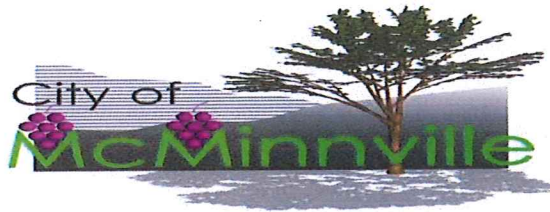


569-20-000651-Plng



231 NE Fifth Street, McMinnville, Oregon 97128  
Phone: 503.434.7311 Fax: 503.474.4955  
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# Planning Department

## Comprehensive Plan/Zoning Text Amendment

**Applicant:**

Name: ALEXANDER TAAM  
Company: FREIHEIT ARCHITECTURE  
Mailing Address: 929 108TH AVE NE  
City, State, Zip: BELLEVUE, WA 98004  
Phone: 425-559-2773 Fax: \_\_\_\_\_  
E-mail: ATAAM@FREIHEITARCH.COM

**Authorized Representative:**

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Mailing Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

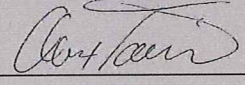
**Property Owner:**

Name: ALBERT PALACIOS  
Company: MCDONALDS COPORATION  
Mailing Address: 2999 OAK ROAD STE 900  
City, State, Zip: WALNUT CREEK, CA 98004  
Phone: 312-485-7551 Fax: \_\_\_\_\_  
E-mail: albert.palacios@us.mcd.com

**Property Owner's Signature:**

Printed Name: Albert Palacios Date: 11/24/2020

**Applicant's Signature:** (if different from Property Owner)

  
Printed Name: ALEXANDER TAAM Date: 11/24/2020

**Site Location and Description:**

Project Address if Available: 225 NE NORTON LN  
Project Location: MCMINNVILLE, OR Total Site Area: \_\_\_\_\_  
Tax Map Number: 422CD01602 Comprehensive Plan Designation: \_\_\_\_\_ Zoning: C-3

**Request:**

The applicant seeks to amend text on Ordinance 4572 that was adopted for the Overlay District to allow additional free-standing signage for business that employ drive-up services

**Project Type:**

Residential       Commercial       Industrial       Other: \_\_\_\_\_

**Incomplete applications will not be processed until all of the required materials are submitted.**

Final action on development application or zone change is required within 120 days in accordance with provisions of ORS 227.175

**Office Use Only:**

File No. 265-20  
Date Received \_\_\_\_\_  
Fee 10823.00  
Receipt No. \_\_\_\_\_  
Received by SP

01.07.2021

McDonald's Remodel  
225 NE Norton Lane  
McMinnville, OR 97128

Planning Department

**McDonald's Zoning Text Amendment:**

The applicant seeks to amend Ordinance 4572 adopted by the Overlay District for the McDonalds at 225 NE Norton Lane, McMinnville, OR 97128. Under section 5B of ordinance 4572 the allowable signage is limited to one free-standing sign per parcel. The applicant is proposing an upgrade to the existing McDonald's drive-thru configuration which would add a second drive-thru lane. With the second drive-thru lane we are proposing the addition of 4 freestanding signs (1 pre-browse board, and 1 menu board per drive-thru service lane) and 2 directional signs. The property is within the 3 Mile Lane Planned Development Overlay District (Ordinance 4131 as amended by Ordinance 4572). Ordinances 4572/4131 contain provisions and regulations for signage for commercial properties within Zone 2 of the Overlay District, which the existing McDonald's property is located in. The applicant is proposing the city to add the following language to ordinance 4572, "Additional freestanding signs are permitted with businesses that employ drive-up service. One such sign, not to exceed 36 square feet in area or six feet in height, is allowed per order station. In addition, one secondary sign, a maximum of 15 square feet in area and five feet in height, is allowed per order station. Any freestanding sign that has copy facing toward a public street shall be located a minimum of 30 feet from that street's property line. Wall mount signs shall be exempt from this." This wording is based off of section 17.62.070(F) of the MMC. Please see our responses below to the amendment criteria listed on the application.

1. The applicant's proposal for additional language allowing more free-standing signs is consistent with McMinnville's Comprehensive Plan Goals as follows:

- **Goal IV #1: To encourage the continued growth and diversification of McMinnville's economy in order to enhance the general well-being of the community and provide employment opportunities for its citizens.**

The proposal is consistent with this goal because the proposed language would allow growth of this restaurant through additional signage supporting a more efficient drive-thru configuration. With the addition of the updated drive-thru more customers will be able to access this restaurant which encourages the continued growth of and diversification of McMinnville's economy.

