as exists today. The sign will be black metal to match the updated architecture with a buff brick base to match the other existing ground signs along Perimeter Loop Road. The sign is proposed at 48 square feet and 12 feet in height.

The existing ground sign at the intersection of Perimeter Loop Road and Mercedes Drive will be modified to be an address numeral meeting all Code requirements. Staff has requested the applicant work with the City's Zoning Inspector to update the surrounding landscaping.

A Campus Identification Sign is proposed as building mounted suspended between two architectural columns at the south corner of the west façade. The sign is a black metal cabinet with white acrylic letters accented with aluminum returns and internally illuminated. The sign is proposed at 42 square feet and 15 feet in height.

Two Brand Identification Signs are proposed to be architecturally integrated wall signs at a size of 30.25 square feet each and 15 feet in height. The signs are proposed to be fabricated of a chrome polycarbonate and backlit.

The applicant has indicated, that due the number of access point and brands across the campus, wayfinding is key to creating functional campus operations. Three Perimeter Wayfinding signs are proposed; one located on Perimeter Loop Road, and two located along the private drive. The signs are 7.33 square feet and four feet in height. The signs are permitted to indicate the brand name and associated direction, but are prohibited from including a logo. Four Interior Wayfinding signs are proposed. The signs meet all Code requirements for directional signs at 3.83-square-feet and two feet ten inches in height, and do not require a sign permit.



The development text permits site lighting at 28 feet in height with 400 watt lamps. This standard is consistent with adjacent auto dealerships. The light poles are proposed to be finished in a consistent dark colored finished as required by the text. The interior dealership lights are required to be minimized between 9pm and 7am daily.

**8) Traffic & Access**

The existing site has access from both Mercedes Drive and Perimeter Loop Road. The applicant provided a traffic analysis demonstrating a nominal increase in trips generated from the site which results in a negligible impact to the public roadway network.

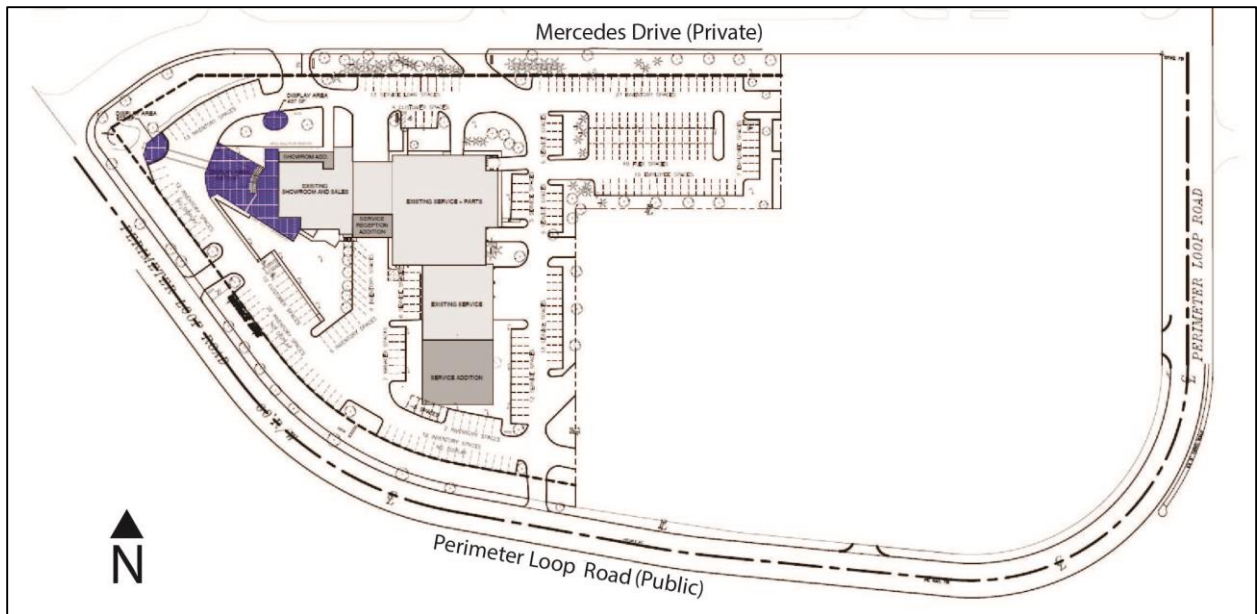
**9) Stormwater Management & Utilities**

Stormwater management for the development consists of an underground detention system located underneath the parking lot on the southeast side of the parcel and will outlet to the existing storm sewer system interior to the site. Calculations submitted have demonstrated compliance with stormwater requirements as defined in Chapter 53.

