



MEMORANDUM

PUBLIC WORKS - DEVELOPMENT SERVICES

DATE: November 3, 2014

TO: BOARD OF ADJUSTMENT District 2

FROM: Miguel A. Velez, Assistant Executive Secretary 

SUBJECT: **Co10(2)14-05 McDonald's Corporation – South Palo Verde Road**
Scheduled for public hearing on November 10, 2014

LOCATION:

The subject site is located on the east side of South Palo Verde Road, approximately one-third mile south of Interstate 10. The property is zoned CI-1 (Light Industrial/Warehousing Zone).

SURROUNDING ZONING / LAND USES:

North	CI-1/Interstate 10	Vacant Sales Retail/Semi-Tractor Fleet Service
South	CI-1/MU	Fast Food Restaurant/Vacant
East	CI-1	Coffee Processing Facility/Moving Company
West	CI-1/CB-2	Event Venue Center/Auto Retail/Hotel

PUBLIC COMMENT:

To date, no public comments have been received.

PREVIOUS CASES ON PROPERTY:

There have been no previous Board of Adjustment cases on this property.

REQUEST:

The applicant requests the following variances:

1. **To allow a second menu board.** Section 18.79.110.C (Table) of the Pima County Zoning Code allows for a maximum of one menu board.
2. **To increase the total square footage of each menu board to 40 square feet.** Section 18.79.110.C (Table) of the Pima County Zoning Code allows for a maximum area of 30 square feet.
3. **To increase the height of each menu board to 7 feet.** Section 18.79.110.C (Table) of the Pima County Zoning Code allows for a maximum height of 6 feet.

TRANSPORTATION AND FLOOD CONTROL REPORT:

Flood Control will review this proposal at the time of permitting. This request does not require transportation review. Transportation will review at the time of development plan.

BACKGROUND:

The site is located on South Palo Avenue, approximately one-third mile south of Interstate 10. The subject property is approximately .92 acres and is zoned CI-1. It was originally recorded on November 30, 1984 as Coronado Pointe Commerce Center (Book 38, Page 21), allowing for commercial and industrial uses. This parcel is referenced as Lot 16 in the Subdivision Plat. In 1986 a development plan for McDonald's Restaurant (Book 5, Page 97) was approved and has been in continuous use and service since that time. Numerous permits have been issued since 1986 for various tenant improvements to the establishment. This variance application is part of major updates which have been approved by permit activity P14CP0477 for exterior updates, side-by-side drive thru and cash booth, as well as other revisions and upgrades.

The parcel is located in an area primarily zoned CI-1 with some nearby CB-2 and MU zoned properties. The adjacent parcels to the north, east and south are zoned CI-1 and are either vacant or commercial businesses. Across Palo Verde Road to the west is a combination of commercial and hotel/event venue use.

The variance requests to add a second menu board sign for a proposed side by side drive-thru, to increase the total square footage of each sign to 40 square feet and increase the height of each sign to seven feet. Pima County Zoning Code limits the number of menu boards to one, the size of the menu board to a maximum of 30 square feet and restricts the height of the sign to six feet. The drive-thru will replace the existing service, which is located at the rear of the property and behind the restaurant.

The applicant indicates side by side service delivery increases efficiency, reduces customer wait time and reduces "stacking" of vehicles in the parking lot and entrance. Site surveys of similar McDonald's side by side drive thru stations suggest they impose minimal visual impact and reduce on-site vehicle congestion. A site inspection of this property indicates potential visual, lighting or noise effects appear minimal due to the proposed sign location and the surrounding commercial uses nearby.

Analysis: Staff supports the variance. The justification for variance support is the strict application of the provision would work an unnecessary hardship and the variance will not cause injury to or adversely affect the rights of surrounding property owners and residents, as evidenced by the ongoing use since 1986, congruent commercial uses adjacent and in the area, and the lack of objections submitted by affected residents for the proposed variance.

RECOMMENDATION:

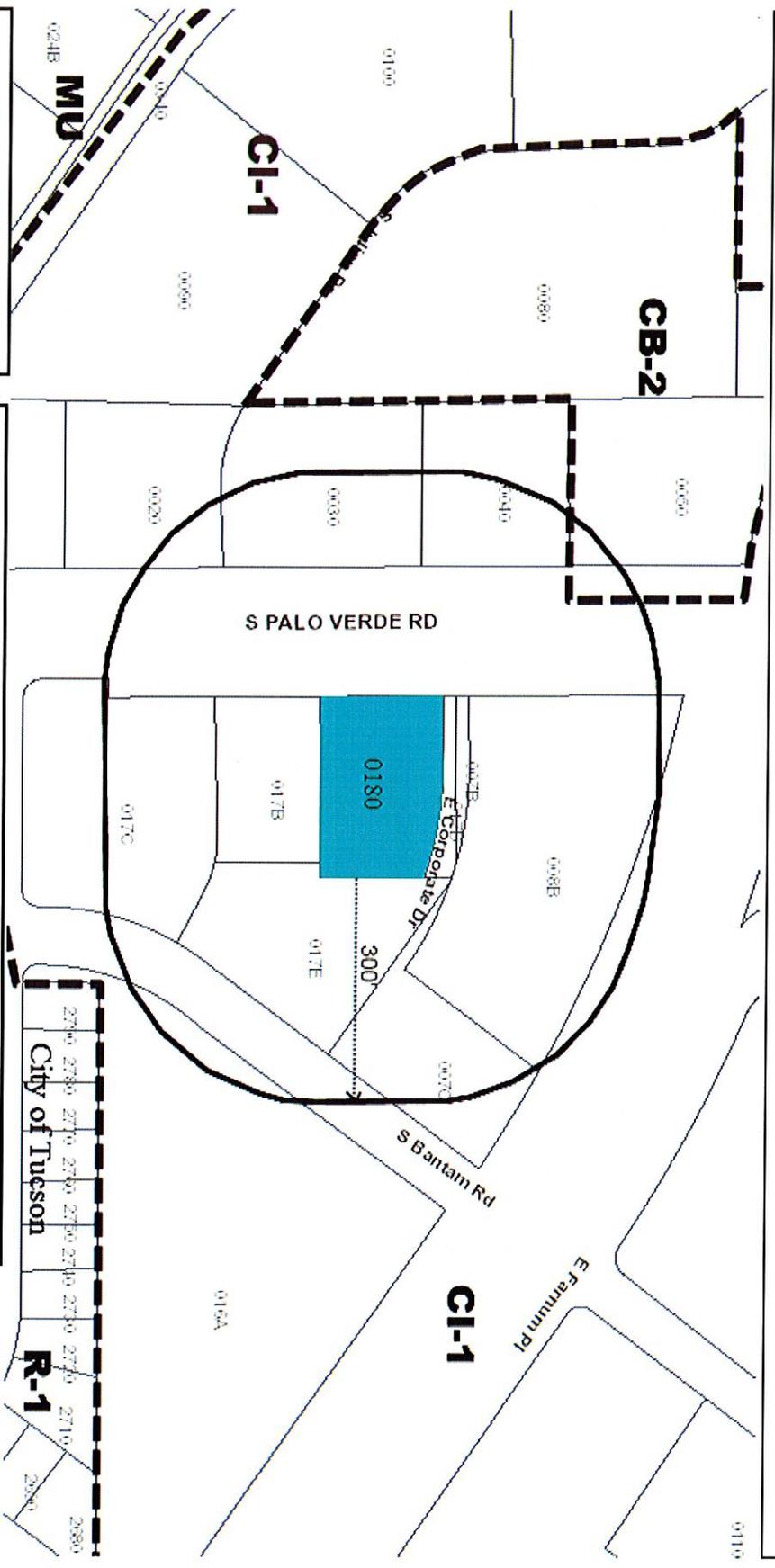
Staff recommends **APPROVAL** of the variance.

Standards that must be considered by a board of adjustment when considering a variance request include:

1. The strict application of the provision would work an unnecessary hardship;
2. The unnecessary hardship arises from a physical condition that is unusual or peculiar to the property and is not generally caused to other properties in the zone;
3. The unnecessary hardship does not arise from a condition created by an action of the owner of the property;
4. The variance is the minimum necessary to afford relief;
5. The variance does not allow a use which is not permitted in the zone by the Code;
6. The variance is not granted solely to increase economic return from the property;
7. The variance will not cause injury to or adversely affect the rights of surrounding property owners and residents;
8. The variance is in harmony with the general intent and purposes of the Code and the provision from which the variance is requested;
9. The variance does not violate State law or other provisions of Pima County ordinances;
10. The hardship must relate to some characteristic of the land for which the variance is requested, and must not be solely based on the needs of the owner;
11. If the variance is from a sign or advertising structure area limitation, no reasonable use of the property can be made unless the variance is granted;
12. If the variance is from a height limitation, no reasonable use of the property can be made unless the variance is granted.

NOTIFICATION MAP

MCDONALD'S CORPORATION — S. PALO VERDE ROAD



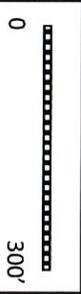
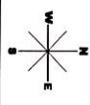
LEGEND

