

ADDENDUM to ORIGINAL MEMORANDUM

TO: Mayor & Council

FROM: Ken Suddreth, Community Development Director
Rusty Martin, AICP, Senior Planner

SUBJECT: Addendum to Zoning Report for Z14-001

DATE: February 20, 2014

Community Development has provided this addendum to the original report to provide analysis of the changes made to the zoning amendment since the February 17, 2014 Mayor and Council meeting. The applicant met with staff on February 6th and 17th to discuss the site. The addendum will provide details and explanation of the proposed changes, as well as staff's recommendations to handle these changes.

Background

At the February 17, 2014, Mayor and Council meeting, the zoning amendment was tabled to the March 3, 2014 meeting to provide the applicant additional time to provide information regarding site design, building architecture and drive-thru information. Community Development met with the applicant on February 6th and 17th to discuss alternate site plans to address staff's concerns regarding building orientation. In addition, the applicant also discussed McDonald's business model with regards to drive-thru business to validate the requested parking reduction. Since the meeting with staff, the applicant has submitted two alternate site plans, a building rendering and information regarding drive-thru business.

Building Orientation

During the February 17, 2014 meeting with Community Development, the applicant provided three variations of the site plan to address staff's concern with the building orientation. The first alternate site plan left the orientation of the building with the drive-thru windows facing South Cobb Drive, but the applicant was able to provide a 3' landscape strip between the drive-thru lane and the drive aisle for the length of the building along South Cobb Drive. This landscape strip would provide small trees and shrubs to screen the cars and soften the side of the building. The second alternate site plan left the orientation of the building with the drive-thru windows facing South Cobb Drive, but the applicant was able to provide 3' landscape strip with screening walls between the drive-thru lane and the drive aisle for the length of the building along South Cobb Drive. The plan would provide architectural screening walls for each drive-thru window. Finally, the third alternate site plan changed the orientation of the building so the drive-thru windows would be located on the rear of the building away from South Cobb Drive. The applicant prefers the first two alternate plans and had concerns for the third plan because of site visibility, access and safety concerns

centered on the ATM. Due to these concerns; the third alternate plan has been excluded from the zoning request. Community Development believes the applicant has done a good job of addressing some of staff's concerns with the alternate plans and these plans are an improvement over the original submittal. Of the two alternate plans, Community Development would **support** the first plan with the landscape strip. This plan allows the drive-thru windows and cars to be screened from South Cobb Drive with landscaping to soften the side of the building.

Parking

The alternate site plans submitted by the applicant do not improve the number of parking spaces provided on site. The applicant is still requesting a parking space reduction from 52 spaces to 43 spaces. However, the applicant has provided drive-thru information for their typical stores. The average amount of business served through the drive-thru window at a typical McDonald's is 65%. That percentage increases to 75% during breakfast hours and decreases to 55% during lunch. A typical store will handle approximately 50 transactions per hour during peak lunch time hours. With 45% of those 50 transactions dining in, the site will only use 22 parking spaces per hour. Therefore, the applicant believes the 43 parking spaces will be more than enough parking to serve this location. Community Development has reviewed this information and agrees with the applicant's assessment. Therefore, Community Development is **supportive** of the requested parking variance. However, this support for the parking variance specifically applies to just this property because it is part of an overall shopping center development and there are alternate parking opportunities adjacent to the site. Community Development does not support this type of variance for other stand alone stores throughout the city.

Signage

The applicant has provided a sign rendering of the proposed ground based monument sign that meets the requirements of the City's Sign Ordinance. They have stated they are in negotiations with the property owner to eliminate one of the approved 150 sq. ft. monument signs in exchange for their monument sign. Community Development has received official word from the property owner that he is in agreement with the elimination of one 150 sq. ft. monument sign in exchange for the McDonald's monument sign. Therefore, Community Development's is **supportive** of the proposed sign variance.

Staff Recommendation

Community Development recommends **approval** of the proposed zoning amendment with the following conditions:

1. The approval of the zoning amendment and the development of site shall be in substantial conformity to the site plan submitted on February 18, 2014, titled "Preliminary Site Plan Option A" and created by Integrity Engineering and Development Services, Inc.
2. The approval of the zoning amendment and building elevations for the site shall be in substantial conformity to the building elevations submitted on December 13, 2013.

3. The applicant shall be allowed one ground based monument sign in accordance with the provisions of the City's Sign Ordinance. This ground based monument sign shall be approved in exchange for the elimination of one of the 150 sq. ft. monument signs for the shopping center approved in Zoning Cases Z09-008 and Z11-009. Approval of the proposed sign shall be conditioned upon the sign being in substantial compliance with the sign rendering submitted February 25, 2014.
4. The approval of the zoning amendment shall be conditioned upon the demolition of the McDonalds at 3414 South Cobb Drive within 60 days of the issuance of the Certificate of Occupancy for the McDonalds at 3240 South Cobb Drive.