Modification to the storm sewer interior to the site are required as part of this application and request to expand the building. All other aspects of utility service remain unchanged with this proposal.

**3. Site Plan**

The 5.86-acre site is bound by Perimeter Loop Road (public) to the south and Mercedes Drive (private) to the north.



## 4. Criteria Analysis

### A. Rezoning/Preliminary Development Plan [153.055(A)]

- 1) **The proposed development is consistent with the purpose, intent and applicable standards of the Zoning Code;**  
Criteria Met. The proposal is consistent with the purpose, intent, and applicable development standards of the Zoning Code except as altered in the proposed development text.
- 2) **The proposed development is in conformity with Community Plan, Thoroughfare Plan, Bikeway Plan, and other adopted plans or portions thereof as they may apply and will not unreasonably burden the existing street network;**  
Criteria Met. The proposal is consistent with the existing development pattern of the site and subarea, and is consistent with the future land use designation of General Commercial that recommends a density of 8,700 square feet per acre and is permissive of auto-oriented uses.
- 3) **The proposed development advances the general welfare of the city and immediate vicinity and will not impede the normal and orderly development and improvement of the surrounding areas;**  
Criteria Met. The proposed improvements update the building architecture, provide additional landscaping and buffering, and provide a cohesive, clean sign plan; therefore, the proposed development will not impede the general welfare of the City and immediate vicinity, but enhance it.
- 4) **The proposed uses are appropriately located in the city so that the use and value of property within and adjacent to the area will be safeguarded;**  
Criteria Met. The proposed use is existing, and appropriate to a transitional commercial area as described by the development text.
- 5) **Proposed residential development will have sufficient open space areas that meet the objectives of the Community Plan;**  
Not Applicable. No residential development is proposed.
- 6) **The proposed development respects the unique characteristic of the natural features and protects the natural resources of the site;**  
Not Applicable. No natural features are present on the site.
- 7) **Adequate utilities, access roads, drainage, retention and/or necessary facilities have been or are being provided;**  
Criteria Met. The applicant has demonstrated compliance with Chapter 53, and will provide underground detention to manage stormwater on the site.
- 8) **Adequate measures have been or will be taken to provide ingress and egress designed to minimize traffic congestion on the surrounding public**

**streets and to maximize public safety and to accommodate adequate pedestrian and bike circulation systems so that the proposed development provides for a safe, convenient and non-conflicting circulation system for motorists, bicyclists and pedestrians;**

Not Applicable. No modifications to site access, adjacent road network, pedestrian facilities, or bicycle facilities are proposed with this application.

- 9) The relationship of buildings and structures to each other and to such other facilities provides for the coordination and integration of this development within the PD and the larger community and maintains the image of Dublin as a quality community;**

Criteria Met. The proposed building and site modifications positively contribute to the Crown Campus and adjacent community as a whole as they meet the intent the planned district to be a high-quality, coordinated development with well-maintained landscaping.

- 10) The density, building gross floor area, building heights, setbacks, distances between buildings and structures, yard space, design and layout of open space systems and parking areas, traffic accessibility and other elements having a bearing on the overall acceptability of the development plans contribute to the orderly development of land within the city;**

Criteria Met. The site design, gross floor area, building height, setbacks, and required yards are consistent with the existing development pattern as well as adjacent auto dealerships. The creation of a new development text creates a framework for future orderly redevelopment across the Crown Campus.

- 11) Adequate provision is made for storm drainage within and through the site so as to maintain, as far as practicable, usual and normal swales, water courses and drainage areas;**

Criteria Met. The applicant has demonstrated compliance with Chapter 53, and will provide underground detention to manage stormwater on the site.

- 12) The design, site arrangement, and anticipated benefits of the proposed development justify any deviation from the standard development regulations included in the Zoning Code or Subdivision Regulation, and that any such deviations are consistent with the intent of the Planned Development District regulations;**

Criteria Met. An amendment to the Perimeter Center PCD development standards approved in 2002 are proposed to be memorialized with this application to permit a zero setback for pavement at lot lines interior to the campus.

