

MEMORANDUM

TO: Plan Commission

FROM: Jeff Ryckaert, Principal Planner and Dan Nakahara, Planner

DATE: June 21, 2019

RE: Prefiling Conference: McDonald's Restaurant Request for an Amendment to Their Special Use and Approval of New Menu Boards Pursuant to Article 9.02B.14 (a) of the Deerfield Zoning Ordinance.

The purpose of a prefiling conference is to provide the applicant with feedback, input, and reaction to their proposal in a workshop setting.

Subject Property

The subject property consists of McDonald's Restaurant, which is located at 50 N. Waukegan Road. In 1977, McDonald's was granted permission to construct the restaurant as a Special Use (Ord. O-77-08). In 1982, McDonald's was granted an amendment to the existing Special Use to allow a drive-thru (Ord. O-82-50 and Ord. O-82-51) and in 1991, McDonald's amended their Special Use to add a second drive-up window used for cash/transactions (Ord. O-91-27). In 2012, McDonald's was granted an amendment to the existing Special Use to allow side by side, (dual) ordering board lanes at the west side of the building to replace the single drive-thru lane; a new vehicular connection from the McDonald's property to the property to the south, elimination of 18 parking spaces to accommodate the new dual ordering board lane; a new traffic circulation lane that wraps around the east (front) side of the building; changes to the exterior of the building to provide a modern appearance; a small addition to the southwest corner of the building; a new location of the trash enclosure further south on the property; new landscaping to accommodate the changes to the site plan; a new ground sign along Waukegan Road; new directional signage to accommodate the new traffic flow on the property and sign modifications (Ord. O-12-23 and O-12-24). The subject property is zoned C-2 Outlying Commercial District. A restaurant is a Special Use in the C-2 Outlying Commercial District.

Surrounding Land Use and Zoning

North: C-2 Outlying Commercial District – Firestone

South: C-2 Outlying Commercial District – Parkway Bank, Luna Flooring and Carpets, Top Fitness Store, Charles Ifergan Salon and Rainbow Cleaners (this property is commonly referred to as the Atrium/Golden Bear PUD)

East: (across Waukegan Road) C-2 Outlying Commercial District – Cadwell's Corners

West: C-2 Outlying Commercial District – medical office & professional office building

Proposed Plan of Development

The petitioners are proposing to amend their existing Special Use for the restaurant to allow two (2) new dual panel digital menu boards. McDonald's franchises are eliminating their existing menu boards and upgrading to digital menu boards in all of its locations. The Deerfield McDonald's currently has two (2) drive-thru lanes, each lane with its own three (3) panel, 43 square foot menu board. The dual panel digital menu boards are proposed to each be 20 square feet and able to change several times a day as the menu changes. The digital menu board will dim automatically as the ambient light lessens and switch to "night mode" during evening hours that will be controlled by an internal photocell. The "night mode" replaces the black font/white background with a white font/black background. There will be no flashing, moving or bright images on the new digital menu board. The existing speaker posts will remain for audio, but the confirmation screen on the post is being eliminated because the order confirmation will be viewed on the new digital menu boards. No additional sound or speakers are being proposed with these digital menu boards. The new digital menu board location will remain behind the restaurant and concealed from view to Waukegan Road. The existing yellow canopies under which the vehicles place their order will remain unchanged and the proposed digital menu boards will be programmed to shut down during the drive-thru non-business hours. Nothing will change to the plans regarding traffic, circulation or parking.

In 2014, the Plan Commission explored the issues of menu boards and sent a recommendation to the Board of Trustees. The Board of Trustees passed Ordinance O-14-13 regarding drive-thru menu boards. The outcome was that the Village would review menu boards of all types in the C-2 Outlying Commercial District on a case-by-case basis. The menu boards would be evaluated based on the number, area, location, height and lighting.

Zoning Conformance

The petitioners are seeking approval of an amendment to a Special Use and review of their proposed menu boards by the Plan Commission pursuant to below Article 9.02B.14 (a) of the Deerfield Zoning Ordinance. Attached are the Special Use Standards.

