

# 18-035AFDP – MCDONALD’S MENU SIGN

**Site Location**

Northeast corner of the intersection of Avery-Muirfield Drive and Perimeter Loop Road.

**Proposal**

An Amended Final Development Plan (AFDP) for the installation of a digital menu board sign for an existing drive-thru restaurant.

**Zoning**

Planned Commerce District, Perimeter Center, Subarea E

**Property Owner**

McDonald’s Corporation.

**Applicant/Representative**

Rebecca Green, Permit Solutions.

**Applicable Lane Use Regulations**

Zoning Code Section 153.050

**Staff Recommendation**

A. Disapproval of the AFDP

**Contents**

1. Context Map .....	2
2. Overview .....	3
3. Site Plan.....	5
4. Criteria Analysis .....	5
5. Recommendation .....	6

**Case Managers**

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**Summary**

The applicant is proposing the removal and replacement of a menu board sign for an 18.4-square-foot digital menu board for an existing drive-thru restaurant located within the Planned Commerce District, Perimeter Center, Subarea E.

**Zoning Map**



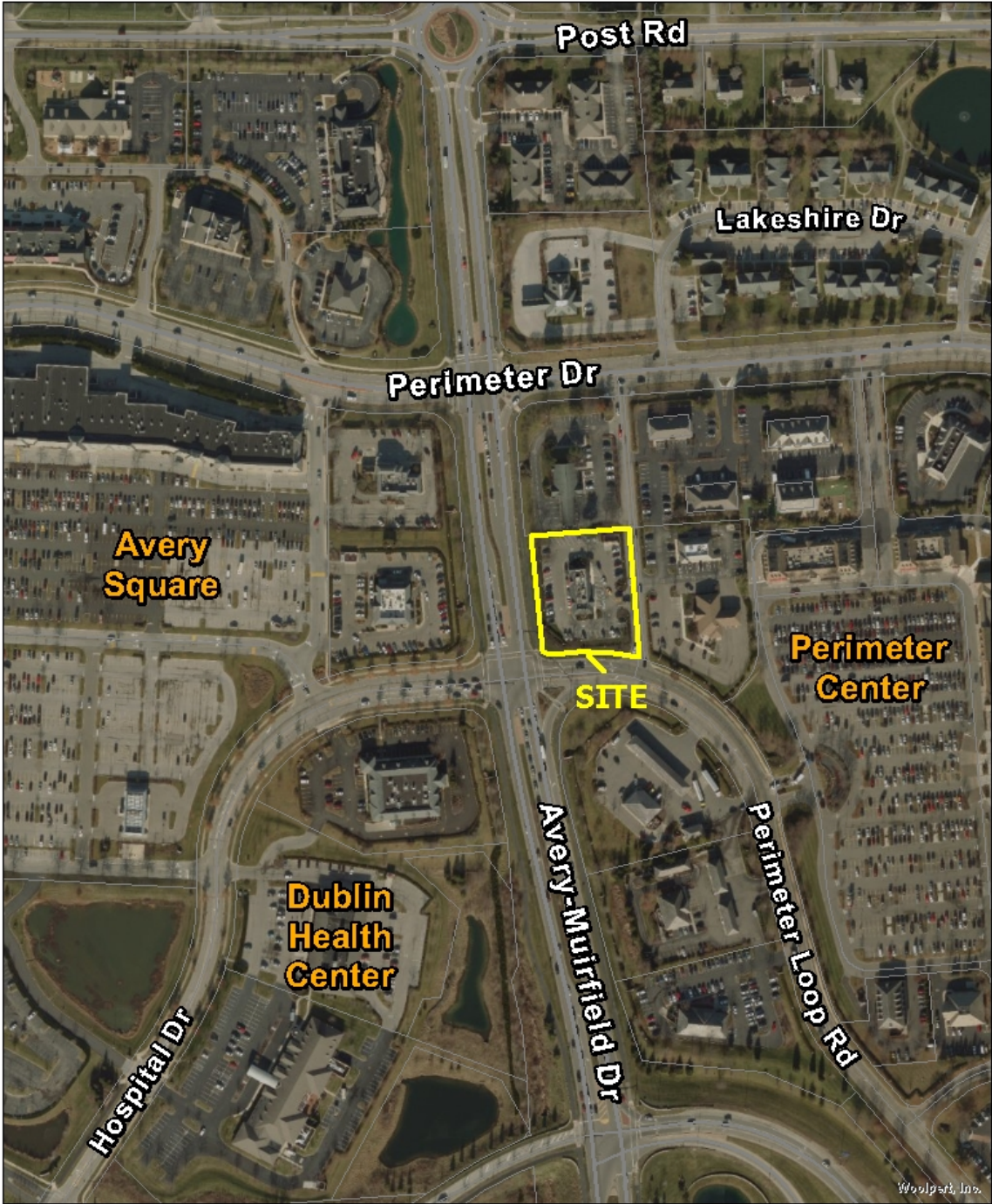
**Next Steps**



Upon disapproval from the Planning and Zoning Commission for the Amended Final Development Plan the applicant would be eligible to submit a new menu board sign that adheres to the requirements of the development text for staff approval or maintain the existing menu board sign.