- **Goal IV #2: To encourage the continued growth of McMinnville as the commercial center of Yamhill county in order to provide employment opportunities, goods, and services, for the city and the county residents.**
  - **Policy 21.03 The city shall support existing businesses and industries and the establishment of locally owned, managed, or controlled small businesses**

The proposed language we seek to adopt would allow continued growth of McMinnville as the commercial center for Yamhill County because it would encourage other businesses to utilize the allowable signage and increase public relations in the area. Other restaurants of the same nature would also have the opportunity to upgrade their drive-up services resulting in providing more services to the city and county residents.



- **Goal IV #3: To ensure commercial development that maximizes efficiency of land use through utilization of existing commercially designated lands, through appropriately locating future commercial lands, and discouraging strip development**
  - **Policy 34.00 The City of McMinnville shall develop and maintain guidelines concerning the size, placement, and type of signs in commercial areas.**

The proposal ensures that the maximum efficiency of land use through the utilization of the existing McDonalds and the existing commercially designated land it is on. Our proposal is based from using the existing restaurant by enhancing the current service with more instances of signage; maintaining size, placement and type of signage in commercial areas. Our proposal is simply to increase the instance quantity of signage drive-thru establishments.

The applicant's proposal for additional ordinance language allowing for more instances of free-standing signs is consistent with McMinnville's Ordinance 4572/4131:

- **Ordinance 4131 Section 1. Statement of Purpose. The City of McMinnville finds that the development of lands on the North and South sides of Three Mile Lane (Oregon Highway 18) is acceptable if provisions are made to integrate the dual functions of the highway as a bypass around the city and a land service arterial for adjacent properties. The City also finds that development along Three Mile Lane is desirable if it is of good quality and design, if the living environment included open spaces, parks, and features buffering of residential uses from the highway. The City recognized, during the comprehensive planning process, that to insure that these concerns are met, proper designations on the McMinnville Comprehensive Plan and Zoning Maps must be made, and, further, that a planner development overlay must be placed over the area establishing specific conditions for development.**

The proposal will allow this McDonalds and any future commercial businesses to better integrate the highway as a bypass around the city. Since this area has a lot of traffic, allowing additional free-standing signs can benefit the surrounding drive-up businesses for a more efficient drive-thru service and reduce traffic congestion. These services will also benefit adjacent properties by preventing traffic congestion and granting better recognition to the land service arterial for all adjacent properties. For this proposal additional landscaping and good quality design have been implemented to meet the development standards for the Three Mile Lane.

- **Ordinance 4131 Section 5. Signs (as amended by Ord. 4572). The following regulations apply to those properties designated as either industrial or commercial on the McMinnville Comprehensive Plan Map and which are located within the area described in Exhibit "A". All signage must be approved by the Three Mile Lane Design Review Committee and may not exceed the maximums established by this section. The Three Mile Lane Design Review Committee may take into account color selection; sign material; relationship to the site and building design; size, form, mass, height, and scale of sign; the sign's location and proximity to existing signs on adjacent parcels; and other sign design elements appropriate to ensuring that the proposed sign is compatible with the objectives of this ordinance. The Three Mile Lane Design Review Committee may require a proposed sign to be redesigned as necessary to make it consistent with the objectives of this ordinance including, but not limited to, restricting the size and height of the sign, its location, form, color, and material.**

The proposal is asking to revise the language of ordinance 4572 for the allowance for more instances of free-standing signage in the area. The additional signage we are proposing to install on our site has been designed to match the sleek and modern design of the existing McDonalds restaurant. The signs will be seamlessly integrated onto the property with additional landscaping to meet local standards.

2. Given the current status of the nation more people are turning toward services that minimize human contact. Allowing additional signage to this drive-thru would fulfill the public's need for a safe delivery method of food. Ultimately the allowance for more signage at business with drive-up services would also allow for a more positive customer experience.
3. Comparing to other available properties is not applicable as this project is not evaluating alternative properties; our goal is to improve the existing drive-thru restaurant by increasing ease of the customer experience by providing a more efficient method of ordering and receiving food, the proposed additional signage will support that effort.



**Alexander Taam**

Architectural Designer

**FREIHEIT Architecture** | 425-827-2100