

City of McMinnville Planning Department 231 NE Fifth Street McMinnville, OR 97128 (503) 434-7311

www.mcminnvilleoregon.gov

EXHIBIT 3 - STAFF REPORT

| DATE: | October 19, 2017 |
|----------|--|
| TO: | McMinnville Planning Commission |
| FROM: | Chuck Darnell, Associate Planner |
| SUBJECT: | SE 2-17 – Sign Standards Exception – 2250 NE Highway 99W |

Report in Brief:

This is a public hearing to consider an application for a sign standards exception to allow for an existing sign to exceed the maximum height and size requirements for freestanding signs. The existing sign is the freestanding sign associated with the Burger King restaurant at 2250 NE Highway 99W. The subject site is more specifically described as Tax Lot 900, Section 15BB, T. 4 S., R. 4 W., W.M.

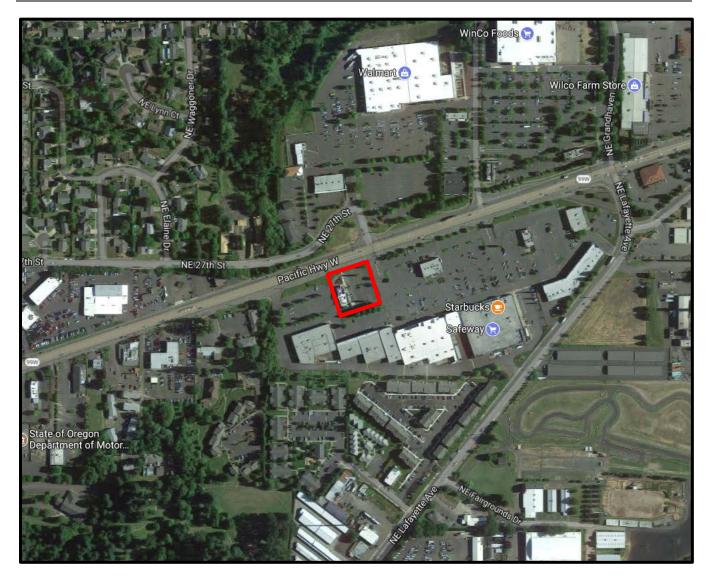
Background:

Certain types of existing nonconforming signs in McMinnville are subject to an amortization process, which requires that signs that are not in compliance with the current sign standards be brought into compliance by December 31, 2017. Specifically, Section 17.62.110(C) of the McMinnville Zoning Ordinance states the following:

Any freestanding, roof, or animated sign which was lawfully established before January 1, 2009, but which does not conform with the provisions of this ordinance, shall be removed or brought into conformance with this ordinance by no later than December 31, 2017, [...]

The deadline for the amortization process may be extended by one year to December 31, 2018, pending a zoning text amendment that will be under consideration by the Planning Commission and the City Council near the end of 2017. However, the McMinnville Zoning Ordinance does allow for property owners with existing nonconforming signs that are subject to the amortization process to request an exception to the sign standards to allow their sign to continue to exist.

The subject site is identified below:



Discussion:

In this case, the property owner is requesting an exception from the height and size requirements for freestanding signs in commercial zones. The subject site is zoned C-3 (General Commercial). Freestanding signs in commercial zones are limited to 125 square feet in area and 20 feet in height when the subject property is located adjacent to Highway 99W. Specifically, Section 17.62.070(C)(1) of the McMinnville Zoning Ordinance regulates freestanding signs as follows:

Freestanding Signs: Each site or multi-tenant complex is allowed one (1) permanent freestanding sign not to exceed forty-eight (48) square feet in area and six (6) feet in height. In addition, each site or multi-tenant complex is allowed one (1) additional permanent freestanding sign per 500 feet of frontage, not to exceed three (3) per site or multi-tenant complex, each not to exceed 125 square feet in area and twenty (20) feet in height if located on Highways 99W or 18 and sixteen (16) feet in height if located elsewhere.

The existing sign on the property, which is the subject of this exception request, is located near the subject property's frontage to Highway 99W. The subject freestanding sign is 30 feet in height and 182

square feet in size, between the 3 (three) separate cabinets on the pole sign. The subject freestanding sign can be seen below:



Section 17.62.120(A) of the McMinnville Zoning Ordinance states that the Planning Commission may authorize sign standard exceptions where it can be shown that, owing to special and unusual circumstances related to a specific piece of property, strict application of the sign standards and amortization process would cause the property owner an undue or unnecessary hardship.

Sign Exception Review Criteria

The criteria that must be met in order for the Planning Commission to grant an exception are described in Section 17.62.120(B) of the McMinnville Zoning Ordinance. Those criteria are as follows:

Section 17.62.120(B):

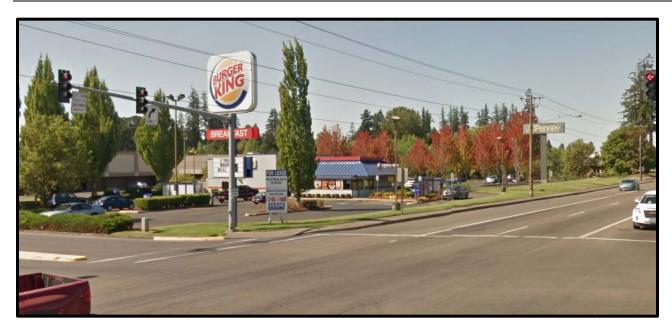
1) An exception is necessary to prevent an unnecessary hardship due to factors such as topography, location, surrounding development, lot shape or lot size; and

The applicant has provided arguments that state that the exception is necessary to prevent an unnecessary hardship due to sign location, topography, and surrounding development. The applicant has argued that the location of the sign presents challenges that would result in a hardship. Those challenges, as described by the applicant, include the existence of overhead powerlines which obstruct the vertical space on the north side of the site, parking lot improvements and landscaping within the site that limit the relocation of the sign, and other surrounding development (other signs and parking lot lights) that cause the need for the taller sign. The applicant also references the fact that the Burger King building is set back from the street, and believes that necessitates the exceptions to sign height and size that are being requested.

Staff does not concur with the applicant's arguments, and does not believe that the exceptions requested are warranted based on the sign's location, surrounding development, or other physical characteristics of the subject site. The property that the Burger King building is located on is relatively flat. There is a slight reduction in elevation from the grade of Highway 99W adjacent to the property down to the property's parking lot and building site, but the grade difference is not substantial enough to warrant the increase in sign height being requested (10 feet over the standard maximum of 20 feet in height). Also, the reference to the vertical space being obstructed by overhead powerlines does not warrant the exception for sign height, as a reduction in height down to a level that meets the City's sign standards would actually bring the sign down below the height of the powerlines and reduce the obstruction from view from the public right-of-way. In terms of the exception for sign size, the applicant did not provide sufficient evidence for the need for a larger sign (57 square feet over the standard maximum size of 125 square feet).

In addition, the subject site is highly visible from the adjacent right-of-way. The Burger King building is set back from the street, but is completely unobstructed from view with no landscaping or other physical barriers between the building and the adjacent right-of-way. Staff believes that the property has space to accommodate a freestanding sign that meets the City's current sign standards along the property's frontage that would still provide additional visibility for the business. The underlying zoning district (C-3 General Commercial) did not require that the building be setback from the street, so if visibility was a primary concern of the property owner, the site could have been designed to locate the building closer to the roadway. Therefore, some of the hardships referenced by the applicant are not specific to the subject property and were not out of the control of the property owner, but are the result of the manner in which the property was developed.

