Planning Commission
Agenda Item

May 6, 2013

TO: **Chair Steiner and**
Members of the Planning Commission

THRU: **Leslie Aranda Roseberry**
Planning Manager

FROM: **Doris Nguyen**
Associate Planner

SUBJECT

PUBLIC HEARING: Conditional Use Permit No. 2887-12, Variance No. 2221-12, Design Review Committee No. 4660-12, and Minor Site Plan No. 0713-12 – McDonald's – 606 N. Tustin Street

SUMMARY

The applicant proposes to demolish the existing 3,665 SF McDonald's restaurant in order to construct a new 3,796 SF McDonald's restaurant.

RECOMMENDED ACTION

Adopt Planning Commission Resolution No. 21-13 entitled:

> **A RESOLUTION OF THE PLANNING COMMISSION ADOPTING CONDITIONAL USE PERMIT 2887-12, VARIANCE NO. 2221-12, DESIGN REVIEW COMMITTEE NO. 4660-12, AND MINOR SITE PLAN NO. 0713-12 TO ALLOW THE CONSTRUCTION OF A 3,796 SQUARE FOOT FAST FOOD RESTAURANT WITH A DUAL DRIVE THRU WINDOW AT 606 N. TUSTIN STREET**

AUTHORIZATION/GUIDELINES

Orange Municipal Code (OMC) Section 17.10.030 authorizes the Planning Commission to review and take action on Conditional Use Permit requests and shall approve, approve with conditions, or deny an application. A Conditional Use Permit is required for drive-thru windows. OMC Section 17.10.040 requires a Variance for a project, which deviates from the development standards greater than ten percent. OMC Section 17.10.070 requires the approval of Design Review when a development project requires action by the Planning Commission and for all projects within a Redevelopment Project Area. OMC Section 17.10.060 requires a Minor Site Plan Review for

projects that meet the minimum criteria for consideration as a Minor Site Plan application. Pursuant to OMC 17.08.20, the Planning Commission has the final project determination on the Conditional Use Permit, Variance, Design Review, and Minor Site Plan Review. The final determination by the Planning Commission on these applications may be appealed to the City Council pursuant to the time periods and requirements established in the OMC for appeals.

PUBLIC NOTICE

On April 25, 2013, the City sent a Public Hearing Notice to a total of 118 property owners/tenants within a 300-foot radius of the project site, and persons specifically requesting notice. The project site was also posted in two locations with the notification on that same date.

ENVIRONMENTAL REVIEW

Categorical Exemption: The proposed project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) per State CEQA Guidelines 15302 (Replacement or Reconstruction) because the project includes a replacement of a commercial structure with substantially the same size, purpose, and capacity. There is no environmental public review required for a Categorical Exemption.

PROJECT BACKGROUND

Applicant:	Bickel Underwood Architects for McDonald's
Property Owner:	Holman Revocable Trust
Property Location:	606 N. Tustin Street
Existing General Plan Land Use Element designation:	GC (General Commercial)
Existing Zoning Classification:	C-1 (Limited Business)
Old Towne:	No
Redevelopment Project Area:	Yes; no design standards in this area
Specific Plan/PC:	No
Site Size:	30,000 SF
Circulation:	The restaurant is located on the west side of Tustin Street. This segment of Tustin Street is considered a Major Arterial.
Existing Conditions:	The existing 3,665 SF freestanding building is currently on a 30,000 SF parcel. There are no other tenants or buildings on the lot.
Surrounding land uses and Zoning:	North: C-1 (Limited Business) East: C-1 (Limited Business) and Tustin Street South: C-1 (Limited Business) and C-2 (General Business) West: R-1-6 (Single-Family Residential)
Previous Applications/Entitlements:	None located

PROJECT DESCRIPTION

The applicant is requesting to demolish the existing 3,665 SF McDonald's restaurant in order to construct a new 3,796 SF McDonald's restaurant. The change is part of the new corporate rebranding and to make the restaurant more efficient. The restaurant would be constructed in generally the same location as the existing facility and follow a similar parking and circulation pattern. Although the overall building size is increasing by 131 SF, the dining room SF is decreasing by 54 SF. According to previous Building permits, the existing dining room is approximately 1,270 SF, while the proposed dining room is 1,216 SF. The existing McDonald's is open from 6:00 am to 11:00pm with a 24-hour drive-thru. The renovated McDonald's would be open from 6:00 am to midnight with a 24-hour drive-thru.

