

P98-014 - McDonald's Restaurant @ 2517 Del Paso Blvd.

- REQUEST: A. Environmental Determination: **Categorical Exemption (Section 15302)**
- B. **Special Permit** to operate a drive-up service facility for a 3,693 ± sq. ft., 96 seat restaurant on a 0.75 vacant developed acres in the General Commercial (C-2) zone.
- C. **Variance** to allow one additional attached sign in the General Commercial (C-2) zone.

LOCATION: 2517 Del Paso Blvd. between Plaza Avenue on the south and Lampasas Avenue on the north.
APN: 265-0292-041
North Sacramento
North Sacramento, Grant Joint Union School Districts
Council District: 2

APPLICANT:	Mike Hogenboom with McDonald's Corporation 3009 Douglas Blvd. #300 Roseville, CA 95661 (916) 772-4280
OWNER:	Same
APPLICATION FILED:	February 4, 1998
STAFF CONTACT:	Doug Holmen, (916) 264-8267

SUMMARY: The applicant is requesting a special permit to construct a 3,693 square foot restaurant with 96 seats and 32 parking spaces, and a variance to allow an additional building sign. The proposed restaurant would replace an existing McDonald's restaurant consisting of 3,812 square feet with 75 seats and 50 parking spaces. The applicant has stated that the present restaurant is "old and tired", and the new restaurant would be designed to emulate the first McDonald's restaurant when it was built in the 1950s in Downey, California. There are no major issues associated with the project.

RECOMMENDATION Staff recommends approval of the Special Permit and Variance subject to conditions set forth herein. Staff believes that the new design would be a benefit to the commercial district. The existing restaurant was built before special permits were required for drive-thru restaurants. Consequently, it lacks landscaping and other improvements which are presently required.

PROJECT INFORMATION:

General Plan Designation:	Community/ Neighborhood Commercial and Offices
Community Plan Description:	Neighborhood/ Community Commercial
Existing Zoning of Site:	General Commercial (C-2)
Existing Land Use of Site:	Commercial- restaurant

Surrounding Land Use and Zoning (see Attachment B):

North: Commercial (C-2)
 South: Commercial (C-2)
 East: Commercial (C-2)
 West: Vacant (C-2)

Property Dimensions:	164' x 200'
Property Area:	0.75± gross acres 0.75± net acres
Square Footage of Building:	3,693 square feet
Height of Building:	15± feet, 1 story
Exterior Building Materials:	stucco and tile
Roof Material:	metal
Parking Provided:	32 spaces
Parking Required:	32 spaces
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing

OTHER APPROVALS REQUIRED: In addition to the entitlements requested, the applicant will also need to obtain the following permits or approvals, including, but not limited to:

<u>Permit</u>	<u>Agency</u>
*Design Review	Design Review
Building Permit	Building Division

*Requires a public hearing.

BACKGROUND INFORMATION: The proposed project would replace an existing McDonald's restaurant which has been located at the present location for a number of

years before special permits were required for drive-thru restaurants. The new McDonald's restaurant would provide adequate parking and required landscaping, and will provide a unique design that will be a positive influence on the Del Paso Blvd. commercial area. The new McDonald's restaurant will be approximately 119 square feet smaller than the existing restaurant. The new restaurant will not have a children play area, but the design, with its high arches and "Speedee" sign figure, will attract attention.

STAFF EVALUATION: Staff has the following comments:

A. Policy Considerations

General Plan: The proposed project would be consistent with Goal B of the Sacramento General Plan Commerce and Industry Element which promotes reuse and revitalization of existing developed areas with special emphasis on commercial and industrial districts (SPGU, p. 4-1). It is also consistent with Policy 4 of the Neighborhood/ Community Commercial and Office Areas section which states: "Strengthen viable strip commercial development and discourage existing marginal strips from being extended." (SGPU, p. 4-17).

North Sacramento Community Plan: The proposed restaurant would be consistent with Goal in the Commercial Land Use section of the North Sacramento Community Plan which states: "Encourage land uses which will enhance economic vitality of the community."

B. Site Plan Design/Zoning Requirements

Drive-up facilities are conditionally allowed in the General Commercial (C-2) zone subject to approval of a Special Permit.

1. Setbacks

The proposed project meets the required setback requirements.

2. Parking/Circulation

The proposed project meets the parking and circulation requirements.

3. Landscaping

The proposed project would need to meet the fifty percent shading requirement by providing more shade trees. Staff also recommends that planter boxes be provided along the western property line which is adjacent to an unimproved alley.

4. Signage

The proposed project signage does not meet the City's sign ordinance requirements. The applicant has applied for a variance to allow an additional attached sign on the building. The sign ordinance allows two signs attached to the building and one detached sign. Two signs depicting a "speedee" figure are proposed to be located between the roof and the top of the arch- which rise to 25 feet- on the north and south building elevations. There is also proposed to be a McDonald's sign located on the front wall of the restaurant, and a monument sign at the southern property line.

The staff report, dated April 15, 1998; for the Design Review Board made the following comment regarding the "McDonald's" sign on the front of the building and the monument sign:

"The "McDonald's" sign proposed on the street facade appears too large and should be reduced in size. Because of the two "Speedee" signs, this sign is considered by the City Sign Ordinance to be an additional sign, and a variance is required for approval. Staff supports the variance if the sign is reduced in size, and if other signage is deleted. Specifically, staff feels that the "M" proposed on the tile area at the east and west elevations should be removed. The McDonald's small signs proposed at the window area on the east and west sides should be sufficient.

The monument sign proposed also includes the "Speedee" logo. Staff supports the monument sign design, but feels that the overall height should not exceed 6'-0". This can be achieved by removing the word "McDonald's" from the sign, and simply leaving the "Speedee" logo, with the McDonald's "M". Final signage will be reviewed by staff to provide adequate, yet discreet signage that does not detract from the design of the building."

Planning staff supports the conclusions of the Design Review staff and recommends that the "McDonald's" sign on the front facade be reduced in size by one-third. Staff also recommends that the two "M's" on the

tiles on the north and south sides of the building be removed. (The Design Review report erroneously identified this as the east and west sides). The signage plan that was submitted to the Planning staff did not have the tiled "M" on each of the sides, nor does it have the "M" logo with "McDonald's" written in smaller letters in the Logo area in the window area as is shown on the plan elevations. Staff will support the signs as shown on the signage plan with recommended changes (see "Signage Table" below)- not the signage as shown on the plan elevations.

