

Zoning Text Amendment (ZC 2-20)

Three Mile Lane Planned Development Overlay
Ordinance Nos. 4131 & 4572

PLANNING COMMISSION. 02.18.21



Zoning Text Amendment (ZC 2-20)

Three Mile Lane Planned Development Overlay
Ordinance Nos. 4131 & 4572

Three Mile Lane Development Review (TML 2-20) 225 NE Norton Lane

Planning Commission – Public Hearing
February 18, 2021

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ZC 2-20: REQUEST

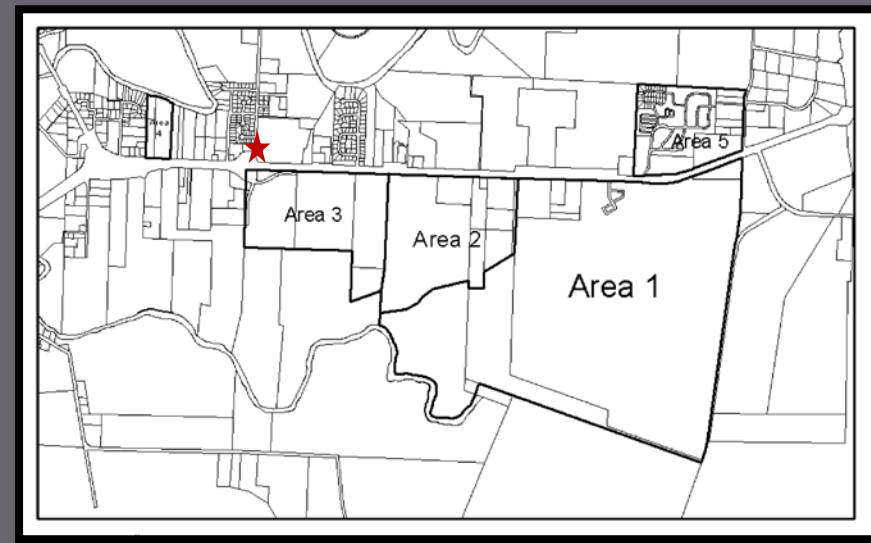
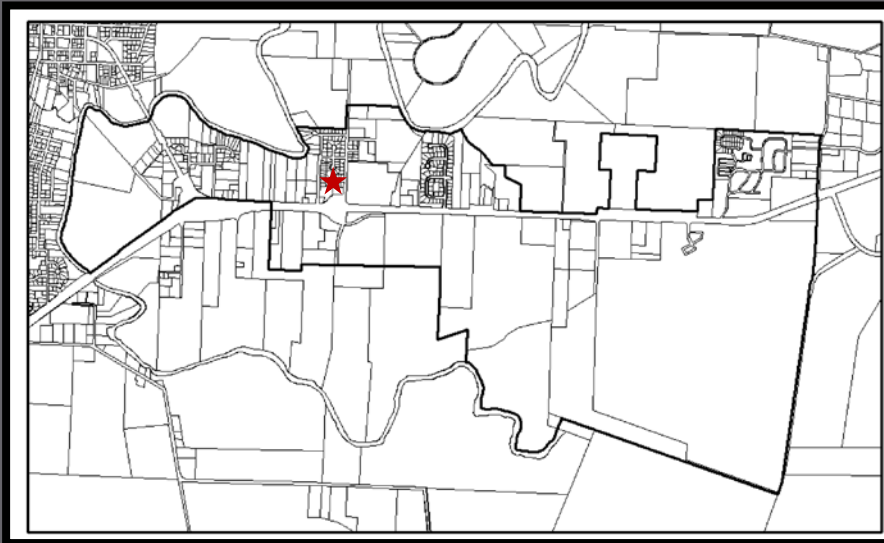
- **Amendment of the Three Mile Lane Planned Development Overlay Ordinance (Ord. No. 4131 as amended by Ord 4572)**
- **Proposal would allow additional freestanding signs for businesses that employ drive-up service within Zone 2 of the Overlay District.**