The proposed design removes the existing red tile mansard roof with white stripes and roof top signage. The building will have a flat roof with metal screens to hide the mechanical equipment. The design includes three arches, one on each of the north, south, and east sides. It also includes yellow painted and clear anodized aluminum canopies over the windows and entrances. The franchise owner has chosen the dark green and white color palette for this store, as shown in Attachment 4. The proposed new trash enclosure in the northwest corner of the parcel would be painted and textured to match the building. The existing trash enclosure and adjacent ficus tree would be removed and replaced with a water quality filtration system since the west half of the parcel drains to that corner. The east half of the parcel drains to Tustin Street. The applicant is also installing 2 street lights and dedicating them to the City. One will be installed on the north corner and one on the south corner of the parcel.

Seven Variances are requested as part of the proposal. These items will be described briefly in the Project Description then discussed in detail in the Analysis section. The Variances include:

1. Width of return drive aisle parallel to Tustin St (10' proposed, 12' required; 17% Variance)
2. Number of parking spaces (38 required, 34 proposed; 12% Variance)
3. Tree count (35 required, 22 proposed; 37% Variance)
4. Number of wall signs per elevation (1 permitted on each elevation, 2 proposed on the east elevation and 2 proposed on the south elevation; 100% Variance for each of the east and south elevations)
5. Wall signs extending beyond the lateral edges of a building and projecting more than 12" from the building wall (sign on east elevation extends 19"; 58% increase)
6. Monument sign area (160 SF permitted, moving existing sign and adding SF to be 173.3 SF; 8% increase)
7. Monument sign height (15' height allowed, moving existing 27'-3" tall monument sign; 80% increase)

Circulation on-site currently requires vehicles to enter on the north side of the parcel and drive one-way around the west, then exit on the south side of the parcel. This allows the driver to be on the correct side for ordering and pickup. Dine-in guests follow the same pattern in an adjacent lane to

park their cars. The proposed design is requesting to remedy a situation where patrons miss the drive thru lane or can't find parking so they drive the wrong way on Tustin Street in order to return to the northern entrance driveway. Basically, some patrons are exiting the parcel and driving northbound in the southbound lane of Tustin Street. This information was provided anecdotally from both the applicant and City employee obseravations on separate occasions. To resolve this, the applicant is proposing to move the freestanding monument to the south corner and in its place, construct a 10' wide return lane that parallels Tustin Street. This issue is not unique to the Orange location. Other McDonald's locations have the same issue and have installed a similar return lane. Photos of two renovated locations with return drive aisles are included as Attachment 3. A 17% Variance is required for the proposed 10' wide return lane because OMC Section 17.34.110 requires a minimum 12' wide lane for a one-way drive aisle.

McDonald's is finding that approximately 70% of their sales are attributed to drive-thru business and at their peak times, queuing can stack onto the street. To solve this problem and allow for greater efficiency, they are proposing a 'split order point system'. Patrons would continue to enter the parcel using the north driveway, similar to how the drive-thru currently operates. On the north side of the building, the drive-thru would be one lane, then on the west side of the building it splits into two lanes to place your order, then goes back to one lane on the south side to pay, pick up, and exit. It would be at the discretion of the patron to choose the outer or inner order lane. These changes to the drive-thru and the kitchen allow the business to serve more people and increase overall sales, while providing more car stacking area.

The existing 3,665 SF building is overparked by today's standards in that 37 spaces are required for the building and 43 spaces are provided. The applicant is requesting to replace the existing building with a 3,796 SF building and provide 34 parking spaces. OMC Section 17.34.060 requires that the proposed 3,796 SF restaurant provide 38 parking spaces; therefore, the applicant is requesting a 12% Variance in order to be underparked by 4 spaces.