Upon approval from the Planning and Zoning Commission for the Amended Final Development Plan the applicant would be eligible to submit for sign permits to construct and install the sign.

### 1. Context Map

This property is located on the northeast corner of the intersection of Avery-Muirfield Drive and Perimeter Loop Road.



 <p>City of Dublin</p>	<p>18-035AFDP Amended Final Development Plan Perimeter Center, Subarea E - McDonald's 6830 Perimeter Loop Road</p>	<p>0 115 230 Feet</p>	
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## 2. Overview

### A. Background

The Planning and Zoning Commission reviewed and tabled an Amended Final Development Plan application for proposed modifications to the drive-thru lane, site circulation, and parking configuration on May 7, 2009. The application was closed per staff due to inactivity.

The Board of Zoning Appeals approved a Non-use (Area) Variance to allow for shared parking, a reduction in required parking spaces, and a reduction in the required greenbelt along Avery-Muirfield Drive in September 1995.

City Council approved an appeal to a Planning and Zoning Commission determination for a Final Development Plan for the construction of a 3,014-square-foot fast food restaurant with drive-thru service in August 1995. The Planning and Zoning Commission disapproved a Development Plan for the construction of a new 3,014-square-foot fast food restaurant with drive-thru service in June 1995.

### B. Site Characteristics

#### 1) Natural Features

The site is developed with an existing drive-thru restaurant located near the center of the property and a single access point onto a private access drive. A landscaping treatment is provided along the west and south property lines consistent with the neighboring properties.

#### 2) Historic and Cultural Facilities

There are no historic or cultural features on the site.

#### 3) Surrounding Land Use and Development Character

- North: PCD, Planned Commerce District, Perimeter Center, Subarea E (Chase Bank)
- East: PCD, Planned Commerce District, Perimeter Center, Subarea E (Key Bank)
- South: PCD, Planned Commerce District, Perimeter Center, Subarea E (GetGo Service Station)
- West: PUD, Planned Unit Development District, Avery Square (Wendy's)

#### 4) Road, Pedestrian and Bike Network

The site has frontage on Avery-Muirfield Drive ( $\pm 240$  feet) and Perimeter Loop Road ( $\pm 210$  feet). There is a single access point from the east onto a private drive that services the neighboring properties to the east and north. There is a shared-use path along Avery-Muirfield Drive connecting from the intersection to the north.

#### 5) Utilities

The site is served by public utilities with sewer provided along the private access drive to the northeast and water along Avery-Muirfield Drive.

### C. Proposal

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. The menu board is located in a landscape island along the northern edge of the building footprint and is oriented with the display facing the northeast, corresponding to the drive-thru lane. The applicant will utilize the existing sign location for placement and utility connections. 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. The perimeter of the site is heavily landscaped reducing overall visual obtrusiveness of the sign from public rights-of-way and neighboring properties. The applicant is seeking the replacement of the menu board sign to allow for the alteration of the sign content without the need for physically removing sign panels.



**D. Sign Standards & Regulations**

The development text for the Perimeter Center PCD does not contain any specific provisions for menu board signs. In lieu of the development text, the proposed sign would be subject to the standard sign code provision outlined in Zoning Code Sections 153.150 - 153.164. Zoning Code Section 153.161(N) outlines the regulations pertaining to drive-thru menu board signs which states "A drive-thru menu board sign is only permitted when all of the following conditions are fulfilled:

- (1) The sign is located on the property to which it refers;
- (2) The sign is not visible from the public right-of-way; and,
- (3) The sign does not exceed 32 square feet in size."

The proposed sign adheres to all three of the conditions listed and would therefore be permitted for this site.