- 13) The proposed building design meets or exceeds the quality of the building designs in the surrounding area and all applicable appearance standards of the city;**

Criteria Met. The proposed architectural modifications positively contribute to the esthetic of building and are responsive to the site location in a key transitional area.

- 14) **The proposed phasing of development is appropriate for the existing and proposed infrastructure and is sufficiently coordinated among the various phases to ultimately yield the intended overall development;**  
Not Applicable. Phased development is not proposed with this application.
- 15) **The proposed development can be adequately serviced by existing or planned public improvements and not impair the existing public service system for the area;**  
Criteria Met. The site is adequately served by existing public services.
- 16) **The applicant's contributions to the public infrastructure are consistent with the Thoroughfare Plan and are sufficient to service the new development.**  
Not Applicable. No modifications are proposed to the public rights-of-way.

**B. Final Development Plan [153.055 (B)]**

- 1) **The plan conforms in all pertinent respects to the approved preliminary development plan;**  
Criteria Met with Conditions. The final development plan is largely consistent with preliminary development plan. The final development plan should be updated to reflect the correct setback requirements as dictated by the development text. Additionally, a parking plan is required to be submitted at Building Permitting, and parking on pervious areas is prohibited.
- 2) **Adequate provision is made for safe and efficient pedestrian and vehicular circulation within the site and to adjacent property;**  
Criteria Met. No changes are proposed to vehicular or pedestrian facilities as part of the application.
- 3) **The development has adequate public services and open spaces;**  
Criteria Met. Adequate public services exists to serve the site and no open spaces are proposed or required with the application.
- 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;**  
Not Applicable. No natural features are present on the site.
- 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;**  
Criteria Met. Lighting is proposed to be consistent with surrounding auto-oriented uses. The proposal is consistent with the standard of the development text.
- 6) **The proposed signs, as indicated on the submitted sign plan, will be coordinated within the PUD 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;**

Criteria Met. The comprehensive sign plan is architecturally coordinate and integrated with the building. Existing ground signs remaining on the site are coordinated with the campus through use of a buff brick. The applicant has proposed wayfinding signs to aid in the orderly pedestrian and vehicular circulation of the site.

- 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;**

Criteria Met with Conditions. The applicant is proposing to update landscaping and address landscape compliance issues with this application. The City has requested additional sensitivity be paid to the adjacent residential development, and the applicant provide additional screening along Mercedes Drive to provide a buffer from service oriented activities. Additionally, the applicant should provide an updated landscape plan for the intersection of Mercedes Drive and Perimeter Loop Road to adequately address the corner in that key location.

- 8) Adequate provision is made for storm drainage within and through the site 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;**

Criteria Met. The applicant has demonstrated compliance with Chapter 53, and will provide underground detention to manage stormwater on the site.

- 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;**

Criteria Met. The applicant has demonstrated compliance with Chapter 53, and will provide underground detention to manage stormwater on the site.

- 10) The Commission believes the project to be in compliance with all other local, state and federal laws and regulations.**

Criteria Met. All known applicable local, state, and federal regulation are met.

## 5. Recommendations

### Rezoning/Preliminary Development Plan Recommendation

The proposal complies with the preliminary development plan criteria and memorializing the existing development character while allowing for the expansion of the existing auto dealership. **Approval** with no conditions.

### Final Development Plan Recommendation

The proposal complies with the preliminary development plan, and final development plan review criteria and existing development character of the area. **Approval** with six conditions:

- 1) A Parking Plan be provided to the City at Building Permitting; and,

- 2) Vehicle display and parking cease on any pervious areas as it impacts stormwater management of the site; and,
- 3) Six additional evergreen trees be planted along Mercedes Drive to adequately screen the site from the adjacent residents and, the trees be field located with approval of the Zoning Inspector;
- 4) The landscape plans be updated to clarify that trees will be replaced per Code, and all fees paid will be per the City's fee schedule; and,
- 5) A landscape plan be provided for the retaining wall and planting bed at the intersection of Perimeter Loop Road and Mercedes Drive to the satisfaction of the Zoning Inspector prior to issuance of Building Permits;
- 6) The final development plan zoning information be updated to incorporate all development text requirements.