

Planning Commission Staff Report

McDonald's Site Improvements Planned Development - Petition PLNPCM2012-00324 950 West North Temple Hearing Date: August 8, 2012



Planning and Zoning Division
Department of Community &
Economic Development

Applicant

Dominion Engineering for McDonald's Corporation

Staff

Everett Joyce (801) 535-7930
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Tax Identification Numbers

08-35-451-023; 08-35-451-020; 08-35-451-022; and 08-35-451-023

Current Zone

TSA-UN Transit Station Area Urban Neighborhood District

Master Plan Designation

North Temple Boulevard Plan in the Core Area of the 800 West Station Area Plan

Council District

District 2 – Kyle LaMalfa

Community Council District

Fairpark – Gordon Storrs, Chair

Lot Size

0.68 acres

Current Use

McDonald's restaurant with drive through window

Applicable Land Use Regulations

- 21A.26.078 TSA Transit Station Area District
- 21A.46.095 Signs in TSA District
- 21A.55 Planned Developments

Notification

- Notice mailed July 26, 2012
- Sign posted July 26, 2012
- Posted to Planning Dept and Utah State Public Meeting websites July 26, 2012

REQUEST

Dominion Engineering, applicant, is requesting approval of a planned development application for site improvements to an existing McDonald's restaurant at 950 West North Temple within the TSA-UN Zoning District.

The applicant requests planned development approval for proposed site improvements. These include the installation of a bricked vehicle bypass lane and relocation of a noncomplying pole sign. Other site improvements that do not require planned development approval are the relocation of video vending equipment and demolition of a screen wall that obstructs storefront visibility, a plaza area with seating, lighting and drought tolerant landscape.

The applicant identifies that modifications to the existing site are proposed as a result of Airport Light Rail line development eliminating left turn exit and entrance onto and from North Temple and widening of the North Temple right-of-way which impacts internal site circulation.

The planned development request includes the relocation of an existing noncomplying pole sign that is located where the vehicle bypass lane is proposed. The current zoning prohibits driveways between the building and front property line and prohibits pole signs.

STAFF RECOMMENDATION

Staff recommends that the Planning Commission review the proposed Planned Development and requested zoning modifications, conduct a public hearing and consider a positive recommendation pursuant to the analysis and findings in this staff report.

Potential Motions

Consistent with Staff Recommendation: Based on the findings listed in the staff report, testimony and proposed plans presented, I move that the Planning Commission approve the request pursuant to the analysis, findings and conditions of approval in this staff report.

Conditions of approval:

1. That the vehicle bypass lane is not used for vehicle parking awaiting service delivery from the drive-through window.

Exhibits

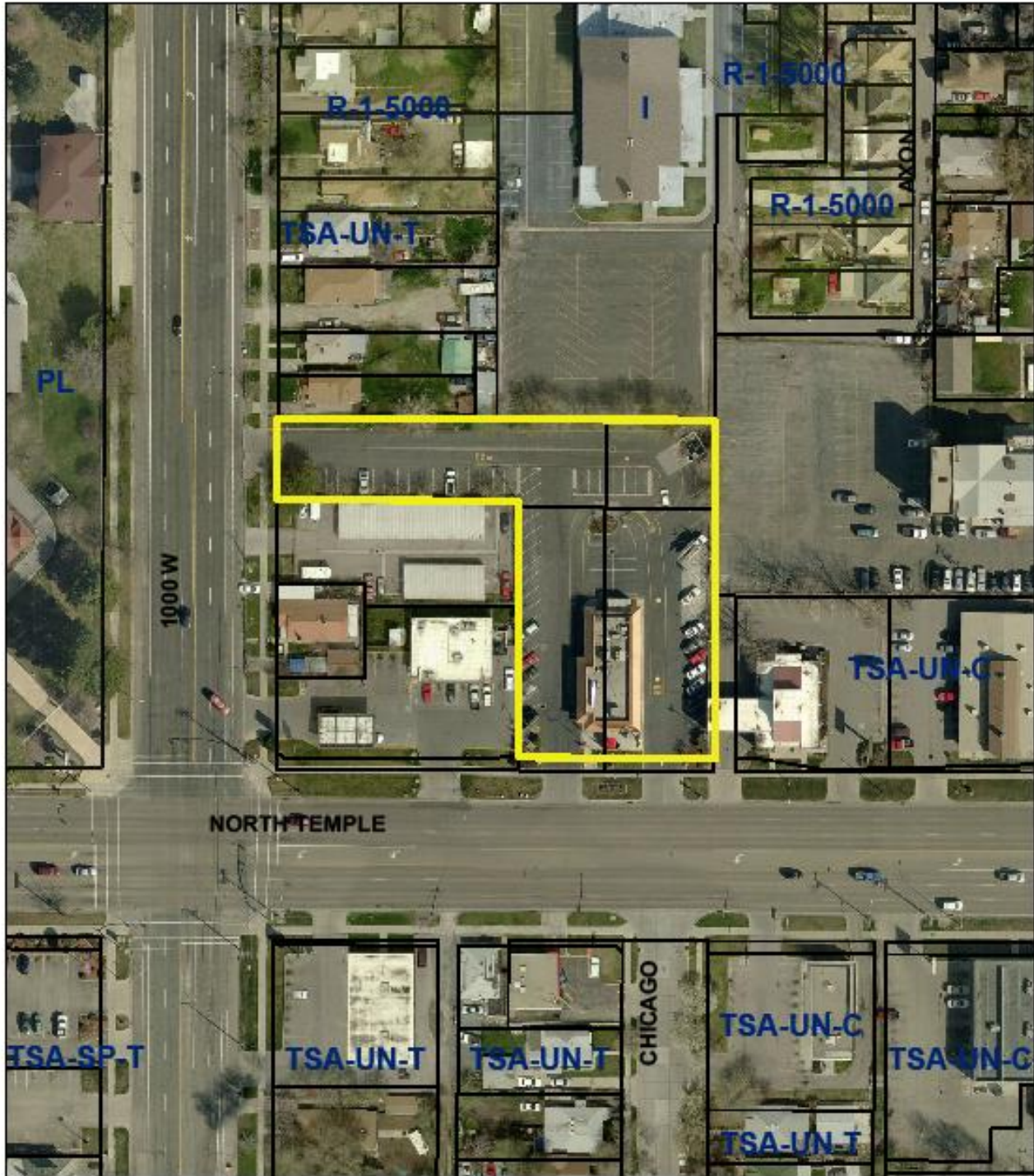
- A. Existing Site Plan
- B. Proposed Site Improvements
- C. Related Master Plan Policy
- D. 800 West Station Typology
- E. Photographs
- F. Application Narrative