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ZC 2-20: REQUEST

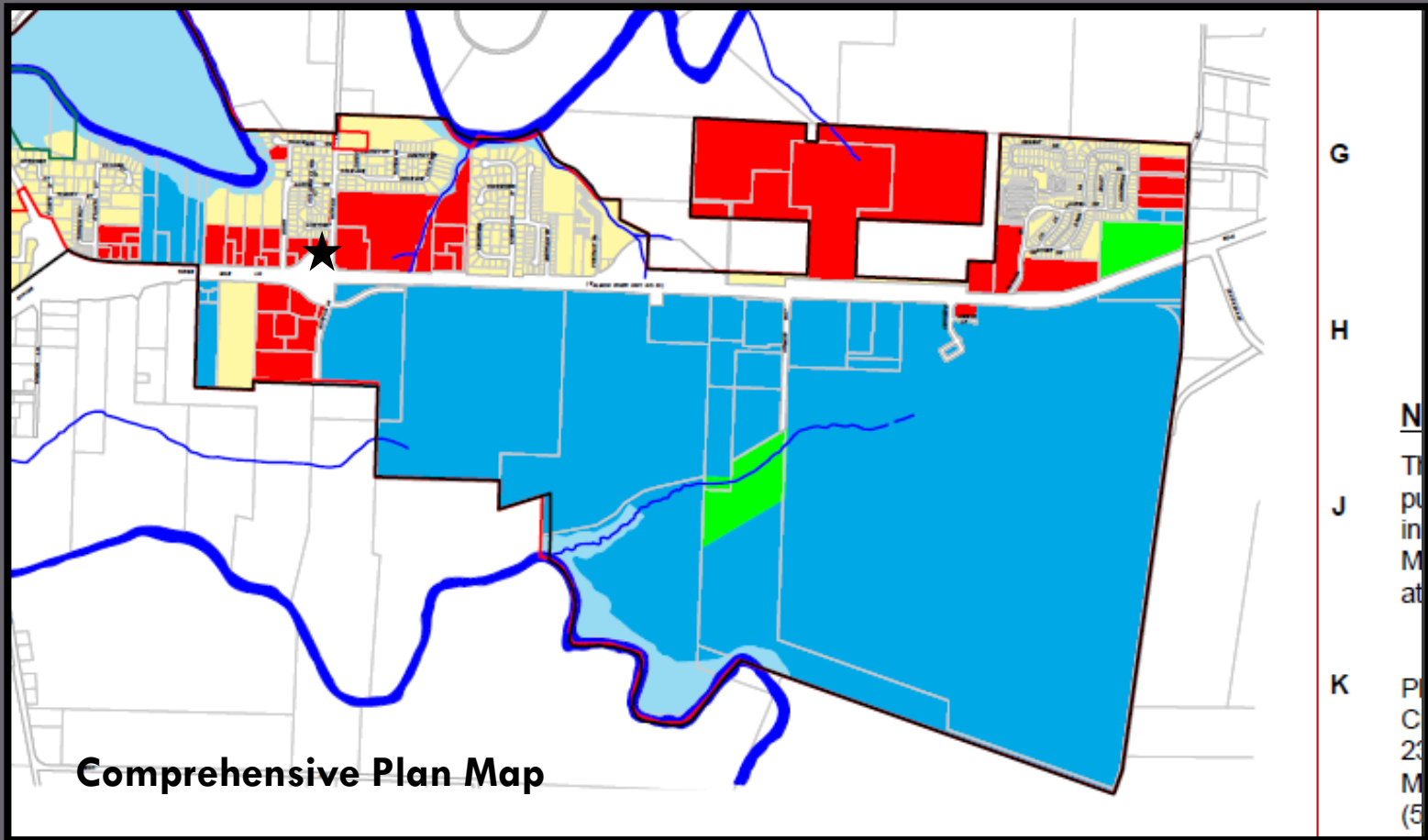
ORDINANCE NO. 4131: Adopted in 1981. Created a PD Overlay for Three Mile Lane Area. Amendment of the Three Mile Lane Planned Development Overlay Ordinance (Ord. No. 4131 as amended by Ord 4572)



