

Ordinance No. 5101, and 5102

**Adding a Second Drive-Thru Lane to
the McDonalds on Norton Lane**

CITY COUNCIL, 03.09.21



Land-Use Applications

- **Planned Development Overlay Text Amendment (Zoning Text Amendment, Docket ZC 2-20)**
- **Three Mile Lane Design Review (Docket TML 2-20)**

Bundled as one package.

City Council is the Decision-Making Body

Recommendation from Planning Commission to Approve (February 18, 2021 meeting)

CITY COUNCIL, 03.09.21



City Council Process

Per the MMC, City Council can:

Vote on the recommendation of the Planning Commission;

or

Ask for a public hearing to hear additional evidence to make an informed decision.

120 Day Clock Deadline = May 22, 2021

CITY COUNCIL, 03.09.21



Project Request

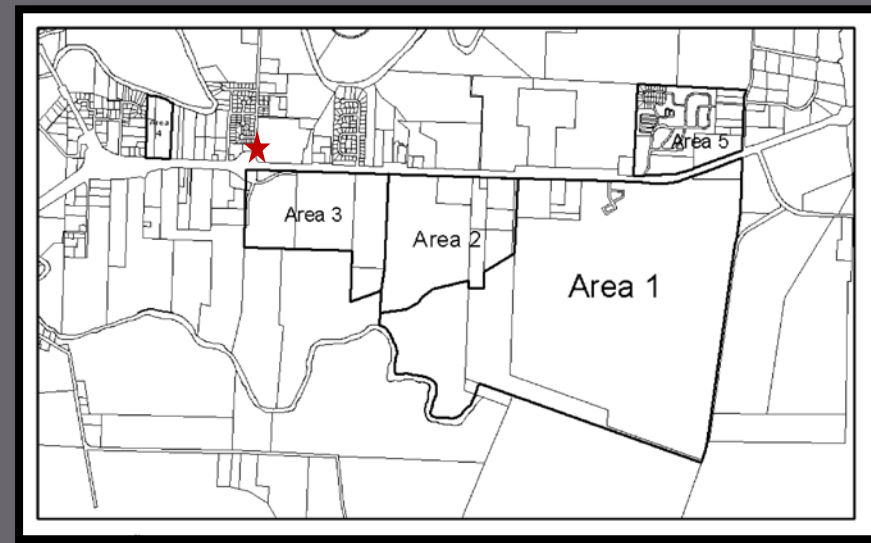
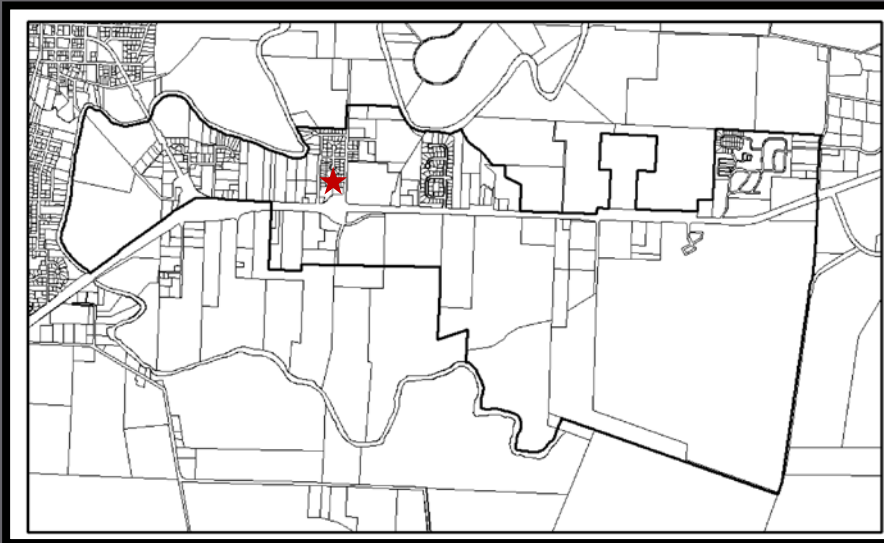
- **The Three Mile Lane Planned Development Overlay Ordinance (No. 4131 as amended by 4172) limits free standing signage on commercial parcels in Zone 2 of the Three Mile Lane Overlay District.**
- **Request: Amend the planned development overlay ordinance for Zone 2 to allow additional freestanding signs for businesses that employ drive-up service – amendment would be similar with City’s sign code.**