Not Consistent with Staff Recommendation: Based on the testimony and the following findings, I move that the Planning Commission recommend denial of the request.

The Planning Commission shall make findings for denial based on the Planned Development standards listed below:

- A. The Planned Development shall meet the purpose statement for a planned development (Section 21A.55.010) and will achieve at least one of the objectives stated in said Section;
- B. Master Plan And Zoning Ordinance Compliance;
- C. Compatibility: The proposed planned development shall be compatible with the character of the site, adjacent properties, and existing development within the vicinity of the site where the use will be located;
- D. Landscaping: Existing mature vegetation on a given parcel for development shall be maintained;
- E. Preservation: The proposed Planned Development shall preserve any historical, architectural, and environmental features of the property; and
- F. Compliance with Other Applicable Regulations.

Vicinity Map



McDonald's
950 West North Temple Street



Salt Lake City
Community and Economic Development Dept.
Planning Division

Background

Project Description

This project description includes key points provided by the applicant. The complete applicant's narrative regarding the planned development request and proposed site improvements are located in Attachment F.

This is a request for planned development approval for an existing McDonald's restaurant located at 950 West North Temple. The applicant submitted Petition PLNSUB2012-324 to request approval of certain elements of the proposed site improvements. The specific site improvements that require planned development approval to modify ordinance requirements are a proposed vehicle bypass lane in the front yard and the relocation of an existing pole sign on the existing business site. The applicant has identified that the current use of the site is not proposed to be changed.

The applicant states that the rezoning of the auto oriented commercial corridor (North Temple) to the TSA-UN zone was in response to the planned construction of light rail down the center of North Temple and the construction of a supporting station at 800 West. The creation of the TRAX station and the underlying TSA-UN zone are envisioned by the city to be catalysts to revitalize this area. However, McDonald's sees the TRAX impact to its operations as significantly negative with the potential of causing the restaurant to fail financially.

The applicant states that site modifications are due to the impacts from the right of way widening project for the Airport Light Rail Line and the construction of the rail line itself changing North Temple street access to a limited right turn in and right turn out maneuvers only. The proposed vehicle bypass lane is to provide drive through customers as well as customers using the west parking lot another option to exit the McDonalds site via 1000 West Street through the rear of the property since left turns onto North Temple have been eliminated.

McDonald's restaurants rely on drive thru customers as a significant portion of their business. The construction of the TRAX line has severely limited McDonald's vehicular access on North Temple to only a westbound right turn in and right turn out configuration. Therefore, once a customer has driven into the drive thru, they will now be forced to exit the site in only one direction, that being westbound on North Temple. The street widening has decreased the exit driveway length. It is probable that vehicles will stack up in the shortened exit lane, blocking the pedestrian sidewalk, and creating an environment more likely to experience vehicular and pedestrian conflicts. To help mitigate this situation, McDonalds's proposes to construct a crossover lane on the south side of the building that will allow vehicles to circulate around the building and exit onto 1000 West Street by way of the rear parking area. This proposed crossover lane will not help mitigate the newly constructed TRAX limitations on entering the site, but will aid in better vehicular exit from the site and the drive-through.

Application Summary

According to the applicant, through the Planned Development Application, McDonald's site improvements will provide a more attractive storefront by eliminating the unsightly kiosk surround, provide an attractive pedestrian plaza with seating amenities, enhance the landscape with water wise plants, and create a safer vehicle and pedestrian relationship. These proposed improvements will help provide a more pleasing environment with coordinating materials that strengthen the identity of the neighborhood for the benefit of the public, and help provide a vibrant successful community for years to come.

Drive-through Facilities

Drive through window vehicle lanes located between building fronts and the public walkway are not a desirable site design element for walkability. In cases of new development proposals the Planning Commission has denied design options that use vehicle bypass lanes located the building front and the street. However, this site

involves an existing development with drive through service. Being an existing development places limitations on a design solution for the property owner's desire to mitigate impacts on vehicle circulation due to light rail restrictions on previous vehicle circulation patterns. In addition, the applicant's design has been limited due to street widening to accommodate the light rail improvements. The applicant's proposed site improvement design has adequately used material to significantly enhance the storefront plaza area and minimizes vehicle pedestrian conflict. The plaza design significantly enhances the storefront view and pedestrian access over the existing conditions.

Comments

Public Comments

The subject planned development proposal was available for comment at the Planning Division's Open House on June 21, 2012. The project site is located in the Fairpark Community Council and is within 600 feet of the Poplar Grove Community Council. There was no public attendance for this item at the Open House. No other citizen comments were received prior to this report being finalized.

