



Planning Commission

Larry Fox, Chairperson	Joseph W. Colaianne, Trustee
Michael Mitchell, Vice-Chairperson	Keith Voight, Secretary
Michelle LaRose, Commissioner	Sue Grissim, Commissioner
	Tom Murphy, Commissioner

Planning Commission Meeting - Work Session Agenda
Hartland Township Hall
Thursday, January 23, 2020
7:00 PM

1. Call to Order
2. Pledge of Allegiance
3. Roll Call
4. Approval of the Agenda
5. Approval of Meeting Minutes
 - a. [Planning Commission Meeting Minutes of December 19, 2019](#)
6. Call to Public
7. Old and New Business
 - a. Development Process
 - b. [Digital Menu Boards](#)
 - c. [Use Determination Discussion](#)
8. Call to Public
9. Planner's Report
10. Committee Reports
11. Adjournment

HARTLAND TOWNSHIP PLANNING COMMISSION REGULAR MEETING **DRAFT** MINUTES
December 19, 2019 – 7:00 PM

1. Call to Order: Chair Fox called the meeting to order at 7:00 p.m.

2. Pledge of Allegiance

3. Roll Call and Recognition of Visitors:

Present – Commissioners Fox, Colaianne, Mitchell, Murphy, Newsom, Voight

Absent – Commissioner Grissim

4. Approval of the Meeting Agenda:

A Motion to approve the December 19, 2019 Planning Commission Meeting Agenda was made by Commissioner Newsom and seconded by Commissioner Mitchell. Motion carried unanimously.

5. Approval of Meeting Minutes:

a. Planning Commission - Regular Meeting – November 7, 2019

A Motion to approve the Meeting Minutes of November 7, 2019 was made by Commissioner Voight and seconded by Commissioner Murphy. Motion carried unanimously.

6. Call to the Public

None

7. Public Hearing

a. Rezoning #19-004 Handy Lake Office

Chair Fox opened the Public Hearing at 7:03 PM stating that all public notice requirements have been met.

Director Langer gave an overview of the location and scope of the request stating the following:

- A request is to rezone approximately 42 parcels from OS (Office Service) to SR (Suburban Residential), located in Section 22 of Hartland Township.
- This came to the attention of the Planning Director when a resident wanted to build an addition but could not as the zoning would not allow a residential addition.
- Office zoning does not permit residential use; dwellings and structures are considered non-conforming and improvements are not permitted.
- Approached the Planning Commission with this information. Received permission for the Township to be the applicant.
- Rezoning from OS Office Service to SR Suburban Residential would make the zoning compatible with the existing residential use and better align with the Comprehensive Plan.
- The parcels are as follows:

HARTLAND TOWNSHIP PLANNING COMMISSION MEETING MINUTES
December 19, 2019 – 7:00 PM

Tax parcel #	Address
4708-22-301-005	2111 Birch
4708-22-301-009	2071 Birch
4708-22-301-010	2061 Birch
4708-22-301-068	2060 Birch
4708-22-301-069	2070 Birch
4708-22-301-070	2080 Birch
4708-22-301-073	2110 Birch
4708-22-301-074	2120 Birch
4708-22-301-080	2090 Birch
4708-22-301-084	2095 Birch
4708-22-301-085	2081 Birch
4708-22-401-023	Broadview - vacant
4708-22-401-024	2083 Melody Place
4708-22-401-025	2084 Melody Place
4708-22-401-026	11517 Broadview
4708-22-401-027	11523 Broadview
4708-22-401-029	11535 Broadview
4708-22-401-030	11547 Broadview
4708-22-401-032	11553 Broadview
4708-22-401-034	11565 Broadview
4708-22-401-037	11583 Broadview
4708-22-401-038	11589 Broadview
4708-22-401-039	11603 Broadview
4708-22-401-040	11609 Broadview
4708-22-401-042	11621 Broadview
4708-22-401-043	11588 Broadview
4708-22-401-044	11580 Broadview
4708-22-401-045	11578 Broadview
4708-22-401-046	11572 Broadview
4708-22-401-047	11566 Broadview
4708-22-410-048	11560 Broadview
4708-22-401-049	11556 Broadview
4708-22-401-050	11552 Broadview
4708-22-401-052	11536 Broadview
4708-22-401-053	11530 Broadview
4708-22-401-056	11512 Broadview
4708-22-401-057	11488 Broadview
4708-22-401-059	11460 Broadview
4708-22-401-063	11577 Broadview
4708-22-401-064	11518 Broadview
4708-22-402-044	11639 Norway
4708-22-402-052	11657 Norway

Public Comment:

- Josh Morlan, Hartland Township, stated he was the resident interested in making the improvements and he supports the rezoning.

Chair Fox closed the Public Hearing at 7:09 PM.

The Planning Commission examined the review criteria in the staff report dated December 12, 2019.

Commissioner Voight offered the following Motion:

The Planning Commission recommends approval of the rezoning, based on the following findings:

- 1. The requested rezoning of the subject property to the SR (Suburban Residential) zoning classification is consistent with the Township's Comprehensive Development Plan, which indicates the property should be developed as Medium Urban Density Residential.**
- 2. The subject property is currently developed and used in a single-family residential use; and the rezoning will permit those property owners to use their property in a more conforming manner.**
- 3. The requested rezoning of the subject property to SR (Suburban Residential) zoning classification is compatible with the surrounding uses and zoning and is more appropriate than the current OS (Office Service) zoning classification.**

Seconded by Commissioner Colaianne. Motion carried unanimously.

8. Old and New Business:

- a. Site Plan #19-013 Wings Etc.

Director Langer summarized the request and location stating the following:

- Wings Etc. is requesting to amend the approved site plan and install a walk-in cooler, walk-in freezer, and utility area with a ground-mounted compressor unit, all of which will be screened with a masonry wall enclosure on the rear of the building (east side of the building). Additionally, the applicant is proposing an outdoor seating/dining area on the south side of the building, at 1788 Old US-23.

The Applicants, Jim Luce and Todd Kirby, introduced themselves.

- Space is a tight, that is why they need the cooler located outside.
- Should not extend much farther than Mackle's in the rear.
- Franchise out of Fort Wayne, Indiana and has more than 90 stores.

The Planning Commission examined the review criteria in the staff report dated December 12, 2019.

Screening

Director Langer stated there are no regulations for the type of fencing as the Planning Commission must approve of the type. It is the same as the outdoor seating area for Mackle's

The Planning Commission approved the type of fencing proposed.

Waste Disposal

Chair Fox confirmed the Applicant's intent to use the existing on-site dumpsters with permission of the property owner. Director Langer noted in the event those dumpsters will not work and they need to add some, it would have to be screened by an enclosure and match what is out there.

Commissioner Voight asked if there is going to be a grease trap. The Applicant replied yes, outside underground on the east side of the sewer line.

Commissioner Murphy asked if there was currently outdoor seating. The Applicant stated no, there is not. Commissioner

Murphy asked about the awning labeled as temporary. The Applicant stated it should not be labeled temporary, it will be the same as Mackles', a black canvas awning.

Architecture / Building Materials

Director Langer stated he type of walk-in cooler, walk-in freezer utility area proposed must be in an enclosure screened with materials that match the building. Director Langer displayed a sample of the proposed materials board indicating samples that match.

Commissioner Murphy commented on some of the plan sheets, north is pointing to the east.

Commissioner Murphy offered the following Motion:

Move to approve Site Plan Application #19-013, a request to amend the approved site plan and install a walk-in cooler, walk-in freezer, and utility area with a ground-mounted compressor unit, all of which will be screened with a masonry wall enclosure on the rear of the building (east side of the building). Additionally, the applicant is proposing an outdoor seating/dining area on the south side of the building, at 1788 Old US-23. Approval is subject to the following conditions:

- 1. The applicant shall adequately address the outstanding items noted in the Planning Department's memorandum, dated December 12, 2019, on the Construction Plan set, subject to an administrative review by the Planning staff prior to the issuance of a land use permit.**
- 2. Specification sheets for all furnishings for the outdoor seating/dining area shall be submitted with the land use permit application and are subject to the requirements outlined in Section 4.47 of the Township Zoning Ordinance.**
- 3. Applicant complies with any requirements of the Department of Public Works Director and Hartland Deerfield Fire Authority and all other government agencies, as applicable.**

Seconded by Commissioner Mitchell. Motion carried unanimously.

b. Site Plan #19-010 Waldenwoods Campground Improvements

Director Langer summarized the request and location stating the following:

- Waldenwoods is requesting to amend the original site plan with the following improvements: construct 76 new campsites, with a total of 409 campsites; construct

additional internal access roads; construct a new emergency access drive; provide a new dry hydrant; construct new sanitary service lines, water services, and utilities to provide service to for proposed and existing camp sites; reconfigure the landscape berm; and construct detention basins for stormwater management for the proposed site improvement.

- Safety improvements encouraged by the Township are part of this request such as the secondary emergency access and the dry hydrant for fire protection.

The Applicant, Wayne Perry of Desine Inc. and Brian Crouse representing Waldenwoods introduced themselves stating the following:

- Expansion and improvements are in five different areas.
 - Emergency access drive.
 - Dry hydrant will replace and existing dry hydrant in the detention basin installed many years ago.
 - North expansion will accommodate the cabin/cottage style units.
 - South expansion will accommodate cabins that were originally planned but never constructed.
 - East expansion will accommodate additional campsites.
- Section of the berm on the south end needs to be relocated to the east property line. The majority of the berm will conform to the 4:1 slope, but to keep the height of the berm at six feet, the slope will be 3:1. This is not a typical maintained landscaped berm but one intended to separate the different uses of the campground and important that it keep the same height.
- A small sedimentation basin along the west side of the drive has a slope of 3:1. Making it 4:1 would require the whole basin be moved to the west resulting in more disruption of soil and tree removal which they are trying to avoid.

The Planning Commission examined the review criteria in the staff report dated December 12, 2019.

Additional campsites

Chair Fox stated currently have 333 campsites and intend to add 76. Commissioner Colaianne asked the number of cabins proposed. The Applicant stated 28. Director Langer further explained the cabins proposed are more like a manufactured or mobile home trailer that can be rented.

Reconfiguration of the existing berm

Chair Fox stated the visual and safety are his concerns regarding the berm. Director Langer stated slopes for detention basins can be a safety issue but typically 4:1 relates to a four-foot high landscape berm, this berm is six feet high and 180 feet long. On the back side, the campground side, it is 3:1. Chair Fox stated there are portions that are very steep 1:1. Commissioner Murphy asked if they intend to re-work the whole berm. The Applicant stated no, just the southern portion; the remainder of the berm that continues to the north will remain untouched. Commissioner Voight stated his concern was storm water runoff and that seems to have been managed. The Applicant stated all the storm water in the campground remains in the campground; when they rework the berm, the storm water flowing into the golf course, will be contained internally within the campground.

Proposed Detention Areas

Chair Fox asked about the eastside of Detention Basin B and the 1:3 slope. The Applicant stated this is truly a sedimentation basin, not a detention basin. It is about three feet deep and is intended to collect sediment from storm water run-off before it runs into the lake using an existing low area adjacent to the road. The 1:3 slope fits with the existing contours, existing road location and the existing hillside. They can do 1:4 but again it would be more soil disturbance and the loss of mature trees.