SIGNAGE TABLE

Sign Identification	Location	Recommendation
Sign #1(as identified on the signage plan) McDonald's with Speedee logos on each side	Front Elevation	Reduce size by one-third
Sign # 2 Speedee Figure	Under the arch above the roof on right and left sides	Size is okay
Monument Sign	South front corner next to Del Paso Blvd.	Reduce the height from 8' 6" to six feet. Eliminate the word "McDonald's" on bottom of sign to achieve the height reduction to six feet.
Letter "M" logo on tiles on as shown on submitted Plan elevation- not on signage plan	Side Elevations	Eliminate

<p>Letter "M" logo with the word "McDonald's" at the bottom of the letter as shown on submitted Plan elevations-no on signage plan.</p>	<p>Window area on side elevations near the front</p>	<p>Eliminate</p>
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C. Building Design

The proposed building design is a "nostalgic" return to the design of the original McDonald's restaurant first built in Downey, California in 1955. It would consist of walls and fluted roof consisting of white stucco. There would be a wainscot made of white and red tiles. The tiles would also surround the drive-up windows. The wall area between the two drive-up windows on the south wall and the middle wall area of the north side would be broken up with white and red tile in an ascending pyramid design with a yellow "M" in the middle of the pyramid. The fascia board which surrounds the roof top would be made of stainless steel. There would be large yellow arches on the north and south sides of the building. The arches serve a dual function of providing a structural element to hold up the roof and as a corporate architectural embellishment. These arches are not considered as signage.

The proposed building design was approved by the Design Review Board on April 15, 1998.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15302).

B. Public/Neighborhood/Business Association Comments

The North Sacramento Planning Advisory Committee reviewed the proposed project and has recommended that the applicant provide a wrought iron fence along the southern lot line which would be adjacent to the thrift store

parking area. The North Sacramento community is in favor of this "nostalgic" design.

C. Summary of Agency Comments

The project has been reviewed by several City Departments and other agencies. The following summarizes the comments received:

1. Traffic Engineering Division

Traffic Engineering had the following comments:

- a. The throat distance for the northerly driveway should be 40 feet measured from the street right of way. This will decrease the parking stalls by 6 assuming one of the handicap stalls can be moved to the north parking stall tier. An alternative to not decreasing the number of stalls may be to decrease the width of the standard car stalls from 9 feet to 8 feet and the width of the compact car stalls from 8 feet to 7.5 feet.
- b. The southerly driveway should have a one lane exit to prevent left-right turn conflicts. This may be able to be accomplished by merging the drive-thru lane with the parking exit lane prior to the street right of way.
- c. The drive-thru point as shown on the 3/31/98 plan should be moved downstream one car to provide four car stacking upstream of the order point.
- d. A traffic study will not be required.

The applicant has met all the requirements of the Traffic Engineering Division.

2. Department of Utilities

The Department of Utilities has the following comments:

- a. Post construction, storm water quality control measures shall be incorporated into the development to minimize the increase of urban runoff pollution caused by development of the area. Only source control measures are required. This will not affect site design. Refer to the draft "Manual of Standards for Design of New Development On-Site Storm Water Quality Control Measures",

dated January 23, 1995, for appropriate source control measures.

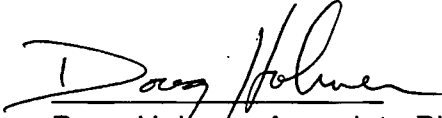
- b. The applicant must comply with the City of Sacramento's Grading, Erosion and Sediment Control Ordinance. This ordinance will require the applicant to prepare erosion and sediment control plans for both during and after construction of the proposed project, prepare preliminary and final grading plans, and prepare plans to control urban runoff pollution from the project site during construction.

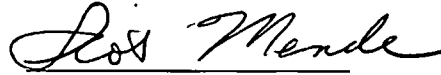
PROJECT APPROVAL PROCESS: Of the entitlements below, the City Planning Commission has the authority to approve or deny the Special Permit. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

RECOMMENDATION: Staff recommends the Planning Commission take the following actions:

- A. Adopt the attached Notice of Decision and Findings of Fact which finds that the project is Exempt pursuant to CEQA Section 15302;
- B. Adopt the attached Notice of Decision and Findings of Fact approving the Special Permit to operate a drive-up service facility for a 3,693 ± sq. ft., 96 ± seat restaurant on a 0.75 vacant developed acres in the General Commercial (C-2) zone.

Report Prepared By,


Doug Holmen, Associate Planner


Scot Mende, Senior Planner

Attachments

Attachment 1	Notice of Decision & Findings of Fact
Exhibit 1A	Site Plan
Exhibit 1B	Front and Back Elevations
Exhibit 1C	Side Elevations
Exhibit 1D	Floor Plan
Exhibit 1E	Signage Plan: Front and Rear Elevations
Exhibit 1F	Signage Plan: Side Elevations
Exhibit 1G	Signage Plan: Monument sign

Exhibit 1H	Photograph likeness
Attachment 2	Vicinity Map
Attachment 3	Land Use & Zoning Map

ATTACHMENT 1:**NOTICE OF DECISION AND FINDINGS OF FACT FOR****McDonald's Restaurant
@ 2517 Del Paso Blvd.****SACRAMENTO, CALIFORNIA IN THE
GENERAL COMMERCIAL(C-2) ZONE.
APN: 265-0292-041**

At the regular meeting of June 11, 1998, the City Planning Commission heard and considered evidence in the above entitled matter. Based on verbal and documentary evidence at said hearing, the Planning Commission took the following actions for the location listed above:

- A. **Environmental Determination;**
- B. **Approved the Special Permit** to operate a drive-up service facility for a 3,693 ± sq. ft., 96 seat restaurant on a 0.75 vacant developed acres in the General Commercial (C-2) zone.
- C. **Approved the Variance** to allow one additional attached sign in the General Commercial (C-2) zone.

These actions were made based upon the following findings of fact and subject to the following conditions:

FINDINGS OF FACT

- A. **Categorical Exemption:** the City Planning Commission finds and determines that the proposed project is exempt from environmental review pursuant to Section #15302 of the CEQA Guidelines which refer to Categorical Exemptions.
- B. **Special Permit:**
 - 1. The Special Permit, as conditioned, is granted upon sound principles of land use in that:
 - a. The design and location of the facility will not contribute to increased congestion on public or private streets or alleys

adjacent to the subject property;

- b. The design and location of the facility will not impede access to, or exit from the parking lot serving the business, impair normal circulation within the parking lot or impedes pedestrian movement; and
- c. The design and location of the facility will not create a nuisance for adjacent properties.

C. **Variance:**

1. The Variance, as conditioned, is granted upon sound principles of land use in that:
 - a. Due to the unusual design of the proposed project, the enforcement of the Sign Ordinance would take away from the "nostalgic" look the applicant is attempting to achieve with the building and the signage.
 - b. The Variance will not result in a special privilege to one individual property owner because the circumstances are such that the Variance would be appropriate for any property owner facing similar circumstances;
 - c. The requested Variance will not materially and adversely affect the health and safety of persons residing or working in the neighborhood, and will not be materially detrimental to the public welfare or injurious to property and improvements in the neighborhood in that:
 1. The proposed signage will not present a hazard to motorists or pedestrians; and,
 2. The proposed signage will be discreetly designed with the buildings and site it will occupy.

