

# 17-121 INF – MAG PORSCHE & FERRARI

**Site Location**

South of Perimeter Drive, west of the intersection with Venture Drive.

**Proposal**

Informal Review (INF) of a proposed Ferrari and Porsche showrooms and associated site improvements on a 15.53-acre site.

**Zoning**

Planned Unit Development District (MAG Campus)

**Property Owner**

CARS CNI-2 L.P.

**Applicant/Representative**

Brad Parish, Architectural Alliance

**Applicable Land Use Regulations**

Zoning Code Section 153.050

**Staff Recommendation**

Planning recommends the Commission consider this proposal with respect to architecture, site design and circulation, and compatibility of signs.

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**Summary**

The proposal is for feedback on a future Amended Final Development Plan for the demolition of the ±7,500-square-foot Land Rover (former) showroom for the construction of a ±15,600-square-foot Porsche showroom and a ±7,500-square-foot Ferrari showroom and associated site improvements on a 15.53-acre site.

**Zoning Map**



**Next Steps**

Upon receiving feedback from staff and the Commission the applicant is eligible to file for an Amended Final Development Plan for the review and approval of the proposed modifications.

### 1. Context Map

The site is located on the south side of Perimeter Drive, approximately 250 feet southwest of the intersection with Venture Drive.



17-1211NF  
Informal Review  
Midwestern Auto Group - Porche & Ferrari  
6325 Perimeter Loop Road

0 250 500  
Feet

## 2. Overview

### A. Background

On April 20, 2017 the Planning and Zoning Commission approved an Amended Final Development Plan for the reduction in building footprint and associated site improvements for the Land Rover and Jaguar showroom. On April 21, 2016 the Commission approved a Final Development Plan for Subarea C of the MAG PUD for the construction of an approximately 30,000-square-foot showroom, service area, non-retail car wash, and associated site improvements for the Land Rover and Jaguar brands. City Council approved Ordinance 03-16 on February 22, 2016 for the rezoning of approximately 30-acres for the MAG Planned Unit Development to incorporate approximately 5.4acres into the existing campus for a future showroom for the Land Rover and Jaguar brands.

### B. Site Characteristics

#### 1) Natural Features

The site is currently developed containing various landscaped areas and stormwater management facilities approved under previous applications. No other natural features are present on this site.

#### 2) Historic and Cultural Facilities

There are no historic or cultural facilities present on this site.

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

- North: Planned Unit Development District, Perimeter Center, Subarea C1 (WD Partners)
- East: Planned Unit Development District, Perimeter Center, Subarea D (Office)
- South: Across US 33, Technology Flex District (Labcorp)
- West: Planned Commerce District, Perimeter Center, Subarea I (Crown Dublin)

#### 4) Road, Pedestrian and Bike Network

The site has frontage on Perimeter Loop Road ( $\pm 980$  feet), Perimeter Drive ( $\pm 630$  feet), US 33 ( $\pm 600$  feet), and Venture Drive ( $\pm 700$  feet). The site contains an existing curb cut on Perimeter Loop Road and two curb cuts on Venture Drive with private internal circulation provided throughout the entire campus. There are sidewalks present on Venture Drive and Perimeter Loop Road along with a bikepath on the south side of Perimeter Drive.

#### 5) Utilities

The site will be served by public utilities (sanitary and water) from Venture Drive to the east and Perimeter Drive to the north. dubLINK is located on the north side of Perimeter Drive.

## C. Proposal

### 1) Summary

This is a request for non-binding review and feedback for the demolition of the ±7,500-square-foot Land Rover showroom and the construction of a ±15,600-square-foot Porsche showroom and ±7,500-square-foot Ferrari showroom and associated site improvements within Subarea A of the MAG Campus Planned Unit Development. Following the review of this application the applicant would be required to file an Amended Final Development Plan for the approval of the proposed modifications.

### 2) Site Layout

The proposal includes the demolition of the Land Rover showroom located at the northernmost portion of the site along with the reconfiguration of the existing parking area. The site retains the “finger” display areas and curved private road that provides circulation throughout the campus, focusing improvements within the existing building footprint and surrounding area. The Porsche showroom aligns with the largest “finger” display area with a curved front façade addressing Perimeter Drive to the north. The building contains an architectural canopy on the south side of the building for service pick-up that is directly adjacent to the existing stormwater pond. No modifications are proposed for the pond at this time but further review to ensure compliance with all applicable code requirements will be required. The overhead service doors are oriented towards the southwest facing Venture Drive similar to other buildings throughout the MAG campus.

