

18-036MPR/WR/MSP – MCDONALD'S EXTERIOR, SITE MODIFICATIONS & SIGNS

Site Location

South of West Bridge Street, approximately 250 feet east of the intersection with Frantz Road.

Request

A request for review and approval of a Minor Project Review with Parking Plan, Waiver Review and Master Sign Plan for an existing McDonald's restaurant.

Zoning

BSD-C, Bridge Street District – Commercial.

Property Owner

McDonalds Corporation.

Applicant/Representative

Rebecca Green, Permit Solutions, Inc.

Applicable Lane Use Regulations

Zoning Code Section 153.066 and *BSD Sign Design Guidelines*.

Staff Recommendation

- A. Approval of a Parking Plan (2 Deviations).
- B. Approval of MPR with 4 conditions.
- C. Approval of 2 Waivers.
- D. Approval of MSP with 9 conditions.

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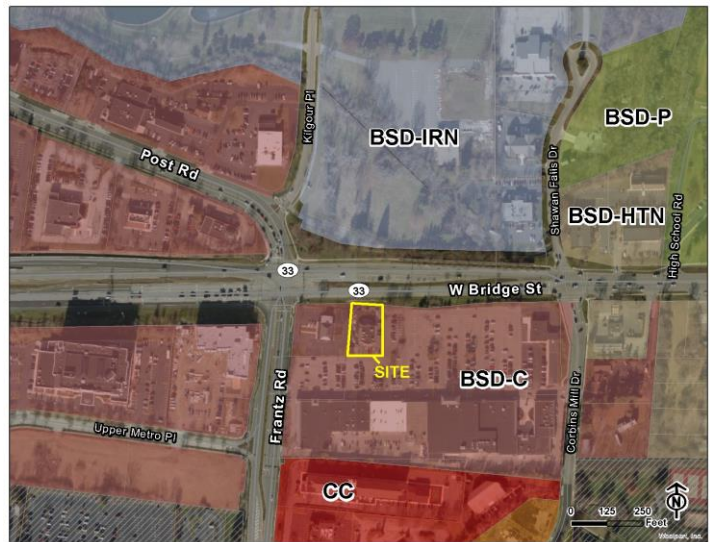
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Summary

A proposal for exterior and site modifications for an existing McDonald's restaurant, zoned Bridge Street District – Commercial.