CONDITIONS OF APPROVAL

B&C. The Special Permit and Variance are hereby approved subject to the following conditions:

1. The applicant shall provide a wrought iron fence along the southern lot line which would be adjacent to the thrift store parking area.
2. The applicant shall provide more shade trees in order to meet the fifty percent shading requirement,
3. The applicant shall place planter boxes along the western property line adjacent to the unimproved alley.
4. The applicant shall work with the Design Review staff to design appropriately sized signs which are discreet to the project.
 - a. The monument sign shall not exceed six feet in height.
 - b. The "McDonald's" sign proposed for the street facade shall be reduced by one-third.
 - c. The "M" proposed on the tile area shall be removed.
5. The applicant shall incorporate construction, and storm water quality control measures into the development to minimize the increase of urban runoff pollution caused by development of the area. Only source control measures are required. Refer to the draft "Manual of Standards for Design of New Development On-Site Storm water Quality Control Measures", dated January 23, 1995, for appropriate source control measures.
6. The applicant must comply with the City of Sacramento's Grading, Erosion and Sediment Control Ordinance. This ordinance will require the applicant to prepare erosion and sediment control plans for both during and after construction of the proposed project, prepare preliminary and final grading

of the proposed project, prepare preliminary and final grading plans, and prepare plans to control urban runoff pollution from the project site during construction.

CHAIRPERSON

ATTEST:

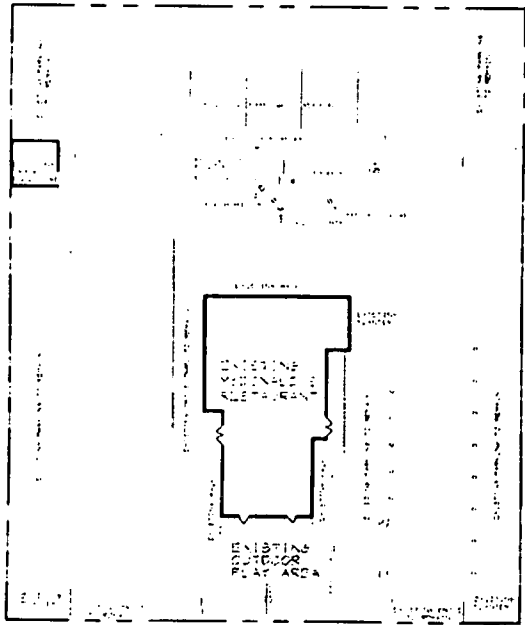
SECRETARY TO CITY PLANNING COMMISSION

DATE (June 11, 1998)

Attachments

Exhibit 1A
Exhibit 1B
Exhibit 1C
Exhibit 1D
Exhibit 1E
Exhibit 1F
Exhibit 1G
Exhibit 1H

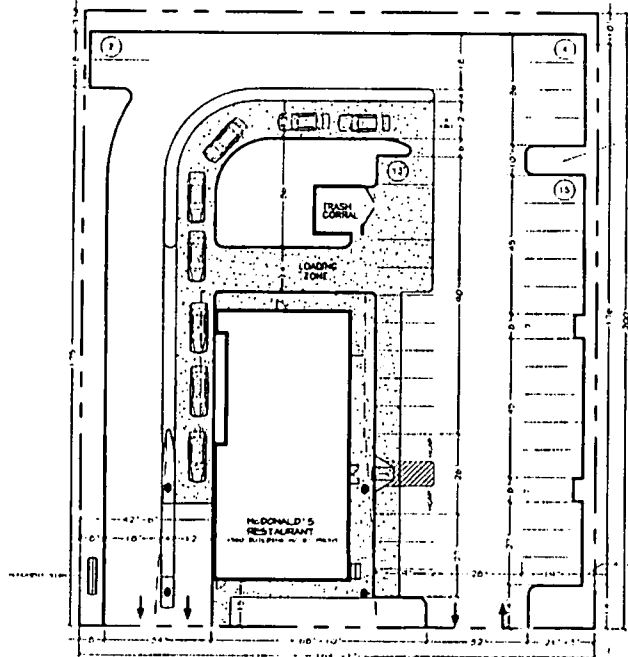
EXISTING RESTAURANT HAS OUTDOOR PLAYLAND
EXISTING DRIVE THRU STACKING = 125'
EXISTING BUILDING SQ. FT. = 3812
EXISTING PARKING 50
EXISTING SEATS = ±75



DEL PASO BOULEVARD
(EXISTING)
SCALE: 1" = 40'-0"



NO PLAYLAND PROPOSED
PROPOSED DRIVE THRU STACKING = 180'
PROPOSED BUILDING SQ. FT. = 3693
PROPOSED PARKING 34
PROPOSED SEATS = ±96



DEL PASO BOULEVARD
(NEW)
SCALE: 1" = 40'-0"



