

SUBJECT: Proposed text amendments for §1427-25 Ground Signs for Restaurant Drive-Through Facilities.

PURPOSE:

To obtain approval from the City Planning Commission (CPC) on text amendments related to drive-through facilities.

PROPOSED TEXT AMENDMENT:

§ 1427-25. Ground Signs for Restaurant Drive-Through Facilities.

In addition to any other sign regulations, the following regulations shall apply to the drive-through facilities of restaurants:

- a) CG-A, CC-A, ML and MG Districts: One pre-menu board not to exceed 18 square feet and 10 feet in height. One menu board not to exceed 36 square feet and 10 feet in height.
- b) CC-M and CN-M Districts: Pre-menu boards are prohibited. One menu board not to exceed 36 square feet and 10 feet in height.
- c) Speaker posts without signage are exempt from the signage regulations.

JUSTIFICATION:

Fast food restaurants have expanded their need for signage for drive through facilities. Recognizing that the standards have changed for these facilities, the ZTAC has proposed the above amendments to the Zoning Code to prevent the need for variances or for Notwithstanding ordinances for most new drive through facilities. The amendment proposed to preserve the character of the “mixed” districts by prohibiting the pre-menu board and limiting the menu boards. The regulations are relaxed for the auto-oriented zoning districts.

PUBLIC STAFF CONFERENCE:

A Public Staff Conference was held on February 13, 2008. The issue raised concerning this text amendment was that the drive-through signs are too big. The recommendation proposed was to alter the language, reducing the pre-menu board size to 12 square feet, the menu board size to 18 square feet, and the height of both to a maximum of 8 feet.

RECOMMENDATION:

The City Planning Department staff agrees that the size of the signage is too large. Therefore, the City Planning Department staff recommends that the City Planning Commission approve the text amendment as follows:

§ 1427-25. Ground Signs for Restaurant Drive-Through Facilities.

In addition to any other sign regulations, the following regulations shall apply to the drive-through facilities of restaurants:

- a) CG-A, CC-A, ML and MG Districts: One pre-menu board not to exceed 12 square feet and 8 feet in height. One menu board not to exceed 18 square feet and 8 feet in height.
- b) CC-M and CN-M Districts: Pre-menu boards are prohibited. One menu board not to exceed 18 square feet and 8 feet in height.
- c) Speaker posts without signage are exempt from the signage regulations.

RESPECTFULLY SUBMITTED BY:

Alex Peppers, Intern, City Planning Department

REVIEWED BY:

Margaret A. Wuerstle, AICP, Chief Planner
City Planning Department

12/13/07
ZTAC

APPROVED:

Charles C. Graves, III
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