Zoning Map

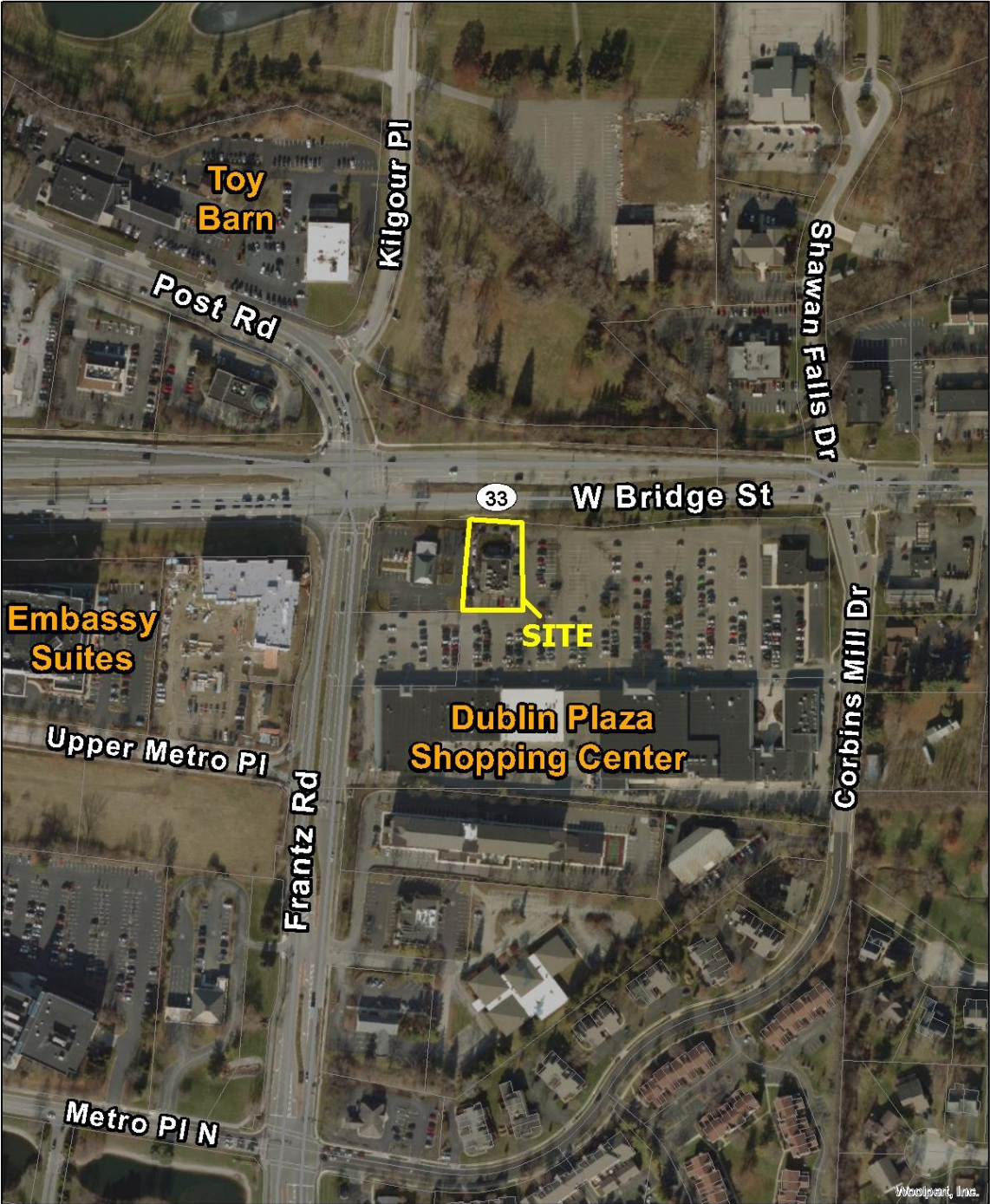




Next Steps

Upon a recommendation of approval from the Administrative Review Team, the application will be forwarded to the Planning and Zoning Commission for final review and approval.

1. Context Map

The site is located south of West Bridge Street, approximately 250 feet east of the intersection with Frantz Road.



 City of Dublin	18-036MPR / WR Minor Project Review / Waiver Request McDonald's Exterior Modifications & Signs 337 W. Bridge Street	0 150 300 Feet 
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2. Overview

A. Background

The site was originally developed in the 1980s with a free-standing McDonald's restaurant. At the time, the site was zoned CC, Community Commercial District. Developable parcels with standard zoning that met the development standards were permitted to obtain a building permit without Planning and Zoning Commission review and approval. The site was developed prior to requirements for maximum lot coverage, landscape screening, and auto-oriented use specific standards resulting in a development character that is uncharacteristic of similar drive-thru restaurants in Dublin. Additionally, it is unclear how the existing number and combination of sign were originally permitted.

Over time, the property owner has requested a number of variances to attempt to rectify the non-conforming conditions. Many of the variance requests were disapproved most notably a proposal for a childrens' playland within the front setback; although, the BZA did approve a deviation to reduce the required number of parking spaces from 22 spaces to 20 spaces for a 93-square-foot addition where 70 parking spaces were originally required.

In 2012, the property was rezoned from CC to BSD-C. The applicable development standards for building modifications, site modifications, parking, and signs are those in the Bridge Street District Code, except in cases where full compliance is not required for existing sites and buildings.

Today's request is an attempt to modernize an aging structure and site while also rectifying non-conformities through the existing BSD zoning review process.

1) Natural Features

The site is developed with an existing drive-thru restaurant located within the center of the site. The drive-thru lane wraps the north, south and west elevations of the building. Access is provided along the south and east property lines through a shared access agreement with the Dublin Plaza shopping center. A landscaping treatment is provided along north property line facing West Bridge Street.

2) Historic and Cultural Facilities

There are no historic or cultural features on the site.

3) Surrounding Land Use and Development Character

- North: BSD-IRN, Bridge Street District – Indian Run Neighborhood (Undeveloped)
- East: BSD-C, Bridge Street District - Commercial (Surface Parking Lot)
- South: BSD-C, Bridge Street District - Commercial (Surface Parking Lot)
- West: BSD-C, Bridge Street District - Commercial (Heartland Bank)

4) Road, Pedestrian and Bike Network

The site has frontage on West Bridge Street (± 100 feet). There are no pedestrian or bicycle facilities along West Bridge Street. Vehicular access is provided from the south and east through the Dublin Plaza parking lot.