The Planning Commission discussed the slope at this location.

Chair Fox stated most of that pond is not 1:3 and there is not always water there. If someone were to fall in, they could walk out another side. The Planning Commission agreed.

Proposed Emergency Access Drive

Commissioner Murphy asked if a knox box is a lock box. The Applicant stated it is.

Dry Hydrant

Commissioner Murphy stated if the Fire Marshall asked for the dry hydrant at this location will it serve the whole campground. The Applicant explained the dry hydrant allows the fire department to fill their pumper truck and move the truck to take action against a fire on the property. Commissioner Voight asked who will be responsible for the maintenance on the dry hydrant. The Applicant stated unlike the existing dry hydrant this will be in a stone filter above the lake bottom and should not accumulate sediment.

Utility Capacity

Chair Fox stated asked if the new site will be connected. The Applicant stated the new ones are all connected to the system. There are existing sites in the campground that are not connected.

Commissioner Murphy asked about the surface of the new roads, if they will be gravel. The Applicant stated they will. Commissioner Murphy asked if the existing roads are paved or gravel. The Applicant stated the majority of the roads are gravel.

Commissioner Mitchell offered the following Motion:

Move to approve Site Plan Application #19-010, a request to amend the original site plan with the following improvements: construct 76 new campsites, with a total of 409 campsites; construct additional internal access roads; construct a new emergency access drive; provide a new dry hydrant; construct new sanitary service lines, water services, and utilities to provide service to for proposed and existing camp sites; reconfigure the landscape berm; and construct detention basins for stormwater management for the proposed site improvement. Approval is subject to the following conditions:

- 1. The applicant shall adequately address the outstanding items noted in the Planning Department's memorandum, dated December 12, 2019, on the**

Construction Plan set, subject to an administrative review by the Planning staff prior to the issuance of a land use permit.

- 2. Applicant complies with any requirements of the Township Engineering Consultant and Hartland Deerfield Fire Authority and all other government agencies, as applicable.**

Seconded by Commissioner Newsom. Motion carried unanimously.

- c. 2020 Planning Commission Meeting Calendar

Commissioner Voight offered a Motion to approve the 2020 Planning Commission Meeting Calendar as presented. Seconded by Commissioner Murphy. Motion carried unanimously.

9. Call to the Public

None

10. Planner Report:

Director Langer mentioned LED menu boards have been proposed by one of the local restaurants which are currently not allowed per the ordinance. In January, he will provide more information regarding a possible ordinance amendment regarding LED menu boards.

The Planning Commission briefly discussed permitting LED menu boards but not allow the other signs to change.

11. Committee Reports:

Chair Fox thanked Commissioner Newsom for his years of service.

12. Adjournment:

A Motion to adjourn was made by Commissioner Newsom and seconded by Commissioner Mitchell. Motion carried unanimously. The meeting was adjourned at approximately 8:11 PM.

Hartland Township Planning Commission Meeting Agenda Memorandum

Submitted By: Troy Langer, Planning Director

Subject: Digital Menu Boards

Date: January 16, 2020

Recommended Action

Discussion on digital menu boards with no recommended action.

Discussion

The Planning Department has been contacted by representatives of McDonald's restaurant regarding the use of outdoor digital menu boards in Hartland Township. Although the request is specifically for the McDonald's restaurant at 10600 Highland Road, the request to modify the ordinance is much broader and could potentially apply to all businesses that have a drive-through lane and menu board.

Various materials and informational brochures have been provided regarding outdoor digital menu boards for restaurants, and examples of ordinances from other jurisdictions that address digital menu boards.

The Site Plan Review Committee and Planning staff met with the McDonald's team in an informal meeting held in May 2019. At that meeting electronic signs were discussed in general as well as some of the specifics of the digital menu boards as proposed by McDonald's. Per the McDonald team, existing manual changeable copy menu boards for the McDonald's restaurants are becoming outdated and are challenging to repair or replace this type of sign. They further commented that the trend in the fast-food restaurant industry is to replace existing manual menu boards with digital menu boards that are easily maintained, typically are smaller in size, and provide a cleaner look.

The informational brochure provided photographs of existing manual changeable copy menu boards and the proposed digital menu boards at restaurants. Technical information was included in the brochure for existing and proposed menu boards regarding sign sizes, lighting, and maintenance.

Also, examples of ordinances from several jurisdictions that permit digital menu boards have been provided. Those municipalities recently amended their ordinances to provide standards for digital signs, including outdoor digital menu boards for restaurants with drive-through service.

The Site Plan Committee expressed interest in the proposed digital menu boards, however the current sign standards in the Code of Ordinances (Section 5.26-Signs) prohibit electronic signs. Based on the information presented at the informal meeting, the proposed outdoor digital menu board would be considered an electronic sign, and thus not permitted at this time. The Committee further explained that an amendment to the zoning ordinance would be required to permit digital menu board signs.

The purpose of this memorandum is to present this information to the Planning Commission for their review, to see if there is an interest in initiating a zoning amendment to permit digital menu boards, specifically for restaurants with drive-through service. Staff has summarized some of the topics to be considered when drafting standards for a digital menu board.

Sign size

Per the sign examples provided by McDonalds, the digital menu board is approximately twenty (20) square feet for the display area.

As a point of reference, the current sign ordinance allows up to two (2) menu boards each no greater than thirty-two (32) square feet in total area, and seven (7) feet in height, for an approved drive-through service.

Sign Location

Some of the sample ordinances from other jurisdictions have placed restrictions on the location of a digital menu board, so that the sign is located at the rear of the building and thus is screened from the general public, or from the street. Additional screening could be considered as deemed necessary, to minimize impacts, such as where a site has frontage on two (2) streets and two (2) front yards.

Brightness of the sign

The lumen output in a digital sign can be adjusted from within the store per the information presented by McDonald's. Additionally, ambient light sensors adjust to daylight thus reducing glare and preventing excessive light output.

Frequency of menu display changes

Limitations could be provided on the number of times the menu changes on the digital menu board. In the case of McDonald's, the digital menu board changes three (3) times a day (breakfast, lunch, and dinner). Restrictions could also be provided to prohibit the display of animated messages, or messages that blink, scroll, flash, fade, or have any other effect that gives the appearance of movement.

Additional standards and/or concerns could be considered as part of the discussion on digital menu boards. At this time, the Planning Department is presenting the information received thus far and is looking for direction from the Planning Commission as how to proceed. A formal recommendation is not provided at this time.

Attachments

1. Letter from Michelle Freeman, dated August 27, 2019 with Sample Sign Ordinances -PDF version only
2. McDonald's Outdoor Digital Menu Board Informational Brochure-PDF version only

T:\PLANNING DEPARTMENT\PLANNING COMMISSION\2020 Planning Commission Activity\Digital Menu Boards\Staff reports\Staff report to PC 01.16.2010.docx



August 27, 2019

Todd Langer, Planning Director
Hartland Township
2655 Clark Road
Hartland, MI 48353

RE: McDonald's Drive-thru Project – Digital Signage Ordinance Examples

Hi Todd,

I wanted to follow up with you regarding the McDonald's drive-thru sign project discussions previously held. As you know, the project scope is to replace existing "manual-changeable copy" menu boards with "electronic changeable copy" menu boards, in all McDonald's store drive-thru lanes.

Digital menu boards and pre-browse (pre-sales) are a growing trend in the fast food restaurant industry. They are more easily maintained and more attractive than traditional, manual change copy of three sided signs that do not handle the modern fast food menu well. In most cases, the signs being proposed are in the rear of the building and are fully screened from the general public. The old menu boards are being eliminated and owner/operator will soon not be able to replace them (in their entirety or order replacement parts, bulbs, etc).

I understand your township planning commission is considering a proposal for a code text amendment. I've included some examples of sign code language changes recently made by a few different municipalities. I've also included a presentation copy that provides additional details of the proposed signage.

If you have any questions, please feel free to contact me.

Thank you,

Michelle Freeman

Michelle Freeman
Senior Project Manager/Permit Specialist
O: 708.876.1249
C: 708.910.4895

- with a maximum size of the two signs combined being 10% of the tenant portion of either street facing façade, not both, or 80 square feet, whichever is smaller.
- iii. Where several tenants share a common entrance in a multi-tenant structure, only one (1) wall sign shall be permitted, with the total permitted sign area being allocated among the tenants.
2. *Ground / Monument Signs.*
 - i. If a lot or parcel has more than one tenant, one (1) ground sign to be shared by tenants shall be permitted in addition to one (1) wall sign per each tenant having an individual means of public access.
 - ii. A ten (10) percent increase in the maximum permitted monument sign area is permitted if extensive landscaping and a decorative brick base consistent with the materials of the principal building are provided.
 3. *Awnings and canopies.*
 - i. Awnings or canopies may project a maximum of six (6) feet into the public right-of-way. In no case shall the awning or canopy be less than three (3) feet from any street curb line.
 - ii. Any lettering or logos on the awning or canopy shall be included within the calculation of total permitted wall sign area.
 - iii. Awnings and canopies shall not be illuminated or backlit. However, building mounted lighting may illuminate the area above or below the awning or canopy.
 4. *Poster panel signs (i.e. sandwich signs, A-frame signs).* Poster panel signs, including sandwich signs and "A" frame signs, shall be permitted subject to the following:
 - i. The sign shall be located so that at least a five (5) foot wide sidewalk is maintained between the sign and the building wall for pedestrian traffic flow, safety and to maintain ADA compliance.
 - ii. The sign is permitted only during operating business hours and must be stored inside when the business is not open.
 - iii. The sign shall be kept neatly painted, printed, stained, sealed, protected or preserved including all metal parts and supports.
 - iv. All portable signs shall be constructed and maintained by the owner in such a manner and of such materials so that they withstand typical environmental conditions.
 5. *Projecting signs.* Projecting signs are permitted subject to the following:
 - i. Signs shall be illuminated only by steady, stationary, shielded light sources directed solely at the sign. Use of glaring undiffused lights or bulbs shall be prohibited.
 - ii. Projecting signs may project a maximum of four (4) feet into the public right-of-way. In no case, shall the projecting sign be less than three (3) feet from any street curb line.
 6. *Menu Board signs.*
 - i. Restaurants with drive-through service may have up to two (2) menu board signs for each drive-through lane.
 - ii. The maximum height for such signs shall be eight (8) feet and the total area allowed for each drive-through lane shall not exceed forty (40) square feet.
 - iii. Where such signs are not visible from a public street, they may include electronic changeable messages; however, such messages shall not blink, flash or contain videos or movements. Furthermore, the illumination of such signs shall be shaded, shielded, directed or screened such that the light intensity or brightness will not be objectionable to adjacent properties.
 - iv. A sign permit shall be required.

1480.07 LEGAL NONCONFORMING SIGNS.

MEMORANDUM



TO: Mayor and City Council
City Administrator

FROM: Sara Copeland, AICP, Community Development Director

DATE: January 2, 2019

RE: Sign Ordinance Amendments

The City's sign regulations are contained in Chapter 15.44 of the Municipal Code. Similar to the Zoning Ordinance, the sign ordinance divides the city into Sign Districts and establishes requirements for each sign type allowed in each sign district. The Sign Ordinance refers to the drive-thru menu board signage using the sign type "Reader Board," defined as "A sign designed in conjunction with drive-in services to give information relative to the business where it is located and which information may change frequently."