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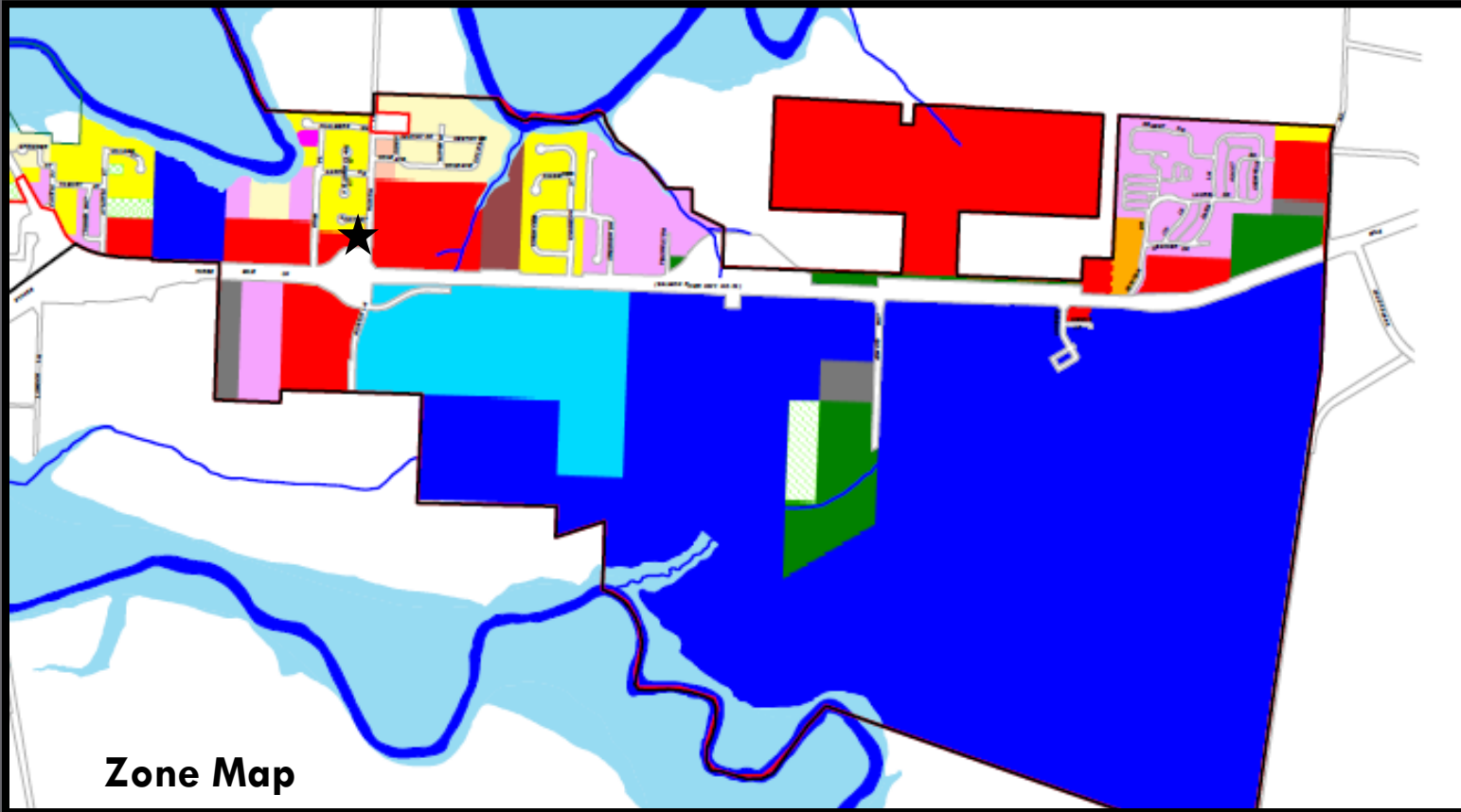
ZC 2-20: REQUEST