Exhibit 1B
Elevations
Front and Back

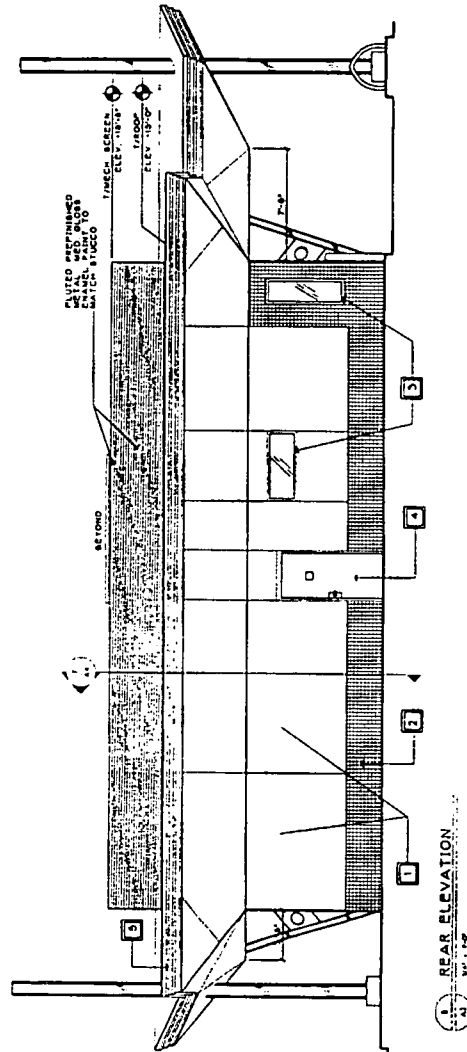
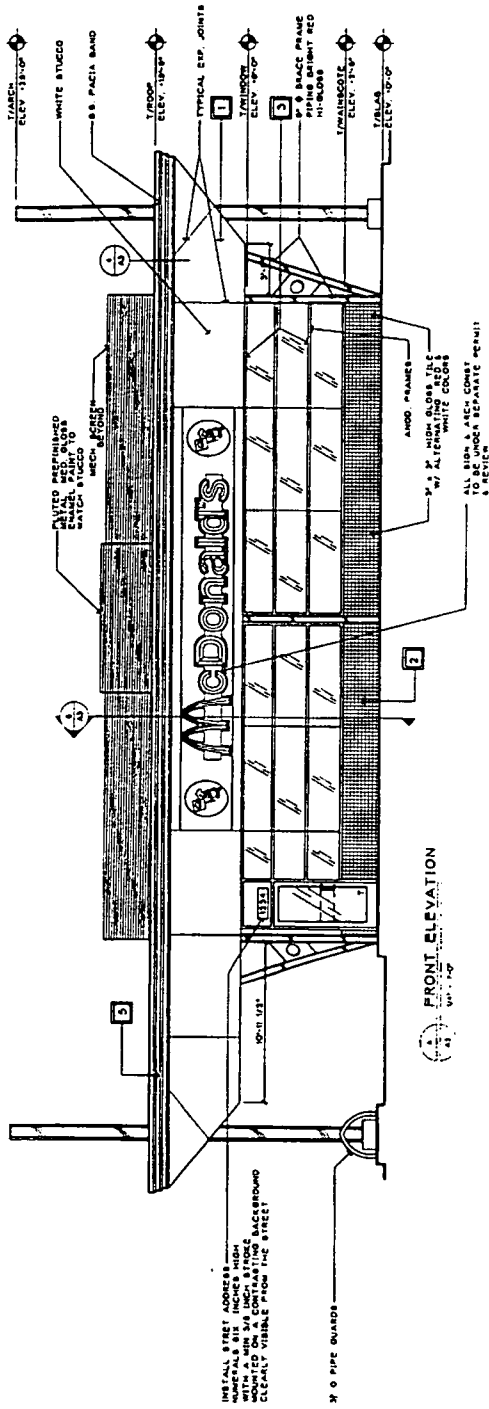
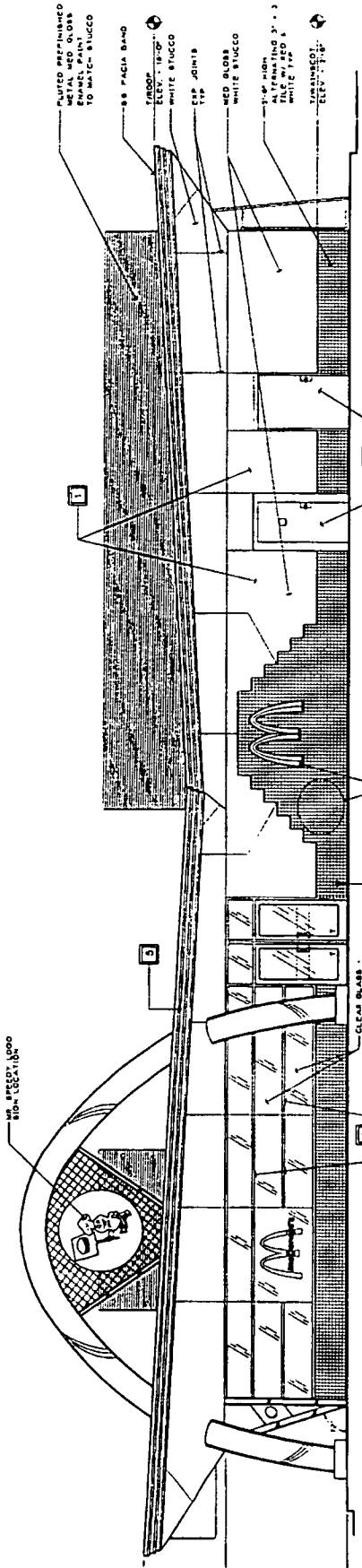
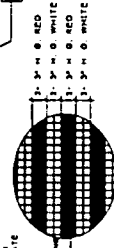