CITY COUNCIL, 03.09.21



ZC 2-20: REQUEST

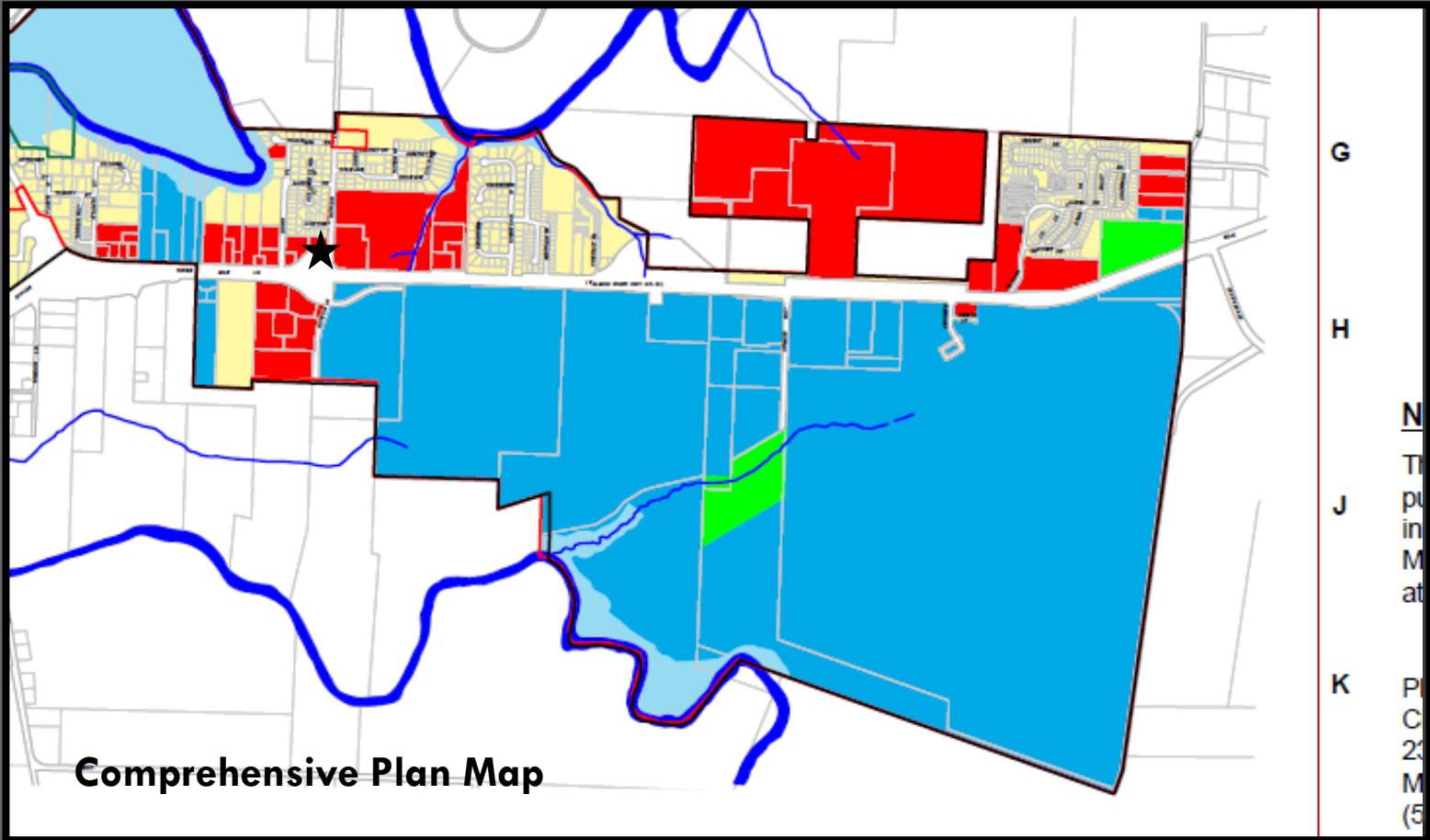
ORDINANCE NO. 4131: Adopted in 1981. Created a PD Overlay for Three Mile Lane Area. Amendment of the Three Mile Lane Planned Development Overlay Ordinance (Ord. No. 4131 as amended by Ord 4572)