Staff has recently encountered some difficulties with the sign regulations related specifically to drive-thru signage, with franchise restaurants proposing signs that do not conform with our regulations. Franchise restaurants are constantly working to improve their operations and drive-through operations make up a significant portion of their revenue. Signage is an area in which the City's regulations are not keeping up with changes in sign technology and design.

Staff recently discussed possible amendments for reader board signs with the Planning Commission. Based on their feedback, the proposed amendments make changes to related to these issues:

- **Drive-Thru restaurants are requesting more reader board signs.** These businesses are increasingly interested in erecting "pre-order" signs to provide information to customers prior to their stop at the ordering point, where the main reader board sign is located. The existing regulations do not allow pre-order signs.
- **The cumulative 50 square feet does not provide much flexibility for corporate sign design.** Currently, McDonalds is the only location with a CUP for additional reader board square footage (something allowed only in the Armour Road sign district). Ordinance 8822, approved in 2015, allowed two reader board signs of 31.23 square feet each, a cumulative total of 62.46 square feet. Franchise establishments are often

provided with a corporate design with rigid specifications. If the City were to allow pre-order signs, the cumulative 50 square feet may become even more challenging to meet.

- **The 30 foot setback is challenging on narrow or irregularly shaped lots.** Burger King has submitted a site plan with reader boards as close as 21 feet to the property line. Due to the size and shape of their new location, they will be unable to meet this setback requirement.
- **Digital signage is proliferating.** Fast food restaurants are starting to install fully digital reader board signs. Fully digital screens don't comply with the existing limit on digital signs of only 25 percent of the sign area, and stores with more than one ordering point would conflict with the one digital sign per lot limitation.

The purpose of the sign ordinance is to preserve the character of the city, enhance the visual quality of the community, ensure safety, provide for effective communication by businesses, minimize adverse effects of signs, and limit sign clutter. Staff is concerned that our existing regulations are creating a barrier to effective communication by businesses without offsetting benefits for city character or visual quality. The Planning Commission felt making changes to address these issues was reasonable and so staff presents these amendments to the City Council for consideration.

The proposed amendments are located in two main portions of the Sign Ordinance. The amendments specific to Reader Board are proposed in each sign district allowing reader board signage: the Armour Road, Downtown Business, General Business, Manufacturing, South Burlington, and Redevelopment Area districts. Currently, the Armour Road sign district allows for sign area exceptions pursuant to a Conditional Use Permit. The proposed amendments remove this exception. The text below illustrates the proposed changes, with **additions in bold underline** and deletions in ~~strikethrough~~.

Sign Type	Allowances
Reader Board	<u>No more than 2</u> ± reader board signs <u>may be erected at</u> for each drive-in service location.
	Sign area shall not exceed more than 3250 square feet <u>per sign</u> cumulative among all signs. For parcels with more than one drive-in service location, exceptions to the maximum sign area may be approved through a Conditional Use Permit, approved pursuant to the procedural requirements of section 17.96.020 of the Zoning Ordinance. <i>[Note: this exception is contained in the Armour Road sign district only.]</i>
	<u>The sign area of each reader board sign may be 100 percent digital. Digital reader boards signs shall comply with all other requirements of Section 15.44.300.D.</u>
	No sign shall be more than 7 feet high.
	Free-standing reader board signs shall be set back at least 20 30 feet from any property line.
	Reader board signs mounted on a building shall follow any applicable building setback.

The ordinance also proposes amendments to Subsection 15.44.300.D, which contains regulations for all digital signs citywide. Amendments in this subsection are solely to allow for digital reader board signs in addition to one other sign that may not have more than 25 percent of its area as a digital sign. The text below illustrates the proposed changes, with **additions in bold underline** and ~~deletions in strikethrough~~.

15.44.300.D. Digital Signs

1. Digital signs are allowed in all sign districts except the residential sign district. In residential sign districts, digital signs are only allowed for permitted institutional uses (i.e., church or school).
2. No lot may have more than one digital sign **in addition to any digital reader board signs.**
3. Digital signs shall not exceed twenty-five (25) percent of the total sign area allowance for the selected sign type (i.e., twenty-five (25) percent of the total allowance for wall signs, or ground signs), ~~except that~~ **with the exception of** off-premise signs in the manufacturing sign district, ~~that~~ **may allocate up to six hundred seventy-two (672) square feet for digital signs, and reader board signs.**
4. Sign messages shall remain static for at least eight seconds and take no longer than two seconds to change to a new display.
5. Signs shall not include:
 - a. Audio messages, tones or music.
 - b. Display animated messages, including flashing, blinking, fading, scrolling, shading, dissolving, or any other effect that gives the appearance of movement.
 - c. Exception. Any digital sign less than twelve (12) square feet may be used for single color scrolling messages.
6. Brightness. Signs shall utilize automatic dimming technology to adjust the brightness of the sign relative to ambient light so that at no time shall a sign exceed a brightness level of three-tenths footcandle above ambient light, as measured using a footcandle (lux) meter. An ambient light measurement shall be taken using a footcandle meter at some point between the period of time between thirty (30) minutes past sunset and thirty (30) minutes before sunrise with the sign turned off to a black screen. An operating sign light measurement shall be taken with the sign turned on to full white copy. The difference between the ambient light measurement and the operating sign light measurement is three-tenths footcandle or less.
7. Default Mechanism. Signs shall contain a default mechanism that will cause the sign to turn off or display a black screen if the sign malfunctions.

AN ORDINANCE AMENDING CHAPTER 15.44, “SIGNS, BILLBOARDS, AWNINGS AND STREET CLOCKS” OF THE CODE OF THE CITY OF NORTH KANSAS CITY, MISSOURI REGARDING READER BOARD SIGNS.

WHEREAS, the City of North Kansas City, Missouri (the “City”) is a body corporate, a third class city and political subdivision of the State of Missouri, duly created, organized and validly existing under and by virtue of the Constitution and laws of the State of Missouri; and

WHEREAS, the City regulates signage for the purposes of preserving the unique character of the City, enhancing the visual quality of the community, promoting economic viability, providing for effective communication for businesses, protecting property values, and promoting civic beauty; and

WHEREAS, the City’s Sign Ordinance defines Reader Board/Drive-Through signs as a distinct sign type; and

WHEREAS, the City desires to amend its existing code to clarify regulations regarding Reader Board signs.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF NORTH KANSAS CITY, MISSOURI, AS FOLLOWS:

Section 1. Section 15.44.210, “Armour Road District,” of THE CODE OF THE CITY OF NORTH KANSAS CITY, MISSOURI is hereby amended at Table 15-2, “Armour Road District Sign Allowances”, by amending subparts thereof entitled “Reader Board,” which subparts shall hereafter read as follows:

Sign Type	Allowances
Reader Board	No more than 2 reader board signs may be erected at each drive-in service location.
	Sign area shall not exceed more than 32 square feet per sign.
	The sign area of each reader board sign may be 100 percent digital. Digital reader boards signs shall comply with all other requirements of Section 15.44.300.D.
	No sign shall be more than 7 feet high.
	Free-standing reader board signs shall be set back at least 20 feet from any property line.
	Reader board signs mounted on a building shall follow any applicable building setback.

Other than as specifically set forth hereinabove, § 15.44.210 and Table 15-2, “Armour Road District Sign Allowances,” shall be unaffected by this amendment and shall remain in full force and effect.

Section 2. Section 15.44.220, “Downtown Business District,” of THE CODE OF THE CITY OF NORTH KANSAS CITY, MISSOURI is hereby amended at Table 15-3, “Downtown Business District Sign Allowances”, by amending subparts thereof entitled “Reader Board,” which subparts shall hereafter read as follows:

Sign Type	Allowances
Reader Board	No more than 2 reader board signs may be erected at each drive-in service location.
	Sign area shall not exceed more than 32 square feet per sign.
	The sign area of each reader board sign may be 100 percent digital. Digital reader boards signs shall comply with all other requirements of Section 15.44.300.D.
	No sign shall be more than 7 feet high.
	Free-standing reader board signs shall be set back at least 20 feet from any property line.
	Reader board signs mounted on a building shall follow any applicable building setback.

Other than as specifically set forth hereinabove, § 15.44.220 and Table 15-3, “Downtown Business District Sign Allowances,” shall be unaffected by this amendment and shall remain in full force and effect.

Section 3. Section 15.44.230, “General Business District,” of THE CODE OF THE CITY OF NORTH KANSAS CITY, MISSOURI is hereby amended at Table 15-4, “General Business District Sign Allowances”, by amending subparts thereof entitled “Reader Board,” which subparts shall hereafter read as follows:

Sign Type	Allowances
Reader Board	No more than 2 reader board signs may be erected at each drive-in service location.
	Sign area shall not exceed more than 32 square feet per sign.
	The sign area of each reader board sign may be 100 percent digital. Digital reader boards signs shall comply with all other requirements of Section 15.44.300.D.
	No sign shall be more than 7 feet high.
	Free-standing reader board signs shall be set back at least 20 feet from any property line.
	Reader board signs mounted on a building shall follow any applicable building setback.

Other than as specifically set forth hereinabove, § 15.44.230 and Table 15-4, “General Business District Sign Allowances,” shall be unaffected by this amendment and shall remain in full force and effect.

Section 4. Section 15.44.240, “Manufacturing District,” of THE CODE OF THE CITY OF NORTH KANSAS CITY, MISSOURI is hereby amended at Table 15-5, “Manufacturing District Sign Allowances”, by amending subparts thereof entitled “Reader Board,” which subparts shall hereafter read as follows:

Sign Type	Allowances
Reader Board	No more than 2 reader board signs may be erected at each drive-in service location.
	Sign area shall not exceed more than 32 square feet per sign.
	The sign area of each reader board sign may be 100 percent digital. Digital reader boards signs shall comply with all other requirements of Section 15.44.300.D.
	No sign shall be more than 7 feet high.
	Free-standing reader board signs shall be set back at least 20 feet from any property line.
	Reader board signs mounted on a building shall follow any applicable building setback.

Other than as specifically set forth hereinabove, § 15.44.240 and Table 15-5, “Manufacturing District Sign Allowances,” shall be unaffected by this amendment and shall remain in full force and effect.

Section 5. Section 15.44.250, “South Burlington Corridor District,” of THE CODE OF THE CITY OF NORTH KANSAS CITY, MISSOURI is hereby amended at Table 15-6, “South Burlington Corridor District Sign Allowances”, by amending subparts thereof entitled “Reader Board,” which subparts shall hereafter read as follows:

Sign Type	Allowances
Reader Board	No more than 2 reader board signs may be erected at each drive-in service location.
	Sign area shall not exceed more than 32 square feet per sign.
	The sign area of each reader board sign may be 100 percent digital. Digital reader boards signs shall comply with all other requirements of Section 15.44.300.D.
	No sign shall be more than 7 feet high.
	Free-standing reader board signs shall be set back at least 20 feet from any property line.
	Reader board signs mounted on a building shall follow any applicable building setback.

Other than as specifically set forth hereinabove, § 15.44.250 and Table 15-6, “South Burlington Corridor District Sign Allowances,” shall be unaffected by this amendment and shall remain in full force and effect.

