



Planning Commission

AGENDA REPORT

MEETING DATE: August 6, 2012

SUBJECT: McDonalds USA, LLC., 701 Center Drive (APN: 226-111-42)

CASE: CUP 84-11(12M)

Recommendation

Conditionally approve the addition of a second drive-thru lane and associated improvements to the building façade and site improvements (e.g. landscaping and parking lot paving) through a Major Conditional Use Permit (CUP) modification.

Introduction

The approximately 3/4 acre site is currently developed with an existing 4,500 square foot quick service restaurant ("McDonalds") with a single lane drive-thru with a paved parking lot containing twenty-six (26) spaces, a private playground and landscaping.

The proposed project would add an additional lane to the existing drive through and update the existing façade to be compatible with contemporary McDonald's corporate branding standards. The new façade would encompass architectural details consistent with the style of the Nordahl Marketplace and add approximately 81 square feet to the existing building footprint. In addition, onsite facilities (e.g. the parking lot, landscaping, signage, etc.) will be modified to compliment the new building improvements.

Discussion

The current zoning of the property is Specific Plan Area (SPA) and pursuant to the Administrative Amendment (SP 82-01(12M#2) adopted July 30, 2012, the subject property is now a part of the Nordahl Marketplace Specific Plan and will conform to the development standards established in Section 3 of the plan. Surrounding land uses are restaurants, commercial retail and education with the nearest residence located approximately 400 feet to the east on Montiel Road behind an existing strip retail center situated on the opposite side of Nordahl Road. Pursuant to the requirements established in Section 20.56.020 of the San Marcos Municipal Code and Section 3.1.1(B)(7) of the Nordahl



Marketplace Specific Plan, the proposed modification to the drive-thru requires the approval of a major Conditional Use Permit (CUP).

As stated previously, the proposed project would add approximately 81 square feet to the existing footprint of the building. This addition would occur on the north side of the building and is necessary to accommodate an expanded cashier area required by the addition of the dual drive-thru lane. The architectural improvements proposed by the project would remove the existing red tile mansard roof and Spanish Mission details as well as the "faux lighthouse" feature, replacing them with a contemporary design that would reflect the new McDonald's corporate branding features. Among these upgrades would be an "arcade" feature on the south elevation which would be clad in a stone veneer that would be compatible with the existing stone of the shopping center. Additionally, architecturally enhanced entrances clad with matching stone veneer, metal awnings with tieback hardware and a new earth toned paint scheme are all proposed by the project.

In addition to the architectural enhancements, the project would also reconfigure the drive-thru exit, add an outdoor dining area to the west side of the building (to replace the existing playground), add five (5) additional parking spaces, resurface a portion of the parking lot/drive aisle, replace a section of damaged ribbon gutter, add a covered trash enclosure and add landscaping along the perimeter to screen the presence of cars in the drive-thru queue. The project would also create a ramp for ADA compliant access to the project from Nordahl Road. It should be noted that due to Nordahl Road right-of-way improvements underway by the City, the Nordahl Road sidewalk elevation is expected to be increased slightly. As a result, the construction of the ADA ramp and installation of the landscaping will occur after the completion of these right-of-way improvements, which should coincide with the construction of the project.

Lastly, the city is requiring two (2) additional architectural enhancements: one to the tower and the other to the "drive-thru pop-out." Included in the Conditions of Approval are requirements that the applicant add features to the tower that further enhance it with elements consistent with others in the Nordahl Marketplace Shopping Center (e.g. KFC, Coldstone, Starbucks, etc.). Additionally a stone clad brand wall façade has also been requested for inclusion on east elevation of the "drive-thru pop-out." Inclusion of this brand wall detail on the east elevation will be consistent with the front of the building and further enhance the rear elevation, which is highly visible from both Nordahl and Montiel Roads. A final revised plan for these elements is required and subject to the approval of the Planning Division Director.



Attachment(s)

Adopting Resolution

- A- Vicinity Map
- B- Aerial Photo
- C- Requested Entitlement
- D- Site & Project Characteristics
- E- Project Plans and Elevations

Prepared by:

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Reviewed by:

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Approved by:

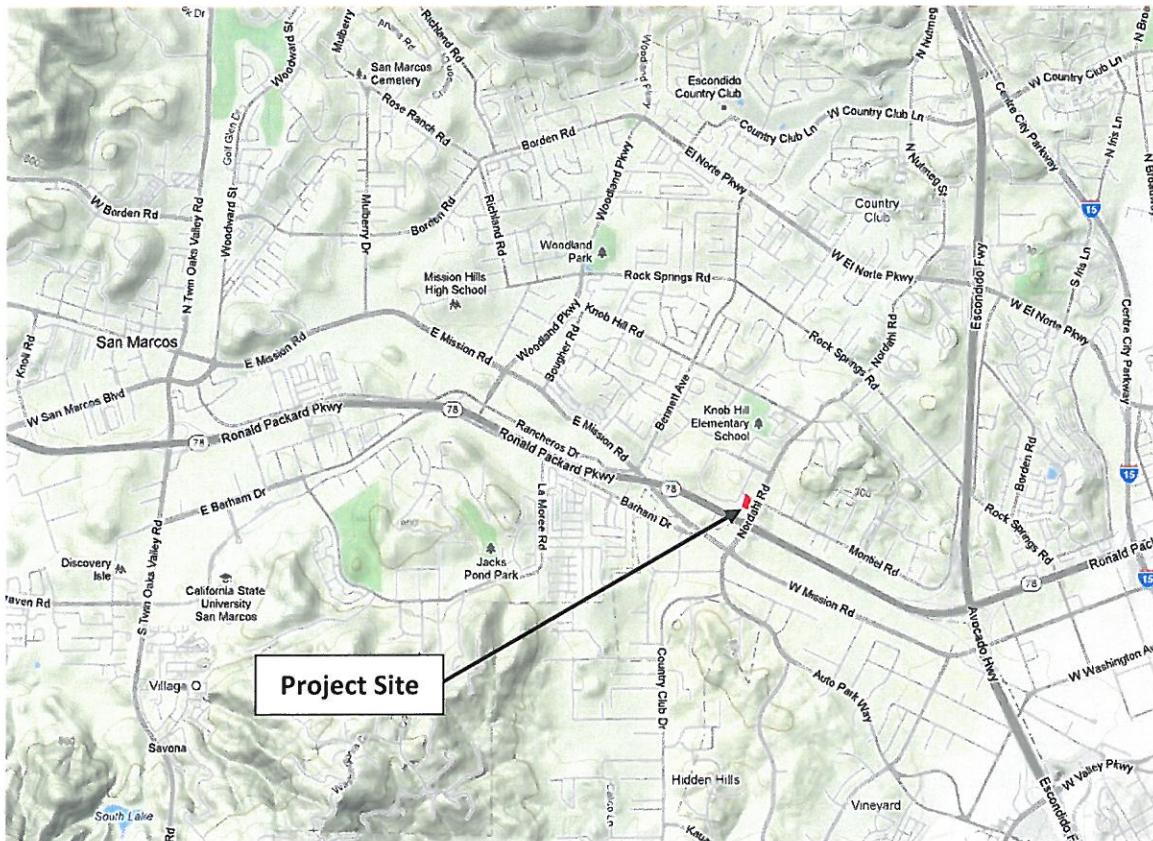
Charlie Schaffer

AGENDA ITEM NO. 2



ATTACHMENT A

Vicinity Map





ATTACHMENT B

Aerial Photo



Project Site



ATTACHMENT C

Requested Entitlements

- Conditionally approve the addition of a second drive-thru lane and associated upgrades to the building façade and site improvements (e.g. landscaping and parking lot paving) through a Major Conditional Use Permit (CUP) modification at the existing McDonald's at 701 Center Drive in the Nordahl Marketplace Specific Plan Area (SPA).



ATTACHMENT D

Site & Project Characteristics

<u>Property</u>	<u>Existing</u>	<u>Zoning</u>	<u>General Plan</u>
<u>Land use</u>			<u>Designation</u>
Subject	Restaurant	SPA	Specific Plan Area
North	Restaurant	SPA	Specific Plan Area
South	Restaurant	SPA	Specific Plan Area
East	Commercial/Retail	SPA	Specific Plan Area
West	Educational	SPA	Specific Plan Area

Flood Hazard Zone	<u> </u> yes	<u>x</u> no
Resource Conserv. Area	<u> </u> yes	<u>x</u> no
Sewers	<u>x</u> yes	<u> </u> no
Septic	<u> </u> yes	<u>x</u> no
Water	<u>x</u> yes	<u> </u> no
Gen. Plan Conformance	<u>x*</u> yes	<u> </u> no
Land Use Compatibility	<u>x*</u> yes	<u> </u> no

Development Standards per the SPA Zone:

<u>Setbacks</u>	<u>Required</u>	<u>Proposed</u>
North (to residences)	none.	~ 60 ft.
South (Taco Bell)	none	~ 73 ft.
East (Nordahl Rd.)	20 ft.**	~ 62 ft.
West (internal driveway)	none	~ 53 ft.
Height	45 ft.	~ 27 ft.

* with approval of CUP

** setback from face of curb



ATTACHMENT E
Project Plans and Elevations

(see attached plan sets)

AGENDA ITEM NO. 2