City Department Comments

A request for comment was sent to City Departments/Divisions on June 8, 2012. Departmental review comments identified that they have no issues with the proposed site plan modifications.

Analysis and Findings – Planned Development

Standards for Planned Developments; Section 21A.55.050

A planned development is intended to encourage the efficient use of land and resources, promoting greater efficiency in public and utility services and encouraging innovation in the planning and building of all types of development. Through the flexibility of the planned development regulations, the city seeks to achieve *any* of the following specific objectives:

- A. Combination and coordination of architectural styles, building forms, building materials, and building relationships;
 - B. Preservation and enhancement of desirable site characteristics such as natural topography, vegetation and geologic features, and the prevention of soil erosion;
 - C. Preservation of buildings which are architecturally or historically significant or contribute to the character of the city;
 - D. Use of design, landscape, or architectural features to create a pleasing environment;
 - E. Inclusion of special development amenities that are in the interest of the general public;
 - F. Elimination of blighted structures or incompatible uses through redevelopment or rehabilitation;
 - G. Inclusion of affordable housing with market rate housing; or
 - H. Utilization of "green" building techniques in development.
- A. Planned Development Objectives: The Planned Development shall meet the purpose statement for a planned development (Section 21A.55.010) and will achieve at least one of the objectives stated in said Section;

Analysis: The proposed site improvements, the vehicle bypass lane, relocation of the movie rental box and removal of a wall that blocks views of the store front and an enhanced pedestrian access point from the public sidewalk to the store front provide special development amenities that are in the interest of the general public.

The proposed direct pedestrian access to the store front plaza with seating areas enhances access over the previous wall located between the storefront windows and public sidewalk. Though shared vehicle / pedestrian access creates a conflict, the design elements of brick pavers and concrete patterns readily convey to both vehicle and pedestrian users that the space is a shared area. The plaza improvements create a pleasing environment (Objective D) and are in the interest of the general public (Objective E). The staff came to this conclusion because the proposal enhances an existing auto oriented land use to a more walkable land use through improvement to the pedestrian connection from the public walk to the storefront. The proposed landscaping, benches, plaza and defined pedestrian access walk create a more pleasing environment than the existing wall between the store front and the public sidewalk.

Finding: The project, through use of the planned development process, achieves at least one of the objectives for planned development, thereby satisfying this standard.

B. Master Plan And Zoning Ordinance Compliance: The proposed planned development shall be:

1. Consistent with any adopted policy set forth in the citywide, community, and/or small area master plan and future land use map applicable to the site where the planned development will be located, and,
2. Allowed by the zone where the planned development will be located or by another applicable provision of this title.

Analysis: The proposed development is within the North Temple Boulevard planning area. The adopted master plan for this site is the 800 West Station Area Plan which is an element of the North Temple Boulevard Plan. The McDonalds site is located in the Core Area of the 800 West Station Area Plan. The master plan policies and objectives related to this project are provided in Attachment C. The 800 West Station typology map depicts the core area and is provided in Attachment D.

The North Temple Boulevard Plan's "Realities" section identifies the private sector responsible for investing in the appropriate, quality redevelopment of the area, operating businesses, providing jobs, maintaining individual properties and patronizing businesses located in the corridor. The applicant's proposed site improvements provide direct storefront access and visibility improvements as well as site circulation improvements. Existing site conditions and the proposed site improvements are shown in Attachments E and F.

Determination of the need for a vehicle bypass lane for a specific business cannot be clearly distinguished. There are several businesses with drive through windows that have right turn only exist configurations. Even amongst those business sites that have alternative exit capabilities to other streets they vary as to whether they have a vehicle bypass lane or not.

The proposed site improvements implement the 800 West Station Area Plan policy for mobility by enhancing an existing auto oriented land use to a more walkable land use through improvement to the pedestrian connection from the public walk to the storefront. The improvements meet the mobility policy by improving the pedestrian environment to create a walkable transit-oriented neighborhood.

- The improvements implement Strategy 1-A: Create a pedestrian-friendly environment while still accommodating automobiles by improving vehicular circulation and providing a direct pedestrian access from the public sidewalk to the storefront and proposed plaza and seating areas at the storefront.

The site improvement proposal implements the 800 West Station Area Plan policy for placemaking, by creating a safe, vibrant and useful public space.

- The improvements implement Strategy 3-A: Recognize streets as being important public spaces by encouraging a range of activities in and around public spaces to allow for natural surveillance, people watching, and active uses. Removal of the existing wall along the storefront increases the natural surveillance of the store and front yard plaza.
- The improvements implement Strategy 3-B: Identify key elements of desirable public spaces. The public space (plaza and building entrance) on the private property, is inviting, comfortable and distinguishable from public property.
- The elements in public spaces should be appealing to the senses. The proposed improvements accomplish this by using materials of various colors or textures, seating areas and landscape elements.

The zoning ordinance states that the front yard setback along North Temple Boulevard shall be fifteen feet (15') for a minimum of fifty percent (50%) of the width of the street facing facade. Up to fifty percent (50%) of a street facing facade may encroach up to the front property line. In this case, the area not occupied by the building footprint must be landscaped or include active outdoor use, such as outdoor dining, plazas, courtyards or other similar usable public space or use. Allowance for flexibility in the TSA Zoning District for the vehicle bypass lane and relocation of the existing pole sign through the planned development process is supported within the North Temple Boulevard Plan policies.

Finding: The proposed site improvements; an enhanced plaza and provision of a bypass lane and direct pedestrian access from the public sidewalk to the storefront along with seating and landscaping amenities are consistent with adopted policies set forth in the North Temple Boulevard Master Plan and its 800 West Station Area Plan. The proposed plaza and pedestrian circulation improvements are allowed within the TSA zone with planned development approval.