Exhibit 1C
Elevations
Sides



RIGHT SIDE ELEVATION
VP 1, 2P

NOTE: SIGNAGE & ARCH. CONSTRUCTION TO BE UNDER SEPARATE REVIEW & PERMIT

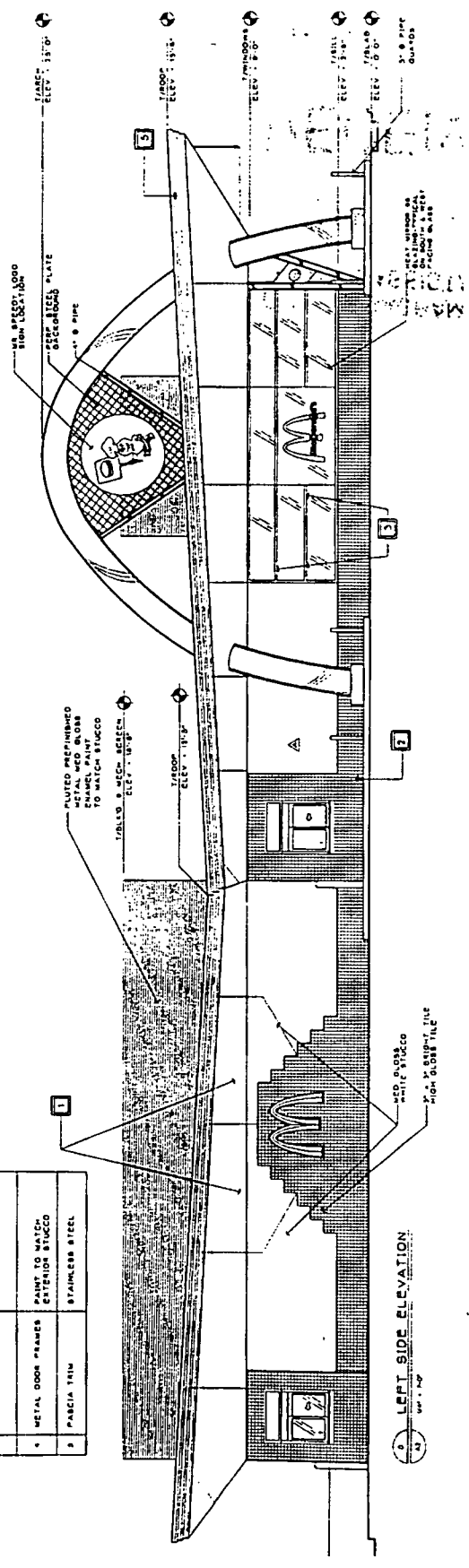


YELLOW UNDERLAYS PERMIT SOURCE SEPARATE

CLEAR GLASS POLISHED FRAMES

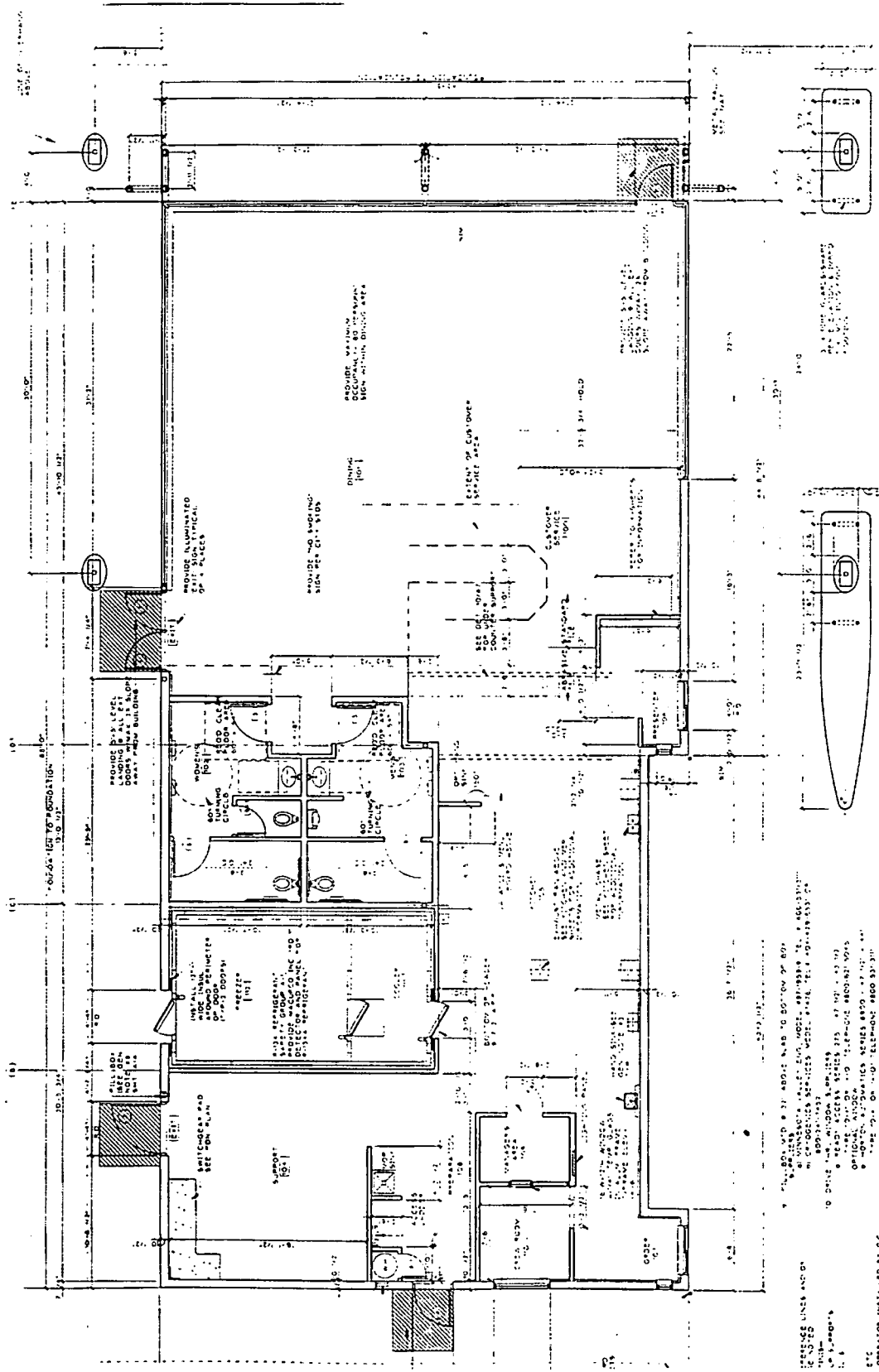
COLOR & MATERIALS SCHEDULE

1	STUCCO	WESTERN WHITE # 1
2	CERAMIC TILE	3\"/>
3	STONE FRONT FRAMES	MILL FINISHED ANODIZED
4	METAL DOOR FRAMES	PAINT TO MATCH EXTERIOR STUCCO
5	FASCIA TRIM	STAINLESS STEEL



LEFT SIDE ELEVATION
VP 1, 2P

Exhibit 1D
Floor Plan



EXTERIOR WALL ASSEMBLY

1. 2" POLYSTYRENE INSULATION
2. 1/2" GYPSUM BOARD
3. 1/2" GYPSUM BOARD
4. 1/2" GYPSUM BOARD
5. 1/2" GYPSUM BOARD
6. 1/2" GYPSUM BOARD