Article 9.02B.14 -Restaurant Drive-Thru Menu Board Signage in the C-2 Outlying Commercial District (Ord. 0-14-13)

- a. Number, Area, Location, Height and Lighting- The number, area, location, height and lighting of a restaurant drive-thru menu board sign shall be determined by the Corporate Authorities following review and consideration of a recommendation from the Village Plan Commission. (Ord. 0-14-13)

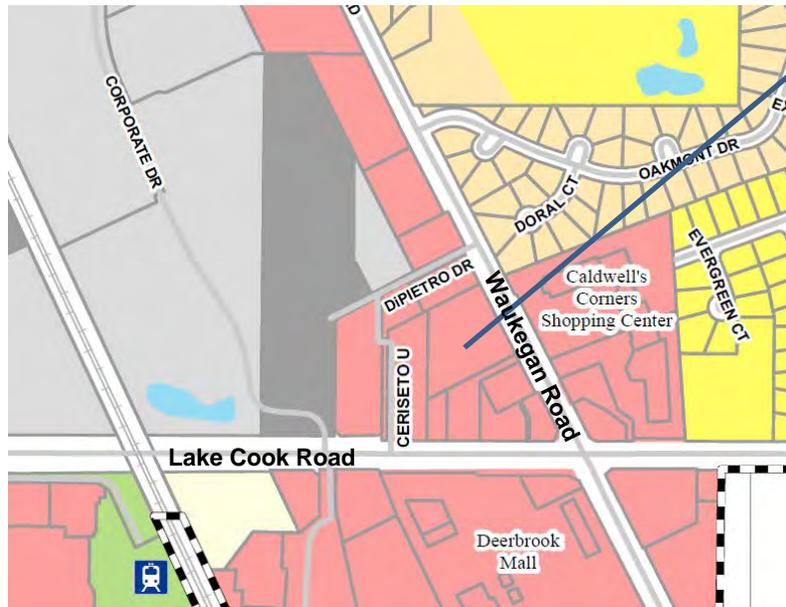
Landscaping Plan

The petitioner plans to maintain the existing landscape plan (the location of the proposed menu boards will remain the same).

Appearance Review Commission (ARC)

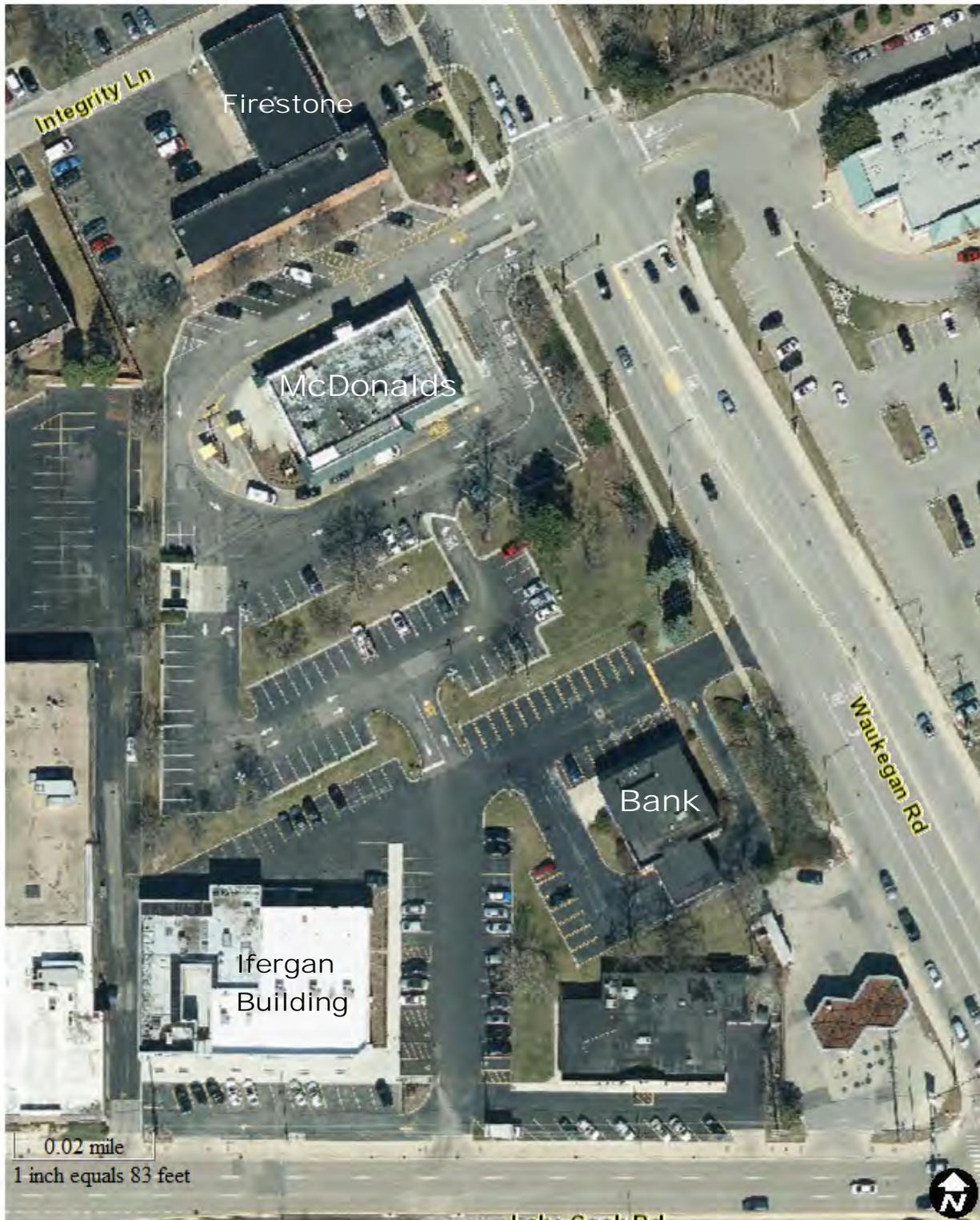
The petitioners will have to seek ARC approval of the proposed digital menu boards and any other exterior changes. A meeting is scheduled for June 24th with the ARC.