Views of the subject site and existing sign, from both directions on the adjacent public right-of-way (Highway 99W), are provided below:





Section 17.62.120(B):

2) The granting of the exception will not result in material damage or prejudice to other property in the vicinity; and

The applicant has argued that the existing sign does not result in material damage to other properties and businesses in the vicinity, as the sign is offset from the roadway and does not block any other businesses from view.

Staff believes that the existing sign, in and of itself, does not cause any material damage to other surrounding properties. However, the granting of the exceptions will result in prejudice to other properties in the vicinity that have constructed signs that meet the City's sign standards. Many of the factors that the applicant referenced in their response to criteria #1 (Section 17.62.120(B)(1)), including sign location, topography, and surrounding development, apply similarly to many other

properties in the vicinity. Those properties have taken those factors into consideration, and still found a location on the site that allowed for a sign to be located that provides visibility for the businesses but that also meets the City's standards for freestanding sign size and height. Within a quarter mile of the subject site, there are numerous properties with similar physical characteristics that have installed freestanding signs that meet the City's standards for height and size. Examples of those signs and the properties that would be prejudiced are provided below:



Section 17.62.120(B):

3) The request will not be detrimental to community standards and the appearance of the city.

The applicant has stated that the existing sign and the exceptions being requested would not be detrimental to community standards or the appearance of the city. The applicant has provided drawings from the time of the sign's installation in the 1980s, and statements that the sign is continually maintained and cleaned, as evidence that the sign is not detrimental to community standards.

Staff concurs with the applicant's statements that the sign is maintained and does not believe that the sign is ever in a state of disrepair. However, the community does have specific standards in place in the McMinnville Zoning Ordinance for the height and size of freestanding signs. These standards limit the height of freestanding signs along Highway 99W to 20 feet in height and limit the size of freestanding signs to 125 square feet in area. These size requirements were developed to implement

the purpose of the McMinnville sign ordinance that was adopted in 2008 under Ordinance No. 4900. The purpose of the sign standards that were adopted, as now stated in Section 17.62.010 of the McMinnville Zoning Ordinance, is to "improve the visual qualities of McMinnville's streetscape environment through the use of equitably applied sign height, size, and location standards" and to "provide minimum, consistent, and enforceable sign standards by regulating sign location, size, height, illumination, construction, and maintenance".

Staff does not believe that the exception request would be consistent with the community standards for freestanding signs, not only because the existing sign does not meet the clearly defined standards for height and size, but also because an approval of the exception request would not result in "equitably applied sign height, size, and location standards". An approval of the exception request would result in prejudice to other properties in the vicinity that have followed the community's standards for freestanding signs, as described in more detail above.

Additional Review Criteria

In addition to the review criteria discussed above, Section 17.62.120(C) of the McMinnville Zoning Ordinance allows another opportunity for a property owner to be granted an exception. This section states the following:

- C. An exception may be granted if the property owner establishes that the strict enforcement of the ordinance will either:
 - 1. Deny the owner of all economically viable use of the property on which the sign is located; or
 - 2. Substantially interfere with the owner's use and enjoyment of the property on which the sign is located.

The applicant has argued that the strict enforcement of the amortization program would negatively impact the economic viability of the property for the property owner, business owner, and employees, based on the fact that any loss of signage space would result impact advertising to the business. The applicant is arguing that this is integral to the operation and success of the business at this location, and that reducing the height or size of the sign would reduce traffic and sales for the business. The applicant has also argued that strict enforcement of the amortization program would interfere with the owner's use and enjoyment of the property on which the sign is located, as any changes to the sign would place the franchisee operating the Burger King restaurant in a legal dispute with Burger King Corporation.

Staff does not believe that the strict enforcement of the amortization program will deny the owner of all economically viable use of the property, or substantially interfere with the owner's use and enjoyment of the property. The amortization program and the sign standards that apply to the existing freestanding sign do not deny the owner of all economically viable use of the property. Strict enforcement of the amortization program does not require that signage be completely removed from the property, only that the signage be updated to be in compliance. The amortization program also does not result in the property becoming completely economically inviable, as the existing building and use are allowed to continue to operate as they do today.

While the required updates to the existing freestanding sign may require changes that cause conflict between a franchisee and the larger corporation, staff does not believe that this on its own warrants the granting of a sign exception. Section 17.62.120(D) of the McMinnville Zoning Ordinance states that "exceptions shall not be granted for the convenience of the applicant or for the convenience of regional or national businesses which wish to use a standard sign size". Therefore, staff believes that the applicant's main argument for the interference of the owner's use and enjoyment of the

Attachment A – Decision, Findings of Fact, and Conclusionary Findings for the Denial of a Sign Standards Exception Request at 2250 NE Highway 99W

property is not applicable, as the use of a corporation or national business standard sign size is specifically stated in the McMinnville Zoning Ordinance as a factor that will not allow for the granting of an exception.

Fiscal Impact:

None.

Commission Options:

- 1) Close the public hearing and **DENY** the application, <u>per the decision document provided</u> which includes the findings of fact.
- 2) **CONTINUE** the public hearing to a <u>specific date and time</u>.
- 3) Close the public hearing, but **KEEP THE RECORD OPEN** for the receipt of additional written testimony until a <u>specific date and time</u>.
- 4) Close the public hearing and **APPROVE** the application, <u>providing findings of fact</u> for the approval in the motion to approve.

Recommendation/Suggested Motion:

The Planning Department recommends that the Commission make the following motion to deny SE 2-17:

THAT BASED ON THE FINDINGS OF FACT, THE CONCLUSIONARY FINDINGS FOR DENIAL IN THE DECISION DOCUMENT FOR SE 2-17, AND THE MATERIALS SUBMITTED BY THE APPLICANT, THE PLANNING COMMISSION DENIES SE 2-17.

CD:sjs



CITY OF MCMINNVILLE PLANNING DEPARTMENT 231 NE FIFTH STREET MCMINNVILLE, OR 97128

503-434-7311 www.mcminnvilleoregon.gov

DECISION, FINDINGS OF FACT, AND CONCLUSIONARY FINDINGS FOR THE DENIAL OF A SIGN STANDARDS EXCEPTION REQUEST AT 2250 NE HIGHWAY 99W

- **DOCKET:** SE 2-17 (Sign Standard Exception)
- **REQUEST:** The applicant has requested a sign standards exception to allow an existing freestanding sign to exceed the height and size standards for freestanding signs on commercially zoned properties. The specific exception request is to allow the existing Burger King freestanding sign to be 30 feet in height and 182 square feet in surface area.
- LOCATION: The subject sign is located on the property at 2250 NE Highway 99W. The subject site is more specifically described as Tax Lot 900, Section 15BB, T. 4 S., R. 4 W., W.M.
- **ZONING:** C-3 (General Commercial)
- **APPLICANT:** Jonathan Aliabadi
- **STAFF:** Chuck Darnell, Associate Planner

DATE DEEMED

- **COMPLETE:** September 27, 2017
- HEARINGS BODY: McMinnville Planning Commission
- DATE & TIME: October 19, 2017. Civic Hall, 200 NE 2nd Street, McMinnville, Oregon
- **COMMENTS:** This matter was referred to the following public agencies for comment: McMinnville Fire Department, Police Department, Engineering Department, Building Department, Parks Department, City Manager, and City Attorney; McMinnville Water and Light; McMinnville School District No. 40; Yamhill County Public Works; Yamhill County Planning Department; Frontier Communications; Comcast; and Northwest Natural Gas. Their comments are provided in this exhibit.