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ZC 2-20: REQUEST

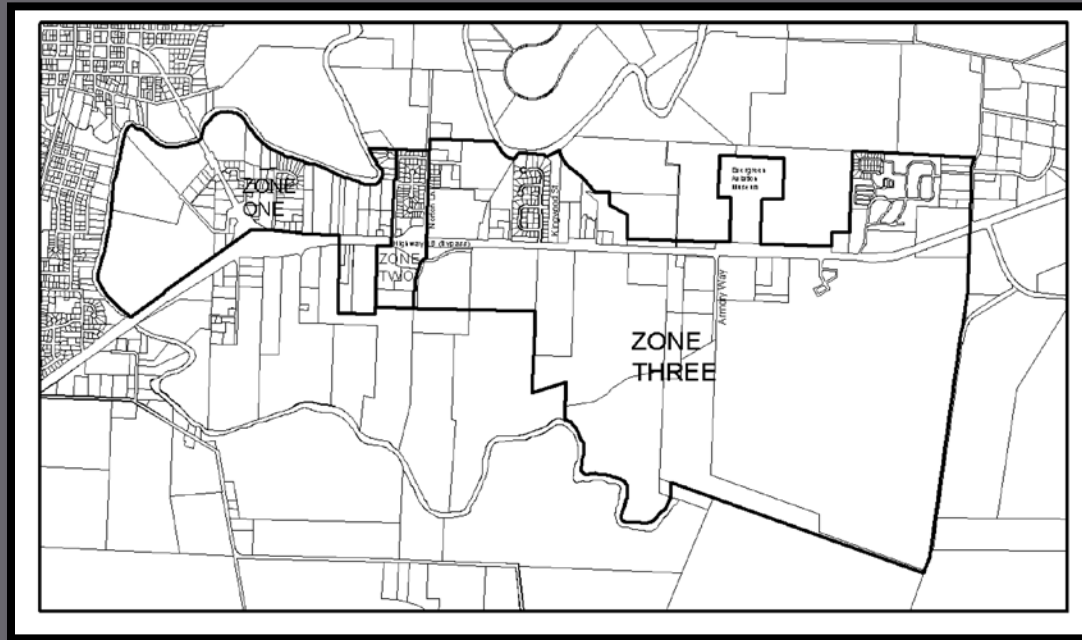


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ZC 2-20: REQUEST

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.

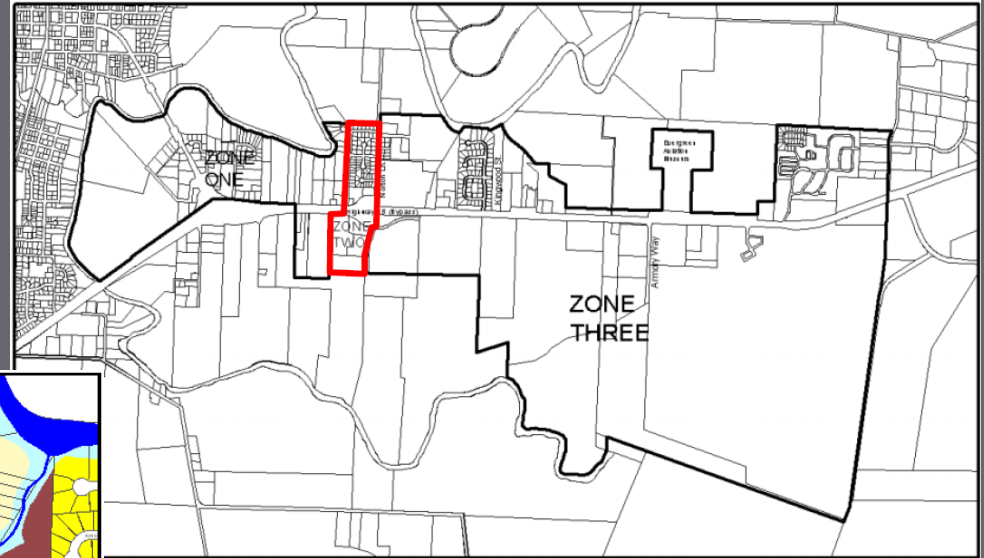
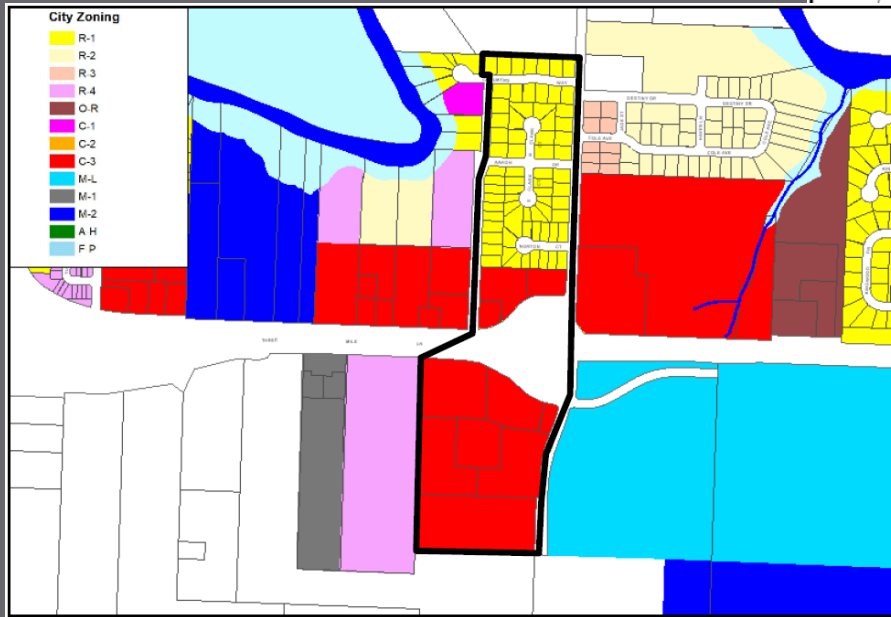


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ZC 2-20: AFFECTED AREA

Three Mile Lane Zone 2: Zoning



Three Mile Lane Overlay District: Zones

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ZC 2-20: REQUEST

Proposal: Amend Section 5B of Ord. No. 4572 to add #7 as shown below. Section 5B regulates signage on commercial and industrial properties within Three Mile Lane Zone 2

Section 5B 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.”