CITY COUNCIL, 03.09.21



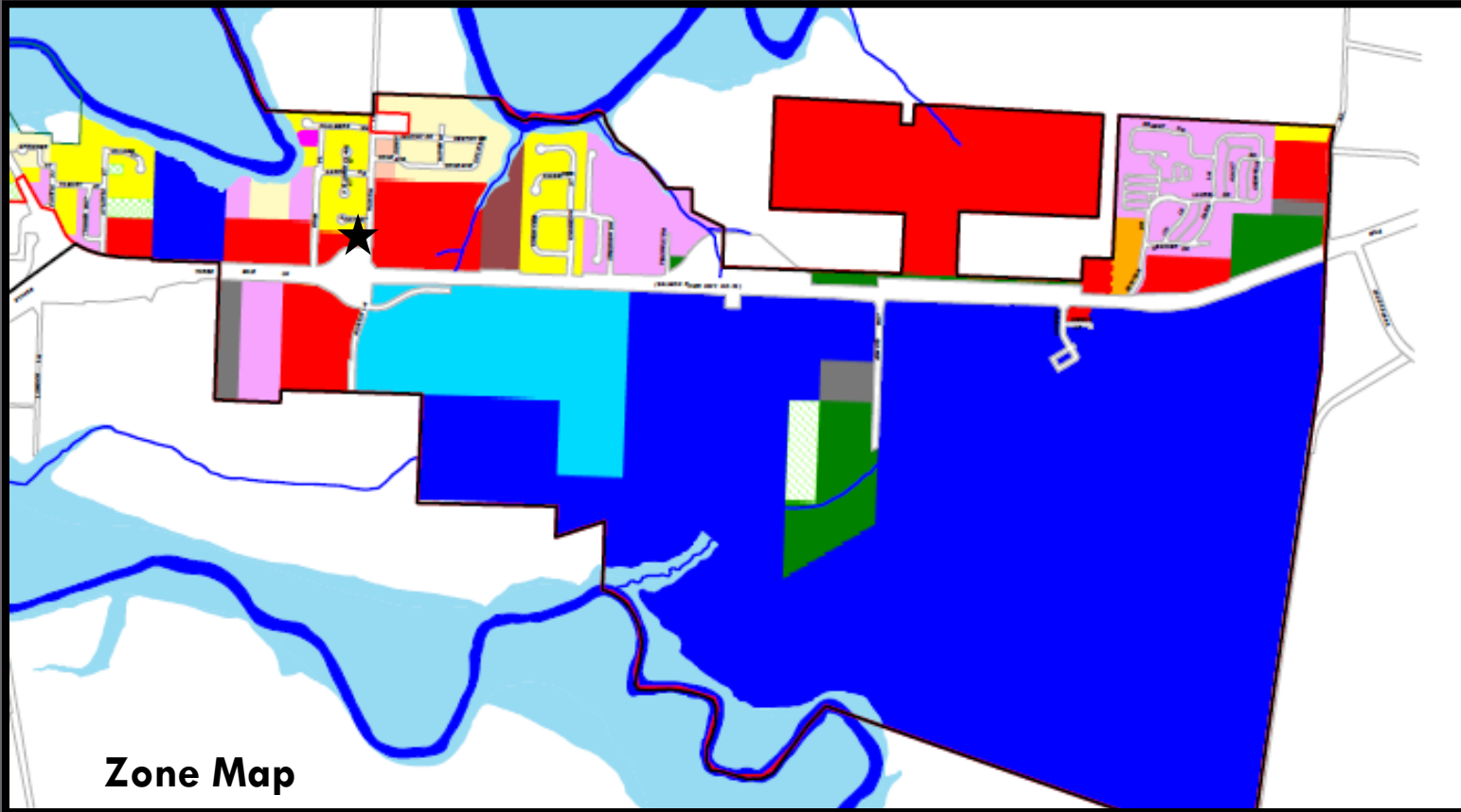
ZC 2-20: REQUEST



CITY COUNCIL, 03.09.21



ZC 2-20: REQUEST

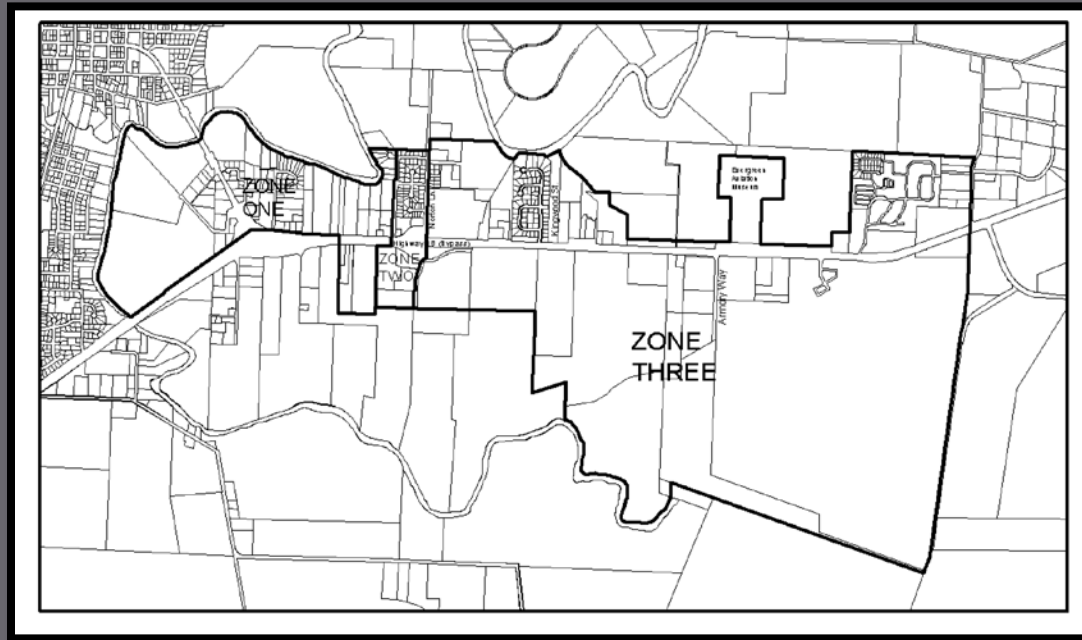


CITY COUNCIL, 03.09.21



ZC 2-20: REQUEST

ORDINANCE NO. 4572: Adopted in 1994. Created three zones within the PD overlay. Amended Ordinance No. 4131 by supplanting Section 4 with new development standards and Section 5 with new signage standards for the three new respective zones in the PD overlay.

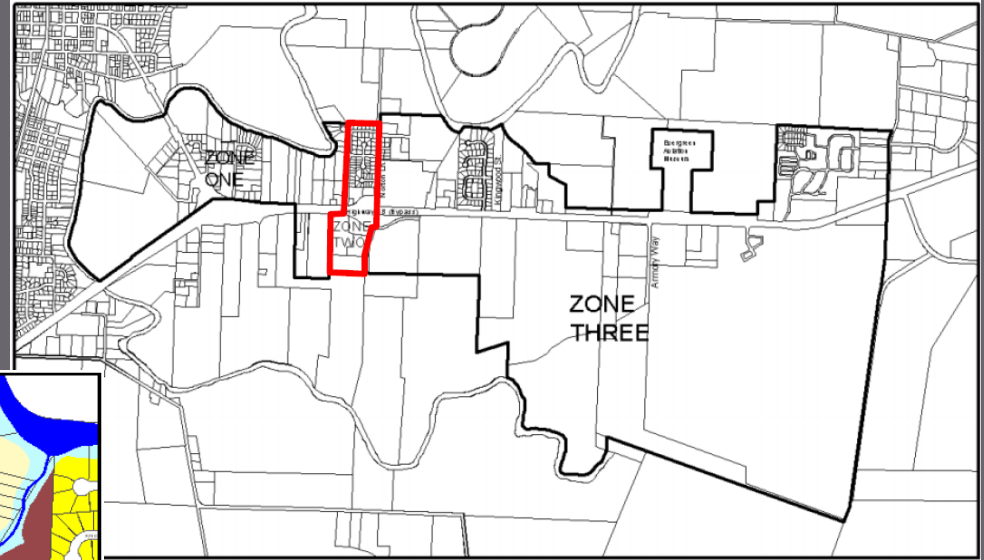
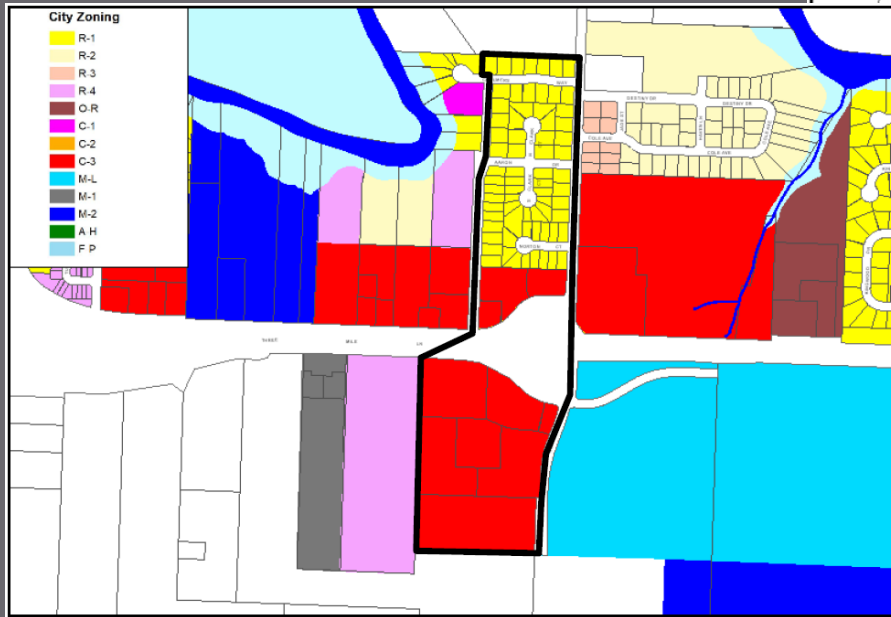