DECISION

Based on the findings and conclusions, the Planning Commission recommends **DENIAL** of the sign standards exception (SE 2-17).

Planning Commission: Roger Hall, Chair of the McMinnville Planning Commission Date:

Planning Department:_____ Heather Richards, Planning Director

| Date: |
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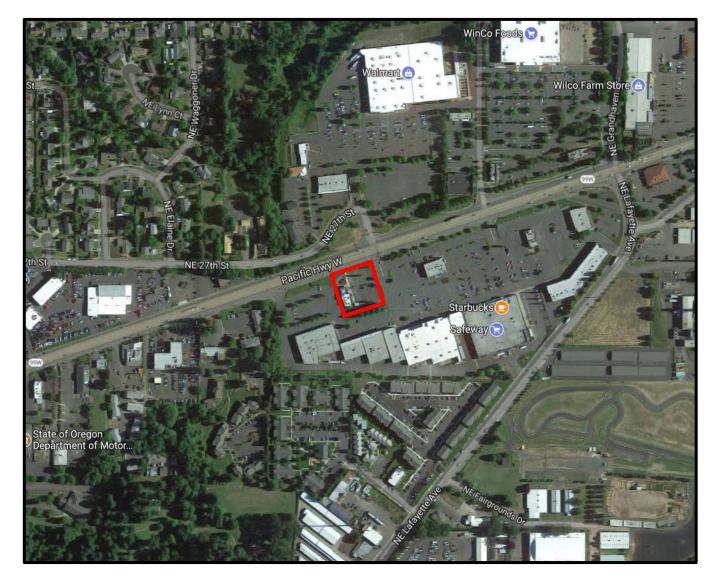
APPLICATION SUMMARY:

The applicant has requested a sign standards exception to allow an existing freestanding sign to exceed the height and size standards for freestanding signs on commercially zoned properties. The specific exception request is to allow the existing Burger King freestanding sign to be 30 feet in height and 182 square feet in surface area.

Certain types of existing nonconforming signs in McMinnville are subject to an amortization process, which requires that signs that are not in compliance with the current sign standards be brought into compliance by December 31, 2017. Specifically, Section 17.62.110(C) of the McMinnville Zoning Ordinance states the following:

Any freestanding, roof, or animated sign which was lawfully established before January 1, 2009, but which does not conform with the provisions of this ordinance, shall be removed or brought into conformance with this ordinance by no later than December 31, 2017, [...]

The subject site is identified below:



The McMinnville Zoning Ordinance does allow for property owners with existing nonconforming signs that are subject to the amortization process to request an exception to the sign standards to allow their sign to continue to exist. In this case, the property owner is requesting an exception from the height and size requirements for freestanding signs in commercial zones. The subject site is zoned C-3 (General Commercial). Freestanding signs in commercial zones are limited to 125 square feet in area and 20 feet in height when the subject property is located adjacent to Highway 99W.

Specifically, Section 17.62.070(C)(1) of the McMinnville Zoning Ordinance regulates freestanding signs as follows:

Freestanding Signs: Each site or multi-tenant complex is allowed one (1) permanent freestanding sign not to exceed forty-eight (48) square feet in area and six (6) feet in height. In addition, each site or multi-tenant complex is allowed one (1) additional permanent freestanding sign per 500 feet of frontage, not to exceed three (3) per site or multi-tenant complex, each not to exceed 125 square feet in area and twenty (20) feet in height if located on Highways 99W or 18 and sixteen (16) feet in height if located elsewhere.

The existing sign on the property, which is the subject of this exception request, is located near the subject property's frontage to Highway 99W. The subject freestanding sign is 30 feet in height and 182 square feet in size, between the three separate cabinets on the pole sign. The subject freestanding sign can be seen below:



ATTACHMENTS:

1. Application and Attachments

COMMENTS:

This matter was referred to the following public agencies for comment: McMinnville Fire Department, Police Department, Engineering and Building Departments, City Manager, and City Attorney, McMinnville School District No. 40, McMinnville Water and Light, Yamhill County Public Works, Yamhill County Planning Department, Frontier Communications, Comcast, Northwest Natural Gas. The following comments had been received:

No comments have been received prior to the Public Hearing.

FINDINGS OF FACT

- 1. The applicant, Jonathan Aliabadi, has requested a sign standards exception to allow an existing freestanding sign to exceed the height and size standards for freestanding signs on commercially zoned properties. The specific exception request is to allow the existing Burger King freestanding sign to be 30 feet in height and 182 square feet in surface area.
- 2. The property on which the subject sign is located is 2250 NE Highway 99W. The subject site is more specifically described as Tax Lot 900, Section 15BB, T. 4 S., R. 4 W., W.M.
- 3. The subject property is currently zoned C-3 (General Commercial), and is designated as Commercial on the McMinnville Comprehensive Plan Map, 1980.
- 4. This matter was referred to the following public agencies for comment: McMinnville Fire Department, Police Department, Engineering and Building Departments, City Manager, and City Attorney, McMinnville School District No. 40, McMinnville Water and Light, Yamhill County Public Works, Yamhill County Planning Department, Frontier Communications, Comcast, Northwest Natural Gas. No comments in opposition were provided to the Planning Department.
- 5. Notice of the public hearing was provided by the City of McMinnville in the October 10, 2017 edition of the News-Register. No public comments were received prior to the public hearing.
- 6. The applicant has submitted findings (Attachment 1) in support of this application. Those findings are herein incorporated.

CONCLUSIONARY FINDINGS:

McMinnville's Comprehensive Plan:

The following Goals and policies from Volume II of the McMinnville Comprehensive Plan of 1981 are applicable to this request:

- GOAL X 1: TO PROVIDE OPPORTUNITIES FOR CITIZEN INVOLVEMENT IN THE LAND USE DECISION MAKING PROCESS ESTABLISHED BY THE CITY OF MCMINNVILLE.
- Policy 188.00: The City of McMinnville shall continue to provide opportunities for citizen involvement in all phases of the planning process. The opportunities will allow for review and comment by community residents and will be supplemented by the availability of

information on planning requests and the provision of feedback mechanisms to evaluate decisions and keep citizens informed.

Finding: Goal X 1 and Policy 188.00 are satisfied in that McMinnville continues to provide opportunities for the public to review and obtain copies of the application materials and completed staff report prior to the McMinnville Planning Commission and/or McMinnville City Council review of the request and recommendation at an advertised public hearing. All members of the public have access to provide testimony and ask questions during the public review and hearing process.