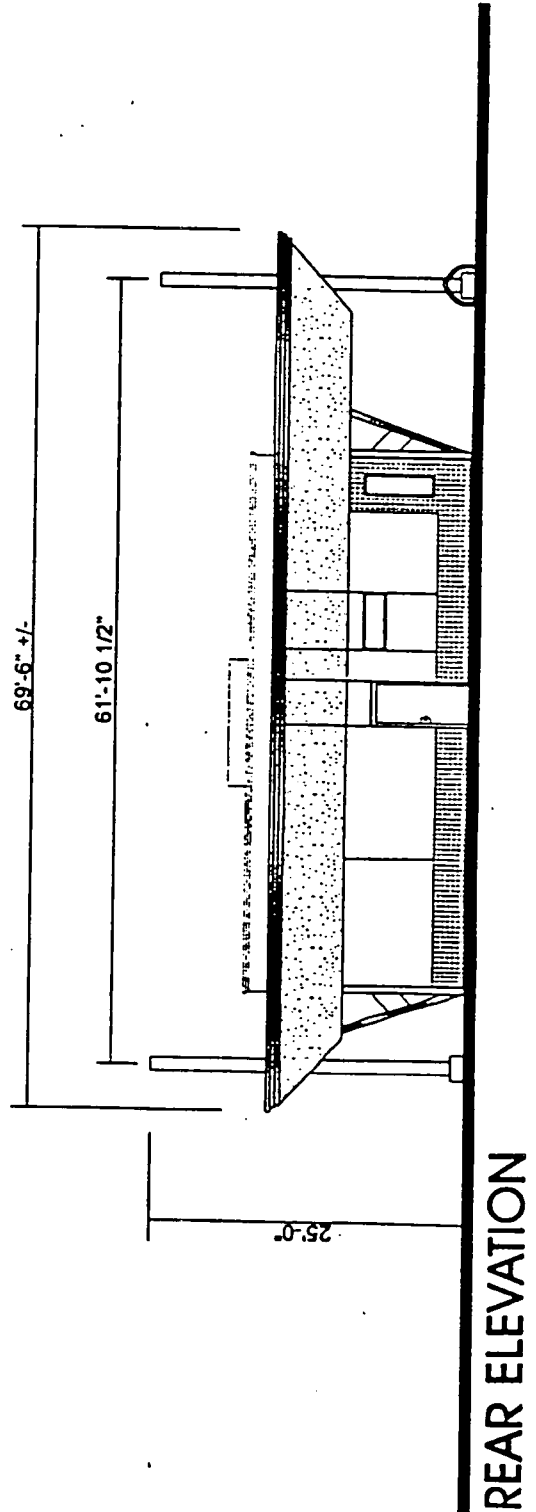
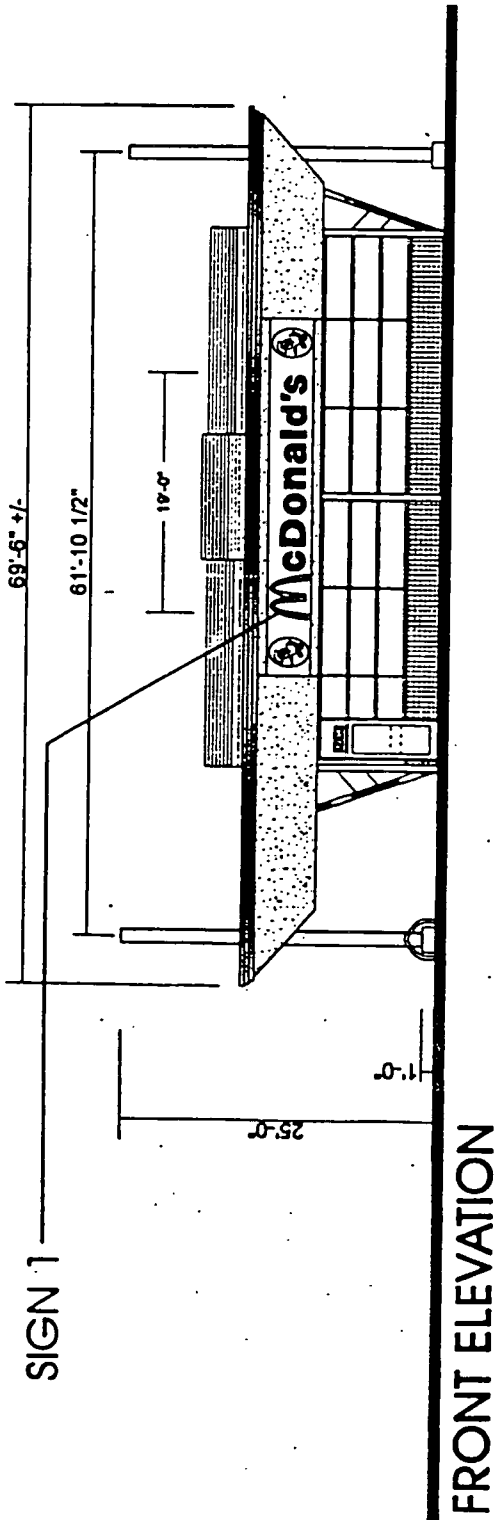
WINDOW ASSEMBLY

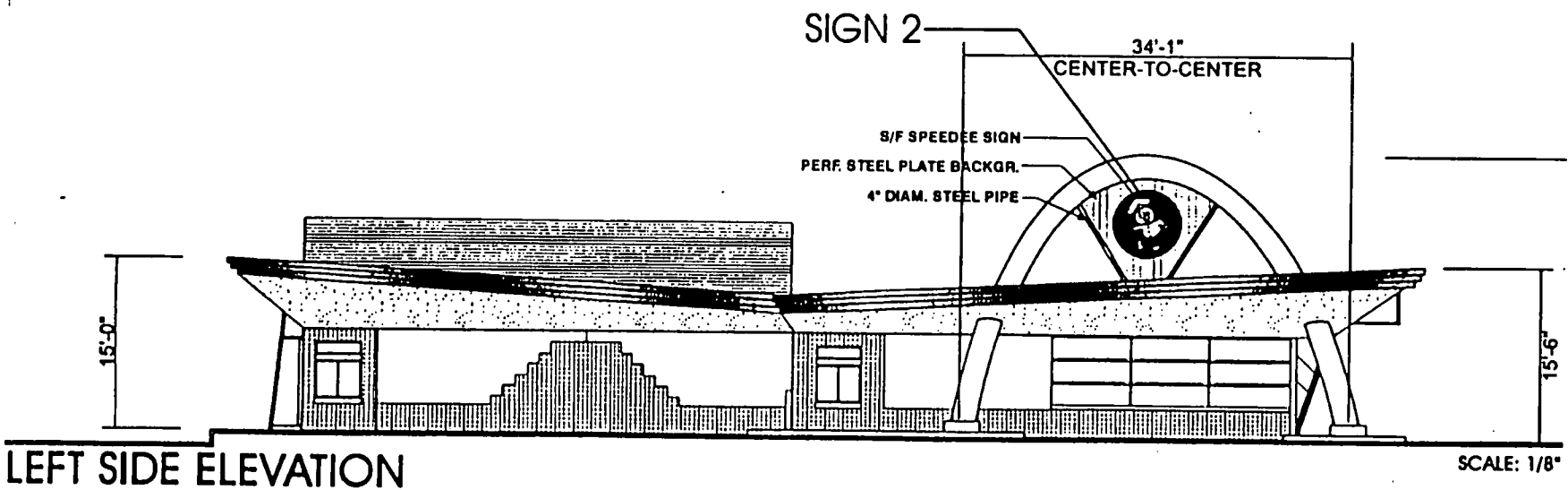
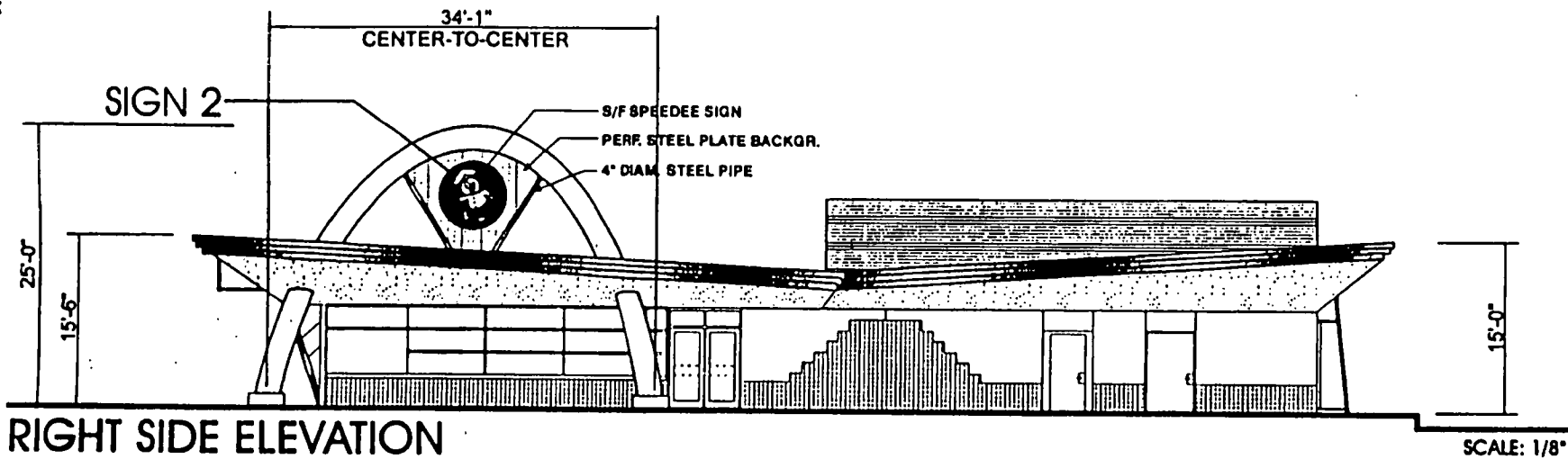
1. 1/2" GYPSUM BOARD
2. 1/2" GYPSUM BOARD
3. 1/2" GYPSUM BOARD
4. 1/2" GYPSUM BOARD
5. 1/2" GYPSUM BOARD
6. 1/2" GYPSUM BOARD