Section 6. Section 15.44.257, “Redevelopment Area District,” of THE CODE OF THE CITY OF NORTH KANSAS CITY, MISSOURI is hereby amended at Table 15-8, “Redevelopment Area

District Sign Allowances”, by amending subparts thereof entitled “Reader Board,” which subparts shall hereafter read as follows:

Sign Type	Allowances
Reader Board	No more than 2 reader board signs may be erected at each drive-in service location.
	Sign area shall not exceed more than 32 square feet per sign.
	The sign area of each reader board sign may be 100 percent digital. Digital reader boards signs shall comply with all other requirements of Section 15.44.300.D.
	No sign shall be more than 7 feet high.
	Free-standing reader board signs shall be set back at least 20 feet from any property line.
	Reader board signs mounted on a building shall follow any applicable building setback.

Other than as specifically set forth hereinabove, § 15.44.257 and Table 15-8, “Redevelopment Area District Sign Allowances,” shall be unaffected by this amendment and shall remain in full force and effect.

Section 7. Subsection 15.44.300.D, “Digital Signs,” of THE CODE OF THE CITY OF NORTH KANSAS CITY, MISSOURI is hereby repealed in its entirety and enacted in lieu thereof is a new Subsection 15.44.300.D, “Digital Signs,” which shall hereafter read as follows:

15.44.300 Standards Applicable to All Signs

D. Digital Signs.

1. Digital signs are allowed in all sign districts except the residential sign district. In residential sign districts, digital signs are only allowed for permitted institutional uses (i.e., church or school).

2. No lot may have more than one digital sign in addition to any digital reader board signs.

3. Digital signs shall not exceed twenty-five (25) percent of the total sign area allowance for the selected sign type (i.e., twenty-five (25) percent of the total allowance for wall signs, or ground signs), with the exception of off-premise signs in the manufacturing sign district, that may allocate up to six hundred seventy-two (672) square feet for digital signs, and reader board signs.

4. Sign messages shall remain static for at least eight seconds and take no longer than two seconds to change to a new display.

5. Signs shall not include:

a. Audio messages, tones or music.

b. Display animated messages, including flashing, blinking, fading, scrolling, shading, dissolving, or any other effect that gives the appearance of movement.

c. Exception. Any digital sign less than twelve (12) square feet may be used for single color scrolling messages.

6. Brightness. Signs shall utilize automatic dimming technology to adjust the brightness of the sign relative to ambient light so that at no time shall a sign exceed a brightness level of three-tenths footcandle above ambient light, as measured using a footcandle (lux) meter. An ambient light measurement shall be taken using a footcandle meter at some point between the period of time between thirty (30) minutes past sunset and thirty (30) minutes before sunrise with the sign turned off to a black screen. An operating sign light measurement shall be taken with the sign turned on to full white copy. The difference between the ambient light measurement and the operating sign light measurement is three-tenths footcandle or less.

7. Default Mechanism. Signs shall contain a default mechanism that will cause the sign to turn off or display a black screen if the sign malfunctions.

Section 8. **Severability.** The sections, paragraphs, sentences, clauses and phrases of this ordinance shall be severable. In the event that any such section, paragraph, sentence, clause or phrase of this ordinance is found by a court of competent jurisdiction to be invalid, the remaining portions of this ordinance are valid, unless the court finds the valid portions of this ordinance are so essential to and inseparably connected with and dependent upon the void portion that it cannot be presumed that the City has enacted the valid portions without the void ones, or unless the court finds that the valid portions, standing alone, are incomplete and are incapable of being executed in accordance with the legislative intent.

Section 9. **Governing Law.** This ordinance shall be governed exclusively by and construed in accordance with the applicable laws of the State of Missouri.

Section 10. **Effective Date.** This ordinance shall be in full force and effect from and after its passage by the City Council and approval by the Mayor.

PASSED this 2nd day of January, 2019.

Don Stielow, *Mayor*

ATTEST:

Crystal Doss, *City Clerk*

APPROVED this 2nd day of January, 2019.

Don Stielow, *Mayor*

APPROVED AS TO FORM:

Anthony Bologna, *City Attorney*

Thomas E. Barzee, Jr., *City Counselor*

DATE: June 13, 2019
TO: Plan Commission
FROM: Joel Strassman, Planning and Zoning Officer
SUBJECT: PUBLIC HEARING - Amendments to the Text of the Zoning Code
Chapter 4.4: Sign Regulations – Regarding Menu Signs
Michelle Freeman, Keyser Industries, applicant

Background and Summary of Proposed Amendments

A Public Hearing is scheduled for the June 19th Plan Commission meeting to review proposed amendments to the text of the Zoning Code. The Zoning Code prohibits use of Electronic Changeable Message Signs (ECMS) in the Historic District. Keyser Industries is seeking to amend Chapter 4.4: Sign Regulations to remove this prohibition of ECMS solely for Menu Signs. Keyser is proposing the amendments to benefit its client, McDonald's.

The attached email from the applicant lists the features of ECMS for menu signs. In addition to being better able to serve the drive-through restaurant industry, such signs can automatically dim in response to ambient light changes and use a dark-background screen at night. The attached email also provides responses to common questions regarding signage in a municipal regulation context.

Staff Analysis

McDonald's first approached the City regarding use of ECMS last year. Staff sought input from the Historic Preservation Commission (HPC) on this topic. The attached minutes of the April 9, 2018 HPC minutes establish the HPC's general acceptance of use of ECMS for Menu Signs. Staff notes that signs in the Historic District are not subject to Design Review. Signs in the Historic District require HPC approval of a Certificate of Appropriateness (COA) in which City Code compliant projects are reviewed for conformance to the [Historic Preservation Design Guidelines](#).

Staff feels that use of ECMS for Menu Signs can be compatible with the Historic District as described by the applicant, provided such signs are not readily visible from streets. In the case of McDonald's, its menu signs are over 130 feet from Houston Street and even further from Wilson Street. The building and signs' orientation will effectively screen the sign faces from Wilson Street. Sign distance and the presence of site landscaping along Houston Street limit the existing menu sign visibility. In instances where such signs would be located proximate to streets or residential uses, screening can be required, and such screening would be part of COA and building permit reviews and approvals.

To remove the Historic District prohibition of ECMS for Menu Signs, three (3) Sections of [Chapter 4.4: Sign Regulations](#) need to be amended. Below are Sections of this Chapter with needed additions shown in red and needed language removal shown with strike-through.

- Section 4.402.L.3 (pg 5)
 3. Electronic *Changeable Message Signs* **are prohibited for use on Wall Signs and Tower Signs. In historic districts and on landmarked properties, all Electronic *Changeable Message Signs*, other than Fuel Facility Signs and Menu Signs are prohibited** ~~in historic districts and on landmarked properties.~~
- Section 4.407.B.2.g (pg 15)

Electronic *Changeable Message Signs*. Where permitted by this Chapter, the Plan Commission, through Design Review **(or the Historic Preservation Commission through COA where applicable)**, may approve an electronic *Changeable Message Sign* and may establish operational restrictions. Operational restrictions include, but are not limited to, the frequency and type of message change and intensity of illumination. The Plan Commission **(or the Historic Preservation Commission through a COA where applicable)** shall consider the visual impacts of the sign on the uses surrounding the sign location, and traffic volume, movements and speed in the area of the sign.

- Section 4.407.B.2.i (pg 16) – New Subsection (5) in the Section specific to Menu Signs.
(5) Visibility. The Plan Commission through Design Review (or the Historic Preservation Commission through COA where applicable) may require screening be added to the site to minimize visibility of Electronic Changeable Message Signs from streets or adjacent residentially used or zoned properties.

Staff notes that the proposed changes to Section 4.402.L.3 would strengthen the Zoning Code's effective prohibition of ECMS for Wall Signs and Tower Signs; the Zoning Code includes specifications for ECMS (other than fuel signs) only for Monument Signs. There are no existing ECM wall or tower signs in the City. The last amendment includes a provision to add screening where needed; this Section already contains other specifications (number, size, materials) for Menu Signs.

As proposed, staff feels the above Zoning Code amendments to allow ECMS for Menu Signs would be compatible with goals and policies of the Comprehensive Plan that seek to balance effective commerce and aesthetics. As proposed, ECMS for Menu Signs could be used without adversely affecting the character of historic districts, landmarked properties, and adjacent residences. The proposed amendment extends the Plan Commission's ability to limit sign brightness and message change frequency through Design Review to the HPC through COA approval.

Staff Recommendation

Staff recommends the Commission open and conduct the public hearing. After all attendees wishing to speak have been heard and the Commission has enough information to make a recommendation to the City Council, the Commission must close the hearing.

Staff recommends the Commission recommend the City Council approve amendments to the Zoning Code to allow ECMS for Menu Signs as proposed above in this staff memorandum.

Attachment: Email from Michelle Freeman to Joel Strassman, dated June 4, 2019

c Mayor and City Council
Department Heads
Michelle Freeman, Keyser Industries
Media

Strassman, Joel

From: Michelle Freeman
Sent: Tuesday, June 04, 2019 9:49 AM
To: Strassman, Joel; Mary Thies
Subject: RE: McDonald's Drive-Thru Sign Replacement -- 125 W WILSON

[NOTICE: This message originated outside of the City of Batavia -- **DO NOT CLICK** on **links** or open **attachments** unless you are sure the content is safe.]

Hi Joel,

Sorry for the delay. Below is some information to support the proposed drive-through sign changes. Let me know if you have any additional questions.

Digital menu boards and pre-browse (pre-sales) are a growing trend in the fast food restaurant industry. They are more easily maintained and more attractive than traditional, manual change copy of three sided signs that do not handle the modern fast food menu well. In most cases, the signs being proposed are in the rear of the building and are fully screened from the general public. The old menu boards are being eliminated and owner/operator will soon not be able to replace them (in their entirety or order replacement parts, bulbs, etc).

- New Menus Are:
 - An ordering device to help confirm orders
 - Smaller & Streamlined menus, simplified for our Customers
 - Static/Limited Motion - The main menu board remains static, with the exception of menu changes 3-4 times per day, can be controlled by restaurant.
 - Cleaner visuals, easier to read products, price and items
 - Dim automatically as the ambient light lessens, as well as switch to “night mode” controlled by an internal photocell. The “night mode” replaces the black font/white background with a white font/black background...similar to a cell phone or navigation screen.
 - Our New Menus Are NOT:
 - Not an advertising channel or billboard
 - Not full video or motion to distract drivers or slow down our drive thru
 - Not flashy, bright images or colors (i.e. Vegas-style)
 - No additional sound or speakers
1. Will the sign be harmonious and in accordance with the general objective or any specific objectives of the Master Plan?
 - a. The signs are geared toward the motoring public, rather than the pedestrian public. But they are fully screened from the public and do not increase clutter along the public right of way.
 2. Will the sign be designed, constructed, operated, and maintained so as to be harmonious and appropriate in appearance with the existing or intended character of the general vicinity?
 - a. The signs being proposed are an upgrade from the current three sided, rotatable sign and is certainly an upgrade overall in technology. These signs are becoming prevalent throughout the industry and are appropriate for the area and character of the property and surrounding properties.
 3. Will the sign be hazardous or disturbing to existing or future nearby uses?
 - a. The proposed sign should not disturb nearby residences and is not expected to be hazardous to surrounding businesses.
 4. Will the sign be an improvement in relation to the property in the immediate vicinity and to the community as a whole?
 - a. The signs as proposed are an upgrade from the existing three sided signage.

