

**REVISED STAFF REPORT
PLANNING AND ZONING COMMISSION
SEPTEMBER 10, 2003**

ADMINISTRATIVE REVIEW

Applicant: Ruscilli Construction Company, Inc.
Location: Northwest Corner of Sawmill Parkway and Village Club Drive
Zoning: PR, Planned Residence District
Request: Approval of Temporary Sign

The applicant is the general contractor for the Kinsale Golf Club. For marketing purposes, the applicant is requesting approval of a temporary sign to be located at the northwest corner of Sawmill Parkway and Village Club Drive. The Golf Village Development Plan Administrative Review 11-01 (Liberty Township) provides specific requirements for the placement and design of temporary marketing signs.

The proposed sign meets all the design requirements set forth by the Administrative Review, specifically 'Temporary Signage C'. Although there is likely an error on the site plan, the sign is proposed to be placed in the right-of-way of Sawmill Parkway. Administrative Review 11-01 provides specific locations of where temporary marketing signs can be placed. The northwest corner of this intersection is an approved location. However, a sign already exists at that location (M/I Homes et al.) for the residential builders on Village Club Drive, which is the reason for this review.

Since the clubhouse is being constructed on the southwest corner, Staff recommends that corner would be a more appropriate location for this sign. The sign is proposed to be two-sided. In most cases a two-sided marketing sign is appropriate. Given that the temporary marketing signs are required to be made part the landscaped entry features, a two-sided does not make any sense (see the attached pictures of the existing M/I Homes et al. sign). Staff recommends the sign be one-sided and installed similar to that of the M/I Homes sign as required by Administrative Review 11-01.

Even with the conditions stated, Staff struggles to understand the need for the sign. The applicant has several signs on the site already, none of which have been permitted. There is a banner hanging from the clubhouse, the construction trailer has two large signs painted on the trailer, and the architect of the project has ground sign in front of the trailer. There is also a required construction entrance sign with Ruscilli's name listed on the sign.

Staff offers the following solution. Given the conditions already stated, the applicant should use a sign matching the M/I Homes et al. sign, which is a smaller version of 'Temporary Signage B' listed in Administrative Review 11-01. This is a taller sign, which allows for multiple companies to display their name. The condition is that all other signs on the property, except for the construction entrance sign, must be removed from the property. This will involve removing the signs on the trailer, which are illegal as there is more than one, they exceed the square feet requirement, and need to be removed regardless. With this type of sign and the conditions provided Staff can support this application.

Staff recommends approval of the temporary marketing sign for Ruscilli Construction with the following conditions,

1. That the sign be placed at the southwest corner of Sawmill Parkway and Village Club Drive.
2. That the sign be one-sided and placed to the north of the Kinsale sign similar to the M/I Homes and others sign at the northwest corner of Sawmill Parkway and Village Club Drive.

3. That the sign match the dimension, style, and color of the M/I Homes and others sign at the northwest corner of Sawmill Parkway and Village Club Drive.
4. That all other signs on the property be removed, except for the construction entrance sign.
5. Upon the issuance of a Certificate of Occupancy the temporary sign must be removed.

COMBINED PRELIMINARY AND FINAL DEVELOPMENT PLAN

Applicant: HER Realtors
Location: 379 West Olentangy Street
Zoning: PC, Planned Commercial District
Request: Approval of Combined Preliminary and Final Development Plan for an 8,253 sq. ft. Real Estate Office Building on 0.99 acre

The site is located in the Murphy commercial area along West Olentangy Street. From the intersection of Olentangy Street and Murphy Parkway heading west, this is the second lot. To the west of this site is the proposed Kenney Company retail center and completed Goddard School. To the east is the vacant corner lot, Murphy Park is to the south, and Auto Assets is across the street to the north.

HER Realtors received approval in October 2001 for a Combined Preliminary and Final Development Plan on this same site. At the time, an 11,000 square feet, two-story, colonial style office building was proposed. Since then, HER Realtors has revised their business philosophy, which includes a new building design and layout. This new philosophy, known as Real Living, is what is being proposed for the city of Powell. The Sketch Plan for this design was reviewed in February 2003. The minutes of that meeting are enclosed.