- C. Compatibility: The proposed planned development shall be compatible with the character of the site, adjacent properties, and existing development within the vicinity of the site where the use will be located. In determining compatibility, the planning commission shall consider:
1. Whether the street or other means of access to the site provide the necessary ingress/egress without materially degrading the service level on such street/access or any adjacent street/access;
 2. Whether the planned development and its location will create unusual pedestrian or vehicle traffic patterns or volumes that would not be expected, based on:
 - i. Orientation of driveways and whether they direct traffic to major or local streets, and, if directed to local streets, the impact on the safety, purpose, and character of these streets;
 - ii. Parking area locations and size, and whether parking plans are likely to encourage street side parking for the planned development which will adversely impact the reasonable use of adjacent property;
 - iii. Hours of peak traffic to the proposed planned development and whether such traffic will unreasonably impair the use and enjoyment of adjacent property.
 3. Whether the internal circulation system of the proposed planned development will be designed to mitigate adverse impacts on adjacent property from motorized, non-motorized, and pedestrian traffic;
 4. Whether existing or proposed utility and public services will be adequate to support the proposed planned development at normal service levels and will be designed in a manner to avoid adverse impacts on adjacent land uses, public services, and utility resources;

5. Whether appropriate buffering or other mitigation measures, such as, but not limited to, landscaping, setbacks, building location, sound attenuation, odor control, will be provided to protect adjacent land uses from excessive light, noise, odor and visual impacts and other unusual disturbances from trash collection, deliveries, and mechanical equipment resulting from the proposed planned development, and;
6. Whether the intensity, size, and scale of the proposed planned development is compatible with adjacent properties.
7. If a proposed conditional use will result in new construction or substantial remodeling of a commercial or mixed used development, the design of the premises where the use will be located shall conform to the conditional building and site design review standards set forth in chapter 21A.59 of this title.

Analysis: The McDonald's site contains three driveways, one entrance only and one exit only on North Temple and one entrance/exit on 1000 West Street accessed from the rear of the property. The established internal circulation layout allows for one direction travel within the parking areas on the west and east sides of the existing building. Within the west parking area there is not adequate distance between the property line and building to accommodate 90 degree parking therefore the exit only onto North Temple pattern for the parking area as well as the drive through window will need to remain in place. The alternative circulation modification proposed is a vehicle bypass lane connecting the exit and entrance travel lanes of the existing parking lots. This bypass lane provides opportunity for reconnection to the interior circulation system so that users have the ability to use the 1000 West Street driveway if so desired. Regardless of what route exiting traffic uses, east or south bound vehicles will be required to utilize the traffic signal at 1000 W and North Temple.

Numerous restaurants with drive-through windows located on streets with restricted left turn lanes use vehicular bypass lanes. Through review of existing development patterns along the TSA transit corridors, North Temple and 400 South, staff identified eighteen businesses with vehicle circulation elements located between the building front and the public sidewalk. Of these, seven were restaurants with drive through facilities.

To accommodate the bypass lane the relocation of the movie rental machine and removal of the existing screen wall would be required. The pedestrian plaza improvements would enhance the storefront's visibility and relationship to pedestrian activity on North Temple. The improvements enhance circulation for both vehicles and pedestrians even though they can conflict with each other. The design elements, use of brick pavers and concrete bands help to strengthen and identify that there is a dual use within the front yard area by both vehicles and pedestrians and provides a visual clue that the area is designed more for pedestrian than vehicles. Even with the bypass lane in place pedestrian conflicts with vehicles would decrease through the use of a defined direct sidewalk over the existing condition of pedestrian access through the driveways only.

The relocation of the noncomplying pole sign to accommodate the proposed vehicle bypass lane improvements would maintain an element of the existing site character and is not at a scale significant enough to impact the public street. It should be noted that site improvements in response the North Temple construction and right-of-way widening is requiring the relocation of the sign.

The site improvements will not require any buffering or mitigation measures to protect adjacent land uses. Existing utility and public services are adequate to support the planned development at normal service levels. The proposed site improvements are not substantial and would not require review under the conditional building and site design review standards of Chapter 21A.59.

Finding: The proposed planned development is compatible with the character of the site, adjacent properties, and existing development within the vicinity. The proposed vehicular bypass lane will not create unusual pedestrian or vehicle traffic patterns or volumes that would not be expected. The pedestrian access crosses a vehicle bypass lane that is treated with special paving materials and patterns to indicate the shared use by pedestrian and automobile.

- D. Landscaping: Existing mature vegetation on a given parcel for development shall be maintained. Additional or new landscaping shall be appropriate for the scale of the development, and shall primarily consist of drought tolerant species;

Analysis: The existing development consists of buildings and parking areas with mature vegetation. The landscaping elements will continue as originally developed. The proposed vehicle bypass lane is located where an existing screen wall and video rental machine are located in the front of the existing building.

Finding: The development proposal preserves existing mature vegetation.

- E. Preservation: The proposed Planned Development shall preserve any historical, architectural, and environmental features of the property;

Analysis: The proposal will maintain the existing building and open the front façade to increase visibility of the store front from the public walkway. The improvements provide a direct pedestrian access to the store front plaza and relocate an existing pole sign, other existing site improvements will remain.

Finding: The proposed site improvements do not impact any historical, architectural, and environmental features of the property.

- F. Compliance with Other Applicable Regulations: The proposed planned development shall comply with any other applicable code or ordinance requirement.

Analysis: Other than those elements specifically requested for Planning Commission approval to modify the standards through the planned development process the proposed site improvement changes are in compliance with other applicable regulations.

Finding: The project satisfies this standard.