OMC Section 17.34.160 requires that commercial properties with 50 or less parking spaces provide a 10'W x 40'L loading zone. McDonald's is requesting to use six (6) parking spaces along the south side of the property line, beginning from the west, as their loading zone. The area would be 14' wide to the closest curb by 64' long and would have pole signs stating that those spaces are a "loading zone- no parking between midnight to 6:00am" when the dining room is closed. The Code allows for the modification of loading zones through the site plan or Conditional Use Permit process; therefore, a Variance is not required.

The applicant intends on demolishing the existing 2,017 SF of landscape and installing 4,577 SF of landscape along the outer edges of the property line and within the setbacks. The application meets the landscaping requirements, except for the number of trees. OMC Section 17.18.060.B requires that the proposal provide 35 trees. The applicant is requesting to provide a total of 22 trees; which requires a 37% Variance. The proposal would keep 3 existing pines in the northwest corner, relocate 4 existing palms on the east property line, and install 15 new trees around the parcel perimeter and drive-thru island.

A comprehensive sign package is part of the proposal for the new building. The wall signs include the text "McDonald's" and the logo on the south and east elevations, and logo only on the north elevation. No signage is proposed on the west elevation. OMC Section 17.36.080 allows only one sign on each elevation; therefore, the applicant is requesting a 100% Variance on the east and south elevations because they are requesting 2 signs on each elevation. Directional signage along Tustin Street will be refaced, while others will be added to guide patrons through the new drive-thru system.

The applicant is proposing to keep the existing freestanding monument sign, but move it to the southeast corner of the site. Although building permits are on record for the existing freestanding monument, the sign loses its legal non-conforming status, because it is being moved from the existing permitted location and additional SF is being added. The existing Orange Municipal Code requires an address on freestanding monuments; therefore, a cabinet with address numbers would be added to the bottom of the sign. The existing freestanding monument does not meet the current sign code for sign area or height. OMC Section 17.36.070 allows freestanding signs a maximum of 160 SF. The proposed sign area is 173.33SF, requiring an 8% Variance. The arches are not included in the sign area because they are considered an architectural feature. The sign is currently 27'-3" tall, while the Code allows a maximum 15' height, requiring an 80% Variance.

Building permit records show that the original building was constructed in the 1960s and then a remodel and addition in the mid 1970's. The building's exterior has retained the same look since the 1970s. The remodel plans showed a basement under the building. It will be backfilled so there will be no basement in the new floor plan. Department staff conducted an exhaustive search for the previous entitlements associated with the 1960's and 1970's building. The OMC in 1954 did not require a CUP for drive-thrus. The next available OMC is from 1972 which required a CUP for drive-thrus. Staff found a reference to the "McDonald's drive-thru restaurant" in a 1964 PC resolution for the property to the north. It is possible that a CUP was not required in the early 1960's when the original drive-thru was constructed and the 1970's remodel maintained legal non-conforming status. The proposed complete demolition and increase of SF eliminates the building's legal non-conforming status. Therefore, the new drive-thru requires a CUP, making the Planning Commission the final determining body.

Development Standards

	Required	**Proposed**	**Code Section**
Building Height	32 Feet, 2-Story	24 Feet, 1-Story	17.18.120
Distance between structures	N/A	N/A-1 building	
Fence height	N/A	N/A-existing	
Floor Area Ratio (FAR)	1.0 FAR	0.12 FAR	General Plan Land Use Map
Landscaping (non-residential)	35 Trees	16 Trees	17.18.160
Loading area (non-residential)	10'X 40'	6 parking spaces	17.34.160

	Required	Proposed	Code Section
Lot size (residential)	N/A	N/A	
Lot frontage	150' existing	N/A-no change	
Lot depth	200' existing	N/A-no change	
Open space, common (residential)	N/A	N/A	
Open space, private (residential)	N/A	N/A	
Open space, useable (residential)	N/A	N/A	
Parking (non-residential)	38	34	17.34.060 (B)
Parking (residential)	N/A	N/A	
Parking, guest (residential)	N/A	N/A	
Setback, Front(east)	10 Feet	26'-1" Feet	17.18.130
Setback, Rear (west)	0 Feet	82'-11.5" Feet	17.18.130
Setback, Side (north)	0 Feet	54'-3.5" Feet	17.18.130
Setback, Side (south)	0 Feet	49'-10.5 Feet	17.18.130

APPLICATION(S) REQUESTED/ REQUIRED FINDINGS

Conditional Use Permit: The applicant is requesting a Conditional Use Permit to allow the operation of a drive-thru window.