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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

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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.

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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

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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

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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

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ZC 2-20: STAFF RECOMMENDATION

- Staff recommends approval of Zoning Text Amendment ZC 2-20
- Planning Commission makes a recommendation of approval to City Council for final action

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TML 2-20: REQUEST

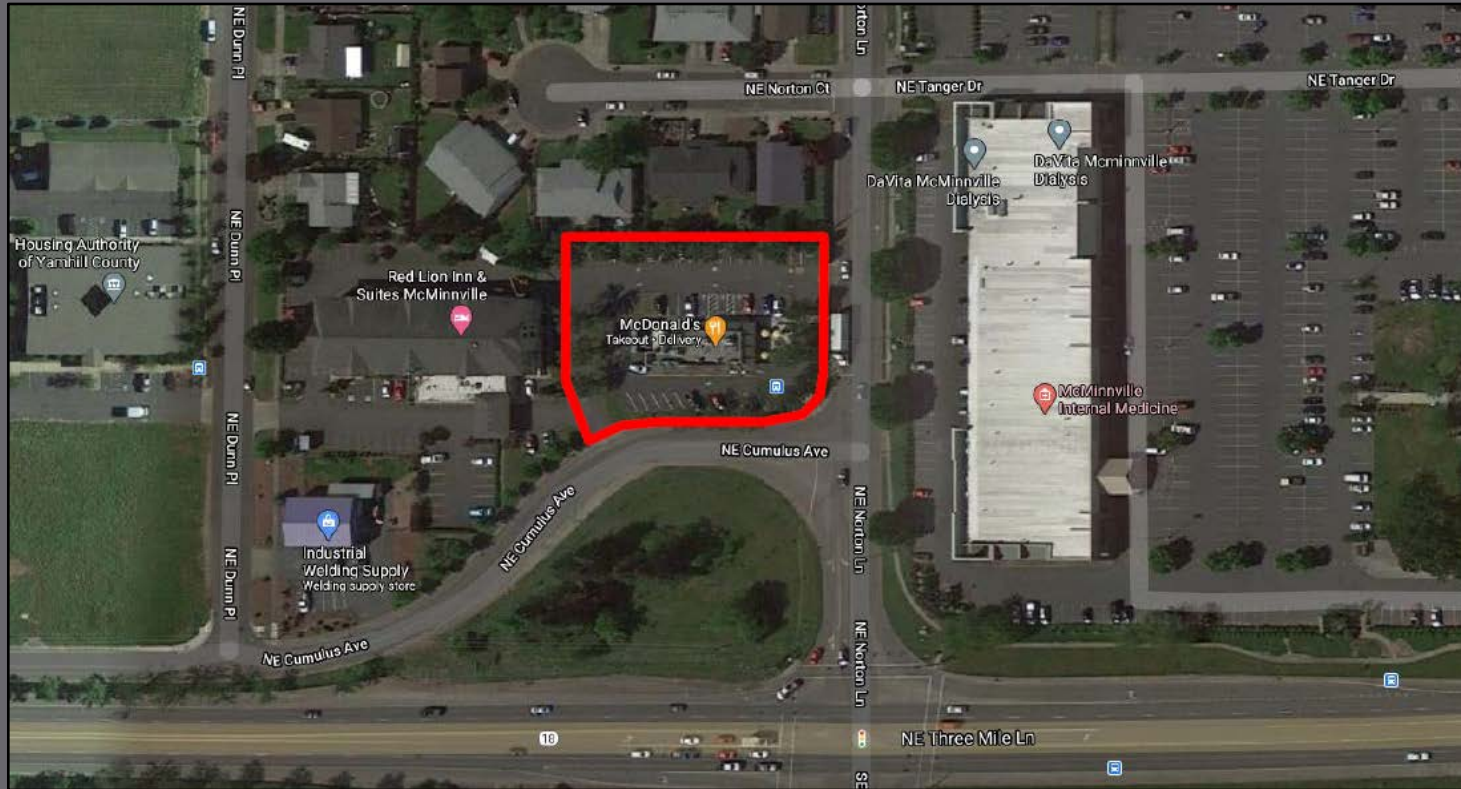
Request: Approval of Three Mile Lane Development Review for the addition of a second drive-thru service lane and associated signage at a McDonald's restaurant in the Three Mile Lane Overlay District