The Ferrari showroom is proposed east of the Porsche showroom with the front façade facing Perimeter Drive. There is a single drive lane at the eastern edge of the building for customer drop-off and pick-up with no additional service areas proposed. The existing one-way parking area will be reconfigured to allow sufficient buildable area for the showroom with parking added to the main lot south of the proposed development. Parking has not yet been determined but will be require additional review against the entire MAG campus to ensure requirements are met. A shared display area is located between both showrooms in addition to smaller areas surrounding each building.

### 3) Architecture

The proposed architecture builds upon the modern design established throughout the MAG campus. The Porsche showroom uses a large curved front façade to address the adjacent rights-of-way and provide visual interest to a prominent corner. Built into the façade are two overhangs on either side of the front elevation for display area and service drop-off and pick-up. The main entrance is recessed and connects to a window well that splits the massing of the structure. The rear of the structure, where the service area is located, is simpler in form but uses design elements such as tall windows to break apart the massing. Materials proposed include metal panels in a variety of finishes, concrete masonry units, and glass.

The Ferrari showroom is orthogonal in design using a large glass façade to signify the front elevation. The glass façade projects off the main structure to create dimensionality and enhance visual interest. The entrance is outlined in a red projected feature that complements additional red accents on the side elevations.

The customer drop-off and pick-up lane uses a glass overhead door similar to other buildings on the campus with visible service areas. Materials proposed include metal panels, concrete panels, and glass for the showroom.

#### 4) Signs

The applicant has provided a preliminary sign plan for the proposal which includes a series of wall and ground signs. Although not all sign details have been provided, an initial review of the sign package identifies a number of signs that are not complying with the regulations outlined in the development text. The tall directional ground signs for Ferrari would not be permitted under the development text as they are not consistent with other campus directional signs. The wall signs could be permitted pending further review but would require a minor text modification due to the number of wall signs proposed. The applicant has also included two brand signs for Porsche where only one brand sign per manufacturer is permitted. The proposed locations for this sign package might also conflict with existing signs and would require further review with the future submittal. However, given the sensitivity to sign provisions for the MAG campus the applicant is requesting feedback on the preliminary designs prior to filing the amended final development plan.

### 3. Site Plan



## 4. Informal Review Discussion

Planning recommends the Commission consider this proposal with respect to architectural mass and form, site design and circulation, and compatibility of signs with the entire campus. The following provides additional analysis on the discussion questions.

**1) Are the proposed buildings appropriate in architectural mass, form, and design given the surrounding context?**

The proposed buildings continue the modern theme of the campus while creating unique architectural designs. The buildings orient their front facades towards Perimeter Drive and the adjacent intersections in an effort to improve the aesthetics of the entry to the campus. The Porsche showroom uses a curved design with a series of projections and recesses to provide an individualistic approach to modernism while complementing the curvilinear site design. The Ferrari showroom is a simpler mass overall but uses glass projections and color accents as visual interests to the northern edge of the campus. The materials are consistent with the development text and integrate the proposal into the main facility to the south and other subareas of the campus.

**2) Is the overall site design appropriate for safe and efficient circulation?**

The site design strives to provide a cohesive layout through modifying portions of the existing site. The site retains the display “fingers” located on the outer edge of the campus and incorporates additional shared display area within the buildable area. The existing parking lot is reconfigured to relocate parking spaces into a condensed lot that allows for overlap with the facility to the south. The orientation of the buildings focuses attention towards the rights-of-way and places the service areas inward to minimize visibility. Additional calculations are needed to ensure compliance with parking requirements and stormwater management which would be handled with the future amended final development plan application.

**3) Is the proposed sign package consistent with the context of the entire campus?**

The preliminary sign package includes various forms of wall and ground signs for the proposed showrooms. The Ferrari showroom includes two directional signs and three wall signs including the manufacturer name, service name, and logo. The ground signs do not adhere to the requirements of the development text and are inconsistent with directional signage used in other subareas of the campus. The wall signs could be permitted subject to further review and approval of a minor text modification with a future application. The Porsche showroom includes two wall signs and two ground signs, one of which would not be permitted and could conflict with an existing ground sign. Pending further details, these signs could meet the development text requirements but are subject to approval through and amended final development plan.

## 5. Recommendation

### Informal Review

The Informal Review provides the applicant the opportunity to receive feedback on a potential future development application. The intent is to allow staff and the Planning and Zoning Commission to provide non-binding feedback to an applicant on the proposal taking

into consideration the zoning requirements, Community Plan recommendations, and development pattern. Summarized below are suggested questions to guide the Commission's discussion.

- 1) Are the proposed buildings appropriate in architectural mass, form, and design given the surrounding context?
- 2) Is the overall site design appropriate for safe and efficient circulation?
- 3) Is the proposed sign package consistent with the context of the entire campus?
- 4) Other considerations by the Commission.