Required Findings:

1. A Conditional Use Permit shall be granted upon sound principles of land use and in response to services required by the community.
2. A Conditional Use Permit shall not be granted if it will cause deterioration of bordering land uses or create special problems for the area in which it is located.
3. A Conditional Use Permit must be considered in relationship to its effect on the community or neighborhood plan for the area in which it is located.
4. A Conditional Use Permit, if granted, shall be made subject to those conditions necessary to preserve the general welfare, not the individual welfare of any particular applicant.

Variance: The applicant is requesting a Variance to allow for the increase number of wall signs per elevation, wall signs extending beyond the lateral edges of a building and projecting more than 12" from the building, monument sign area, monument sign height, tree count, number of parking spaces, and width of return drive aisle.

Required Findings:

1. That because of special circumstances applicable to subject property, including size, shape, topography, locations or surroundings, the strict application of the zoning ordinance is found to deprive the subject property of privileges enjoyed by other properties in the vicinity and under identical zone classification.

2. That the variance granted shall be subject to such conditions which will assure that the authorized adjustment shall not constitute a grant of special privilege inconsistent with the limitations upon other properties in the vicinity and zone in which the subject property is located.

Design Review Committee: The applicant is requesting approval of a Design Review Committee application for the architecture and landscape design of the project.

Required Findings:

1. The project design upholds community aesthetics through the use of an internally consistent, integrated design theme and is consistent with all adopted specific plans, applicable design standards and their required findings.

Minor Site Plan Review: The applicant is requesting a Minor Site Plan Review to analyze whether the plans meet the City's development standards for the buildings, utilities, streets, parking, landscape, safety, and overall site design.

Required Findings:

1. The project design is compatible with surrounding development and neighborhoods.
2. The project conforms to City development standards and any applicable special design guidelines or specific plan requirements.
3. The project provides for safe and adequate vehicular and pedestrian circulation, both on- and off-site.
4. City services are available and adequate to serve the project.
5. The project has been designed to fully mitigate or substantially minimize adverse environmental effects.

ANALYSIS/STATEMENT OF THE ISSUES

Issue 1: Architecture

The proposed design removes the existing red tile mansard roof with white stripes and roof top signage. The building will have a flat roof with metal screens to hide the mechanical equipment. The design includes three arches, one on each of the north, south, and east sides. It also includes yellow painted and clear anodized aluminum canopies over the windows and entrances. The building walls will be covered with stucco. The pop out portions of the building will be painted Benjamin Moore "Snow White" with a horizontal reveal. The rest of the building will be painted Benjamin Moore "Dragon's Breath", a deep gray green color with "Shady Lane" accents, a lighter lime green color.

On April 3, 2013, the DRC reviewed the architecture and were satisfied with the building modifications with a few minor revisions to the plans. The DRC meeting minutes are included as Attachment 5.

Issue 2: Drive Thru

McDonald's is finding that approximately 70% of their sales are attributed to drive-thru business and that at their peak times, queuing can stack onto the street. To solve this problem and allow for greater efficiency, they are proposing a 'split order point system'. Currently, circulation on-site requires vehicles to enter on the north side of the parcel and drive one-way around the west and exit on the south side of the parcel. The drive thru window is proposed on the west elevation, similar to the existing configuration. The menu boards would be located at the west side of the building. The existing menu board is approximately 47' from the west property line. The proposed menu board closest to the residences on the west would be 53' from the property line. The new boards will have text summary screens to reduce the amount of noise associated with drive-thrus.

The drive thru lane is appropriate in that it provides an additional food and beverage option to individuals working, living, or traveling in the project vicinity, as one would expect to find on a major commercial arterial. Since drive-thru business is roughly 70% of their business, installation of the split order point system allows for greater efficiency in ordering and queuing, resolving the stacking issue into the street. The project design allows for the menu boards to be farther away from the residences to the west and new technology creates a quieter ordering system.

