

Memorandum

To: Planning Commission Members
From: Development Department
CC: Honorable Members of City Council, Clerk of Council, City Departments
Date: September 2, 2011
Re: Staff Report for McDonald's on Broadway – Development Plan

Item #7 – McDonald's Development Plan

(PID #201108160025)

Application: Development Plan
Location: 3370 Broadway
Applicant: **Ellen Baumann, GPD Group**
Zoning: C-2 (Retail Commercial)
Current Use: Restaurant

Relevant Code Section(s):

- 1135.12 Zoning Districts and Regulations – Non-Residential District Requirements
- 1136.05 Landscaping – Minimum Landscape Requirements
- 1136.06 Landscaping – Standards for Off-Street Parking Facilities
- 1136.08 Landscaping – Screening of Service Structures
- 1136.09 Landscaping – Other Planting Requirements

Project Summary:

The applicant is proposing building and site improvements to their existing facility located at 3370 Broadway. The proposed building improvements include a ten foot addition on the north side of the facility, in front of the structure, towards Parlin Drive. The proposed addition will extend into an existing landscaped area and will not impact the site's existing parking configuration or vehicular circulation. The proposed site improvements include the removal of parking spaces located on the south side of the site to allow for the reconfiguration and expansion of the existing drive-thru from one to two lanes. This new facility will operate in the same manner as McDonald's existing dual drive-thru located on Stringtown Road. With the removal of the seven parking spaces and reconfiguration of the landscaped area they have eliminated potential points of conflict and decreased the site's impervious area. A separate special use permit application has been submitted and is under review for the use of the proposed drive-thru.

Site Plan

The 1.14 acre lot is currently accessed by two, twenty-four (24) foot wide curb cuts off of Parlin Drive and Broadway. No alterations have been proposed to either curb cut or to the site's circulation as a whole. The applicant has proposed the addition of a ten (10) foot drive-thru lane that will be constructed adjacent to the south end of the building, with the ability of stacking 3-4 automobiles. This improvement will also involve the modification of the existing lane as it is to be shifted east. The reconfigured facility is to operate in a similar manner and will not alter, affect or restrict vehicular circulation from existing conditions. Additionally, with the removal of the seven parking spaces (located south of the drive-thru facility) the site's impervious area will be reduced. It should be noted that even with the reduction in parking spaces, the site remains in compliance with parking requirements.

Building

The proposed project will involve a ten foot expansion of the building's footprint towards Parlin Drive, into an existing landscaped area. In addition, to this expansion, the applicant is proposing to update and refinish the exterior elevations of the building. Currently, the structure is finished in brick and utilizes the typical "McDonald's" mansard roof. With the proposed exterior modifications the mansard roof is to be removed for a more modern look. Proposed finish materials are to include stone veneer, red brick and a new entrance consisting of a metal canopy and roof cap. The stone veneer is to be utilized as the primary finish material for the entry on the west elevation and will also be the prime finish material utilized on the front elevation. The majority of remaining elevations will utilize the existing brick and will be complimented by the proposed stone veneer. The building will be accented by gray and yellow metal canopies. In addition, a gray metal parapet band is to replace the existing mansard roof and serves to accent the facility's roof line.

Landscaping

Much of the site's landscaping and screening is noted to remain. Exceptions include the removal of the area proposed for the building addition. Additions include the proposed landscape island separating the drive-thru lanes as well as the area which previously contained the seven parking spaces, adjacent to the southern access drive.

Parking

The proposed parking lot will have a total of 43 parking spaces. According to Table 1135.12II parking the site would be required to have 25 spaces in order to meet the code requirement of one space for every 50 square feet for restaurants, excluding the kitchen area. Two (2) handicap accessible spaces are located near the main entrance.

Signage

The applicant has submitted signage details for the site however it should be noted that this information is being presented for reference only and cannot be approved as part of the development plan application. This site is located in a C-2 zoning district and as such is subject to compliance with Chapter 1145 of the City's Codified Ordinances. Signage will be reviewed under a separate application and approved administratively by the Building Division.

Recommendation(s):

After review and consideration, the Development Department recommends Planning Commission make a recommendation of approval to City Council for the Development Plan with the following stipulation:

1. Support structures and cabinets for all canopies, gateway signs, and menu boards shall have a dark bronze finish.