



## STAFF REPORT

### PLANNING AND ZONING COMMISSION AUGUST 13, 2003

#### CERTIFICATE OF APPROPRIATENESS

Applicant: Handel's Homemade Ice Cream  
Location: 399 West Olentangy Street  
Zoning: PC, Planned Commercial District  
Request: Approval of Signage for Ice Cream Store

The proposed signage for Handel's Homemade Ice Cream will be placed on the front gable of the approved retail center, with the inclusion of a small sign on the awning. When the development plan was reviewed and subsequently approved, the awnings were approved yet there was no signage depicted on the awning at that time.

The proposed sign actually totals 25.16 square feet, however appears much larger because of the space in between the word Handel's and Homemade Ice Cream. Also, the sign appears to be at least 18 feet in height from the ground, approximately centered on the gable.

The sign on the awning is not intended for identification to motorists, rather just an advertising piece on the awning for customers to see. It is in the shape of a large sundae. The awning would look better with no signs on it. It is unclear where other incidental signs, such as menus and the like, would be placed.

It is staff's recommendation that the main sign be installed with the bottom of the sign just above the bottom gable trim and that the space between the two lines of lettering be made minimal in order to reduce the scale of the sign. This will reduce the height and overall scale of the sign and not reduce the size of the lettering. Please see attached recommendation.

## SKETCH PLAN

Applicant: Pete DeLois Recreation Outlet  
Location: 4.09 acres located on the north side of West Olentangy Street between Scott's Garden Center to the west and Rutherford Funeral Home to the east  
Zoning: PC, Planned Commercial District  
Request: Review of Sketch Plan for a 45,000 sq. ft. play equipment store and retail center.

The 4.09 acre site is located on the north side of West Olentangy Street adjacent to the west of Rutherford Estates and to the east of Scott's Garden Center. To the north are Powell Road Self Storage and the Villages of Clermont condominiums. Across the street to the south is the UDF strip plaza. The property is zoned PC, Planned Commercial District.

This site is wooded and has an existing residential structure that has been converted to commercial. Yard Play was the most recent tenant on this site. The applicant is proposing to demolish the existing structure and construct one building containing 45,000 square feet of retail space.

The proposed site plan shows a typical "L" shape building that one normally sees for a retail center. The access point is directly across from the UDF driveway. There is a small parking area in front of the building and along the east side and front of the rear portion of the "L". A delivery and service drive goes around the rear of the building that includes a loading dock type area. Outdoor display of recreational structures is also shown in front of the building. A white rail fence is also shown along the frontage.

In the PC District, the maximum building coverage is 20% of the lot area. In this case, the lot area is 4.09 acres or 178,160 square feet. Twenty (20) percent of the lot area results in a maximum building coverage of 35,632 square feet. As proposed the applicant is requesting 45,000 square feet of building area or 25.25% building coverage. Staff recommends the building coverage could be somewhat higher than the minimum, however that should be done by developing with two buildings. Overall, the site works better with two buildings, and additional amenities can be accomplished. We recommend that the building be split at the point where Recreations Outlet begins. The front part of the building moved closer to West Olentangy Street where the front parking exists, and the space between the buildings could be developed into a nice patio area for outdoor seating for a restaurant or for the party rooms for Recreations. That also gives more window space for Recreations and a restaurant or retailer. (See attached plan).

It appears all the required setbacks have been met except at the extreme northwest corner where the Service Lane is located and the corner of the building. Also see the attached plan for recommendations at this location. The

applicant is showing an outdoor display area in front of the proposed building. The new recreational structure ordinance (1147.14) prohibits recreational structures of this type from being placed in the front yard no matter the zoning district. This will be a divergence. Staff recommends the applicant only be allowed to display four structures outside at any one time and the display must occur behind the required front setback of 60 feet. Staff would also recommend the Commission discuss the colors of these structures similar to what occurred with the Goddard School. At the northwest corner of the site are the Village of Clermont condominiums. Since this property is a residential use, the applicant will need to provide screening, preferably through landscaping/tree preservation, to maintain the 25 feet setback shown or be subject to a 40 feet setback.

Given the current building area, the applicant is proposing 118 parking spaces. This is the minimum required by code for the area provided. Staff suggests the applicant consider the types of business that will be targeted for leasing space in this development. Although this is the minimum required by code for retail use, retail uses vary in their intensity of use and need for parking. Staff would rather not provide enough parking for busiest shopping day of the year when every other day the parking lot will be half full. Staff will provide additional comment on the parking requirement after the lot coverage issue is addressed.

The applicant is showing landscape bays in the parking area, but not enough of them. Depending on the parking layout after the lot coverage is addressed, Staff may seek to add a landscape bay in the long stretches of parking.

The white split rail fence that is characteristic of the area and is currently on the front of the property is not shown as part of this application. Staff recommends this fence continue to be extended across the front of the site.

It is not clear where the dumpster locations are. The applicant will need to identify dumpster locations or if they are needed. If dumpsters are to be used, screening detail will need to be submitted.

Architecturally, Staff feels the applicant is headed in the right direction with the barn style. This will be a large building when compared to the typical City of Powell commercial development. However, given the proximity to Sawmill Parkway (larger buildings and strip malls) and the style in which this building is executed, this will be a good addition to the area. Staff does recommend that a clerestory be taken across the ridge of the building, rather than what looks like a cut-off one. Staff does like the The applicant is proposing a standing seam metal roof with metal siding in a board and batten style. A stucco stone wainscoting will be used around the perimeter. Staff has suggested the applicant use cement-fiber panels to create the board and batten look that is sought. The Village Academy Arts Conservatory on South Liberty Street has successfully used this product to create a similar aesthetic. Staff recommends against the

use of metal siding. Also, Staff will rely on the comments of the Architectural Advisor.

Since this site is part of the Murphy Park Stormwater Master Plan, Staff suggests the applicant begin working with the City Engineer very early in the process. This plan has very stringent stormwater release requirements that could impact the development of this site. The applicant should also work with the City Engineer to address any traffic engineering issues. The applicant is showing a stormwater detention area at the front. We would recommend that if at all possible this become a wet pond.

Staff will work with the applicant and the Commission to save trees wherever possible. Given the long L-shape of the property for a commercial use this could be difficult. However, it will be possible to preserve trees along the perimeter and possibly in any open areas that are not required for stormwater retention use.

The applicant is requesting permission to submit a Combined Preliminary and Final Development Plan. We recommend that a Preliminary Plan be submitted first.