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

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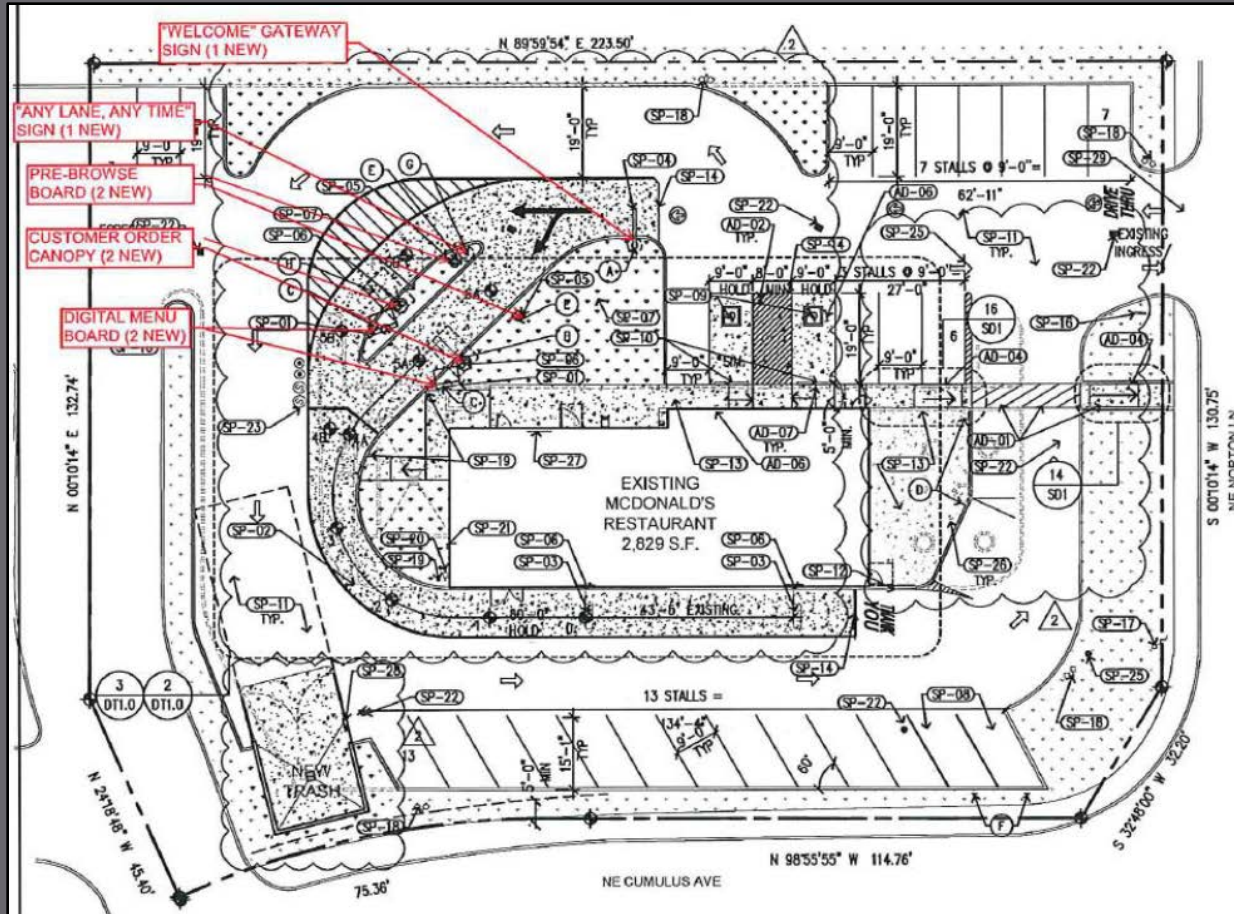
TML 2-20: EXISTING SITE