CITY COUNCIL, 03.09.21



ZC 2-20: AFFECTED AREA

Three Mile Lane Zone 2: Zoning



Three Mile Lane Overlay District: Zones

CITY COUNCIL, 03.09.21



ZC 2-20: REQUEST

Proposal: Amend Section B of Ord. No. 4572 to add #7 as shown below. Section B regulates signage on commercial and industrial properties within Three Mile Lane Zone 2

Section B of Ordinance No. 4572, Add #7:

“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 thirty (30) feet from that street’s property line. Wall mount signs shall be exempt from this.”

CITY COUNCIL, 03.09.21



ZC 2-20: WHY?

Language in Ordinance No. 4572 is dated (originates in 1994) and does not allow for modern utility of drive-thru restaurants.

Proposed language is taken directly from MMC Section 17.62.070(F), Signage Chapter of the Zoning Ordinance (Development Code), which was added to the signage chapter in 2016.

Chapter 17.62 does not apply to Three Mile Lane Overlay

Three Mile Lane Overlay

- Last updated in 1994
- Allows one freestanding sign per commercial or industrial property
- Restricts expansion of drive-thru services reliant on signs

CITY COUNCIL, 03.09.21



ZC 2-20: CRITERIA

Criteria developed in accordance with MMC Section 17.72.020(G) “Other materials deemed necessary by the Planning Director to illustrate compliance with applicable review criteria, or to explain the details of the requested land use action.”

1. The proposed change is consistent with the relevant goals and policies of the McMinnville Comprehensive Plan and this code.
2. There is a public need for a change of the kind in question.
3. The need will be best served by changing the classification of the particular piece of property in question as compared with other available property.

CITY COUNCIL, 03.09.21



ZC 2-20: CRITERIA

1. The proposed change is consistent with the relevant goals and policies of the McMinnville Comprehensive Plan and this code.
 - Proposal consistent with Comp. Plan Chapter IV: Economy
 - Proposal consistent with Purpose and Policies of Three Mile Lane Planned Development Overlay
 - Proposal consistent with Planned Development Amendment criteria in Section 17.74.070

CITY COUNCIL, 03.09.21



ZC 2-20: CRITERIA

2. There is a public need for a change of the kind in question.
- Public demand for (contactless) drive-thru services and digital ordering/pick-up has increased during the COVID-19 pandemic
 - Proposed text amendment allows businesses flexibility to respond to changing public demand

CITY COUNCIL, 03.09.21



ZC 2-20: CRITERIA

3. The need will be best served by changing the classification of the particular piece of property in question as compared with other available property.
- Relocation of existing uses that employ drive-thru services to property outside of the Three Mile Lane Overlay District to be able to expand services with additional signage is not practical