5) Utilities

The site is served by public utilities with sewer service is provided to the south of the structure.

B. Proposal

This proposal is for building and site modifications for an existing McDonald's restaurant. With the proposal, the building architecture including form and materials are updated, the ADA accessibility and landscape compliance are confirmed, a parking plan is required to document the existing parking and stacking, and a Master Sign Plan holistically addresses signs across the site.

The applicable development standards are those provided in the Bridge Street District Code Sections 153.057 through 153.066. Since the site is not being comprehensively redeveloped not all BSD standards are applicable. The modified portions of the building and site including building materials, parking, and signs are required to meet the code provisions.

1) Site Modifications

The site is .47-acre and is an outparcel to the Dublin Plaza shopping center. The restaurant is centrally located on the site. Neither the location of the principal structure nor the general site layout are proposed to change with this application.

The drive-thru lane wraps the north, south and west elevations of the building. Access is provided along the south and east property line through a shared access agreement with the Dublin Plaza shopping center. A landscaping treatment is provided along north property line facing West Bridge Street.

A portion of the parking lot as well as existing walks and patio will be removed and replaced with new concrete to ensure ADA accessibility compliance across the site.

The applicant has completed a landscape analysis given the extent of the site modifications. The applicant is proposing to retain all existing landscaping as well as add 24 Everlow Yew shrubs along the west property line to screen the drive-lane, and 7 Everlow Yew shrubs at the drive-thru entrance along the north property line. Three new Service Berry trees are proposed along West Bridge Street. The applicant should update the landscape plan to reflect the new plantings associated with the new monument sign.

2) Building Modifications and Waiver Review

The existing restaurant is a single-story brick building with a mansard roof, which incorporates yellow stripe accents, at a total height of 16-feet-5½-inches. The building is approximately 3,700-sqaure-feet in size. The restaurant's primary entrance is located on the east elevation of the building adjacent to the parking lot. There are two picture window and a patio entrance located on the north elevation along West Bridge Street.

The applicant is proposing to retain the existing brick base and remove the mansard roof. The roof will be replaced with a new brick (to match existing) and fiber cement siding (Nichiha Vintage Wood Cedar) parapet for a total building height of 18-feet. Two tile (Eurowest E-wood Black) tower features are proposed: one on the east elevation denoting the restaurant entrance, and one on the north elevation as an architectural feature. An aluminum trellis system will surround the building delineating the building's base and parapet. The trellis is proposed in a combination of white and gray finishes with charcoal building tie backs.

All the windows are proposed to be replaced with the exception of two. The window tint and reflectiveness shall be subject to Staff approval prior to building permit submittal. The windows should be non-reflective and non-tinted. The two existing windows not proposed to be replaced shall match the new windows in reflectiveness and tint.

A variety of lighting is proposed on the building to ensure the entrances are well lit and the architectural features are accented. Uplighting is not permitted in the BSD. All uplit fixtures shall be eliminated.

Approval of two waivers is required to allow for the modifications as presented: to permit the combination of permitted primary materials to be less than 80-percent (78-percent proposed); and to use an alternative, high-quality synthetic material – tile (Eurowest E-wood Black) covering nine percent of the total building. Staff is supportive of both waivers given that the applicant is retrofitting an existing structure in a sensitive manner consistent with the architectural style and detailing of the BSD.

3) Parking Plan

Today, there are 19 parking spaces (inclusive of 2 ADA spaces) on the site. In 1990, the BZA approved a Variance to allow a total of 20, which was the number the applicant was providing at that time.

The BSD Code requires a minimum of 10 parking space/1,000-square-foot for an Eating and Drinking facility, or 38 spaces for a 3,732-square-foot facility are required to meet the minimum number required. Additionally, 1 bicycle parking space is required for every 10 required vehicular parking spaces. Since 38 vehicular spaces are required a minimum of 4 bicycle spaces are required. The applicant should update their plans prior to the building permit submittal to provide the required number of bicycle spaces.

A parking plan is requested as the applicant is providing the maximum number of spaces and ADA spaces on site given the size of the parcel. Additional parking is available in the adjacent shopping center parking lot in the event of a temporary increase in parking demand. Staff is supportive of the approval of the parking plan provided the applicant offer documentation of a shared agreement for the use of the off-site spaces.