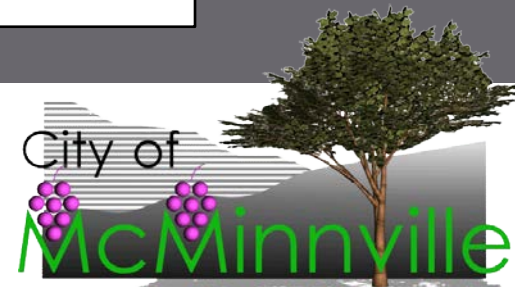
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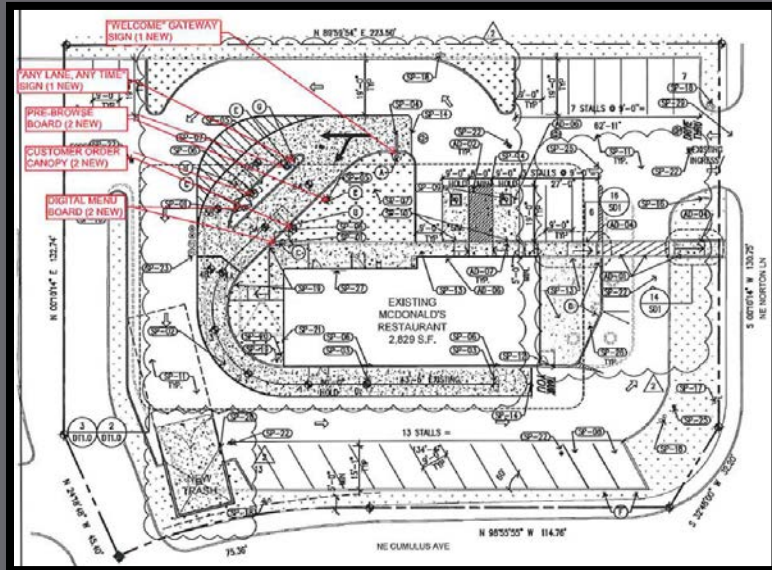
TML 2-20: PROPOSED SITE PLAN



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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

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TML 2-20: PROPOSED SIGNAGE



Gateway Sign (Incidental Directional Signage)

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



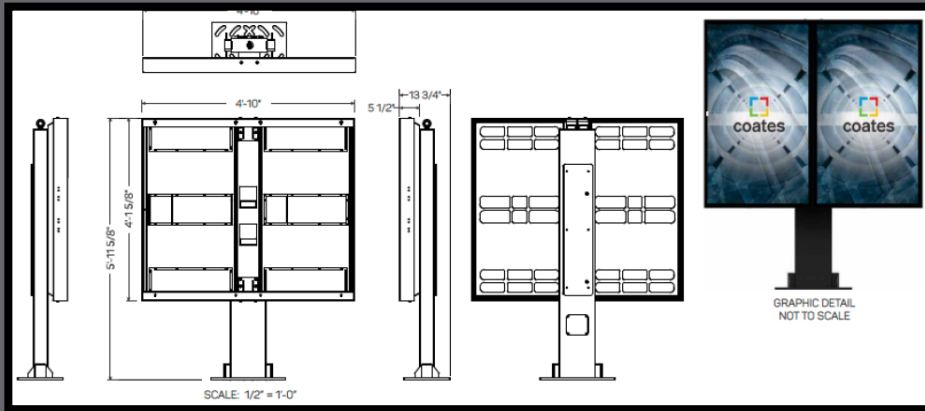
Any Lane Any Time Sign (Incidental Directional Signage)

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

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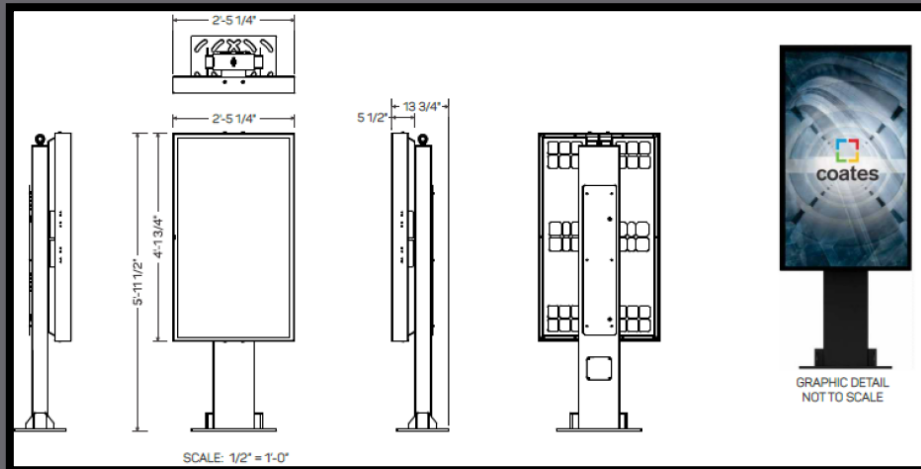


TML 2-20: PROPOSED SIGNAGE



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'

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TML 2-20: AGENCY COMMENTS

Sent to the following agencies for comments:

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.