5. Will the sign be served adequately by essential public services and facilities or that the persons responsible for the establishment of the proposed uses will provide adequately any such service or facility?
 - a. Yes.
6. Will the sign not create excessive additional public costs and will not be detrimental to the economic welfare of the community?
 - a. No additional public costs will occur because of this sign. The sign will not be detrimental to the economic welfare of the community.
7. Will the sign be consistent with the intent and purposes of the Zoning Ordinance?
 - a. The sign is consistent with the intent of the sign ordinance and purposes of the ordinance, to reduce visual clutter and blight, while still allowing appropriate signage any identification of businesses.

Michelle Freeman

Installation Project Manager

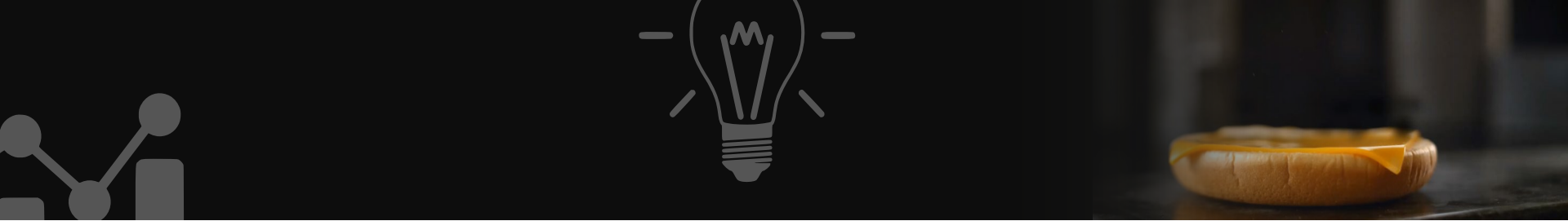
Permit Specialist

10200 S. Kedzie Ave | Evergreen Park, IL

O: 708.876.1249 | C: 708.910.4895 | F: 708.499.4620



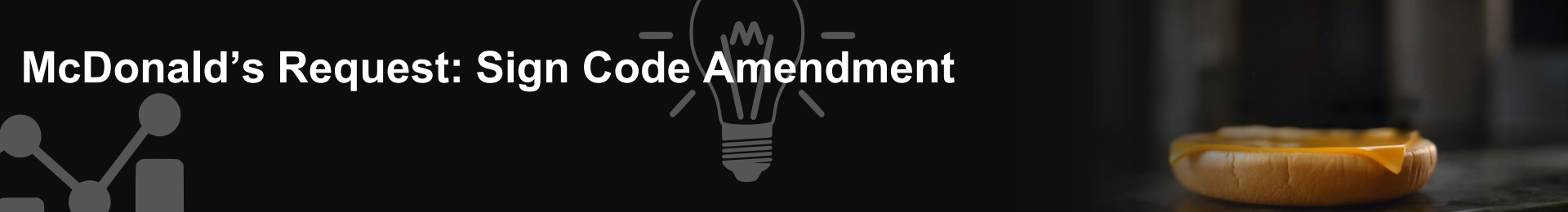
This message (including any attachments) is intended only for the use of the individual or entity to which it is addressed and may contain information that is non-public, proprietary, privileged, confidential, and exempt from disclosure under applicable law or may constitute as attorney work product. If you are not the intended recipient, you are hereby notified that any use, dissemination, distribution, or copying of this communication is strictly prohibited. If you have received this communication in error, notify us immediately by telephone and (i) destroy this message if a facsimile or (ii) delete this message immediately if this is an electronic communication. Thank you.



McDonald's Outdoor Digital Menu Boards

Michelle Freeman, Project Manager
Keyser Industries, McDonald's ODMB Integrator

McDonald's Request: Sign Code Amendment



NSN	Store Address Line #2	Store City	ST
3414	10600 HIGHLAND RD	HARTLAND	MI

Request:

McDonald's ODMB (Outdoor Digital Menu Board) project is to replace the existing menu boards in the drive-thru with one (1) preview board and one (1) full menu board, per drive-thru **lane**.

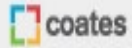
McDonald's Request: Sign Code Amendment

New Menus Are:

- An ordering device to help confirm orders
- Smaller & Streamlined menus, simplified for our Customers
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- Cleaner visuals, easier to read products, price and items
- Dim automatically as the ambient light lessens, as well as switch to “night mode” controlled by an internal photocell. The “night mode” replaces the black font/white background with a white font/black background...similar to a cell phone or navigation screen.

Our New Menus Are NOT:

- An advertising channel or billboard
- Full video or motion to distract drivers or slow down our drive thru
- Flashy, bright images or colors (i.e. Vegas-style)
- Additional sound or speakers



SINGLE 55"

Modular Range

Hot-dipped galvanized frame

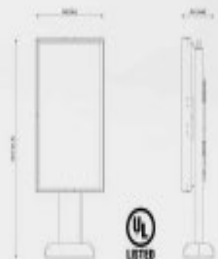
Aluminum panels

Modular Mounting Structure

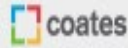
Allows for various screen sizes with panel/mount replacement

Option for cone in or manual 2 person assembly

Currently designed for the Samsung OTH panel but mounting hardware can be modified for alternate screen specifications in future



For enquiries and further information
on our range of products please visit
www.coatesgroup.com



DOUBLE 55"

Modular Range

Hot-dipped galvanized frame

Aluminum panels

Modular Mounting Structure

Allows for various screen sizes with panel/mount replacement

Option for cone in or manual 2 person assembly

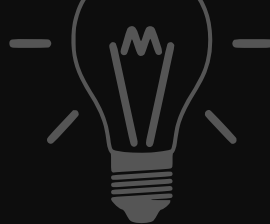
Currently designed for the Samsung OTH panel but mounting hardware can be modified for alternate screen specifications in future



For enquiries and further information
on our range of products please visit
www.coatesgroup.com

- 55" Samsung TV's
- Inbuilt ambient light sensors
- Light sensors dim the brightness of the screen based on the light surrounding it
- Screens can dim from full brightness (2500 NIT), all the way down to 500 NIT to prevent excessive output (glare) in low light and night time environments
- Double unit **screen dimensions** 58" W x 47.7"H = 4.83' W x 3.98' H = 19ft²

Menu Board Designs



Menu Design & Content: Menu Design & Day-Parts

Our new menu boards support 3 Day-Parts shifts (Breakfast, Lunch & Dinner) to better support our menu items, user readability and time-of-day for our customers. Operators have the ability to pre-set and alter the Day-Part time shifts based off their business needs.



Menu Board: Breakfast, Lunch & Dinner.

Default Hours: Our Menu boards alter 3 times a day based off the Restaurant's hours of operation for Breakfast, Lunch & Dinner

Movement: No video or continuous movement

Menu Board Comparison and Benefits

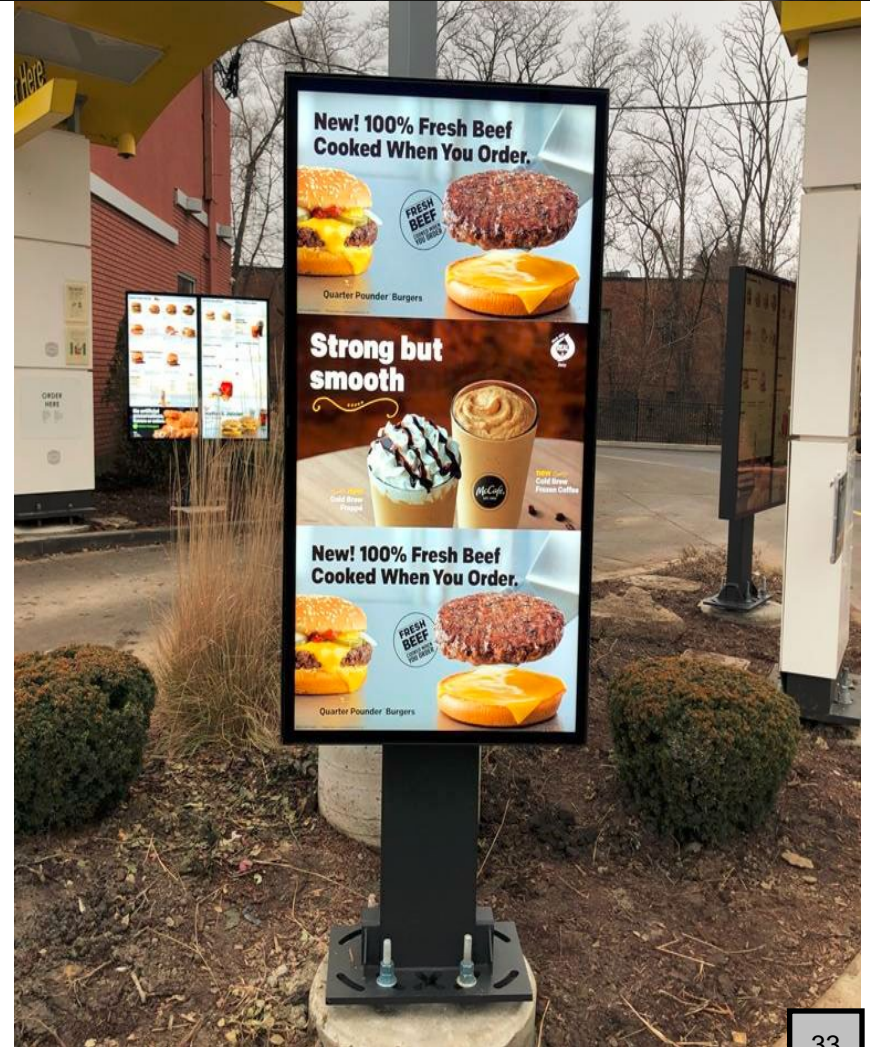


	<u>Pre-Existing Menu Boards</u>	<u>Proposed Digital Menu Boards</u>
Size:	<ul style="list-style-type: none"> • 42 ft² Menu Board • 11 ft² Pre Browse 	<ul style="list-style-type: none"> • 20ft² Menu Board – Display Area Only (27ft² including base/pole) • 10ft² Pre-Browse – Display Area Only (14 ft² including base/pole) • significantly smaller
Lighting:	<ul style="list-style-type: none"> • 56,850 Total Estimated Lumens • Not adjustable 	<ul style="list-style-type: none"> • From 8,565 Estimated Lumens to 32,910 Lumens (preset to 500 nits – 2,500 nits; can be adjusted from within store) • 42% decrease in maximum Lumens • Ambient light sensors adjust to daylight reducing glare and preventing excessive light output • Easier to read; providing faster service and reduced queue for cars in drive-thru lanes
Sustainability:	<ul style="list-style-type: none"> • Use of florescent light bulbs and ballasts, as well as, plastics and paper inserts 	<ul style="list-style-type: none"> • Reduction in the carbon footprint and raw materials going to the landfill
Upkeep/Maintenance:	<ul style="list-style-type: none"> • Boards are no longer made and parts are not available 	<ul style="list-style-type: none"> • New standard drive-thru menu board for McDonald's