Village of Deerfield 2019 Zoning Ordinance Map



Subject Property

	R-1	SINGLE FAMILY DISTRICT ONE FAMILY DWELLINGS AND ACCESSORY USES
	R-2	SINGLE FAMILY DISTRICT SAME AS R1
	R-3	SINGLE FAMILY DISTRICT SAME AS R1
	R-4	SINGLE & TWO FAMILY ONE FAMILY & TWO FAMILY DWELLINGS & ACCESSORY USES
	R-5	GENERAL RESIDENCE ONE FAMILY & TWO FAMILY DWELLINGS & ACCESSORY USES
	C-1	VILLAGE CENTER
	C-2	OUTLYING COMMERCIAL
	C-3	LIMITED COMMERCIAL OFFICE
	I-1	OFFICE, RESEARCH, RESTRICTED INDUSTRY
	I-2	LIMITED INDUSTRIAL
	P-1	PUBLIC LANDS SCHOOLS, PARKS, PUBLIC BUILDINGS & CEMETERIES

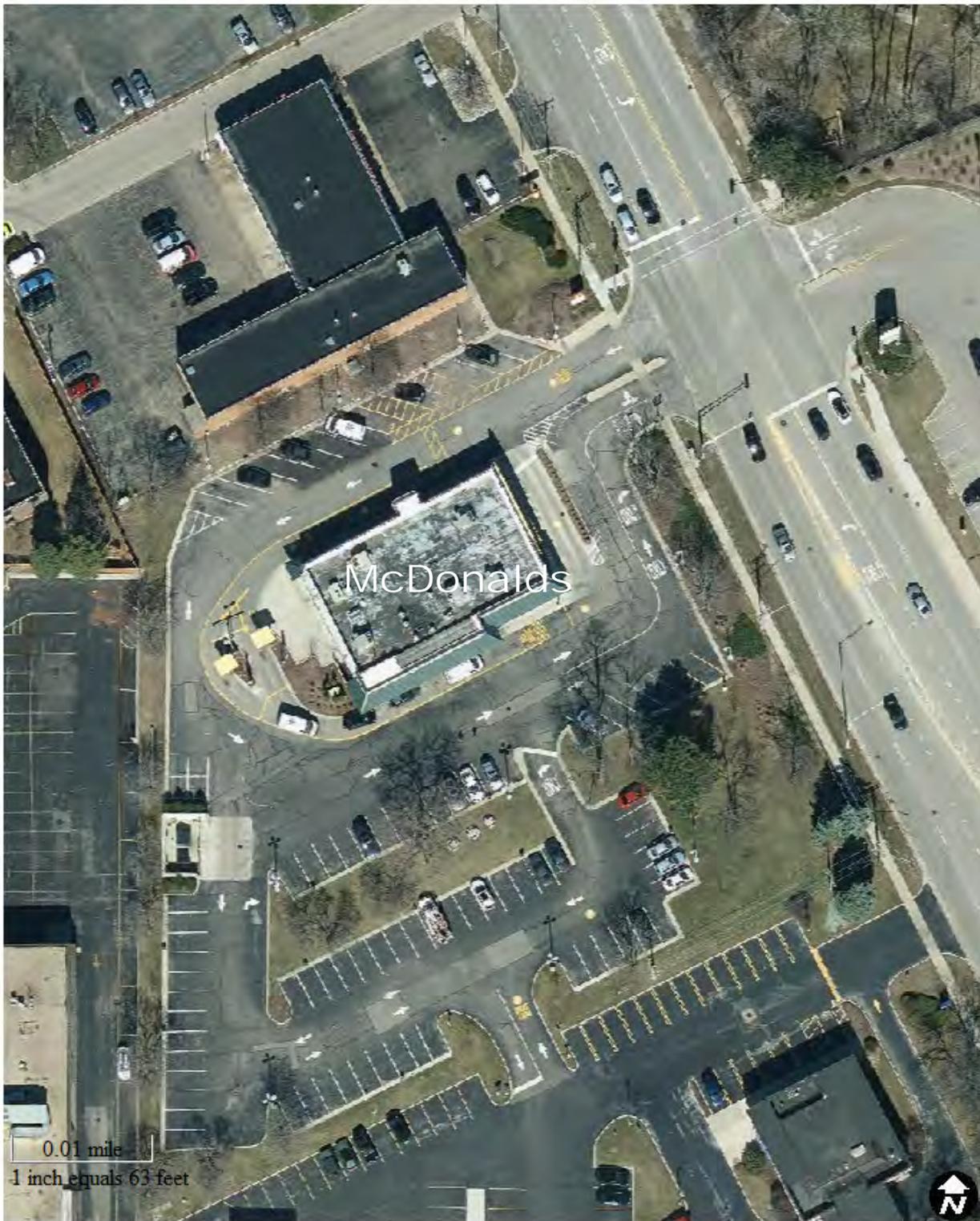


Map created on June 21, 2019.

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SPECIAL USE CRITERIA

Does it meet the standards for a Special Use? A Special Use shall be authorized only when the Plan Commission finds all of the following:

1. Compatible with Existing Development
The nature and intensity of the activities involved and the size, placement and design of any structures proposed will be so planned that the Special Use will be compatible with the existing development and will not impede the normal and orderly development and improvement of surrounding property.
2. Lot of Sufficient Size
The size of the lot will be sufficient for the use proposed.
3. Traffic
The location of the Special Use within the Village will be such that adverse effects on surrounding properties will be minimal, particularly regarding the traffic generated by the Special Use.
4. Parking and Access
Parking areas will be of adequate size for the particular use and properly located, and the entrance and exit drives will be laid out so as to prevent traffic hazards and nuisances.
5. Effect on Neighborhood
In all respects the Special Use will not be significantly or materially detrimental to the health, safety and welfare of the public or injurious to the other property or improvements in the neighborhood, nor will it diminish or impair property values in the surrounding area.
6. Adequate Facilities
That adequate utilities, access roads, drainage and/or other necessary facilities have been or are being provided.
7. Adequate Buffering
Adequate fencing and/or screening shall be provided to ensure the enjoyment of surrounding properties, to provide for the public safety or to screen parking areas and other visually incompatible uses.
8. If in C-1 Village Center District: That the establishment of the Special Use will not be injurious to the character of the C-1 Village Center District as a retail center for the Village.