Staff is very pleased with this proposal over the previous approval. The building is 8,253 square feet on one-story. Based on prior discussions with the applicant, Staff anticipated a two-story building. Although colonial elements still remain in the architecture, the design has been completely reworked. The building is entirely brick with a matching brick and wrought iron style fence surrounding a courtyard, which serves as the main entrance. Staff has no concerns with the architecture of the building and will rely on comments from the Architectural Advisor.

The site layout remains for the most part intact. Access is provided **via a drive aisle off the rear access drive and full shared access point on Olentangy Street**. In the original approval, two access points off the rear drive were provided, which is the reason for two existing stubs off the access drive. This proposal, at the request of Staff, only utilizes the western stub. Since the eastern stub is unnecessary, the applicant will need to remove that stub as part of this approval. Also, as part of the Kenney Retail Center, the access drive off of Olentangy Street was narrowed to two lanes (removed the left turn lane due to low traffic count projections). The applicant needs to coordinate this change with the Kenney plans and narrow the drive width. Perhaps the most significant change from the previous approval is the removal of the parking from the east side of the building. Overall the parking provided in this proposal is 37 spaces compared to 54 in the previous submittal. All trees that were preserved in the previous approval are preserved in this submittal.

There are two divergences requested. The first is the reduction of the required front setback of 60 feet to 40 feet, as requested by the Commission to keep all parking to the sides and rear of the building. The second is from the required parking from 42 spaces to 37 spaces. Staff is satisfied that 37 parking spaces are sufficient for this type of use.

Staff has several concerns. The **east** elevation has a large blank brick wall in the center of that elevation. Since this will likely be highly visible from any future development on the site to the east, attractive landscaping should be added to this area to break the monotony. The Commission may also want to consider extending the **wainscoting and watertable** around this

elevation, perhaps all elevations. Although it is not required, a dumpster location is not proposed. The applicant needs to address how trash service will be handled. Where will the containers be stored? If they are to be stored outdoors, some type of pad will be needed with appropriate screening. The courtyard along West Olentangy Street is enclosed with a very attractive brick, stone, and wrought iron style fence/wall. However, the top of the fence is seven feet tall, blocking much of the architecture. Staff is concerned the fence will look intrusive from Olentangy Street. However, the fence is proportional to the building in the sense the **wainscoting and watertable** are the same height as that on the building. Also, any changes to the height of the brick veneer could make the fence disproportioned. Staff would be supportive of the fence height with additional landscaping that provided year round coverage mixed with seasonal color.

The applicant has provided a bikepath and split rail fence. A connection to the bikepath is provided from the gazebo. According to the tree survey, an eight inch caliper oak will be removed to make this connection. This connection should be revised to avoid the removal of this tree. At the Sketch Plan the Commission raised concern about including the split rail fence on this site with the brick fence thirty-five feet away. Staff is not concerned with including the two fences as the landscaping and green space will separate the two fences. The applicant is proposing a wood split rail fence with a vinyl alternate. Since the existing split rail that this fence will tie into is already vinyl, the applicant should use vinyl as well.

There are several items that need to be addressed. Those items include signage, site and building lighting, and material colors. A sign plan can be submitted at a later date. As with the previous approval, Staff is opposed to an internally illuminated ground sign in this location. Site lighting needs to match the Goddard School and Kenny Retail Center, which is the street light used in the Murphy Park subdivision on a shorter pole. Building lighting can be brought back to the Commission. Staff has requested the applicant bring material samples or color chips to the meeting.

Overall, Staff feels this proposal will fit in much better with the overall architectural style that is developing in the Murphy commercial area and recommends approval of the Combined Preliminary and Final with the following conditions,

1. That the eastern stub off the rear access drive be removed.
2. That the access drive off West Olentangy Street be narrowed from three lanes to two lanes as shown on the Kenney Retail Center engineering plans.
3. That landscaping be added to the **east** elevation and be approved by Staff.
4. That the cast stone **wainscoting and watertable** be extended around the perimeter of the building.
5. That the applicant work with Staff to address the location and any screening of trash containers, and if a dumpster is utilized it reflect the same detail as the Goddard School.
6. That additional landscaping be added to the base of the brick wall along Olentangy Street in a manner that provides year round foliage with a mix of seasonal color and be approved by Staff.
7. That the connection to the bikepath from the gazebo be revised to avoid the removal of any trees.
8. That the split rail fence match the existing split rail fence at the Goddard School.
9. That the building lighting and material colors be approved by the Planning and Zoning Commission.
10. That any site lighting must match the existing site lighting at the Goddard School.