CITY COUNCIL, 03.09.21



ZC 2-20: PC RECOMMENDATION

PC voted unanimously to recommend approval of Zoning Text Amendment ZC 2-20

CITY COUNCIL, 03.09.21



TML 2-20: REQUEST

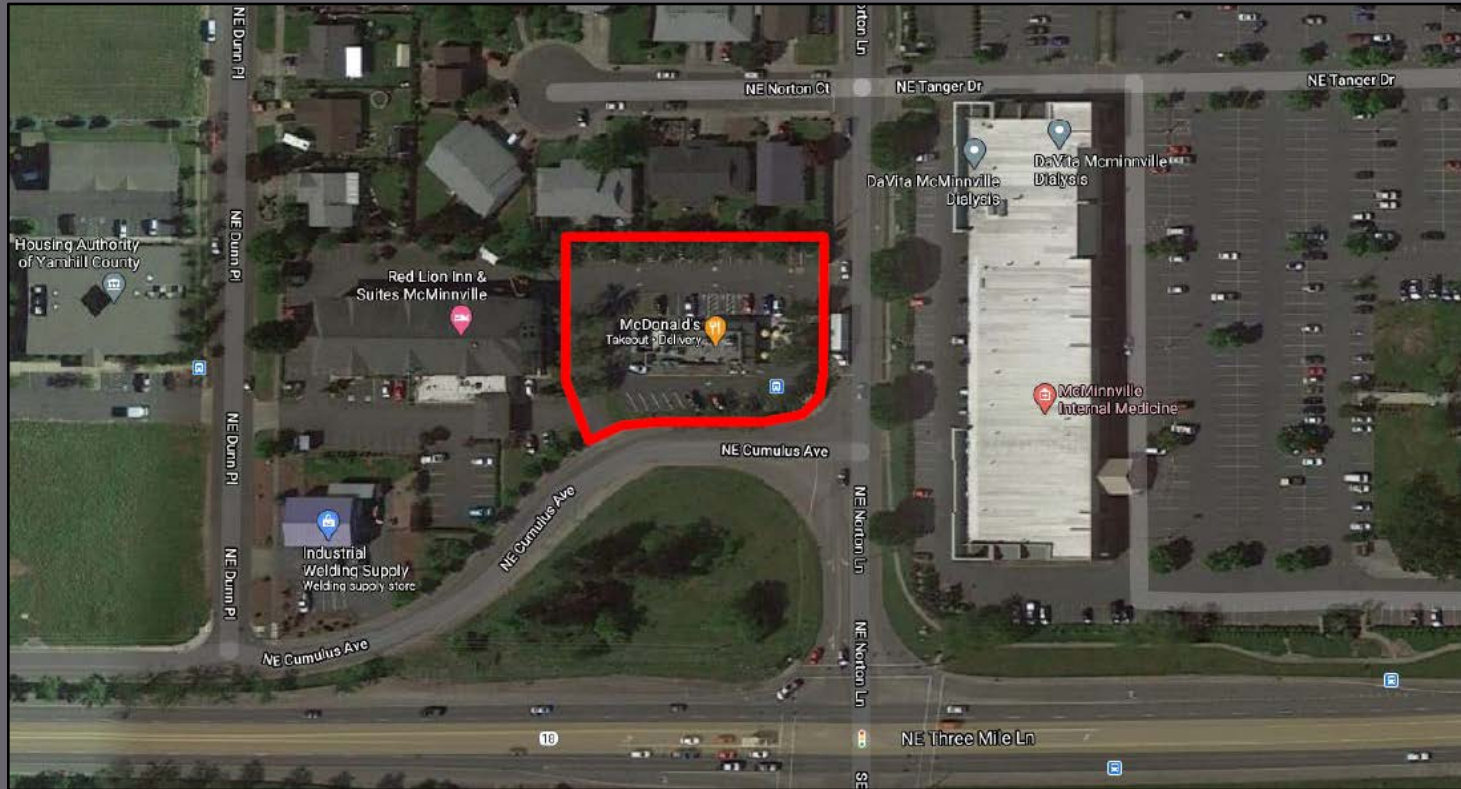
Request: Approval of Three Mile Lane Development Review for the addition of a second drive-thru service lane and associated signage at a McDonald's restaurant in the Three Mile Lane Overlay District