McMinnville's City Code:

The following Sections of the McMinnville Zoning Ordinance (Ord. No. 3380) are applicable to the request:

Chapter 17.62 - Signs

<u>17.62.010 Purpose</u>. The City Council finds that signs provide an important medium through which individuals and businesses may convey a variety of messages. However, left completely unregulated, signs can become a threat to public safety and a traffic hazard as well as an obstruction to the aesthetic appeal of McMinnville's unique landscape.

The standards contained in this chapter are primarily intended to balance the needs of businesses and individuals to convey their messages through signs, and the right of the public to be protected against the unrestricted proliferation of signs and their effect on public and traffic safety and the aesthetic qualities of the City such as vistas and gateways. In an attempt to achieve that balance, the purpose of this chapter is to:

- A. Improve the visual qualities of McMinnville's streetscape environment through the use of equitably applied sign height, size, and location standards;
- B. Provide minimum, consistent, and enforceable sign standards by regulating sign location, size, height, illumination, construction, and maintenance;
- C. Minimize visual clutter caused by signs by limiting their numbers and duration of use;
- D. Protect citizen safety by prohibiting hazardous signs;
- E. Ensure compliance with state and federal laws regarding advertising by providing rules and standards that are content neutral; and
- F. Provide for near term and longer term improvements to signage through the use of appropriate amortization and incentive policies.

Finding: Section 17.62.010 is satisfied by the decision in that the Planning Commission finds that the exception request does not allow for the purposes of the Signs chapter to be implemented. Specifically, an approval of the exception request would not allow for the City to "improve the visual qualities of McMinnville's streetscape environment through the use of equitably applied sign height, size, and location standards" or to "provide minimum, consistent, and enforceable sign standards by regulating sign location, size, height, illumination, construction, and maintenance". The Planning Commission also finds that the exception request does not meet the required review criteria for sign standards exceptions, which will be discussed in more detail below.

<u>17.62.070 Permanent Sign Regulations</u>. Permanent signs may be erected and maintained only in compliance with the following specific provisions: [...]

- C. Commercial (C-1, C-2, and C-3) and Industrial (M-L, M-1, and M-2) zones. Signs in the commercial and industrial zones may be directly or indirectly lit and shall meet all setback requirements of its zone.
 - 1. Freestanding Signs: Each site or multi-tenant complex is allowed one (1) permanent freestanding sign not to exceed forty-eight (48) square feet in area and six (6) feet in height. In addition, each site or multi-tenant complex is allowed one (1) additional permanent freestanding sign per 500 feet of frontage, not to exceed three (3) per site

or multi-tenant complex, each not to exceed 125 square feet in area and twenty (20) feet in height if located on Highways 99W or 18 and sixteen (16) feet in height if located elsewhere. [...]

Finding: The exception request is warranted because the subject sign is 30 feet in height and 182 square feet in surface area, both of which exceed the height and size maximums for a freestanding sign in a commercial zone and adjacent to Highway 99W.

17.62.110 Nonconforming Signs.

- A. The following provision will require that a nonconforming sign be brought into compliance with this chapter: physical modification of a nonconforming sign or any action on a nonconforming sign that requires a building permit. This does not include replacement of a sign face without modification of the frame or general sign maintenance and repair.
- B. All temporary or portable signs not in compliance with the provisions of this code shall be removed or made compliant immediately following adoption of this ordinance.
- C. Amortization. Any freestanding, roof, or animated sign which was lawfully established before January 1, 2009, but which does not conform with the provisions of this ordinance, shall be removed or brought into conformance with this ordinance by no later than December 31, 2017, or at the time of occurrence of any of the actions outlined in provision 'A' above.
- D. Notice of Sign Noncompliance. Notice of sign noncompliance will be mailed to affected property owners prior to taking enforcement action pursuant to Section 17.62.130 of this chapter. For those signs impacted by 17.62.110(C) of this chapter, notice of noncompliance will be mailed to affected property owners no later than six months prior to the end of the amortization period, and again prior to taking enforcement action pursuant to Section 17.62.130 of this chapter.
- E. Appealing a Notice of Noncompliance. Any owner of property on which a nonconforming sign is located may appeal a Notice of Sign Noncompliance issued pursuant to Section 17.62.110(D) within 60 days of the mailing date of such Notice by:
 - Submitting evidence of sign compliance to the Planning Department. The Planning Director shall determine whether the evidence submitted proves sign compliance, and the Director has the authority to dismiss a Notice of Sign Noncompliance. All decisions made by the Director may be appealed to the Planning Commission; or
 - 2. Submitting an application for an Exception pursuant to Section 17.62.120 to the Planning Director; or
 - 3. Submitting an application for an administrative variance pursuant to Section 17.72.020 to the Planning Director; or
 - 4. Submitting an application for a variance pursuant to Section 17.72.020 to the Planning Department.

Finding: Section 17.62.110 is satisfied in that a notice of potential sign noncompliance was provided to the owner of the property on which the subject sign is located. The notice was issued by the McMinnville Planning Department on June 30, 2017, which was six (6) months prior to the end of the amortization period as defined in Section 17.62.110(C). The applicant appealed the notice of noncompliance by submitting the application for a sign standards exception on August 24, 2017.

17.62.120 Exceptions.

A. Applications for an Exception shall be heard by the Planning Commission, which may authorize exceptions from the requirements of this chapter where it can be shown that, owing to special and unusual circumstances related to a specific piece of property, strict application of this chapter would cause an undue or unnecessary hardship as set forth in subsections (B) and (C) of this Section, except that no exception shall be granted pursuant

to subsection (B) of this Section to allow a sign or a type of signage which is prohibited by Section 17.62.050 of this chapter. In granting an exception the Commission may attach conditions which it finds necessary to protect the best interests of the surrounding property or neighborhood or otherwise achieve the purposes of this chapter.

Finding: Section 17.62.120(A) is satisfied in that the Planning Commission held a public hearing to consider the exception request. The Planning Commission found that strict application of the Signs chapter and the amortization process would not cause an undue or unnecessary hardship as set forth in Section 17.62.120(B) or Section 17.62.120(C), as described in more detail below.

- B. An exception may be granted if the property owner established that:
 - 1. An exception is necessary to prevent an unnecessary hardship due to factors such as topography, location, surrounding development, lot shape or lot size; and [...]

Finding: Section 17.62.120(B)(1) is satisfied by the decision in that the Planning Commission finds that the exceptions requested are not warranted based on the sign's location, surrounding development, or other physical characteristics of the subject site. The property that the Burger King building is located on is relatively flat. There is a slight reduction in elevation from the grade of Highway 99W adjacent to the property down to the property's parking lot and building site, but the grade difference is not substantial enough to warrant the increase in sign height being requested (10 feet over the standard maximum of 20 feet in height). Also, the reference to the vertical space being obstructed by overhead powerlines does not warrant the exception for sign height, as a reduction in height down to a level that meets the City's sign standards would actually bring the sign down below the height of the powerlines and reduce the obstruction from view from the public right-of-way. In terms of the exception for sign size, the applicant did not provide sufficient evidence for the need for a larger sign (57 square feet over the standard maximum size of 125 square feet).