WINDOW ASSEMBLY

1. 1/2" GYPSUM BOARD
2. 1/2" GYPSUM BOARD
3. 1/2" GYPSUM BOARD
4. 1/2" GYPSUM BOARD
5. 1/2" GYPSUM BOARD
6. 1/2" GYPSUM BOARD

Exhibit 1E
Signage Plan: Front and Rear Elevations

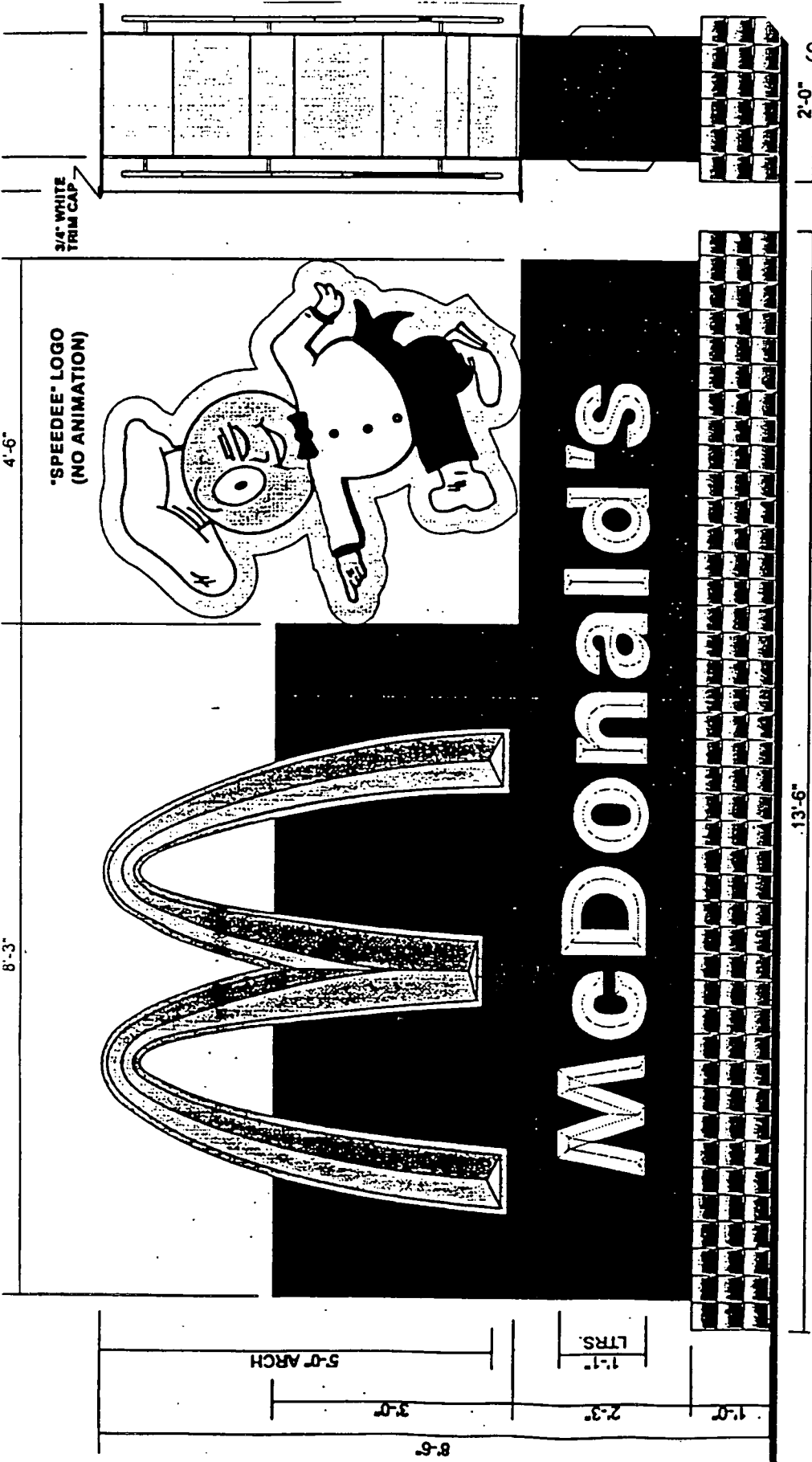




Signage Plan: Side Elevations
Exhibit 1F