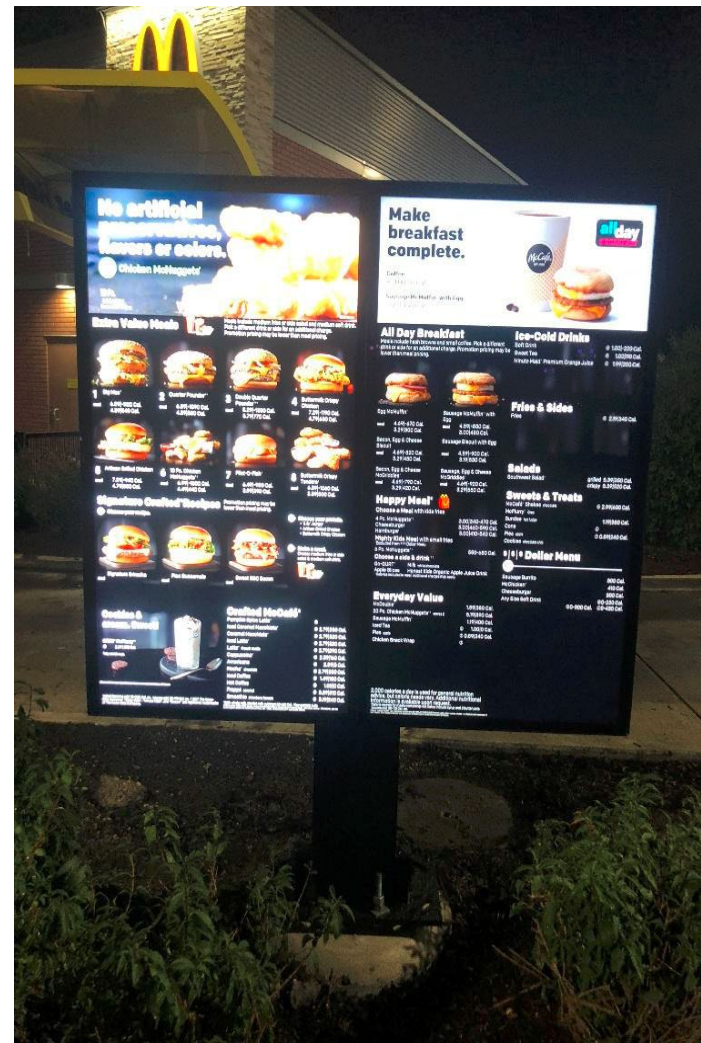
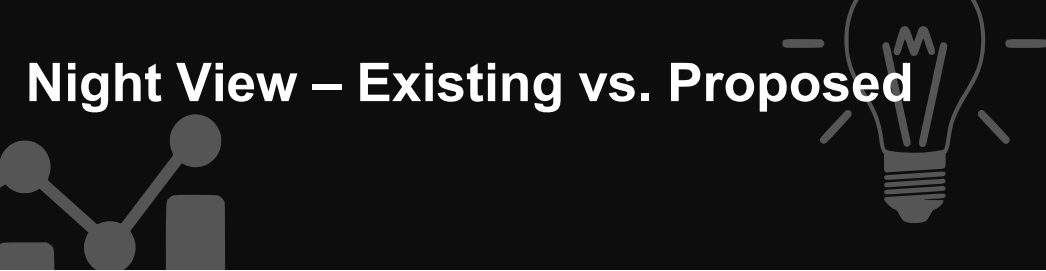
Menu Boards – Existing vs. Proposed (Example)



Pre-Browse Boards – Existing vs. Proposed



Night View – Existing vs. Proposed

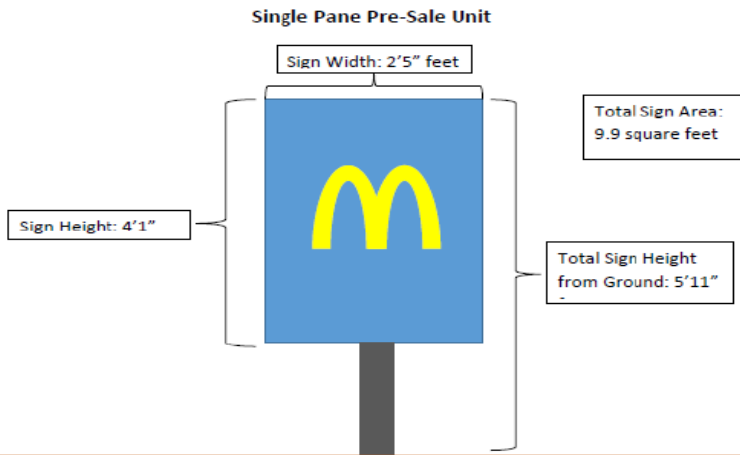
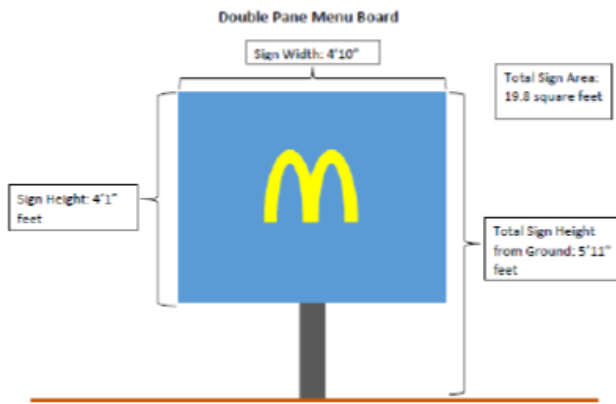


Size Examples – Existing v Proposed

Existing Menu Sign
(approximately 60 square feet)



Proposed New Menu Sign
(approximately 28 square feet)



NSN 3414 - 10600 HIGHLAND RD

Drive-Thru Photos

Existing vs. Proposed (Example)



Existing



Proposed (example)