Issue 3: Return Drive Aisle

The DRC expressed concerns regarding the return drive aisle that would parallel Tustin Street and requested that the Planning Commission analyze the safety of the drive aisle. The DRC meeting minutes are included as Attachment 5. The proposed drive aisle would be 10' wide. OMC Section 17.34.110 requires a minimum 12' wide lane for a one-way drive-aisle; therefore, a 17% Variance is required. The greatest concern was for the patrons driving northbound on Tustin Street, who would turn left into the McDonald's parcel. Those drivers, queuing in the median, are currently required to watch for southbound traffic on Tustin St, vehicles backing out of the parking spaces that line the north property line, and vehicles backing out of spaces along the middle aisle near the freestanding monument. The DRC had concerns that constructing the return drive aisle would create an additional area that the driver turning in would need to pay attention to. Also, the vehicle lights facing northbound in the return lane may confuse drivers in the southbound Tustin St lanes.

McDonald's is proposing to install the return drive aisle to remedy a situation where patrons miss the drive thru lane or can't find parking so they drive the wrong way on Tustin Street in order to return to the northern entrance driveway. In response to the DRC's comments, they have proposed adding a stop sign at the end of the return drive aisle so that right of way is established. Also, the first automobile parking space on the north property line is currently 9' away from the sidewalk on Tustin Street and the spaces in the middle parking row are 8' from the sidewalk. The applicant is proposing to move the first automobile parking space 22' away from the sidewalk. There would be

motorcycle parking installed 15' from the sidewalk. This allows one vehicle to back up and a second vehicle to stack in the driveway behind it. The return drive aisle also eliminates the cars backing up in the drive aisle from the center parking spaces, where the freestanding monument currently stands. The cars driving in the return lane would have greater visibility because they are driving head first and would have to stop at the intersection with the north drive aisle.

McDonald's could make the return drive aisle wider to meet the minimum 12' width; however, it would require losing 2' of required front yard landscaping. The minimum required landscaping for a commercial property is 10' within the front yard setback. The Public Works Traffic Division supported the 10' wide drive aisle during the SRC review process and did not feel it was a safety concern because the vehicles would be driving at low speeds within the parking lot. They suggested that McDonald's plant low landscaping in the area of the vehicular turning radius, but it was not a requirement.

Staff feels that the project design allows for the stacking of vehicles to be safely confined on the subject property and eliminates patrons driving the wrong way on Tustin Street. Photos of other McDonald's locations with the parallel return drive aisle are included as Attachment 3.

Issue 4: Parking

There are currently 43 stalls on-site for the 3,665 SF building; making the property overparked by 6 spaces. The proposed 3,796 SF building requires 38 parking spaces and 34 are proposed. This requires a 12% Variance for the loss of 4 parking spaces.

McDonald's provided a 2-day parking study for a comparable non-remodeled location in Temple City, included as Attachment 6. That location was 3,329 SF and had 39 parking stalls. They determined that the peak parking need was between 12:15pm-12:30pm, where 32 parking spaces were required on the first day and 34 parking spaces on the second day. It has been McDonald's experience that when the split ordering system is installed, the amount of drive-thru traffic increases; therefore, they decreased the proposed dining room SF by 54 SF.

Other reasons for the loss of parking spaces include: the OMC's requirement for motorcycle parking, 5-space bicycle parking, water quality features, and the return drive aisle. If the 10' wide return drive aisle were eliminated, it could be converted into 2 parking spaces that would measure 10' W x 18' L each. However, it would bring the parking spaces closer to the entrance/exit drive aisles, similar to how the site is currently designed.

Staff believes that setting the first automobile parking stall farther back is safer. In the current configuration, cars are parked 9' from the northern property line, and 8' from the sidewalk in the middle parking aisle. The proposed design moves the automobile parking stall 22' from the property line and eliminates parking on the opposite side. Adding a stop sign establishes right-of-way, allowing the drivers turning in to focus on southbound traffic on Tustin St and the cars backing out of the northern parking spaces.