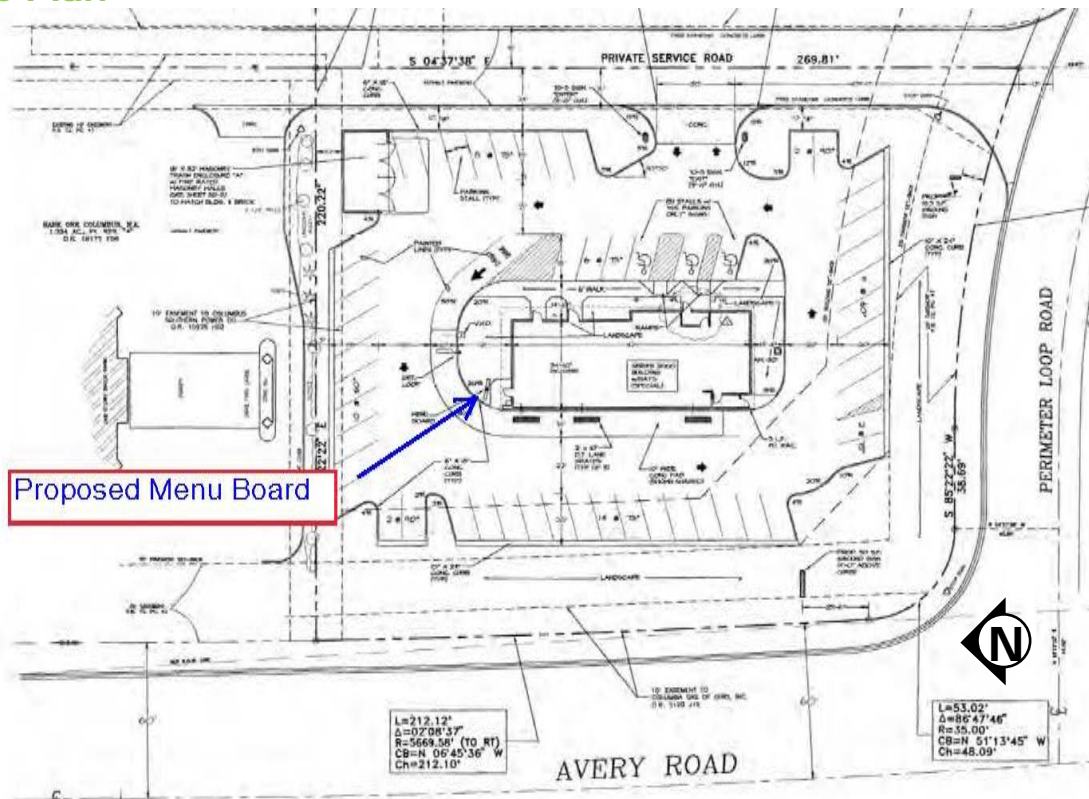
The Perimeter Center Development Text also contains a set of "General Development Standards" that were established to provide uniform regulations for the various subareas outlined with the original, and any subsequent, rezoning. These standards are applicable to all properties located within the zoning district in addition to any standards identified in the individual subareas. One sub-section pertains to "Signage and Graphics" that outlines regulations for sign design including dimensions, graphics, landscaping, and other similar items. The sign sub-section contains two regulations that state the following:

"Signage and Graphics – 4. Sign Graphics

- m. No flashing, traveling, animated or intermittently illuminated signs may be used.
- n. No billboards, or electrical or other advertising signs shall be allowed other than a sign carrying the name of the business occupying the site or "for sale" or "for lease" signs in accordance with Dublin Code 1189.03(g)<sup>1</sup>."

These regulations prohibit the use of any electronic signage in addition to any signage that meets the definitions of flashing or animated as defined in the Dublin Sign Code, §153.150. These have been applied and enforced on all properties located within the Perimeter Center PCD.

### 3. Site Plan



### 4. Criteria Analysis

#### A. Amended Final Development Plan Analysis [§153.055(B)]

- 1) **The proposal is consistent with the approved preliminary development plan.**

Criteria not met. The proposal for a digital menu board sign does not comply with the general development standards that state no flashing, traveling, animated, or electrical signs are permitted within any subarea of the Perimeter Center PCD. This provision was included in the development text to ensure high quality sign standards were met for the development and those standards have been continuously upheld since the initial rezoning. As the proposed sign is in direct violation of the sign

<sup>1</sup> §1189.03(g) is the 1980 Code Section that refers to current Zoning Code Section 153.161(F).

regulations, the application is not consistent with the approved preliminary development plan. Should the Commission give consideration to permitting digital menu board signs, a text modification would be required for Subarea E of the development text allowing for the variation of sign standards per this application.

**2) Adequate provision is made for safe and efficient pedestrian and vehicular circulation within the site and adjacent property.**

Not Applicable.

**3) The development has adequate public services and open space.**

Not Applicable.

**4) The development preserves and is sensitive to natural characteristics of the site while complying with applicable regulations.**

Not Applicable.

**5) The development provides adequate lighting for safe use of the site without emitting light onto adjacent properties.**

Not Applicable.

**6) The proposed signs are coordinated within the PUD and with adjacent development.**

Criteria not met. The proposed sign meets the provisions of the Drive-thru menu board sign section of the Zoning Code but does not meet the general development standards of the Perimeter Center PCD. This proposal does not adhere to the regulations of the development text that has been upheld throughout the various subareas of the zoning district. Although this site is the only drive-thru restaurant located within the Perimeter Center PCD, the sign regulations have been applied consistently and therefore the proposal is not coordinated with the adjacent developments.

**7) The development had appropriate landscaping to enhance, buffer, and soften the building and site.**

Not Applicable.

**8) The development is compliant with stormwater management regulations.**

Not Applicable.

**9) If developed in multiple phases, all phases comply with the previous criteria.**

Not applicable.

**10) The proposed development is compliant with other laws and regulations.**

Criteria met. The proposal complies with all other known applicable local, state, and federal laws and regulations.

## 5. Recommendation

The proposed Amended Final Development Plan is not consistent with all applicable review criteria. **Disapproval** of this application is recommended.