NSN 3414 - 10600 HIGHLAND RD

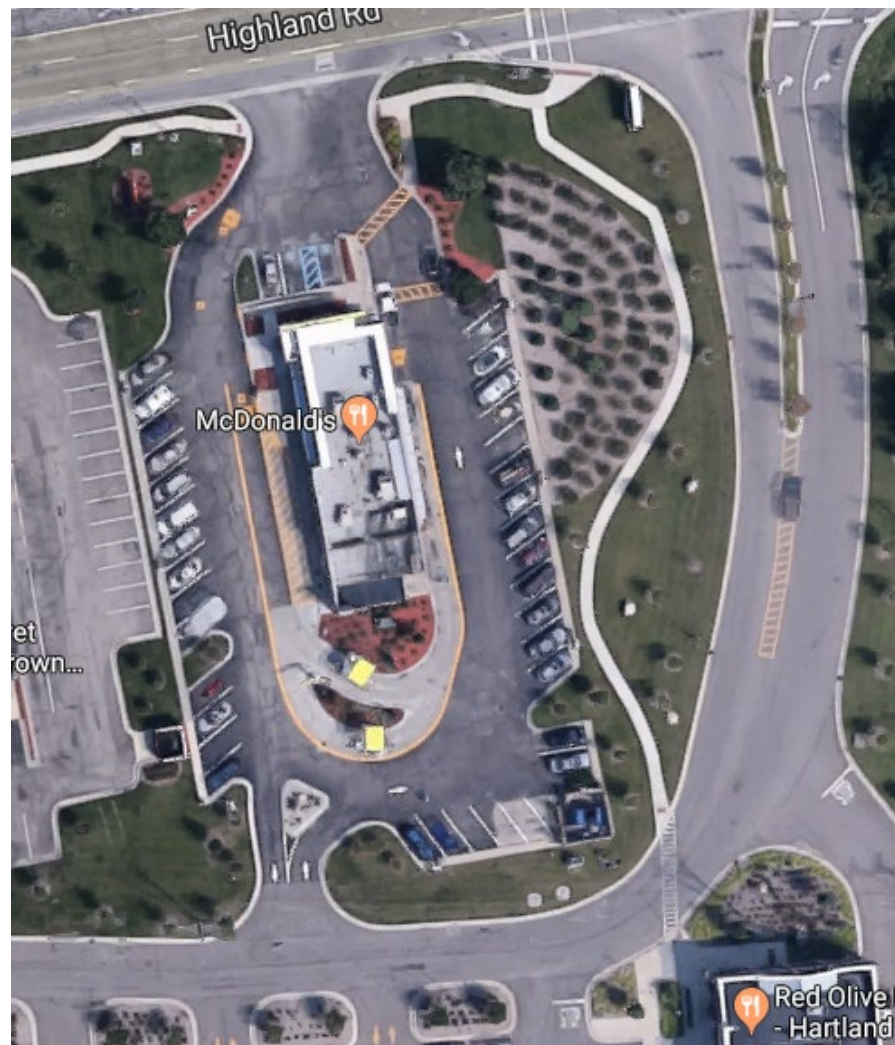
Aerial View – Existing Location



Not located on
main road

Not visible
from main road

Not in view of
residential area



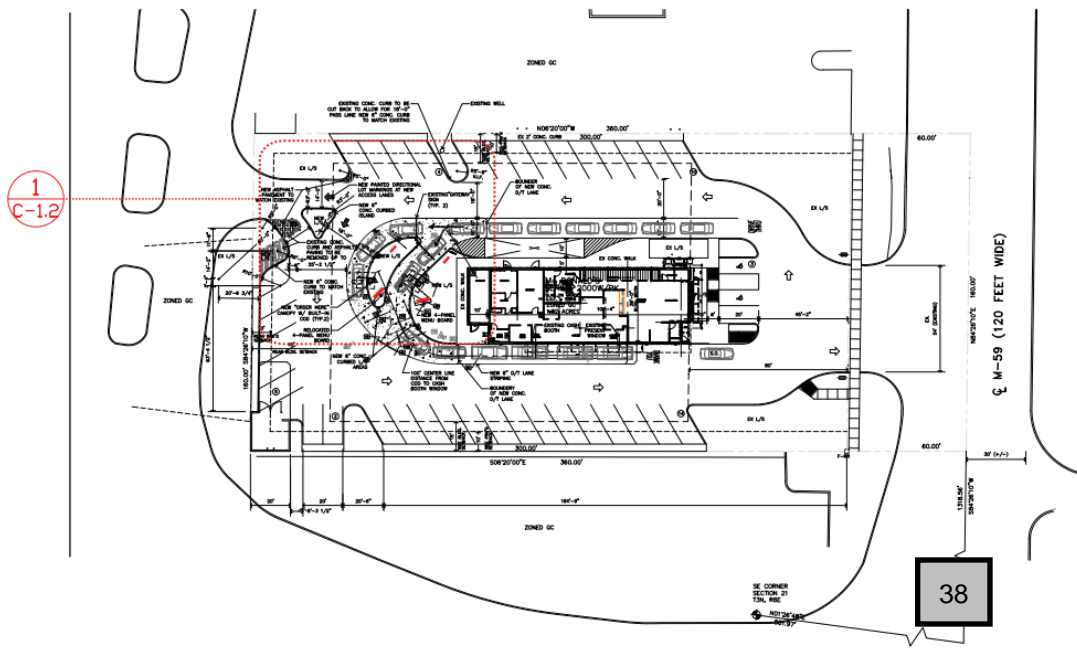
1988 1ST AVENUE
HIGHLAND PARK, ILLINOIS

37



NSN 3414 - 10600 HIGHLAND RD

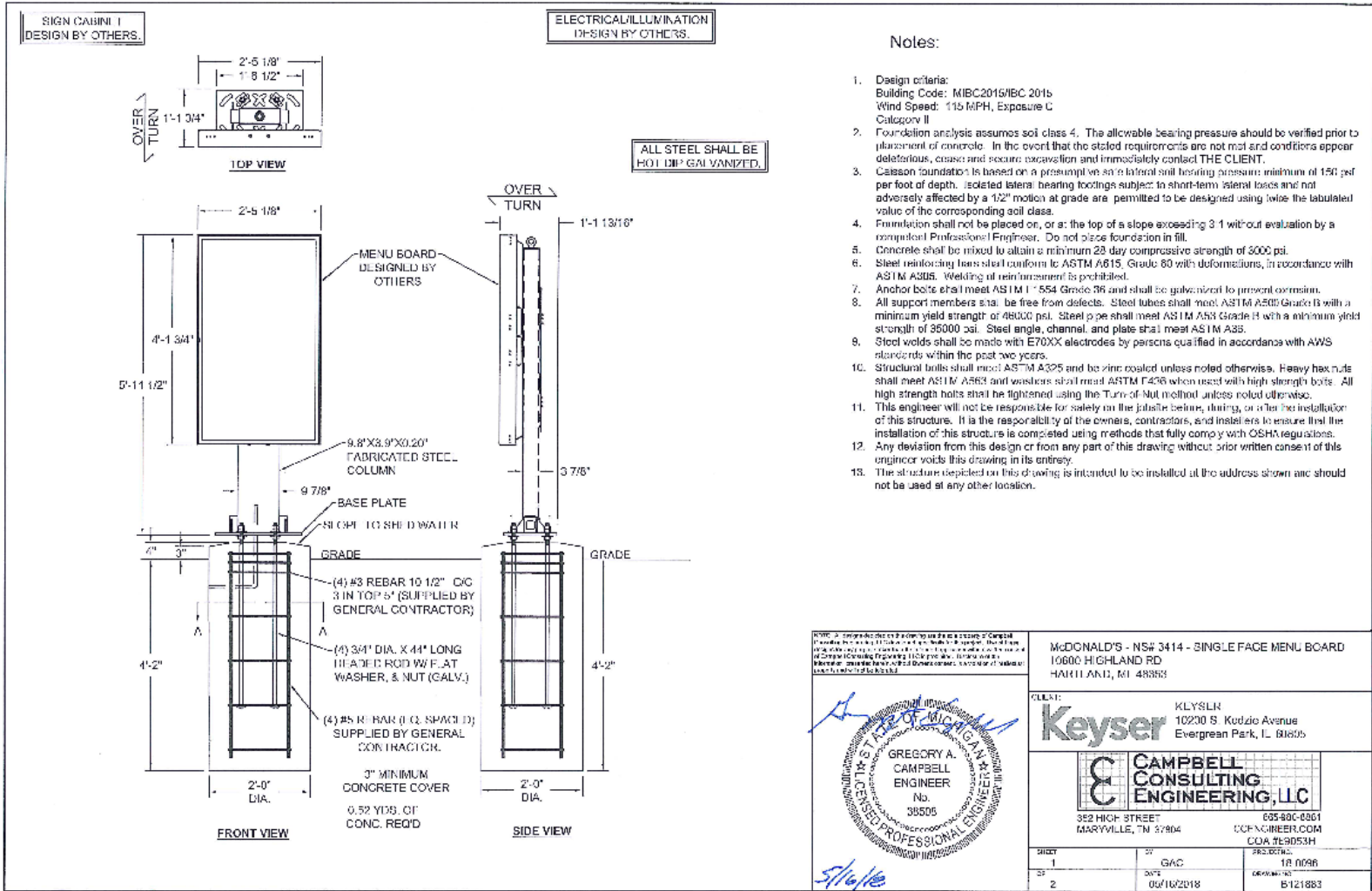
Photo of Existing Layout/Proposed Plan



NSN 3414 - 10600 HIGHLAND RD

Stamped Engineered Drawing

Drive-Thru Sign – Pre-Browse (Single Panel)



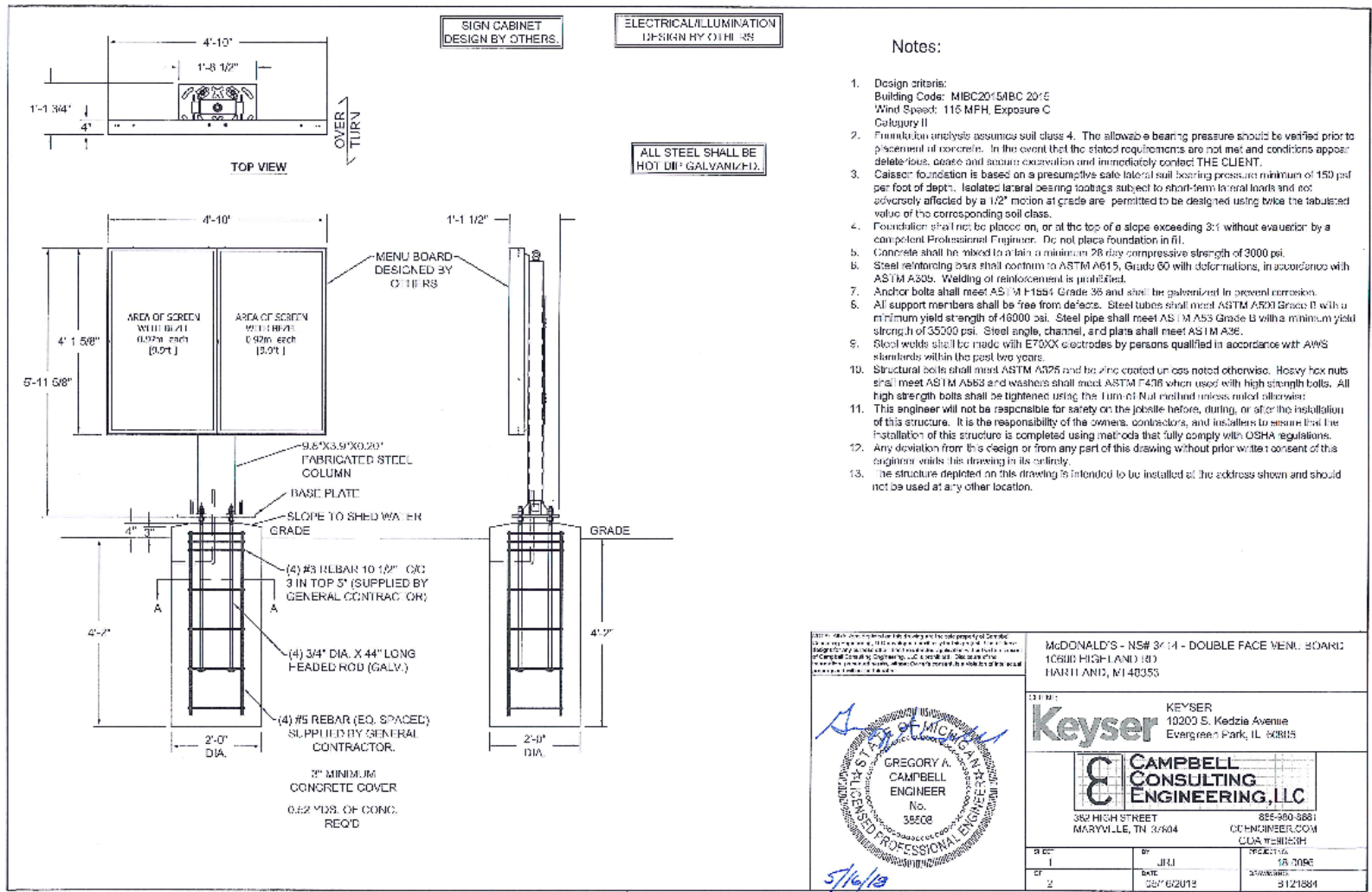


40

NSN 3414 - 10600 HIGHLAND RD

Stamped Engineered Drawing

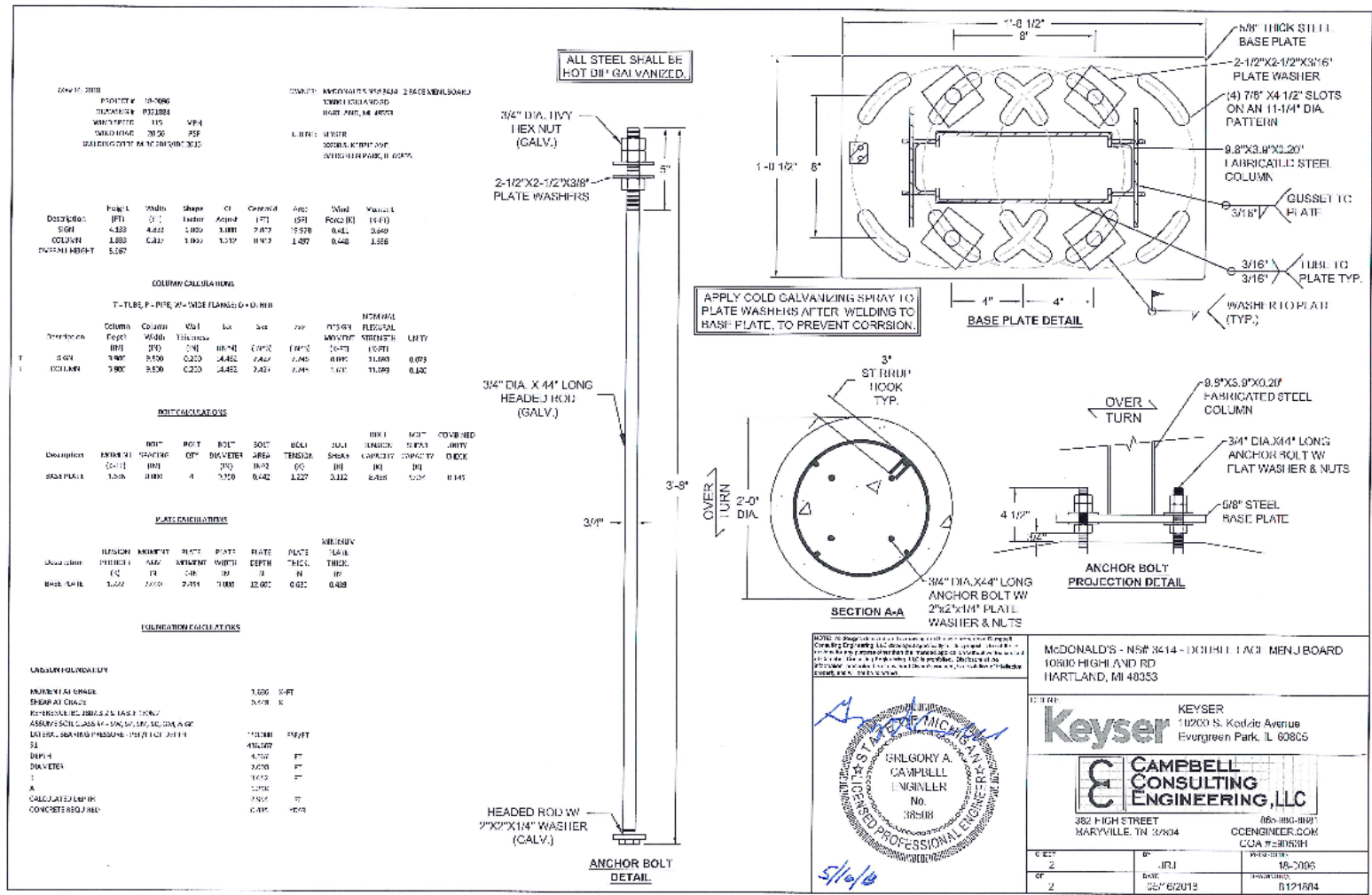
Drive-Thru Sign – Menu Board (Double Panel)