Issue 5: Loading Zone Modification

OMC Section 17.34.160 requires that commercial properties with 50 or less parking spaces provide a 10'W x 40'L loading zone. McDonald's is requesting to use six (6) parking spaces along the south side of the property line, beginning from the west, as their loading zone. The area would be 14' wide to the closest curb by 64' long and would have pole signs stating that those spaces are a "loading zone-no parking between midnight to 6:00am" when the dining room is closed. The Code allows for the modification of loading zones through the Site Plan or Conditional Use Permit process; therefore, a Variance is not required.

Deliveries to the restaurant occur 2 times per week. Only 1 truck delivers to the site on delivery days. The loading zone would be managed through the pole signs and McDonald's staff would place cones along the stalls starting at midnight. The delivery crew will then remove them and place them back into the restaurant after the delivery is made. The existing restaurant does not have a separate loading zone and the proposed new development wishes to continue operating in the same manner.

Staff believes that this is an appropriate modification to the proposal because deliveries occur when the dining room is closed, and less parking is required. The overall proposal includes 34 total parking stalls. Using 6 stalls for a loading zone when the dining room is closed leaves 28 parking spaces available for employees and drive-thru patrons stopping to eat in their cars.

Issue 6: Landscaping

There is 2,017 SF of landscaping currently on the site. The existing trees on the parcel include 4 King Palms, 3 Canary Island Pines, and 1 Indian Laurel; for a total of 8 trees. The applicant is proposing to install 4,577 SF of landscape. The proposal meets the landscape Code requirements within the setbacks, screening the trash enclosure, 10% landscape in the parking areas, and screening parking from the public ROW.

The applicant is proposing to provide 22 trees on-site; however, OMC Section 17.18.060.B requires that the proposal provide 35 trees, thus requiring a 37% Variance. The DRC reviewed plans where the applicant was providing 16 trees, requiring a 54% Variance. The 16 trees included 6 Crape Myrtle trees that are 24" box and 10 African Sumac that were 15 gallon in size. The DRC requested that the applicant keep the 3 existing pine trees in the northwest corner because they are screening the utility poles and also keep 4 palm trees along the east property line. The DRC also requested that the applicant change the proposed tree species to a tree that would grow larger on the north, west, and south property lines. The applicant has modified the plans to show 15 new trees that are all 24" box in size. The trees would include 6 Lavender Trumpet and 9 Magnolia trees. The DRC recommended approval of the tree Variance with these modifications.

Issue 7: Signage

The applicant is requesting to install wall signage, directional signage, and move the existing freestanding monument. The Planning Department staff and the DRC recommend approval of the signage Variances. Below are summaries and an analysis of the proposed signage.

Wall Signs
The applicant is proposing the following wall signs:

Label	**Sign Content**	**Elevation/ lineal length**	**Sign Area (SF)**
A1	McDonald's	East/45'-9"	32.8
B1	Golden Arches Logo	East/45'-9"	10.2
B2	Golden Arches Logo	North/86'-8"	14
A2	McDonald's	South/86'-8"	32.8
B3	Golden Arches Logo	South/86'-8"	14

OMC Section 17.36.080.A permits 1 wall sign per elevation per tenant. The sign plans show 2 wall signs on the south and east elevations, requiring a 100% Variance on each elevation.

OMC Section 17.36.080.B requires that the total area of wall signs per building elevation is limited to one square foot of sign area per lineal foot of that building elevation. Since the east elevation is 45.17 LF a 45.17 SF sign would be permitted. If the 2 wall signs were permitted on 1 elevation, the total SF of the two signs would equal 43 SF, which is under the SF limitation.

OMC Section 17.36.080.C limits the height of a wall sign to 2:3 the height of the vertical surface to which is displayed. Each of the wall signs complies with this requirement.

OMC Section 17.36.080.D requires that all wall signs be installed upon a vertical surface and shall not extend beyond the lateral edges of a building. OMC Section 17.36.080.E does not allow wall signs to project more than 12" from the surface from which it is installed. The McDonald's signs on the east and south elevations extend beyond the lateral edge of the building, requiring a Variance. The sign on the east elevation extends 1'-7" beyond the wall face, requiring a Variance.

Freestanding Monument
The applicant is requesting to keep the existing freestanding monument, but move it to the south east corner of the lot. The current sign location will become a return drive aisle to prevent patrons from driving the wrong way on Tustin Street, plus the applicant does not want cars to drive underneath the sign. The sign in its current location is considered legal non-conforming. However, moving it requires a permit, and therefore, requires the sign conform to current code standards.