A minimum of 12 stacking spaces are required for a restaurant drive-thru per window. The existing building has two windows and the site is able to accommodate only 12 stacking spaces. Given existing functionality the restaurant over the last 30

years the applicant has sufficiently demonstrated 12 stacking spaces are sufficient for their operation.

4) **Master Sign Plan**

With the building and site updates, a holistic update to the signs is proposed. The applicant is proposing four new signs: two 'M' arches (east and north elevations), one monument sign (W. Bridge Street), and one digital menu board sign. The applicant has worked with Staff and ART to reduce the number of signs requested from six to four.

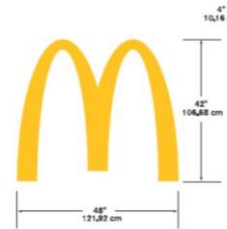
Existing today, the restaurant has a 38-square-foot wall sign ('McDonald's') facing West Bridge Street, 20-square-foot window signs, and a 47.5-square-foot pole sign along W. Bridge Street.

For existing commercial buildings, Code permits a single, wall or ground sign, is permitted not to exceed 80-square-feet or 50-square-feet, respectively based on the selected sign type. No sign may exceed 15-feet, as measured to the top of the sign. A combination of sign types and variations in size and number of signs is not permitted without approval of a Master Sign Plan.

With the proposed clean line architectural modifications, the applicant is also proposing a simplified sign package coordinated with the building. In detail:

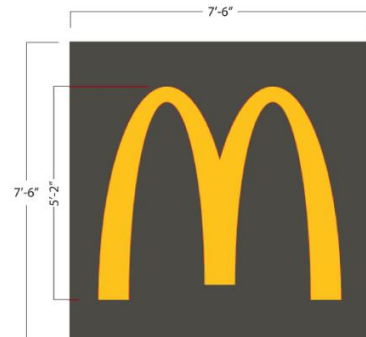
- **Wall Signs (2)**

This proposal is for two new 'M' arch wall signs, each 14-square-feet in size. The signs are proposed to be mounted on the tower features located on the east and north elevations. The signs will face the parking lot and West Bridge Street, respectively. The signs are internally illuminated as well as externally illuminated with down-lighting from the top of the tower. The signs are proposed to be mounted at 18-feet-1-inch as measured to the top of the sign. The height to the top of the sign shall be reduced to 15-feet.



- **Ground Sign (1)**

The removal of the existing pole sign is proposed. To replace the pole sign a new, architecturally integrated, modern monument sign with a neutral background is proposed. The sign base is masonry and coordinated with the building. The sign is a push-through acrylic letter with internal illumination. The sign design should be updated to provide 1.5-inches of dimension of the 'M' on both sides of the sign face. The applicant has considered the BSD Design Guidelines and character of the West Bridge Street corridor with their sign design.

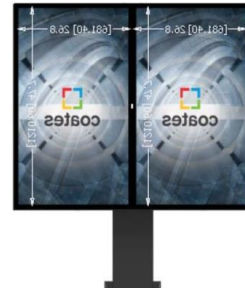


The total sign area proposed is 56.25-square-feet and total sign height of 10-feet-11-inches. The area of the sign shall be reduced to 50-square-foot in size, and the masonry base shall not exceed 2-feet in height. The plans should be updated to reflect this prior to building permit submittal.

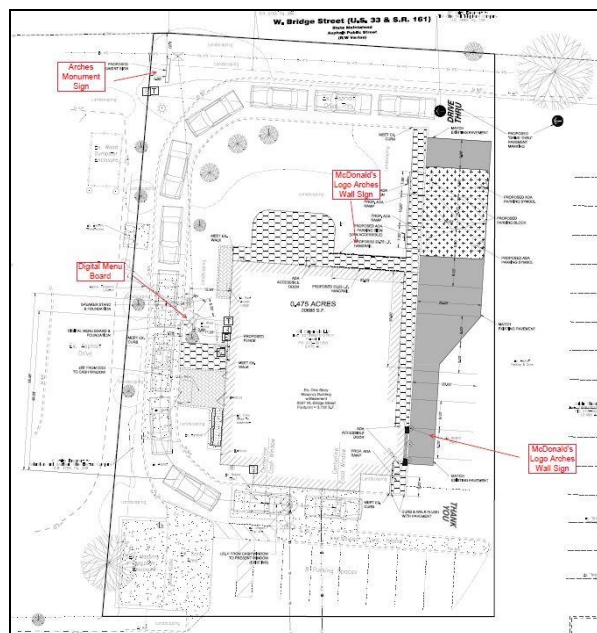
In all cases the ground sign must be located 8-feet from the right-of-way and every effort should be made to locate it wholly outside a utility easement subject to the approval of the City Engineer.