- **Contingent upon approval of Zoning Text Amendment ZC 2-20**

CITY COUNCIL, 03.09.21



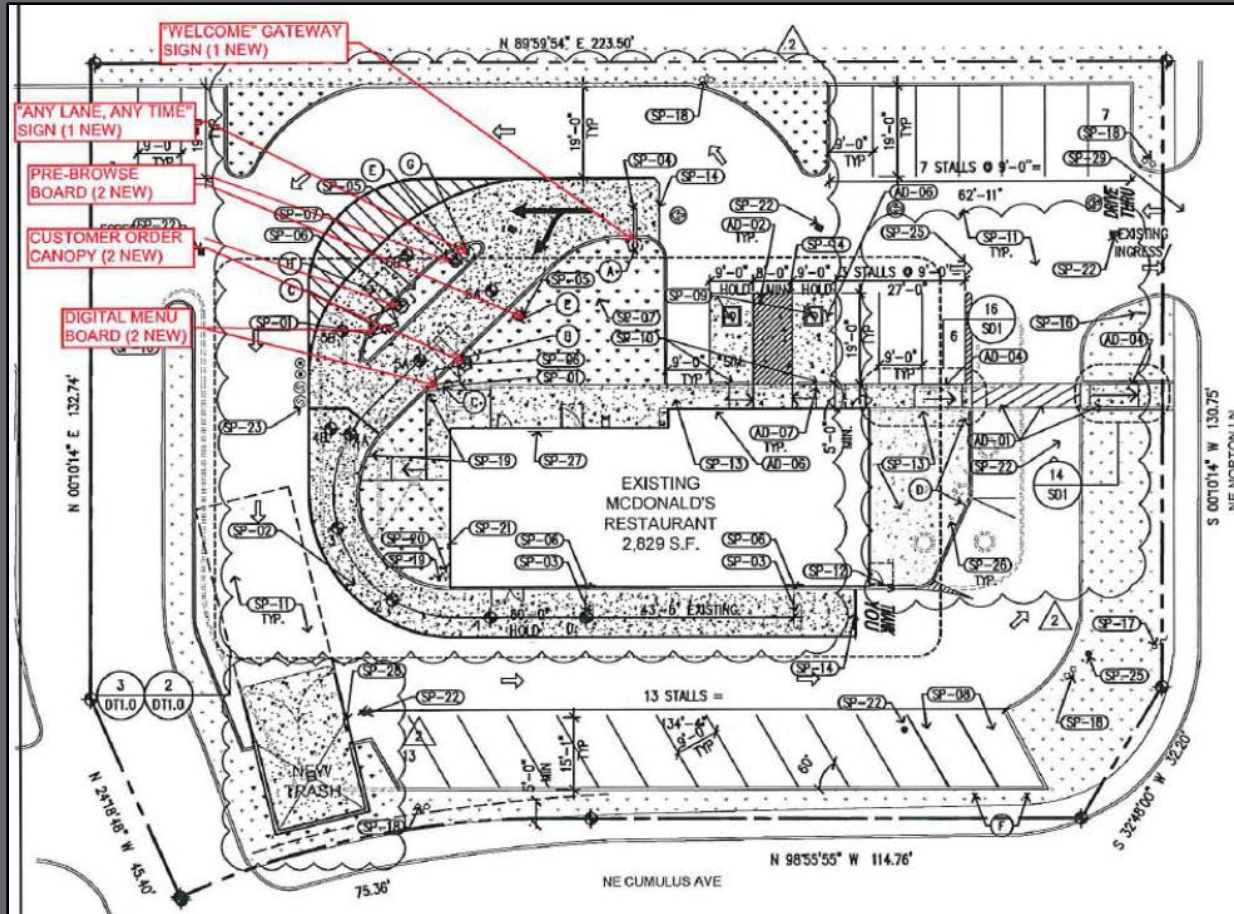
TML 2-20: EXISTING SITE



CITY COUNCIL, 03.09.21



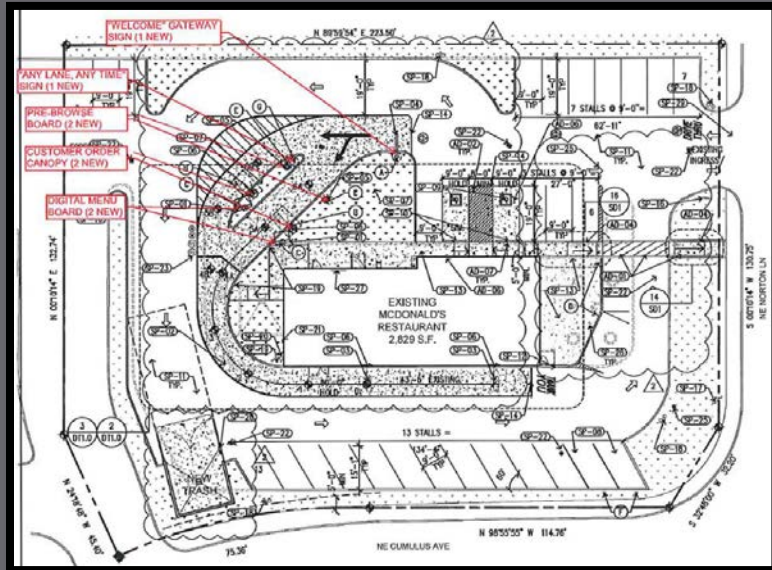
TML 2-20: PROPOSED SITE PLAN



CITY COUNCIL, 03.09.21



TML 2-20: PROPOSED SITE PLAN



2 Drive-Thru order stations and associated signage

- 2 Directional Signs
- 1 Pre-Browse Board per order station
- 1 Menu Board per order station

Reduction of parking to accommodate site circulation

- 49 existing stalls, 26 proposed, 14 required

Relocated solid waste enclosure

New landscaping

- Landscape plan (L 30-20) approved by Landscape Review Committee

CITY COUNCIL, 03.09.21



TML 2-20: PROPOSED SIGNAGE



Gateway Sign (Incidental Directional Signage)

- Exempt per Section 5(B)(3) of 3ML Overlay



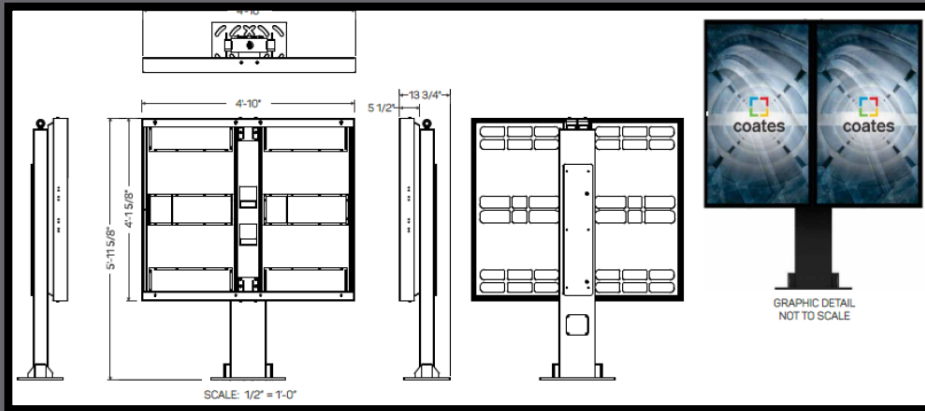
Any Lane Any Time Sign (Incidental Directional Signage)

- Exempt per Section 5(B)(3) of 3ML Overlay

CITY COUNCIL, 03.09.21

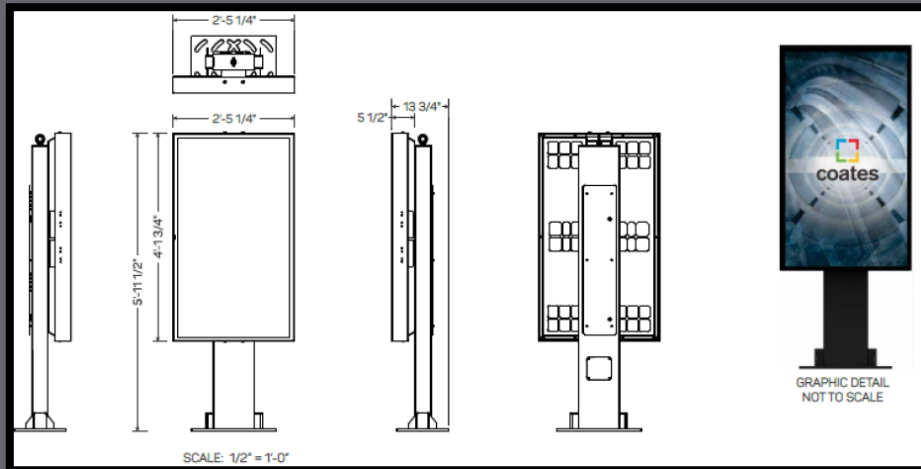


TML 2-20: PROPOSED SIGNAGE



Digital Menu Board

- Add'l signage allowed by ZC 2-20
- Meets height & area standards



Digital Pre-Browse Board

- Add'l signage allowed by ZC 2-20
- Meets area standard
- Exceeds height standard (5')
 - Condition of Approval to limit max. height to 5'

CITY COUNCIL, 03.09.21



TML 2-20: PUBLIC TESTIMONY

2/1/21 email from Dorothy McQueen citing concerns about increased parking lot traffic and questioning if McDonald's is improving fence along north property line

Staff Response: The northern property line of the McDonald's property has an existing mature hedge that creates a solid screen in front of a solid wooden fence that appears to be in fair condition.