Plans show one freestanding monument so it meets the OMC Section 17.36.080.A requirements.

OMC Section 17.36.080.B requires that the maximum area of such signs may be one-half square foot per lineal foot of parcel frontage upon the adjacent arterial street, with a maximum area of 160 SF. The existing sign with the addition of the address number cabinet below would be 173.3 SF, requiring an 8% Variance.

OMC Section 17.36.080.C states that when a parcel frontage measures 100' or more, freestanding signs are limited to a maximum height of 15'. The existing sign is 27'-3" in height; requiring an 80% Variance.

Directional Signs
The applicant is requesting to add new directional signs and reface existing directional signs. OMC 17.36.150.B allows directional signs for the purpose of facilitating or controlling the efficient or safe movement of pedestrians or vehicles on or to private property. They cannot be used for advertising purposes and cannot exceed an area of 6 SF and a height of 42 inches. Below is a summary of the directional signs. All meet the Code requirements.

Label	Sign Content	Elevation	Sign Area (SF)	Height	New/Existing
J	Drive-thru	North	3.9	8"	New sign
K	Any Lane Any Time	West	2.12	1'-6"	New sign
H	Order Here	West	3.58	8"	New sign
W	Order Here	West	3.58	8"	New sign
E	Pay Here	South	2.49	10"	New sign
F	Pick Up Here	South	2.49	10"	New sign
L1	Drive-Thru	NEC of parcel	3.75	1'-3"	Reface Existing
L2	Thank You	SEC of parcel	3.75	1'-3"	Reface Existing

Menu Boards
OMC 17.36.150.C allows menu boards located internal to a private parking facility, such as a drive-through restaurant. There are 2 menu boards (G1 & G2) and a presale board proposed (I) on the west elevation. The proposed menu boards are 40 SF and a total of 6'-5" tall. The existing board is 43.3 SF and 6'-6" tall. The proposed pre-sell board is 11 SF and 6'-9" tall. The existing menu board is approximately 47' from the west property line. The proposed menu board closest to the residences on the west would be 53' from the property line. The new boards will have text summary screens to reduce the amount of noise associated with drive-thrus.

Loading Zone
There are 6 parking spaces that would be designated as a loading area along the southern property line, starting from the west. The applicant proposes to install pole signs that are a total of 8'-6" tall. The sign would be 17" W x 22" H and state, "Loading Zone-No parking between the hours of midnight to 6AM" at the designated spaces. These are the hours when the dining room is closed. The drive-thru would be open 24-hours, similar to current conditions.

ADVISORY BOARD RECOMMENDATION

Staff Review Committee:

The Staff Review Committee reviewed the proposal on December 12, 2012, January 23, 2013, March 6, 2013, and on March 13, 2013 recommended that the project proceed to the DRC subject to conditions. The conditions have been included in the draft resolution prepared for the Commission.

Design Review Committee:

The Design Review Committee reviewed the subject proposal on April 3, 2013. The Committee had comments regarding inconsistencies with the plans, tree type and size, and sign area calculation for the freestanding monument, wall sign raceway, and return drive aisle safety. These issues were discussed in detail above in the Analysis section.

The Design Review Committee recommended approval with conditions by a vote of 5-0 to the Planning Commission regarding the architecture and signage, but requested that the landscape and site plan return prior to the issuance of a Building permit. The conditions have been included in the draft resolution prepared for the Commission.

ATTACHMENTS/EXHIBITS

Attachments to Report:

1. Draft Planning Commission Resolution 21-13
2. Vicinity Map
3. Site Photos (existing site and other renovated locations)
4. Color Palette
5. Design Review Committee Meeting Minutes from April 3, 2013 meeting
6. Parking Study from Temple City location

Exhibits provided to the Planning Commission:

A. Sign Package (date stamped received April 22, 2013)
B. Site Plan, Floor Plan, Details, Color Elevations (date stamped received April 22, 2013)

CC: Bickel Underwood
ATTN: Kate Curtin
3600 Birch Street #120
Newport Beach, CA 92660

File