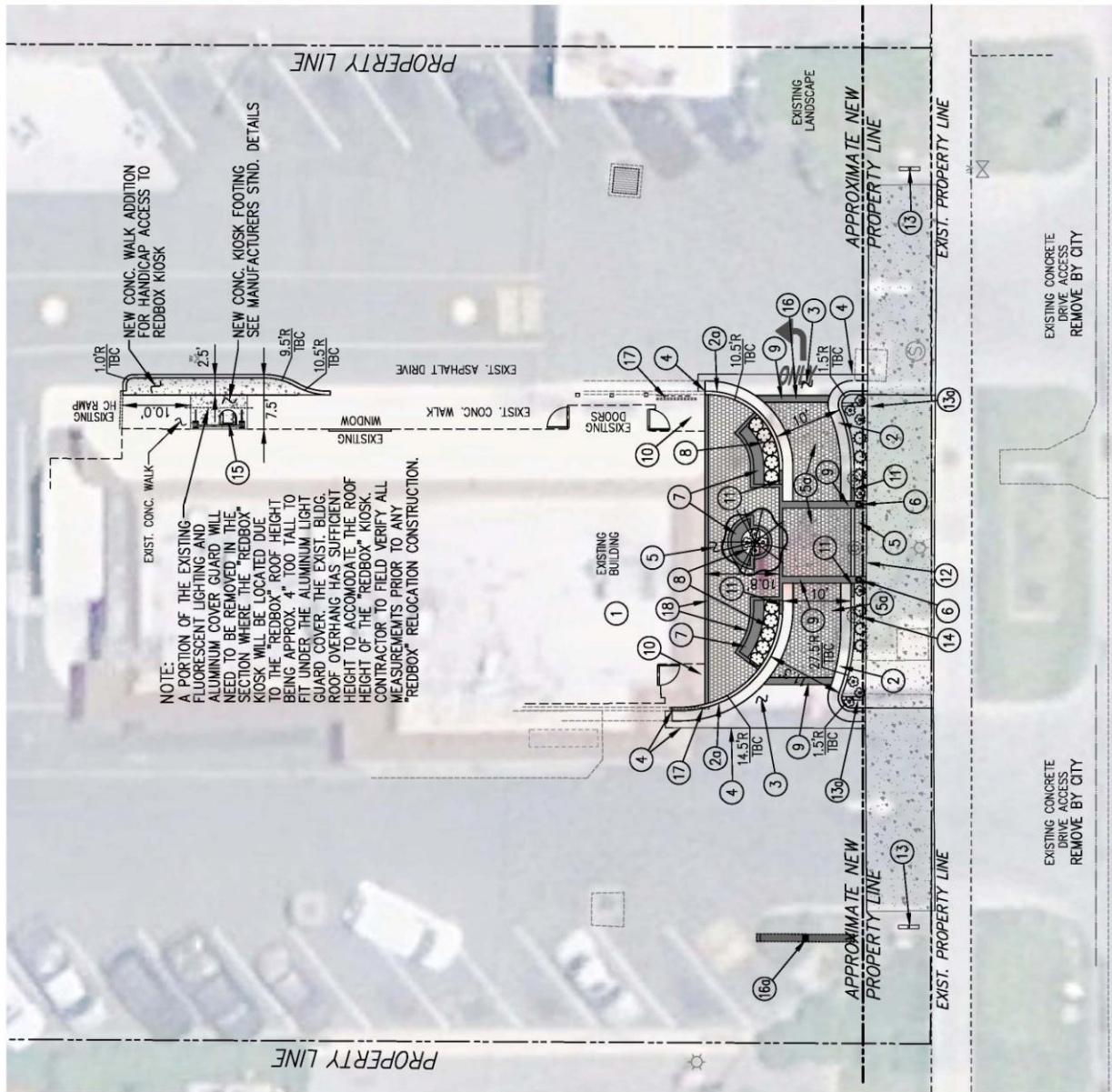
Attachment A Existing Site Plan

Attachment B

Proposed Site Improvement Plan

SITE PLAN NOTES SCHEDULE

- 1 EXISTING BUILDING (TO REMAIN OPEN DURING CONSTRUCTION)
- 2 NEW 24" WIDE STANDARD CONCRETE CURB AND GUTTER
- 2a NEW 24" WIDE REVERSE PAN CONCRETE CURB AND GUTTER
- 3 NEW ASPHALT PAVING (TYP.) MATCH EXISTING DEPTH & SAWCUT LINE
- 4 APPROX. SAWCUT LINE, MATCH NEW ASPHALT WITH EXIST. ASPHALT, MATCH NEW CONCRETE CURB WITH EXISTING CONCRETE CURB
- 5 BRICK PEDESTRIAN PAVER PATIO, PAVER PATTERN TO MATCH BRICK PATTERN OF NORTH TEMPLE TRAX IMPROVEMENTS, SEE DETAIL B/C-3
- 5a BRICK VEHICLE PAVEMENT AT PEDESTRIAN CROSSING, BRICK PATTERN TO MATCH PATTERN OF NORTH TEMPLE TRAX IMPROVEMENTS, SEE DETAIL C/C-3
- 6 NEW BROWN POWDER COATED BOLLARD LIGHT C673 BY HADCO, OR APPROVED EQUAL. INSTALL AS PER MANUFACTURERS SPECIFICATIONS
- 7 RAISED 18" SEATING WALL, SEE DETAIL A/C-3
- 8 LANDSCAPE PLANTER AT PAVEMENT GRADE
- 9 12" WIDE 6" THICK CONCRETE BAND AT EDGE OF BRICK
- 10 NEW 4" THICK CONCRETE WALK/SLAB (WIDTH VARIES, SEE PLAN)
NOTE: FIELD VERIFICATION WILL BE NEEDED FOR CONCRETE SLAB REPLACEMENT IN SOME AREAS TO COMPLY WITH ADA STANDARDS
- 11 2' LENGTH TRANSITION FROM NO CURB TO 6" HIGH CURB
- 12 APPROXIMATE LOCATION OF PROPOSED NORTH TEMPLE RIGHT OF WAY SIDEWALK, PEDESTRIAN PAVERS SHALL ABUT SIDEWALK EDGE
- 13 EXISTING DIRECTIONAL SIGN – RELOCATE AS SHOWN
SEE SHEET SD-2 FOR EXISTING SIGN PLAN VIEW & SIZE
- 13a EXISTING DIRECTIONAL SIGN – RELOCATED LOCATION
SEE SHEET SD-2 FOR EXISTING SIGN PLAN VIEW & SIZE
- 14 EXISTING FLAG POLES (3) – RELOCATE PER OWNER/OPERATOR
- 15 EXISTING-RELOCATED "RED BOX" KIOSK W/NEW CONC. FOUNDATION PER MANUFACTURERS STANDARDS & SPECIFICATIONS (NOTE: NEW LOCATION TO BE ADA COMPLIANT)
- 16 EXISTING McDONALD'S POLE SIGN – RELOCATE 80'± WEST TO EXISTING LANDSCAPE PARKING ISLAND AREA
SEE SHEET SD-2 FOR EXISTING SIGN PLAN VIEW & SIZE
- 16a EXISTING McDONALD'S POLE SIGN – RELOCATED LOCATION
RE-LANDSCAPE AREA AROUND NEW POLE SIGN AS NECESSARY
SEE SHEET SD-2 FOR EXISTING SIGN PLAN VIEW & SIZE
- 17 EXISTING GUARD RAIL – REMOVE AND REINSTALL UPON COMPLETION OF CONCRETE WORK
- 18 6" CONCRETE EDGE ALONG BRICK PAVING PERIMETER, SEE DETAIL B/C-3



UTILITY NOTE
THE UNDERSIGNED HAS REVIEWED THE CITY LOCATED UTILITY DATA SHEETS AND HAS MADE THE NECESSARY ADJUSTMENTS TO THE SITE PLAN TO AVOID THE UTILITIES. THE UNDERSIGNED MAKES NO GUARANTEE THAT THE UNDERGROUND UTILITIES SHOWN COMPRISE ALL SUCH UTILITIES THAT MAY BE PRESENT. THE UNDERSIGNED HAS ADVISED THE CITY OF ANY UTILITIES THAT ARE NOT SHOWN ON THE UTILITY DATA SHEETS AND HAS REQUESTED THAT THE CITY VERIFY THE LOCATION OF SUCH UTILITIES PRIOR TO ANY CONSTRUCTION OF THE PROJECT.



SITE IMPROVEMENT PLAN

Attachment C

Related Master Plan Policy

North Temple Boulevard Plan

The *North Temple Boulevard Plan* provides a framework for land use and urban design decisions that will be required as North Temple changes from an auto oriented street to a street that accommodates mass transit, pedestrians, bicyclists and automobiles, and provides transportation options for people of all ages and abilities. This document is intended to provide direction to decision makers, property owners, business owners, designers and developers regarding the community's vision for North Temple Boulevard.