In addition, the subject site is highly visible from the adjacent right-of-way. The Burger King building is set back from the street, but is completely unobstructed from view with no landscaping or other physical barriers between the building and the adjacent right-of-way. The Planning Commission finds that the property has space to accommodate a freestanding sign that meets the City's current sign standards along the property's frontage that would still provide additional visibility for the business. The underlying zoning district (C-3 General Commercial) did not require that the building be setback from the street, so if visibility was a primary concern of the property owner, the site could have been designed to locate the building closer to the roadway. Therefore, some of the hardships referenced by the applicant are not specific to the subject property and were not out of the control of the property owner, but are the result of the manner in which the property was developed.

Views of the subject site and existing sign, from both directions on the adjacent public right-of-way (Highway 99W), are provided below:





2. The granting of the exception will not result in material damage or prejudice to other property in the vicinity; and [...]

Finding: Section 17.62.120(B)(2) is satisfied by the decision in that the Planning Commission finds that the existing sign, in and of itself, does not cause any material damage to other surrounding properties. However, the granting of the exceptions would result in prejudice to other properties in the vicinity that have constructed signs that meet the City's sign standards. Many of the factors that the applicant referenced in their response to criteria #1 (Section 17.62.120(B)(1)), including sign location, topography, and surrounding development, apply similarly to many other properties in the vicinity. Those properties have taken those factors into consideration, and still found a location on the site that allowed for a sign to be located that provides visibility for the businesses but that also meets the City's standards for freestanding sign size and height. Within a quarter mile of the subject site, there are numerous properties with similar physical characteristics that have installed freestanding signs that meet the City's standards for height and size. Examples of those signs and the properties that would be prejudiced are provided below:



3. The request will not be detrimental to community standards and the appearance of the city.

Finding: Section 17.62.120(B)(3) is satisfied by the decision in that the Planning Commission finds that the community has specific standards in place in the McMinnville Zoning Ordinance for the height and size of freestanding signs. These standards limit the height of freestanding signs along Highway 99W to 20 feet in height and limit the size of freestanding signs to 125 square feet in area. These size requirements were developed to implement the purpose of the McMinnville sign ordinance that was adopted in 2008 under Ordinance No. 4900. The purpose of the sign standards that were adopted, as now stated in Section 17.62.010 of the McMinnville Zoning Ordinance, is to "improve the visual qualities of McMinnville's streetscape environment through the use of equitably applied sign height, size, and location standards" and to "provide minimum, consistent, and enforceable sign standards by regulating sign location, size, height, illumination, construction, and maintenance".

The Planning Commission finds that granting the exception request would not be consistent with the community standards for freestanding signs, not only because the existing sign does not meet the clearly defined standards for height and size, but also because an approval of the exception request would not result in "equitably applied sign height, size, and location standards". An approval of the exception request would result in prejudice to other properties in the vicinity that have followed the community's standards for freestanding signs, as described in more detail above.

- C. An exception may be granted if the property owner establishes that the strict enforcement of the ordinance will either:
 - 1. Deny the owner of all economically viable use of the property on which the sign is located; or
 - 2. Substantially interfere with the owner's use and enjoyment of the property on which the sign is located.

Finding: Section 17.62.120(C)(1) and Section 17.62.120(C)(2) are satisfied by the decision in that the Planning Commission finds that the strict enforcement of the amortization program will not deny the owner of all economically viable use of the property, or substantially interfere with the owner's use and enjoyment of the property. The amortization program and the sign standards that apply to the existing freestanding sign do not deny the owner of all economically viable use of the property. Strict enforcement of the amortization program does not require that signage be completely removed from the property, only that the signage be updated to be in compliance. The amortization program also does not result in the property becoming completely economically inviable, as the existing building and use are allowed to continue to operate as they do today.

D. Exceptions shall not be granted for the convenience of the applicant or for the convenience of regional or national businesses which wish to use a standard sign size.

Finding: Section 17.62.120 is satisfied by the decision in that an exception is not being granted for the convenience of a national business or corporation to use a standard sign size. While the applicant has stated that the required updates to the existing freestanding sign may require changes that cause conflict between a franchisee and the larger corporation, that argument does not warrant the granting of a sign exception. Therefore, the Planning Commission finds that the applicant's main argument for the interference of the owner's use and enjoyment of the property is not applicable, as the use of a corporation or national business standard sign size is specifically stated in the McMinnville Zoning Ordinance as a factor that does not allow for the granting of an exception.

CD:sjs

Attachment 1



| | Use Only: |
|--------|------------------|
| File N | 0. SE2-17 |
| | Received 8-24-17 |
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| Recei | pt No. 17 mo 180 |
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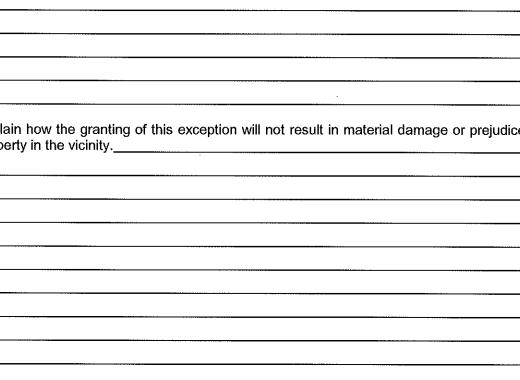
Sign Standards Exception Application

| Applicant Information | |
|--|--------------------|
| Applicant is: Property Owner Contract Buyer Op | tion Holder |
| Applicant Name See attached typed resp | Phone |
| Contact Name(If different than above) | Phone |
| Address | |
| City, State, Zip | |
| Contact Email | |
| Property Owner Information | |
| Property Owner Name(If different than above) | Phone |
| Contact Name | Phone |
| Address | |
| City, State, Zip | |
| Contact Email | |
| | |
| Site Location and Description (If metes and bounds description, indicate on separate sheet) | |
| Property Address | |
| Assessor Map No. <u>R4</u> | Total Site Area |
| Subdivision | BlockLot |
| Comprehensive Plan Designation | Zoning Designation |
| | |

1. Please describe the specific exception from Chapter 17.62 (Signs) that is being requested. State in detail how your request differs from the requirement(s).

2. Explain how this request is necessary to prevent an unnecessary hardship due to factors such as topography, location, surrounding development, lot shape or size._____

3. Explain how the granting of this exception will not result in material damage or prejudice to other property in the vicinity._____



- 4. Explain how this request would not be detrimental to community standards and the appearance of the City.
- 5. Does the strict enforcement of Chapter 17.62 (Signs) deny the property owner of all economically viable use of the property on which the sign is located?_____ 6. Does the strict enforcement of Chapter 17.62 (Signs) substantially interfere with the owner's use and enjoyment on which the sign is located?

In addition to this completed application, the applicant must provide the following:

A site plan (drawn to scale, with a north direction arrow, legible, and of a reproducible size), clearly showing the location of the sign, buildings, lot dimensions, and adjacent street(s), distances from property lines, access, and other elements relevant to the requested exception to the sign standards.

If Other data or information which would help substantiate or clarify your request.

Payment of the applicable review fee, which can be found on the Planning Department web page.

I certify the statements contained herein, along with the evidence submitted, are in all respects true and are correct to the best of my knowledge and belief.

