Administrative Review Team
September 26, 2019

19-086MPR – ENTERPRISE RENT-A-CAR

Summary
This is a request for review and approval of a Minor Project Review. The proposal is for an approximately 45-square-foot wall sign and exterior modifications for the 1.49-acre site.

Site Location
West of Dublin Center Drive, approximately 900 feet southwest of the intersection with Sawmill Road.

Zoning
BSD-SCN, Bridge Street District – Sawmill Center Neighborhood District.

Property Owner
DVC 6561-6815 ASSOCIATES LLC

Applicant/Representative
Jennifer Hendrick, Enterprise

Applicable Land Use Regulations
Zoning Code Section 153.066

Case Manager
Zach Hounshell, Planner I
(614) 410-4652
zhounshell@dublin.oh.us

Zoning Map

Next Steps
Upon review and approval of the Minor Project Review by the Administrative Review Team (ART), the applicant will be eligible to submit to Building Standards for a Building Permit and Sign Permit.

1. Context Map

City of Dublin

19-086MPR - BSD-SCN
Minor Project Review
Enterprise Rent-A-Car
6669 Dublin Center Drive

0 95 190
Feet

N

2. Overview

Background

On August 22, 2019, the Planning and Zoning Commission approved a conditional use for an automobile rental facility, Enterprise Rent-a-Car, located at 6669 Dublin Center Drive. Prior to the conditional use, a restaurant tenant occupied the site and building. In 2013, the restaurant closed. Since then the site has been vacant.

In 2012, the site was rezoned as part of an area rezoning (Ord. 08-12) from CC, Community Commercial, to BSD-SCN, Bridge Street District – Sawmill Center Neighborhood. Under the previous zoning and the existing zoning, automotive rental facilities are a Conditional Use.

The applicant has indicated that this location is intended to replace the location operating at the Trader Joe's plaza located near the intersection of Sawmill Road and W. Dublin-Granville Road.

Site Characteristics

Natural Features

No natural features are present on the site.

Surrounding Land Use and Development Character

North: BSD-SCN: –Sawmill Center Neighborhood: Retail
East: BSD-SCN: –Sawmill Center Neighborhood: Shopping Center
South: BSD-SCN: –Sawmill Center Neighborhood: Vacant
West: BSD-SCN: –Sawmill Center Neighborhood: Vehicle Sales

Road, Pedestrian and Bike Network

Access to the site is provided by private drives, which provide connection to Dublin Center Drive. The site has two access points: one along the north property line, and one along the west property line. The existing parking lot is configured to provide 360 degrees of circulation around the existing building.

Utilities

The site is served by public utilities.

Proposal

This is a request for review and approval of a Minor Project Review for an approximately 45-square-foot wall sign and exterior building modifications. Upon approval, the applicant will be able to apply for building permits. In the Bridge Street District (BSD), minor changes to existing structures and sites that do no significantly alter the layout or character of development are approvable under the Minor Project provisions by the Administrative Review Team (ART).

Today, the 1.49-acre site contains a 4,462-square-foot building and 78 parking spaces (3 of which are accessible spaces). The existing site exceeds the parking requirement of 2 spaces per 1,000 square feet for Vehicle Sales, Rental, and Repair. The applicant is proposing a 45-square-foot wall sign and exterior building modifications to add a car washing station to the building.

Sign

The Standard Dublin Sign Code is applicable to the site since this building was built prior to the Bridge Street District zoning. The Code permits a tenant to have either a wall sign or a ground sign (not both). One wall sign is permitted unless the site has over 100 feet of frontage on two public rights-of-way. The maximum allowable size for any wall sign is 1-square-foot for every linear foot of width of the building face to which the sign is attached, up to 80 square feet. Wall signs shall also not protrude more than 14 inches from the face of the building. Lastly, the maximum permitted height, from grade to the top of a wall sign, is 15 feet.

The applicant has provided two options for the 45-square-foot wall sign that will be located on the north façade of the building. Each sign's specifications are the same; the sign height differs between the two options.

The proposed sign will be a 3 feet in height by 15 feet in width. 80 percent of the sign will have a background color of black, with the remaining 20 percent of the sign having an Enterprise green background color. The DDN Panel extends 2 inches from the building, with translucent white LED-illuminated letters and logo extending 4 inches from the DDN Panel. The sign will be secured to aluminum angle mounting brackets with countersunk screws in the top and bottom of the sign. The sign will be anchored to the wall with 2.5-inch tapcon screws.

Option 1 proposes the sign at 15 feet to the top of the sign. This proposal matches the maximum height allowed for wall signs. Option 2 proposes the sign at 17 feet – 10 inches to the top of the sign. Option 2 requires review and approval of a Master Sign Plan by the Planning and Zoning Commission, which Planning Staff is not supportive of. The applicant should update the plans to reflect a selection of Option 1 prior to building permit submittal.

Exterior Modification

The applicant is proposing to add a car washing station within the existing footprint of the building. The car washing station will be located in the southern portion of the building. The improvement will include a new asphalt drive aisle entering the car washing station from the east, and a new asphalt drive aisle exiting the car washing station to the west. The added drive aisle will eliminate three parking spaces along the east façade of the building, but the site will still meet the required parking spaces necessary for the building use. On the east and west elevations of the building, a new 12-foot wide by 10-foot tall overhead garage door will be added to both sides of the building for the new car washing station. The applicant has not provided Staff with specifications of the proposed garage doors. Staff requests that the applicant submit a cut sheet of the proposed garage doors to Planning Staff for approval, prior to submitting for building permits.

The applicant is also proposing new exterior paint for doors and trim on the building. The new overhead garage doors, side door on the west elevation, existing gutters, downspouts, and the existing transformer will all be painted "Tony Taupe" (SW-7038). The existing metal coping lining the roof and existing wood trim on the building will be painted "Tricorn Black" (SW 6258). The existing dumpster enclosure doors at the southwest of the property will also be painted "Tony Taupe".

3. Criteria Analysis

Minor Project Review Analysis [§153.066(J)]

1) The Minor Project is consistent with the Community Plan, and all BSD adopted plans, policies, and regulations.
Criteria Met with Condition. The Minor Project is consistent with all adopted plans, policies, and regulations. Staff has conditioned that a landscaping plan be provided prior to building permit submittal, as previous owners have neglected existing landscaping and trees that were removed from the property in recent years.

2) The Minor Project is consistent with the approved Final Development Plan.
Not Applicable. The site is not part of a previously approved Final Development Plan.

3) The Minor Project is consistent with the record established by the Administrative Review Team.
Criteria Met. The proposal is consistent with the record established by the ART.

4) The Minor Project meets all applicable use standards.
Criteria Met. The proposal is consistent with all applicable use specific standards for automobile rental facilities.

5) The proposed improvements meet all applicable requirements of the BSD Code and respond to the standards of the BSD Design Guidelines.
Criteria Met with Condition. The proposal meets all applicable Zoning Code requirements. The plans should be updated to select the Option 1 sign.

4. Recommendation

Planning Staff recommends **approval** of a Minor Project Review with three conditions:

1) The applicant select wall sign Option 1 to be mounted not to exceed 15 feet in height to the top of the sign;
2) The applicant provide a landscape plan meeting Code prior to building permit submittal, subject to Staff approval; and,
3) The applicant provide Planning Staff cut sheets of the proposed garage doors, subject to Staff approval.