The purpose of the *North Temple Boulevard Plan* is to:

- Turn North Temple into a boulevard street that is the main street that connects neighborhoods to one another;
- Create compact, walkable, transit-oriented neighborhoods around each station;
- Increase transit ridership;
- Improve the overall safety of the community;
- Establish guidelines for street design and connectivity that will accommodate all users;
- Create opportunities for affordable and accessible living options while increasing the residential densities near the stations by providing a mix of housing types;
- Provide for a diverse mix of uses and building types around the transit stations; and
- Create long term economic stability to the station areas.

Realities

The vision will only become a reality through strong partnerships between the various public and private sector entities. While the public sector is making a significant investment through the construction of the Airport Light Rail line and the improvements to North Temple Boulevard, the private sector is responsible for investing in the appropriate, quality redevelopment of the area, operating businesses, providing jobs, maintaining individual properties and patronizing businesses located in the corridor.

The community's vision anticipates that the areas in close proximity to the transit stations will see a high level of change over a period of 20 to 30 years. The change in the station areas will result in intense, compact development. The rate and intensity of change will decrease the farther away property is from a transit station, to the point that stable, single family neighborhoods will see little change over time. However, due to a neighborhoods proximity and access to a light rail line, it may increase the desirability of the neighborhood.

800 West Station Area Plan

The 800 West Station Area displays characteristics most commonly found in an Urban Neighborhood Station. This type of station area is characterized by the presence of an established neighborhood within or adjacent to the station area, an existing mix of uses and building types with different densities and intensities, a mix of transit services, and an existing block and street network that is compatible with transit-oriented development.

800 West Core Area

The Core Area is comprised of the land closest to the station and most likely to see significant changes over time. Based on feedback received throughout the planning process, appropriate zoning regulations might include:

- Multi story buildings up to 7 stories in height, potentially more through the use of zoning incentives;
- Building design based upon design guidelines;
- Increased pedestrian activity;
- Buildings with multiple uses, such as ground floor retail with residential above;
- Buildings pulled closer to the sidewalk with doors and windows adjacent to the sidewalk;

- Reduced parking requirements with parking located behind buildings or in structures; and
- More diverse activities on the sidewalk, such as outdoor dining.