Applicant's Signature

8/21/17

Date

Property Owner's Signature

Date

Typed Response for "Sign Standards Exception Application"

Applicant/Owner Information:

Jonathan Aliabadi (Agent) 7011 Koll Center Parkway #150, Pleasanton CA 94566 650-906-1264

Site Location:

Burger King located at 2250 N. Hwy 99 W McMinnville OR, 97128

The exceptions from Chapter 17.62 that are being requested include 17.62.120 B and C. The current freestanding "Burger King" signage exceeds the 20 feet height requirement established in Section 17.62.070(C)(1) of the McMinnville Zoning Ordinance. For your consideration, the request for an exemption is being made based on the following:

1. Based on the drawings provided, the Burger King restaurant has been in operation since the late 1980s. As such, the location of the existing signage has been and continues to be an integral part of local advertising for the business. Alteration to the signage would result in hardship in this regard. In terms of topographical considerations, the location presents various challenges that would result in hardship. Please see attached sign dimensions and photographs. The vertical space on the sidewalk frontage is completely obstructed by the existence of power lines. Moving the sign further back would require the parking lot, landscaping, trees, and plants to be removed. It would also likely negatively impact the intended flow of traffic for the entire shopping center. Furthermore, the sign would be obstructed by the large trees situated in the middle of the parking lot. Alternatively, moving the sign in the direction of the JC Penny sign would pose even more topographical issues. The sign would be obstructing the Burger King itself, defeating the purpose of the sign. Also, the parking light on the right side of the Burger King frontage represents the property line. Moving a sign to this location would require the parking lights to be removed. In the interest of customer safety, parking areas need to be well lit and visible. This location would also cause the existing JC Penny sign to be obstructed. The Burger King is also set back from the street due to the limitations of the lot size. As such, signage is required for advertising and marketing purposes.

2. The existing signage does not result in any material damage to other properties or businesses in the vicinity, as it is offset and does not block any other businesses from view.

3. As stated in #1, the Burger King restaurant has been in operation since the late 1980s. This predates the 2008 adoption of Ordinance No. 4900. As such, the existing signage is not detrimental to any community standards. In regards to appearance, the signage is well maintained, cleaned, and updated, as required by Burger King Corporation operational standards for independent Franchisees. Furthermore, as outlined in #1, the various topographical challenges of this property would cause unnecessary hardship if the exception is

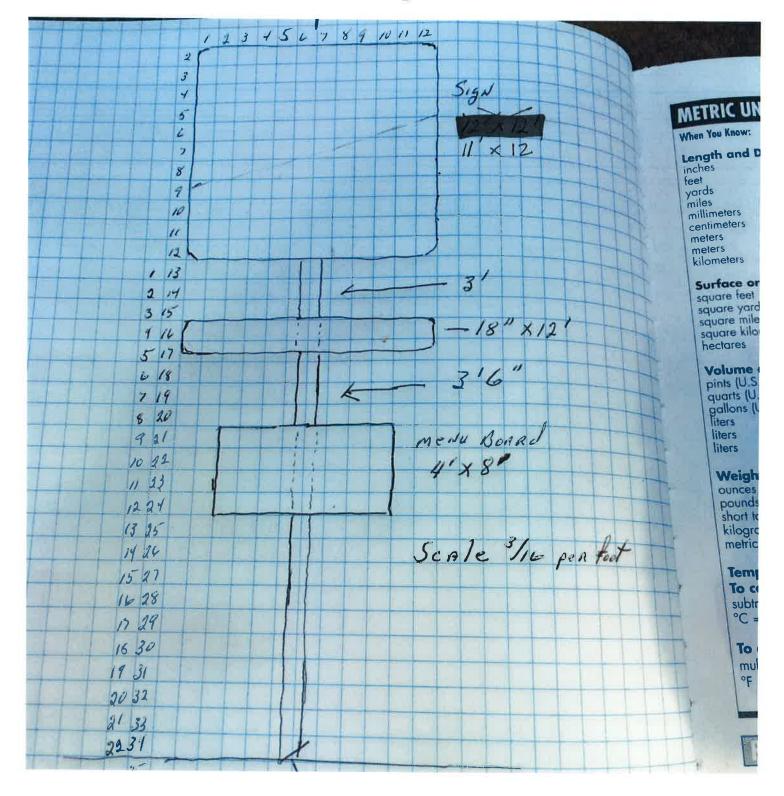
not granted. Movement of the sign is not a feasible option, and the owners would be denied economically viable use of the property.

4. The strict enforcement of Chapter 17.62 would negatively impact the economic viability of the property for the property owner. As stated in #1, the existing signage is an integral part of local advertising for the business. Strict enforcement of the ordinance could potentially result in reduced traffic and sales for the business. This negatively impacts multiple parties, including the property owner, business owner, and employees.

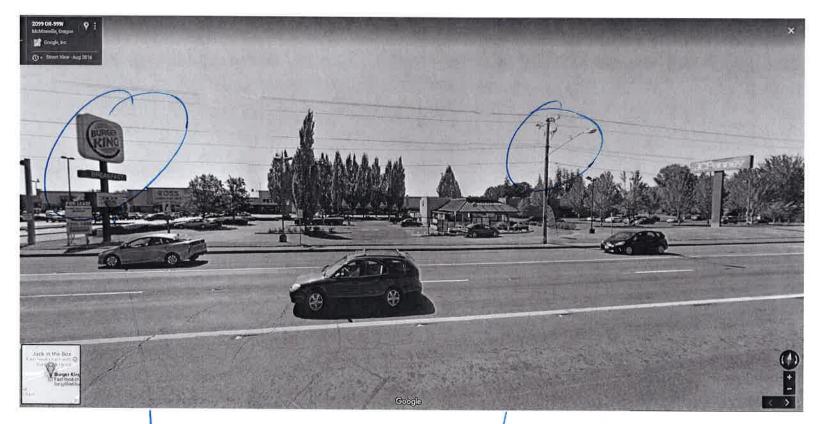
5. The strict enforcement of Chapter 17.62 would negatively impact the business owner for several reasons:

a. The location has undergone a complete overhaul and remodel, which was approved by both McMinnville Planning/Building Department and Burger King Corporation. Alterations to the sign would place Franchisee in legal dispute with Burger King Corporation, as the approved site plan would be drastically different at the time of inspection.

b. Customer traffic has already been negatively impacted by remodeling and construction activities. The business relies heavily on the existing signage to drive customer traffic back to the newly remodeled restaurant. Any alterations to the sign would negatively impact traffic to this location.

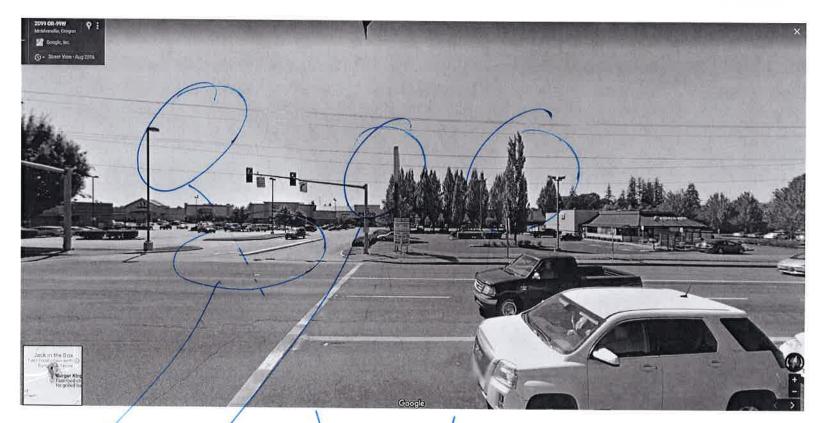






Signage behind power lines.