CITY COUNCIL, 03.09.21



TML 2-20: PUBLIC TESTIMONY

Oral Testimony at the PC Meeting:

- **Linda O'Hara, testified about concerns that the development would infringe on adjacent properties. Was more comfortable after learning about the project and felt that it was needed.**
- **Haley (Last Name ?), Supportive**
- **Mark Davis, Concerned that the second drive-thru would generate more traffic which would then create traffic issues In Highway 18 at the Norton Lane intersection.**

CITY COUNCIL, 03.09.21



TML 2-20: Traffic Impact

Traffic modeling is based upon comprehensive plan designation – of which this use is an allowed use in the comprehensive plan designation and accommodated for in the transportation model.

TSP is determined based on comprehensive plan designation and zoning map designation. If there is an “upzone” than a traffic impact analysis is requested for intersection impact.

ODOT received a copy of the proposal and did not provide any comments.

CITY COUNCIL, 03.09.21

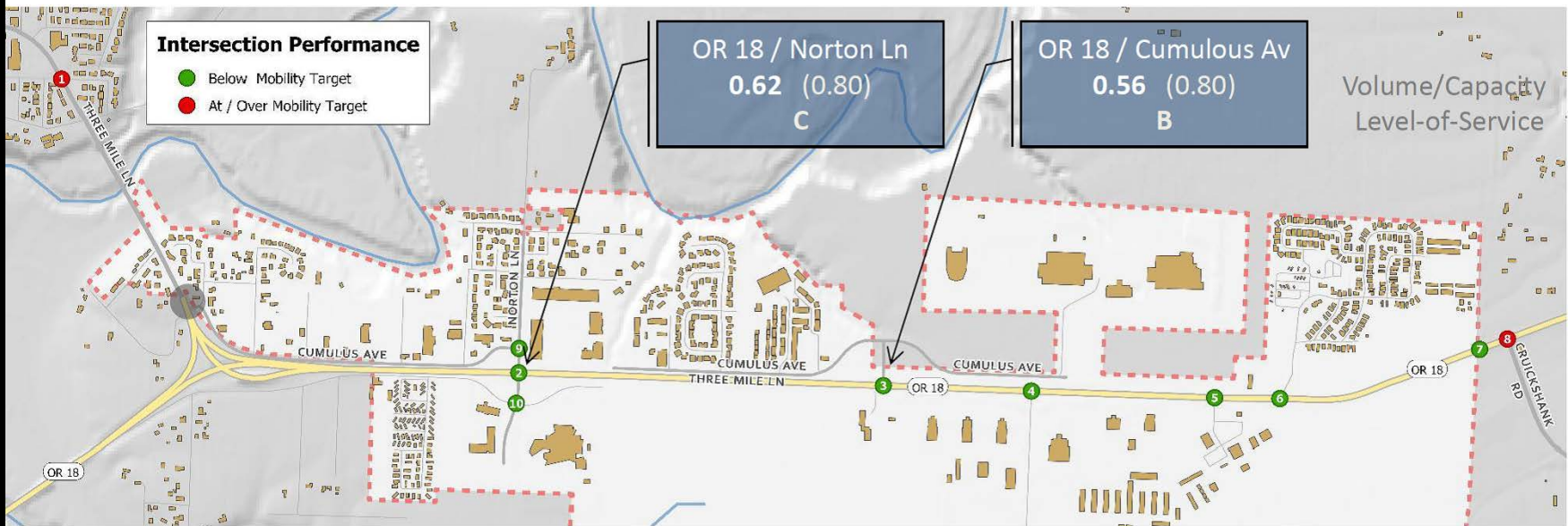


TML 2-20: Traffic Impact

Vehicle System



Intersection Traffic Operations – P.M. Peak Hour



March 14, 2019

Citizen Advisory Committee Meeting #1

31

CITY COUNCIL, 03.09.21

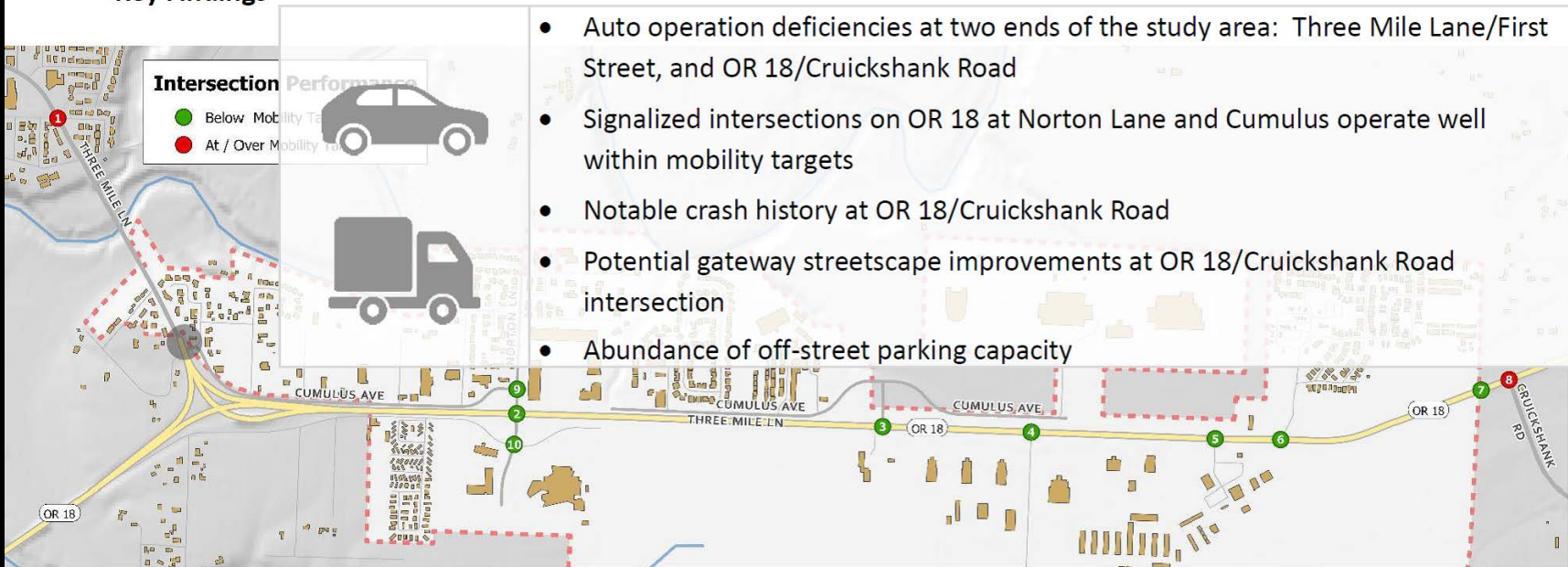


TML 2-20: Traffic Impact

Vehicle System



Key Findings



March 14, 2019

Citizen Advisory Committee Meeting #1

33

CITY COUNCIL, 03.09.21



TML 2-20: PC RECOMMENDATION

PC voted unanimously to recommend approval of the Three Mile Lane Design Review for TML 2-20.

CITY COUNCIL, 03.09.21



City Council Process

Per the MMC, City Council can:

Vote on the recommendation of the Planning Commission;

or

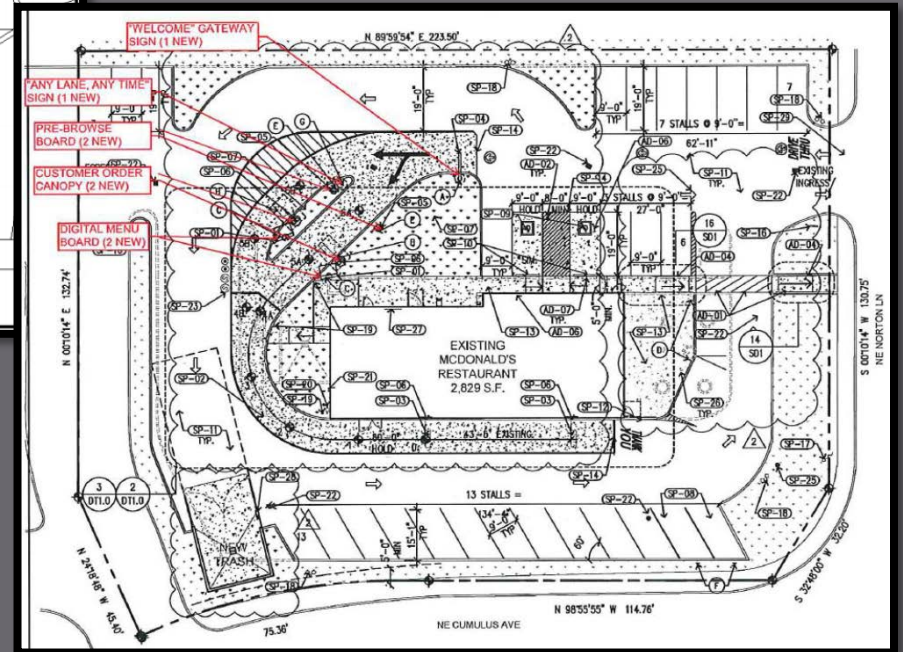
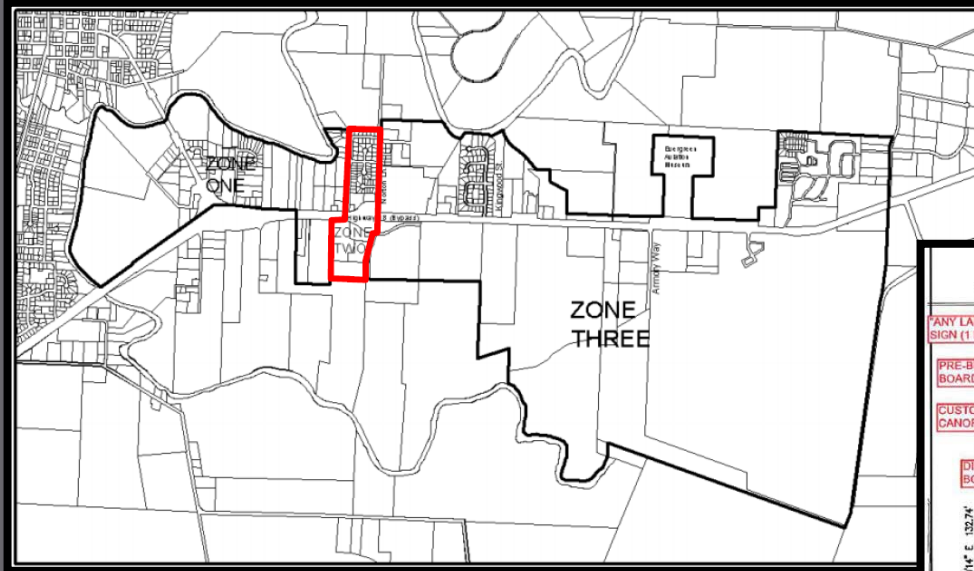
Ask for a public hearing to hear additional evidence to make an informed decision.

120 Day Clock Deadline = May 22, 2021

CITY COUNCIL, 03.09.21



QUESTIONS?



CITY COUNCIL, 03.09.21

