



PLAN COMMISSION STAFF REPORT  
Wednesday, July 25, 2018  
6:00 PM  
City Hall – Room 128 – Conference Room

6. Signage Plan Appeal for McDonald's Restaurant, an existing fast food restaurant located at 8301 W. Greenfield Ave., submitted by Brian J. Bevan, d/b/a Schroeder & Holt Architects. (Tax Key No. 451-0644-004)

**Overview**

McDonald's has requested approval of a sign plan appeal to place a total of (5) wall signs on its existing building. A total of (2) are allowed by code. The proposal includes:

(2) "McDonald's" wall signs one on the north (front) elevation and one on the east (drive thru side) elevation – 32.83 sf each.

(2) "M" logos one on the north (front) elevation and one on the west (side) elevation – 14 sf each

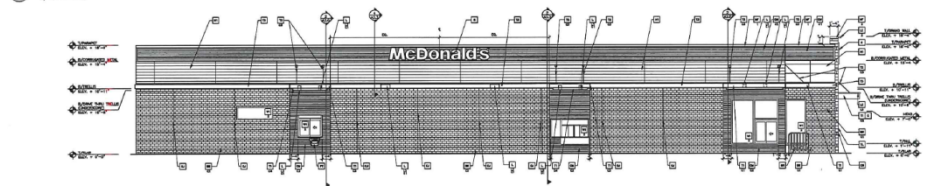
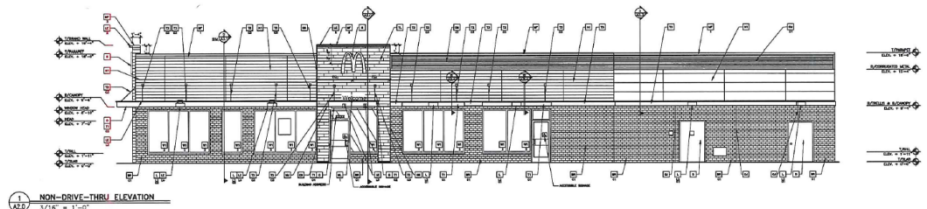
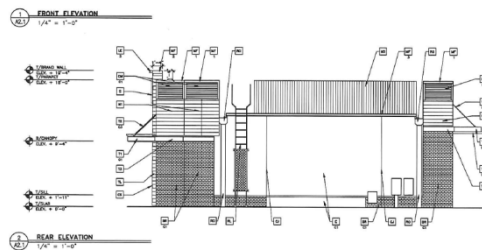
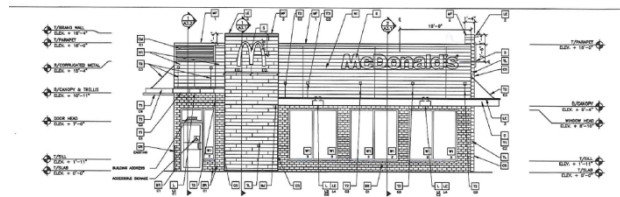
(1) "Welcome" sign, over the main entrance on the west elevation – 3 sf

The total of all the wall signs is 96.66 sf.

The existing freestanding sign is 36.75 sf.

Total signage proposed = 133.71 sf total

Total Signage allowed = 73.8 sf



Staff has no problem recommending that the Plan Commission approve the number of wall signs proposed, however, in order to be consistent with past Plan Commission sign variance approvals, the recommended approval will be subject to the applicant needing to reduce the total wall sign area proposed from 96.66 sf to 37.05 sf.

**Recommendation:** Plan Commission approval of the Signage Plan Appeal for McDonald's Restaurant, an existing fast food restaurant located at 8301 W. Greenfield Ave., submitted by Brian J. Bevan, d/b/a Schroeder & Holt Architects. (Tax Key No. 451-0644-004), subject to a reduction in the total wall area from the 96.66 sf proposed to 37.05 sf.