NSN 3414 - 10600 HIGHLAND RD

Stamped Engineered Drawing

Drive-Thru Sign – Menu Board (Double Panel)



Display specification
Lumen output

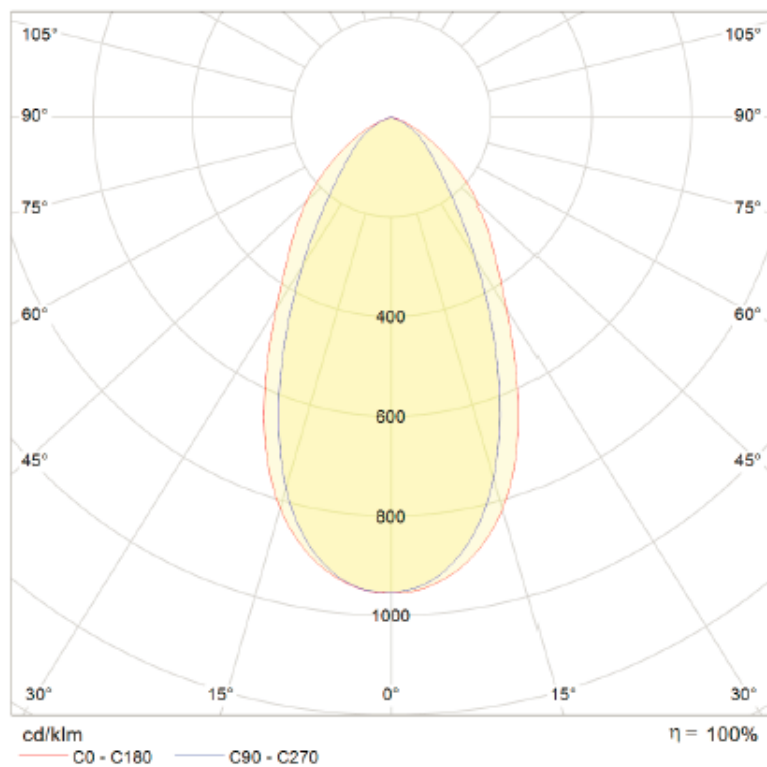


Fig 1.0

The attached is the max potential light output of the screen (see accompanying IES file)

The units have inbuilt ambient light sensors

These light sensors dim the brightness of the screen based on the light surrounding it

The screens can dim from full brightness 2500nit (Fig1.) all the way down to 500nit to prevent excessive output (glare) in low light and night time environments

Q & A

Hartland Township Planning Commission Meeting Agenda Memorandum

Submitted By: Troy Langer, Planning Director
Subject: Planning Commission Uses Determination
Date: January 14, 2020

Recommended Action

No action requested. This is a discussion item.

Discussion

At the June 13, 2019 regular meeting of the Planning Commission, there was discussion about the Planning Commission examining the uses that are permitted by Special Use Permit in all of the zoning districts to determine if they are appropriate.

At the August 8, 2019 regular meeting of the Planning Commission, the Planning Commission discussed the following uses:

CA (Conservation Agricultural)

RUR (Rural Residential)

At the September 13, 2019 regular meeting of the Planning Commission, the Planning Commission discussed the following uses:

RR (Residential Recreation)

STR (Settlement Residential)

RE (Rural Estate)

SR (Suburban Residential)

MDR (Medium Density Residential)

HDR (High Density Residential)

MR (Multiple Family Residential)

Several members of the Planning Commission had indicated that the existing uses have been listed in the current configuration for many years and the Planning Commission has not undertaken the time to examine those uses.

The discussion was focused on the Planning Commission going through each zoning classification and looking at all of the uses in each zoning category and determine if they are in the property category as a “Permitted Use” or a “Special Land Use.” Based on the discussion, the Planning Commission could initiate a zoning amendment to make modifications.

Use Determination

January 14, 2020

Page 2

For the purposes of initiating this discussion, the Planning Department has decided to examine the residential districts.

Attachments (PDF Only)

1. MR-2 Mobile Home Park Zoning District Uses
2. OS Office Service Zoning District Uses
3. LC Limited Commercial District Uses

A. INTENT

The MR-2, Mobile Home Park District is intended to provide for the location and regulation of mobile home parks. These districts should be located in areas where they will be compatible with adjacent land uses. Accordingly, mobile home parks shall be located in conformance with the following:

- In areas designated for High Density Residential future land use category in the Township Comprehensive Plan. Mobile home parks shall serve as transition zone between residential and non-residential districts. Mobile home parks should not be located where they would interrupt the continuity of permanent single family neighborhoods.
- On sites adjacent to existing mobile home parks; however, sites which meet all other locational criteria of this Section may be appropriate.
- With paved vehicular access to a paved major thoroughfare.
- Sanitary sewer and water supply shall be available with sufficient capacity to serve the residents and to provide fire protection. Public sewer systems shall be required in mobile home parks, if available within 200 feet at the time of preliminary plan approval. If a public sewer system is unavailable, the park shall connect to a state-approved sewage system. Furthermore, the location of a mobile home park shall not have an adverse impact on the proper functioning of community facilities and utility systems, including but not limited to the following: roads, sanitary sewers, water, storm drainage, police and fire protection, and the educational system.
- Outside of a designated floodway.

The regulations established by state law (Michigan Public Act 96 of 1987, as amended) and the Mobile Home Commission Rules govern all mobile home parks. When regulations in this Article exceed the state law or the Mobile Home Commission Rules they are intended to insure that mobile home parks meet the development and site plan standards established by this Ordinance for other comparable residential development and to promote the health, safety and welfare of the Township's residents.



User Note: For uses listed in **bold blue**, refer to Article 4, or click on use, for use-specific standards

B. PRINCIPAL PERMITTED USES

- Mobile home parks** §4.55
- Essential public services, provided there is no building or outdoor storage yard** §4.26
- State licensed residential facilities that provide care for up to six (6) individuals, including child day care^B and adult foster care facilities^B

D. SPECIAL LAND USES

- Reserved

C. ACCESSORY USES

- Accessory buildings, uses and activities customarily incidental to any of the above-named principal permitted uses

A. INTENT

The intent of the “OS” Office Service District is to provide areas in the Township and an environment appropriate for various types of administrative and professional offices, as well as certain professional services which can serve as a transitional use between more intense land uses (such as commercial uses) and less intensive residential uses. This district is intended to prohibit those types of retail uses and other activities that typically generate large volumes of traffic, traffic congestion, parking problems, and other impacts that could negatively affect the use of enjoyment of surrounding property.



User Note: For uses listed in **bold blue**, refer to Article 4, or click on use, for use-specific standards

B. PRINCIPAL PERMITTED USES

- i. Professional and executive offices
- ii. Business and private schools operated for a profit completely within an enclosed building
- iii. Financial institutions without drive-through service
- iv. Medical or dental offices and clinics
- v. **Churches and religious institutions** §4.20
- vi. Essential public services, provided there is no building or outdoor storage yard
- vii. Veterinary offices[■] and clinics with no outdoor facilities or kennels[■]
- viii. Pharmacies and apothecary shops that are under 2,000 square feet.

D. SPECIAL LAND USES

- i. **Funeral homes, mortuaries, and crematoriums** §4.29
- ii. **Adult day care facilities[■] and child care centers[■]** §4.12
- iii. Personal fitness centers[■]
- iv. **Financial institutions with drive-through service** §4.57
- v. Use of the same nature or class as uses listed in this district as either a permitted Principal Use or a Special Use, but not listed elsewhere in this Zoning Ordinance, as determined by the Planning Commission

C. ACCESSORY USES

- i. **Accessory buildings, uses and activities customarily incidental to any of the above-named principal permitted uses** §5.14
- ii. Retail sales of goods or wares are permitted as long as they are clearly incidental to the permitted principal use.



A. INTENT

The intent of the “LC” Limited Commercial District is to provide for meaningful and realistic commercial utilization of appropriate portions of the settlements of Hartland and Parshallville while preserving the small town architectural character, mixture of uses, compact layout and historical nature of each community. In order to carry out this purpose only those uses and styles of architecture and landscaping existing, typical and amenable to the era during which these two settlements were developing shall be permitted in this district. More specifically, the Limited Commercial District is intended to achieve the following objectives:

- Implement the Village Commercial future land use category recommendations of the Comprehensive Plan.
- Encourage development which is consistent with the density and design of existing traditional settlement development.
- Provide a land use transition between the settlement areas and the more rural areas of the township.
- Establish a complimentary and integrated mixture of employment, shopping, entertainment and civic uses which create walkable communities with less reliance on automobile travel.
- Create district community centers and focal points in the township.
- Help ensure a consistent architectural theme without restricting innovative design.
- Integrate public gathering places.
- Promote long term viability in the established settlement areas.
- Enable development and redevelopment to occur in a manner that will be compatible with the existing and new settlement environments.



User Note: For uses listed in **bold blue**, refer to Article 4, or click on use, for use-specific standards

B. PRINCIPAL PERMITTED USES

- Single family dwellings^m
- Retail stores containing less than 2,000 square feet of gross floor area, including:
 - Food and beverage stores
 - Food and beverage service establishments
 - Personal service establishments
 - Banking and financial institutions without drive-through service
 - Repair shops for bicycles, appliances, shoes, jewelry, small motors, and other such items but not motor vehicles
 - Music/dance studios and technical or vocational training facilities
- Professional offices containing less than 3,000 square feet of gross floor area
- Public buildings, post offices, libraries, libraries, community centers but not including warehouses, garages, or storage areas
- Essential public service buildings, excluding storage yard** §4.26
- Outdoor seating and dining areas** §4.47

C. ACCESSORY USES

- Accessory buildings, uses and activities customarily incidental to any of the above-named principal permitted uses** §5.14

D. SPECIAL LAND USES

- Two family dwellings^m
- Apartments
- Bed and breakfast facilities**^m §4.18
- Any principal permitted non-residential uses, except office-type uses, containing between two thousand (2,000) and three thousand (3,000) square feet of gross floor area
- Outdoor retail sales or display, when accessory to a permitted use** §4.38
- Any principal permitted professional offices containing between three thousand (3,000) and five thousand (5,000) square feet of gross floor area
- Adult day care facilities**^m and **child care centers**^m §4.12
- Private clubs^m and fraternal halls
- Churches and religious institutions**^m §4.20
- Public & private elementary, intermediate or high schools** §4.42
- Automobile repair - minor (provided all work is conducted indoors)** §4.60
- Personal fitness centers^m
- Uses of the same nature or class as uses listed in this district as either a permitted Principal Use or a Special Use, but not listed elsewhere in this Zoning Ordinance, as determined by the Planning Commission.