Vision

The 800 West Station Area will become a transit-oriented neighborhood that is designed for the pedestrian, with safe, accessible streets, buildings with windows and doors next to the sidewalk, and public places where people can safely gather and interact with others. The area will be connected to nearby places through a series of sidewalks, bicycle paths, trails and streets that are safe, convenient, comfortable and interesting. North Temple is the common ground and Main Street between the Jackson, Euclid and Guadalupe neighborhoods and the station platform and connections to the platform act as an important center piece of a multi-cultural, diverse and sustainable community.

The following policies are intended to make the vision a reality:

1. Mobility: Improve the pedestrian environment to create a walkable transit-oriented neighborhood.

Mobility refers to the manner in which people get from one place to another. Providing people with transportation options is a key principle for transit-oriented development. This means providing safe, comfortable and interesting facilities for pedestrians, bicyclists and other similar modes of travel, while also providing appropriately designed and located facilities for motor vehicles. Mobility is critical to the function of a neighborhood. It affects the business community, which relies on motor vehicles as the primary mode of transportation for a significant number of customers and daily needs, such as deliveries and residents who may need an automobile to travel to work, school or for daily needs.

2. Mix of Uses: Intensify the mix of uses around the 800 West Station.

Strategy 2-B: Identify transit-friendly land uses that are appropriate in the station area.

- Establish development standards that increase the level of compatibility between conflicting uses through appropriate building and site design standards.

3. Placemaking: Create safe, vibrant and useful public spaces.

Strategy 3-A: Recognize streets as being important public spaces.

- Create regulations that require buildings to be oriented toward the street, with doors and windows opening on the street and parking located behind or to the side of buildings.
- Set back buildings 15 feet from the property line to allow for street level activities, such as outdoor dining.
- Encourage a range of activities in and around public spaces to allow for natural surveillance, people watching, and active uses.

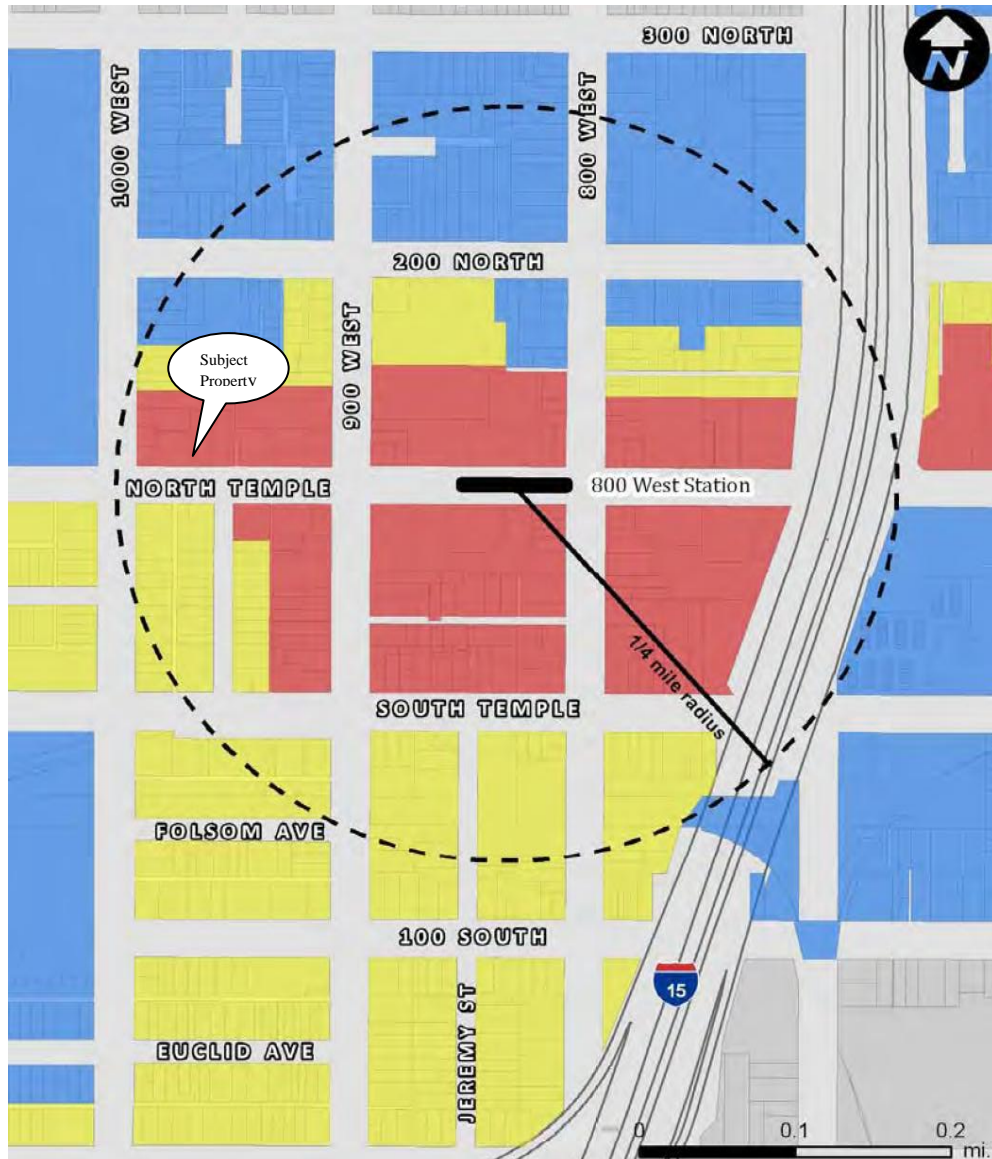
Strategy 3-B: Identify key elements of desirable public spaces.