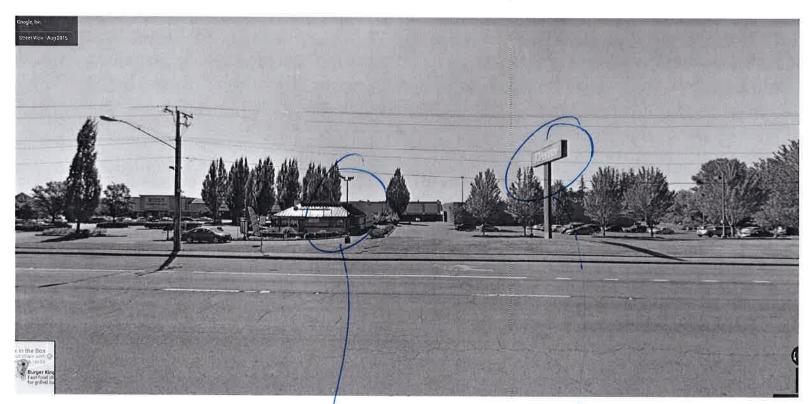
1 Power Lines



Flow of traffic to shopping center Signage

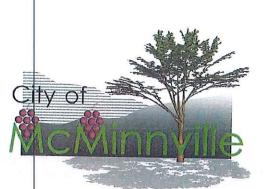
Trees in center of parking lot.

Power Lines



Parting light in question near property line.

JC Penny sign



PLANNING DEPARTMENT, 231 NE Fifth Street, McMinnville, Oregon 97128 www.mcminnvilleoregon.gov

June 30, 2017

BIG ISLAND MARINA LLC PO BOX 707 BEAVERCREEK OR 97004

Re: Notice of Potential Sign Noncompliance

To Whom It May Concern:

In November of 2008, the McMinnville City Council adopted Ordinance No. 4900, regulating signage within the McMinnville city limits (codified at Chapter 17.62 of the McMinnville Zoning Ordinance). Ordinance No. 4900, required that permanent signs failing to conform with the adopted standards (e.g., exceed maximum height or exceed sign face area) must be brought into conformance with the standards by not later than December 31, 2016. In November of 2016, the City Council extended the deadline for signs to come into conformance to **December 31, 2017**.

City staff is developing an inventory of signs that are potentially not compliant with the sign code, so that we could work with property owners to bring all noted signs into compliance by December 31, 2017. You are receiving this notice because one or more of your signs (freestanding, roof or animated signs) on your property has been identified as potentially not being compliant with the sign code. Attached to this letter is a flyer with the relevant sections of the city's sign code describing what are compliant freestanding, roof and animated signs.

Specific to the signage on your property at 2250 NE Highway 99W (Tax Lot R4415BB00900), the following identified nonconforming signage (photos attached further below) must be brought into conformance with the sign standards by December 31, 2017.

• <u>The freestanding "Burger King" sign:</u> It appears that this sign may exceed the height and size limits outlined in Section 17.62.070 (C)(1) of the McMinnville Zoning Ordinance. This section states that no sign on your property may be taller than 20 (twenty) feet in height and 125 square feet in surface area.

If you believe that your sign is not in violation of the sign code, or you would otherwise like to appeal the application of the code to your sign, you may appeal this notice of noncompliance within 60 days of the mailing date of the notice (August 29). You may appeal the notice of noncompliance by:

Our Mission: Providing excellent customer service, public engagement, and proactive planning programs to promote McMinnville as the most livable and prosperous city in the state of Oregon now and into the future.

Page 2

- 1. Submitting evidence of sign compliance to the Planning Department; or
- Submitting an application for an Exception pursuant to Section 17.62.120 of the McMinnville Zoning Ordinance; or
- 3. Submitting an application for an Administrative Variance pursuant to Section 17.72.020 of the McMinnville Zoning Ordinance; or
- 4. Submitting an application for a Variance pursuant to Section 17.72.020 of the McMinnville Zoning Ordinance.

There are specific criteria that must be met in order to receive an Exception, Administrative Variance, or Variance. Those criteria, as well as all of the sign standards, can be found in Chapters 17.62 and 17.74 of the McMinnville Zoning Ordinance, which is located on our website at the link below and is provided in excerpts as an attachment to this letter.

http://www.mcminnvilleoregon.gov/sites/default/files/fileattachments/planning/page/1341/zoning ordinance.pdf

We would like to work with you to bring your sign into compliance and would be happy to talk through your options and discuss the changes that will be required to your nonconforming signage to make it compliant. If you have any questions regarding the City's sign standards, require additional assistance, or feel that you have received this notice in error, please feel free to call me at (503) 434-7330 or stop by the Planning Department office, which is located at 231 NE 5th Street.

. .

I very much appreciate your cooperation in this matter.

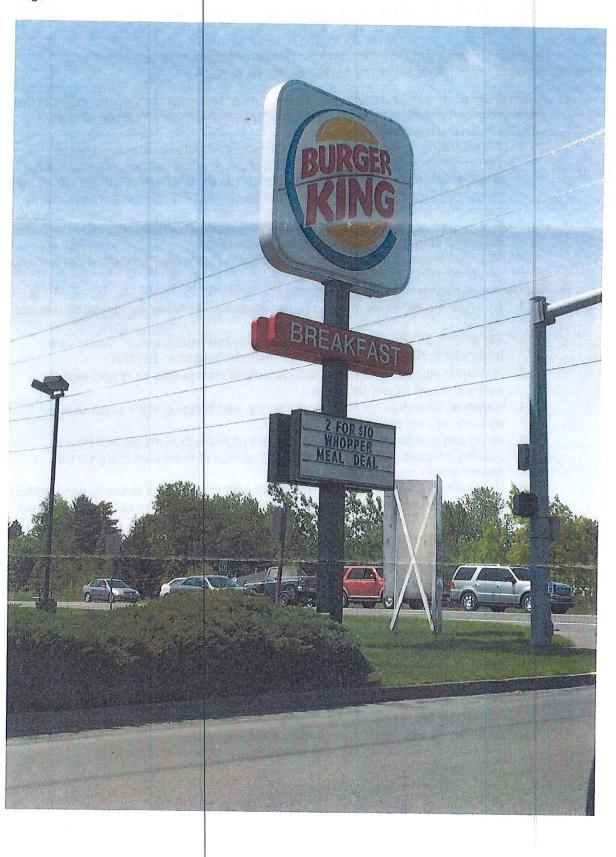
Sincerely,

Chuck Darnell Associate Planner

CD:sjs

BIG ISLAND MARINA LLC June 30, 2017 Re: Notice of Potential Sign Noncompliance

Page 3



Attachment – Relevant Sign Ordinance Regulations

Permanent Sign Regulations

<u>17.62.050 Prohibited Signs.</u> The following signs are prohibited: [...] J. Roof signs.