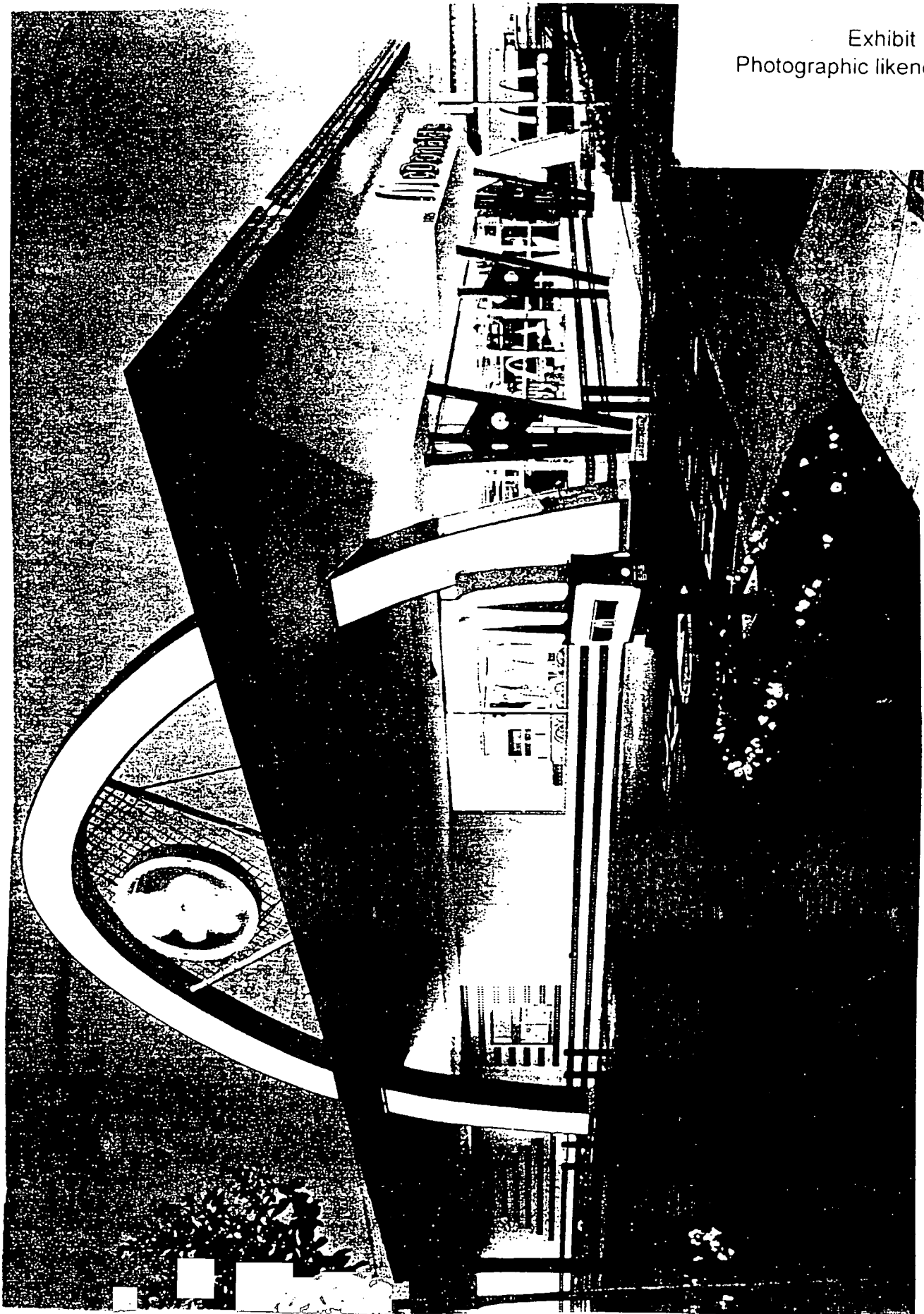
Exhibit 1G

Signage Plan: Monument Sign

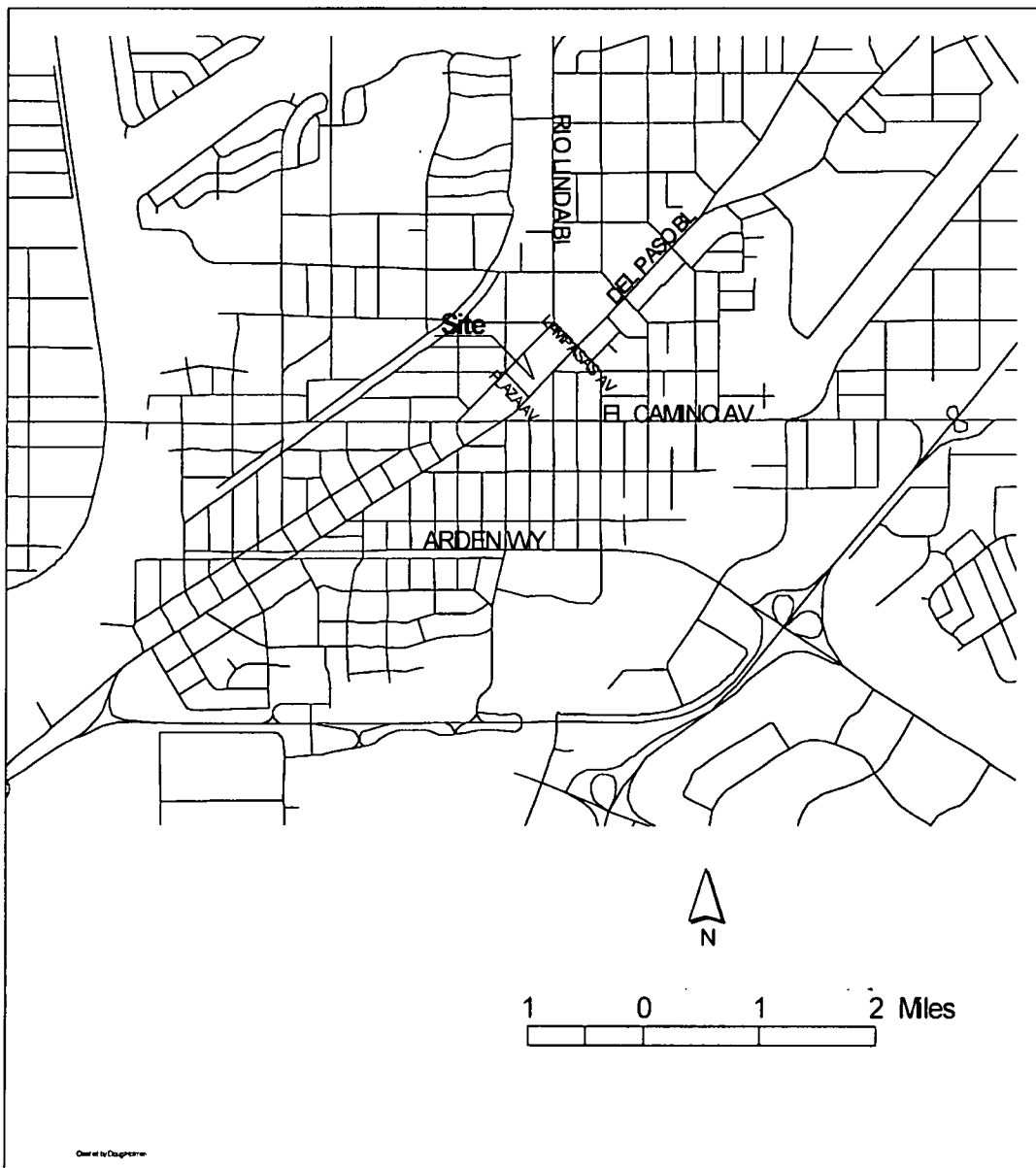


G DOUBLE FACE ILLUMINATED MONUMENT SIGN
SCALE: 1" = 1'-0"

Exhibit 1 H
Photographic likeness



Attachment 2
Vicinity Map



Attachment 3
Land Use and Zoning Map