- **Menu Board (1)**

This proposal is for the removal of the existing menu board sign and installation of a new approximately 18-square-foot digital menu board sign at approximately 6-feet in height. The menu board is located in a landscape island along the west edge of the building and is oriented with the display facing the northwest. The proposed menu board sign contains two digital screens that allow for the display of pre-set content with the ability to automatically change depending on time of day. Light levels of the screens can also change based on surrounding ambient light. Previously, the Planning and Zoning Commission has had a number of concerns regarding light and animation of the menu boards. Staff has included conditions consistent with the Commissions previous decisions.



3. Site Plan



4. Criteria Analysis

A. Minor Project Review Analysis [§153.066]

- a) **The Minor Project Review is substantially similar to the approved Site Plan.**
Criteria Met. The proposal is consistent with the approved site plan for this site. No significant alterations to the site layout are proposed with this application.
- b) **The Minor Project Review is consistent with the approved Development Plan.**
Criteria Met. The proposal is consistent with the approved development plan for this site. No significant alterations to the building location are proposed with this application.
- c) **The application meets all applicable Zoning Code requirements.**
Criteria Met with Parking Plan, Waiver Review and Conditions. The proposed exterior and site modifications meet all Code requirements with approval of two waivers: 1) to reduce the minimum percentage of the building covered by a permitted material, and 2) to permit tile as a secondary material. The parking plan is to reduce the number of required spaces from 38 to 19. The applicant shall provide 4 bicycle parking spaces on-site. The applicant shall remove all uplit fixtures from the proposal. The applicant shall be required to ensure all window reflectiveness and glazing matches, subject to staff approval. The applicant shall updated the landscape plan to show the new ground sign location and landscaping. The applicant shall provide parking blocks where required.
- d) **Internal circulation system and driveways provide safe and efficient access for all.**
Criteria Met. No alterations are proposed to pedestrian, bicycle, and vehicular circulation. The ADA access will be improved with the proposal; although the layout will remain the same.
- e) **Relationship of buildings and structures to each other provides for development integrated with the surrounding area, and maintains the image of Dublin as a high quality community with a commitment to exemplary quality and design.**
Criteria Met. The proposed exterior improvements to the site and structure are compatible with the surrounding Bridge Street District and general community character.
- f) **Open space suitability and natural feature preservation.**
Not Applicable. The proposal does not impact any open space.
- g) **The scale and design of the proposed development allows for the adequate provision of services.**
Criteria Met. The site and building alterations will allow for the adequate provisions of public services.

- h) Adequate stormwater management facilities are provided.**
Not Applicable. There are no alterations to the total impervious surface area or the site's stormwater management facilities.
- i) Phased development is able to be considered as independent phases.**
Not Applicable. No phases are proposed as part of this proposal.
- j) The application demonstrates consistency with commonly accepted principles of walkable urbanism, the Bridge Street District Vision Principles, Community Plan, and other related policy documents.**
Criteria Met. The proposal is consistent with the Community Plan and the Bridge Street District zoning regulations; and is consistent with the character of the building, and adjacent structures.

B. Waiver Review Analysis

- 1) 153.062 — Building Type Requirements (E)(1)(a) Materials. Percent Primary Material Building Coverage.**
Minimum 80% primary building material coverage required.
Request. 78% primary building material coverage required.
Criteria met. The proposed material does increase the diversity of the architectural character of the building which enhances the streetscape character consistent with the intent of the BSD. The materials not being requested based on a lower cost, but rather the character it provides.
- 2) 153.062 — Building Type Requirements (E)(1)(h) Materials. Alternative High-Quality Synthetic Building Material.**
Permitted primary or secondary material required as defined in 153.062(E)(1)(c-d).
Request. Alternative secondary material – Tile (Eurowest E-wood Black) with textured wood grain.
Criteria met. The use of the tile in-lieu of additional brick will result in a design of equal or higher quality despite the requirement to get a waiver for a percentage of primary material and a materials type. The material is not being requested based on a lower cost, but rather the character it provides.