- Public spaces on private property, such as plazas at building entrances, should be inviting, comfortable and distinguishable from public property.
- Elements in public spaces should be appealing to the senses. This can be accomplished by using materials of various colors or textures, adding features that create sound and movement (such as water features or elements that move in the wind), and using native landscaping materials that produce different scents, or textures.
- Incorporate various types of art, inspired by the local community, into public spaces.

Attachment D

800 West Station Typology Map

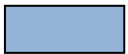
800 West Station Typology



Parcels in **red** represent the Core Area, where an intense level of transit-oriented zoning is appropriate.



Parcels in **yellow** are part of the Transitional Area. These areas are appropriate for mixed use and less intensive transit-oriented zoning.



Parcels in **blue** are part of Stable Areas, areas where little change is expected or desired or where the current zoning allows for the desired future land uses and intensities.

Attachment E Photographs



Attachment F Application Narrative

McDonald's Planned Development
950 West North Temple, SLC, UT
May 24, 2012

Introduction to Proposed Improvements

The McDonald's Located at 950 West North Temple requests approval through the Planned Development process for proposed exterior site improvements. These improvements include: relocation of bulky vending equipment that obstructs storefront visibility, a pedestrian seating plaza, enhanced drought tolerant landscape, a bricked vehicular bypass lane, pedestrian lighting, increased pedestrian safety, and enhanced esthetics and neighborhood identity.

History

The existing McDonald's restaurant was constructed in 1986, and has been a stable commercial asset in the neighborhood for many years. In 2006, McDonald's invested in an exterior building remodel that added an attractive stucco and brick façade. Recently Salt Lake City changed this long time commercially zoned property to the new Transit Station Area Urban Neighborhood (TSA-UN) zone. The TSA-UN zone requires that all buildings be located within 15' of the property line. This 15' requirement has created a street where many of the existing commercial buildings (including the McDonald's) are now existing non-conforming structures in relation to the new building setback requirement. McDonald's is requesting consideration for a planned development to provide the design flexibility necessary to allow for the construction of a vehicle crossover lane and pedestrian plaza between the building and the right-of-way.

TRAX Traffic Impact

The rezoning of the commercial area to the TSA-UN zone was in response to the planned construction of light rail down the center of North Temple and the construction of a supporting station at 800 West. The creation of the TRAX station and the underlying TSA-UN zone are envisioned by the city to be catalysts to revitalize this area. However, McDonald's sees the TRAX impact to its operations as significantly negative with the potential of causing the restaurant to fail financially.

McDonald's restaurants rely on drive thru customers as a significant portion of their business. The construction of the TRAX line has severely limited McDonald's vehicular access on North Temple to only a westbound right turn in and right turn out configuration. Therefore, once a customer has driven into the drive-through, they will now be forced to exit the site in only one direction, that being westbound on North Temple. It is probable that vehicles will stack up at the limited and shortened exit lane, blocking the pedestrian sidewalk, and creating an environment more likely to experience vehicular and pedestrian safety conflicts. To help mitigate this limitation, McDonald's proposes to construct a crossover lane on the south side of the building that will allow vehicles to circulate around the building and exit onto 1000 West Street by way of the rear parking area. This proposed crossover lane will not help mitigate the newly constructed TRAX limitations on entering the site, but will aid in a better vehicular exit from the site and drive-through.

Desired Zoning Purposes

The property is located in the recently created TSA-UN zone within the core area of the 800 West Station. Some of the core area purpose statements include: enhancing the area for a people oriented place, providing outdoor patios that reflect the desired character of the area, provide visual interest to pedestrians, and balancing the needs of all modes of circulation with the safety and comfort of pedestrians.

Proposed Improvements Provided Objectives

The proposed improvements included in the McDonald's application will provide for the above purposes with the proposed pedestrian plaza, an enhanced visual experience with quality materials, storefront visibility, landscape enhancements, and better address the potential circulation conflicts with vehicles and pedestrians.

Kiosk Screen Wall

The existing McDonald's contains a large screened wall that obstructs the storefront visibility from the street (see photo below). This screen wall encloses a red box DVD kiosk. The proposed improvements include relocating the unattractive kiosk to the north east side of the building, thus opening views to the store front.



Pedestrian Plaza with Seating

The proposed site improvements include a pedestrian plaza. To enhance the continuity of the McDonald's with other improvements, the plaza is proposed to be surfaced with brick pavers that match the pattern and color of the TRAX line pavers (see brick example below). The plaza will include three 18" high benches that visiting pedestrians can enjoy. The benches will be faced with a rock look veneer compatible with the building facade. Planter areas are proposed to help separate benches from surrounding uses. The plant material selected is known to be water wise. The narrow strip of existing turf grass that currently is to remain upon completion of the TRAX improvements is proposed to be removed and replaced with similar water wise plant materials.



Enhanced public circulation and safety

The proposed improvements include a vehicular crossover lane and wide accessible pedestrian route to the building. The crossover lane will be surfaced with the matching brick pattern to provide continuity. The lane will help eliminate vehicles queuing over the public sidewalk while attempting to exit, and help provide a safer pedestrian experience. The flush at grade pedestrian crossing to the building is defined by two proposed pedestrian height bollards and 12” wide concrete bands. The crossing will provide a handicap accessible pedestrian route to the building without the need of curb ramps.

Summary

Through the Planned Development Application, McDonald’s site improvements will provide a more attractive storefront by eliminating the unsightly kiosk surround, provide an attractive pedestrian plaza with seating amenities, enhance the landscape with water wise plants, and create a safer vehicle and pedestrian relationship. These proposed improvements will help provide a more pleasing environment with coordinating materials that strengthen the identity of the neighborhood for the benefit of the public, and help provide a vibrant successful community for years to come.