<u>17.62.070 Permanent \$ign Regulations</u>. Permanent signs may be erected and maintained only in compliance with the following specific provisions: [...]

- C. Commercial (C-1, C-2, and C-3) and Industrial (M-L, M-1, and M-2) zones. Signs in the commercial and industrial zones may be directly or indirectly lit and shall meet all setback requirements of its zone.
 - Freestanding Signs: Each site or multi-tenant complex is allowed one (1)
 permanent freestanding sign not to exceed forty-eight (48) square feet in area
 and six (6) feet in height. In addition, each site or multi-tenant complex is allowed
 one (1) additional permanent freestanding sign per 500 feet of frontage, not to
 exceed three (3) per site or multi-tenant complex, each not to exceed 125 square
 feet in area and twenty (20) feet in height if located on Highways 99W or 18 and
 sixteen (16) feet in height if located elsewhere.
 - 2. Mounted Signs: There is no limit on the area of permanent mounted signs except as provided in 17.62.070(D)(5).
- D. Supplemental permanent sign provisions.
 - 1. No signs are permitted within a public right-of-way unless authorized by a public agency.
 - 2. Signs shall be effected in an upright position and placed perpendicular to a horizontal surface conforming to the line from horizon to horizon.
 - 3. Maximum square footage restrictions include changeable copy and exclude accessory and incidental signs.
 - 4. Minimum clearance for projecting, canopy, and hanging signs when over a walkway or access area is eight (8) feet.
 - Projecting and hanging signs may extend no more than six (6) feet from a building's façade. No projecting or hanging sign may be over thirty-six (36) square feet in area.
 - 6. Sign setbacks are measured from the nearest property line to the nearest portion of the sign. In addition to the specific setbacks noted above, all signs shall meet the clear-vision requirements of Sections 17.54.050(F) and 17.54.080(A) and (B).
- E. Electronic changeable dopy signs are subject to the following standards:
 - 1. One (1) electronic changeable copy sign is permitted per site or multi-tenant complex and shall only be allowed as part of a permanent freestanding or wall sign.
 - 2. The electronic changeable copy portion of a freestanding sign may be no higher than twelve (12) feet above grade.
 - 3. The electronic changeable copy portion of a sign may not exceed twenty-four (24) square feet in area.
 - 4. Electronic changeable copy signs must be set at least ten (10) feet from all property lines.
 - 5. The electronic changeable copy portion of a sign will have its area calculated at a rate two (2) times that of other signs.
 - On sites or multi-tenant complexes on which an electronic changeable copy sign is located, temporary signage is limited to that described in Section 17.62.060(B)(2) and (3).

Attachment – Relevant Sign Ordinance Regulations

Page 3

Exception Process and Review Criteria

17.62.120 Exceptions.

- A. Applications for an Exception shall be heard by the Planning Commission, which may authorize exceptions from the requirements of this chapter where it can be shown that, owing to special and unusual circumstances related to a specific piece of property, strict application of this chapter would cause an undue or unnecessary hardship as set forth in subsections (B) and (C) of this Section, except that no exception shall be granted pursuant to subsection (B) of this Section to allow a sign or a type of signage which is prohibited by Section 17.62.050 of this chapter. In granting an exception the Commission may attach conditions which it finds necessary to protect the best interests of the surrounding property or neighborhood or otherwise achieve the purposes of this chapter.
- B. An exception may be granted if the property owner established that:
 - 1. An exception is necessary to prevent an unnecessary hardship due to factors such as topography, location, surrounding development, lot shape or lot size; and
 - 2. The granting of the exception will not result in material damage or prejudice to other property in the vicinity; and
 - 3. The request will not be detrimental to community standards and the appearance of the city.
- C. An exception may be granted if the property owner establishes that the strict enforcement of the ordinance will either:
 - 1. Deny the owner of all economically viable use of the property on which the sign is located; or
 - 2. Substantially interfere with the owner's use and enjoyment of the property on which the sign is located
- D. Exceptions shall not be granted for the convenience of the applicant or for the convenience of regional or national businesses which wish to use a standard sign size.
- E. The City Council shall stand as an appeal board. An appeal from a ruling of the Commission must be filed within fifteen (15) days of the date said ruling is rendered. (Ord. 5013 §1, 2016)

Administrative Variance Application and Review Criteria

<u>17.72.020 Application Submittal Requirements</u>. Applications shall be filed on forms provided by the Planning Department and shall be accompanied by the following;

- A. A scalable site plan of the property for which action is requested. The site plan shall show existing and proposed features, such as access, lot and street lines with dimensions in feet, distances from property lines, existing and proposed buildings and significant features (slope, vegetation, adjacent development, drainage etc.)
- B. An explanation of intent nature and proposed use of the development, and any pertinent background information
- C. Property description and assessor map parcel numbers(s).
- D. A legal description of the property when necessary.

Attachment – Relevant Sign Ordinance Regulations

Page 5

- E. Signed statement indicating that the property affected by the application is in the exclusive ownership or control of the applicant, or that the applicant has the consent of all partners in ownership of the affected property.
- F. Materials required by other sections of the McMinnville Zoning Ordinance specific to the land use application.
- 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.

<u>17.74.100 Variance-Planning Commission Authority</u>. The Planning Commission may authorize variances from the requirements of this title where it can be shown that, owing to special and unusual circumstances related to a specific piece of property, strict application of this title would cause an undue or unnecessary hardship, except that no variance shall be granted to allow the use of property for a purpose not authorized within the zone in which the proposed use would be located. In granting a variance, the Planning Commission may attach conditions which it finds necessary to protect the best interests of the surrounding property or neighborhood and otherwise achieve the purposes of this title.

<u>17.74.110 Conditions for Granting Variance</u>. A variance may be granted only in the event that the following circumstances substantially exist:

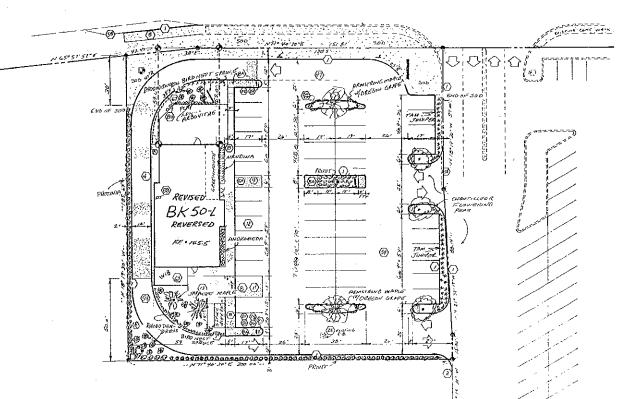
- A. Exceptional or extraordinary circumstances apply to the property which do not apply generally to other properties in the same zone or vicinity, and result from lot size or shape legally existing prior to the date of the ordinance codified in this title, topography, or other circumstance over which the applicant has no control;
- B. The variance is necessary for the preservation of a property right of the applicant substantially the same as owners of other property in the same zone or vicinity possess;
- C. The variance would not be materially detrimental to the purposes of this title, or to property in the zone or vicinity in which the property is located, or otherwise conflict with the objectives of any city plan or policy;
- D. The variance requested is the minimum variance which would alleviate the hardship.

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STATE HIGHWAY 99-W



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