C. BSD Sign Design Guidelines

- 1) Signs and graphics should contribute to the vibrancy of the area.**
Criteria Met. The proposal is consistent with the purpose and intent of the BSD Sign Design Guidelines to create a vibrant, walkable mixed use district by allowing additional flexibility and creativity in sign design.
- 2) Signs should be highly pedestrian-focused while remaining visible to those traveling by car or bicycle.**

Criteria Met. The proposed signs permit a tenant to locate additional signs in a manner that is pedestrian oriented while realizing the need for wayfinding at a variety of scales.

3) Placement of signs and graphics should assist with navigation, provide information, and identify businesses.

Criteria Met. The proposed sign plan allows for signs located in a manner and design that aids with navigation or business identification.

D. Master Sign Plan [153.066]

1) Allow a greater degree of flexibility in sign design and display.

Criteria Met. The intent of a Master Sign Plan is not to simply allow large or more visible signs, but to create a flexible framework that allows for creativity in sign design and display. The proposed sign plan attempts to creatively and tastefully address the identification needs of an auto-oriented facility in a walkable district.

2) Intended for multiple signs for a single building or a group of buildings to ensure the requested signs work in coordinated fashion.

Criteria Met. The request is being made for a single building on a single site to address the existing conditions and update the signs in a manner in keeping with the architectural modifications.

3) Not intended to simply permit larger or more visible signs, or additional signs without consideration for unique sign design and display.

Criteria Met with Conditions. The proposed request does permit larger and more visible signs. However, there is consideration for unique sign design and lighting. The applicant should reduce the ground sign to 50-square-feet in size, and the masonry base shall not exceed 2-feet in height. The ground sign letter should be dimensional with 1.5-inches on both sides of the sign. The plans should be updated to reflect this prior to building permit submittal. The height of each wall sign shall be reduced to 15-feet in height as measured to the top of the sign.

4) Maintains the purpose and intent of the sign and graphics standards for the applicable BSD Zoning District.

Criteria Met. The intent of the BSD-C, and BSD Sign Design Guidelines are upheld with the proposed amendments as they will ensure that creativity is fostered through additional flexibility.

5. Staff Recommendations

Parking Plan

Approval of a Parking Plan to permit the following deviations from Code:

- 1) Parking Plan to permit 19 parking spaces where 38 parking spaces are required.
- 2) Parking Plan to permit 12 drive-thru stacking spaces where 24 stacking spaces are required.

Minor Project Review

The proposal complies with all applicable review criteria with conditions and is consistent with existing development character of the area. **Approval** with 4 conditions:

- 1) The applicant updates the landscape plan to reflect the new plantings associated with the new monument sign;
- 2) The applicant provides the required number of bicycle parking spaces;
- 3) All the new windows meet the maximum reflectiveness permitted by Code and are non-tinted, and all old and new windows match subject to Staff approval; and,
- 4) The applicant eliminate all uplit light fixtures from the proposal.

Waiver Review

Approval of two Waivers to permit the following deviations from Code:

- 1) Waiver to permit the combination of permitted primary materials to be less than 80-percent (78-percent proposed).
- 2) Waiver to use an alternative, high-quality synthetic material – tile (Eurowest E-wood Black) – covering nine percent of the total building.

Master Sign Plan

The proposal complies with all applicable review criteria and existing development character of the area. **Approval** with 9 conditions:

- 1) The height of both wall signs be reduced to 15-feet, as measured to the top of the sign;
- 2) The ground sign area not exceed 50-square-feet, the base not exceed 2-feet in height, and the sign design be dimensional with 1.5-inch relief on both sign faces;
- 3) The ground sign be a minimum of 8-feet from the right-of-way;
- 4) The applicant provide planting at the base of the ground sign, subject to Staff approval;
- 5) That the menu board sign contain no continuous movement, flashing, scrolling, video, or animation, except for the customer order image which shall not exceed more than 20% of the menu board sign area;
- 6) That the menu board sign be turned off during non-operational business hours;
- 7) That the menu board sign shall not contain any additional speakers or sound;
- 8) That the menu board sign change pre-set content no more than three times per day; and,
- 9) The applicant provide an approved MSP containing all approved amendments to Planning, prior to sign permitting.