Petition Area

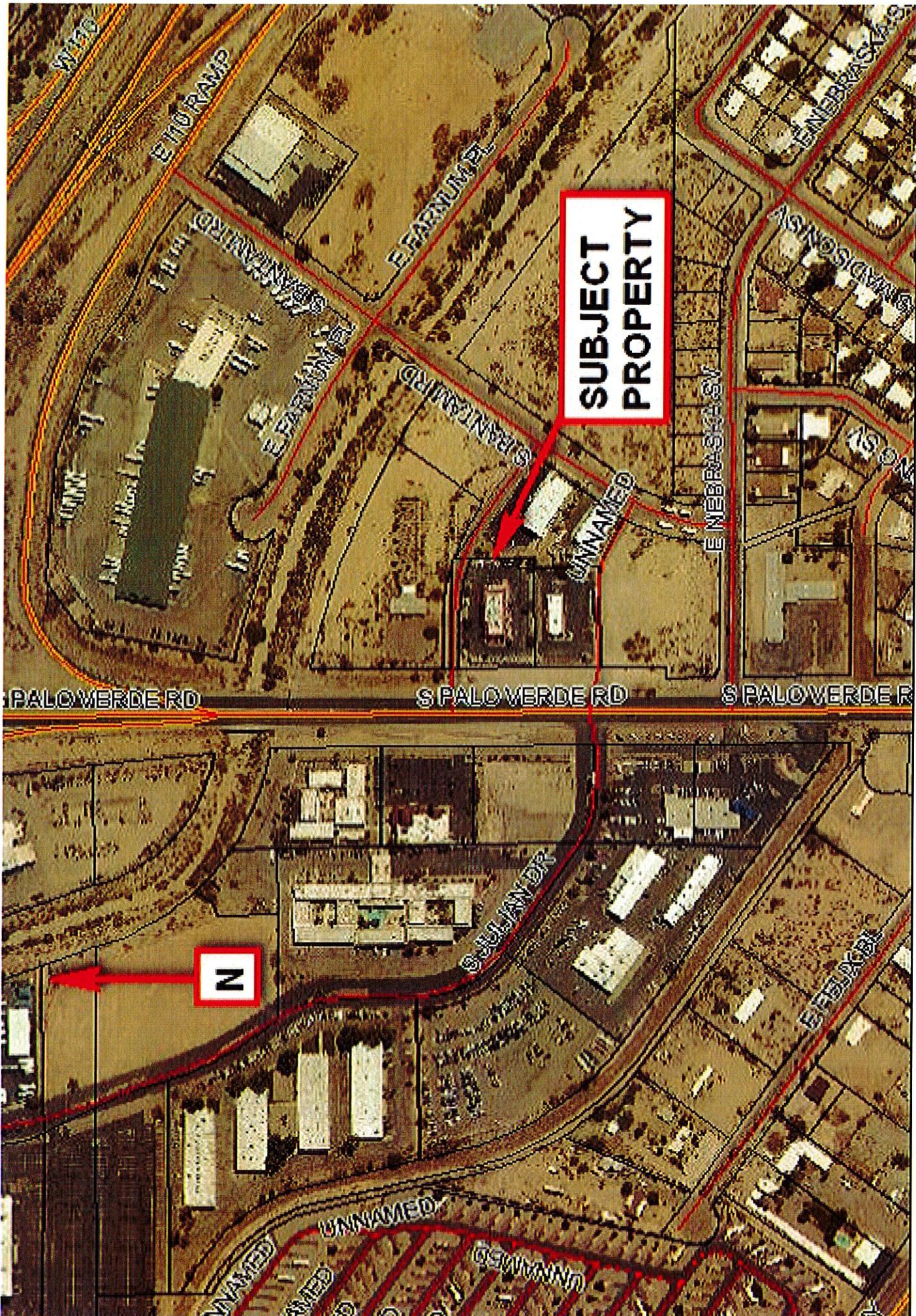
Notification Area

NOTES

File no.:	Co10(2)14-05	Tax Code(s):	140-07-0180
Application:	Variance	Base Map:	33
		Drafter:	A.H.



10/21/2014



Co10(2)14-05 McDonald's Corporation - S. Palo Verde Road
Sign Variance



October 9, 2014
File: 2007043085

**Reference: McDonald's Remodel
5225 S Palo Verde, Tucson, AZ**

Board of Adjustment District – Board Members,

I request a variance to add a 2nd menuboard sign to the proposed side by side drive-thru.

The proposed project is a remodel of the existing McDonald's store located at 5225 S Palo Verde. McDonalds Corporation is in the process of re-imaging stores in North America. The proposed redesign of the store is an arcade concept to break up the scale of the building with a palate of earth tone colors as shown on the proposed exterior elevations.

The existing single lane drive-thru will be removed and new side by side drive-thru will be installed. This reconfiguration has been determined to meet the McDonalds criteria of reducing drive-thru wait time to 30-45 seconds between order and pick-up. To accomplish this a second menu board will be added.

McDonald's has continued to improve their service methods over the past few decades. They have made significant changes to their restaurant locations with improvements both in building and site planning standards. McDonald's has continually evolved their buildings to improve service, brand recognition, and customer experience. McDonald's has introduced double Drive-Thru windows, and two-at-a-time ordering as examples. McDonald's restaurant visits have also changed. In the past, McDonald's customers would park and enter the restaurant, which created the need for large parking lots. Today, the majority of McDonald's customers utilizing the drive-thru, and do not park.

The addition of a Side-by-Side Drive Thru enables the restaurant to increase car stacking in a condensed area at the rear of the building. Multiple order points allow the customers to order efficiently and sequentially, which reduces the wait time. When the customer reaches the "Present window", the crew person has the order ready to deliver. Service efficiency helps reduce traffic congestion due to efficient stacking in the drive-thru and reduces the potential stacking into the parking lots or the entrances.

With innovation and operational process changes, McDonald's enable their restaurants meet their guest expectations. Improved service times are a direct result of crew efficiency, Drive Thru design, and leads to an exceptional customer experience.

Please feel free to contact us for any additional information regarding this project.