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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.

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TML 2-20: STAFF RECOMMENDATION

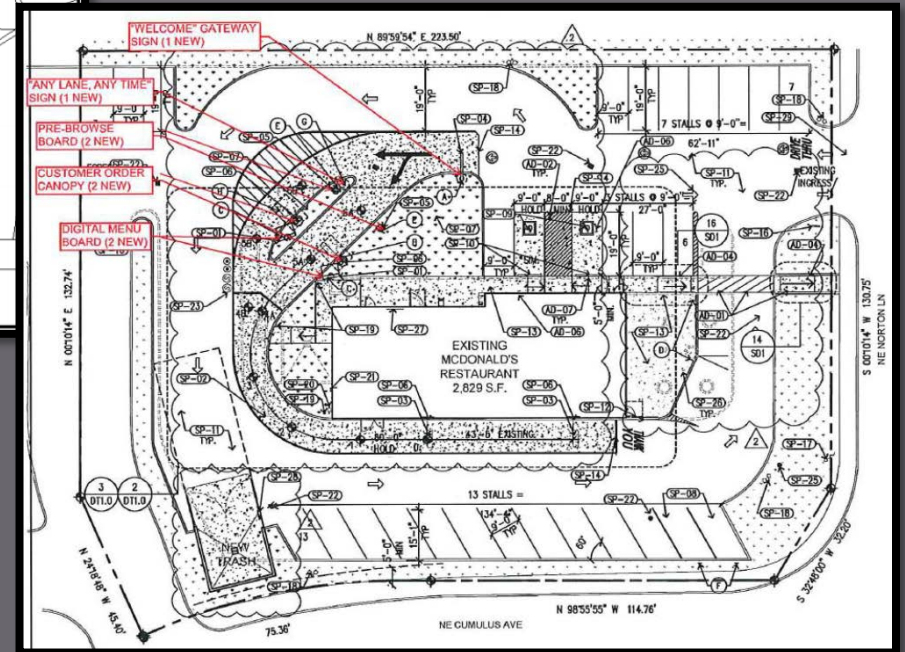
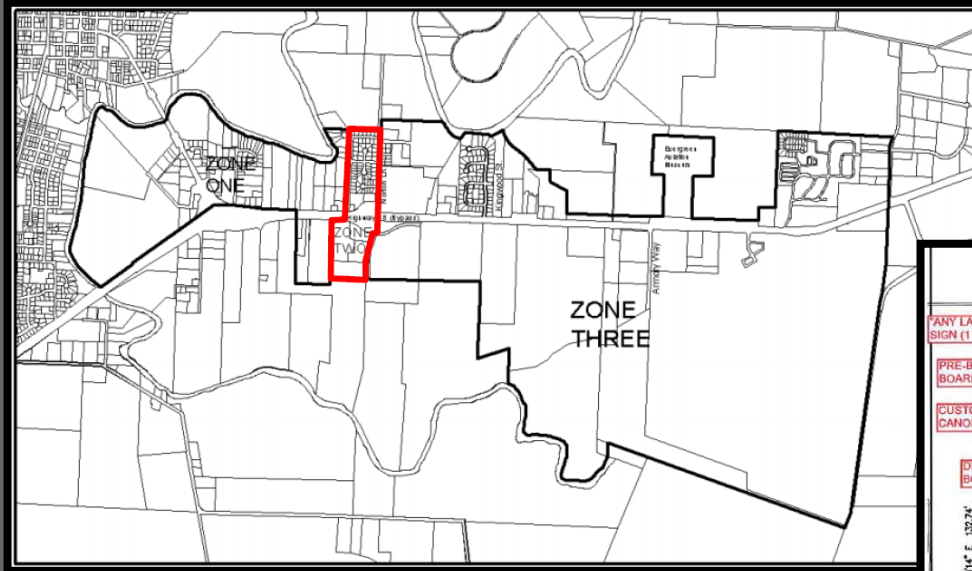
Approval of Three Mile Lane Development Review with Conditions outlined in Decision Document

Planning Commission would recommend approval to City Council for final action

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QUESTIONS?



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