

May 3, 2021

TO: Department of Planning & Building Safety
749 Main Street
Louisville, CO 80027
303-335-4592

RE: McDonald's Remodel
939 Dillon Rd
Louisville, CO 80027

To Whom It May Concern:

This letter is to inform you of the exterior scope that will be involved with the remodel of the existing McDonald's restaurant.

The following changes will be made to the Exterior of the Building:

- Add fire riser door to exterior
- Update signage

The following changes will be made to the Site:

- Remove 4 parking spaces.
- Update signage

Waivers are requested for signage, landscaping, and parking.

Rowdy Durham,
Rogue Architects

To: City of Louisville
Attn: *Eliana "Ellie" Hassan*
Planner II - Planning & Building Safety
ehassan@louisvilleco.gov
Office: 303-335-4591
Re: Waiver Letter - Signage
Revised October 6, 2021
McDonald's - 939 W Dillon Road Louisville, CO

To whom it may concern:

This letter is to address the need for a waiver for the proposed signage that is in excess of the city's current sign allowance at the above referenced McDonald's.

While the code would allow for two building signs, we are proposing a total of four signs with the "McDonald's" branding going on the North elevation, a logo on the South elevation and matching logo/wordmark combos complimenting each other on the West and East elevations. This sign package would lend a balanced look to the building as a whole and the simple color scheme would add character to the structure without detracting from the architectural elements around them.

The positioning of each sign is to be centered on the corresponding building façade and each sign has been scaled to fit tactfully within the space available. The rear wall arch will assist traffic traveling on W Dillon Rd while the rest of the signs are designed to help foot and vehicle traffic within the shopping center to easily identify the business. The clear identification of businesses is crucial to help maintain a healthy traffic flow.

Each sign or sign combo is less than 100 sf, is internally illuminated, and does not extend beyond the roof line. The 42" wall arches, while greater than the standard 3' tall maximum, contrast appropriately with the shorter wordmarks in order to provide a more aesthetically appealing display. These wordmarks are mounted on a raceway.

Additionally, we are requesting that both a pre-sell and primary menu board be allowed for each drive-thru lane to help expedite the ordering process. This 2-board system would be more aesthetically appealing than one larger board per lane and are designed with a dimmer that allows the boards to be unobtrusive no matter how bright or dark the surroundings are. The total area of both boards would still comply with the 32 square foot allowance

On the Double Arm Gateway, we are wanting to maintain the original design of the sign with all "Drive-Thru", "Clearance 9 Feet" and "Any Lane Any Time" copy. The gold/charcoal color combination ties into the rest of the drive-thru signage and the "Drive-Thru" lettering adds dimension to the gateway arms to prevent them from looking too stark. Furthermore, all copy on the signage is geared towards providing necessary information to keep customers, passerby's and employees safe by providing important clearance information,

clarification on lane availability and clear indication of the start of the drive-thru. Since the "Drive-Thru" copy is set against a backdrop of sky or whatever lies beyond it, the size shown is necessary to ensure its visibility from a distance so that those who seek its entrance may find it with relative ease. The clearance graphics are slightly smaller as the visibility is controlled by the contrasting background and the "Any Lane Any Time" panel is small enough to be practical and yet large enough to be noticeable should any customer question lane availability. All copy is classified as directional instruction and does not bear the logo or name of the business.

If there are any questions or concerns with the proposed sign package, please do not hesitate to reach out via e-mail or phone call.

Respectfully,



Heidi Hoekman
Installation Specialist
Persona Signs
1-800-843-9888 ext. 360
hhoekman@personasigns.com

To: City of Louisville

Attn: Eliana "Ellie" Hassan

Planner II – Planning & Building Safety

ehassan@louisvilleco.gov

Office: 303-335-4591

Re: Waiver Request for Landscaping

McDonald's - 939 W Dillon Road Louisville, CO

Landscaping

We are proposing a landscape waiver for the minimum required area. The minimum area by code is 25% of the site. The original approved landscape area/existing landscaped area is 22.8%. We are proposing the removal of 187 s.f of landscaping (0.4%) for a proposed landscape percentage of 22.4%

The existing landscaping is being refreshed and missing landscaping is being replaced as a part of this project. There are 3 trees along the west property line that will be replaced with new. The project proposes new screening foliage on the south side of the property where landscaping currently does not exist along Dillon Road. We believe we have added landscaping in all locations that can be landscaped.

Additional landscaping would require that we lose a parking spaces. This waiver is being submitted with a parking waiver.

All areas where landscaping can be located on this site are being maximized with landscaping.

Tiffany Roth

Rogue Architects

513 Main Street #200, Fort Worth, TX 76102

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To: City of Louisville
Attn: **Eliana "Ellie" Hassan**
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Office: 303-335-4591
Re: Waiver Request for Parking Requirements
McDonald's - 939 W Dillon Road Louisville, CO

Parking

Remodeling the McDonald's at 939 W Dillion Road to add a second drive thru lane will cause a reduction in parking spaces. A waiver is requested to accommodate the parking space reduction. A second drive thru lane will reduce the number of customers dining in. The time spent on each cars' order is reduced with a second drive thru lane. The current drive thru layout forces cars to back up in a single line of traffic, which typically flows out into the shopping center coming into the McDonald's parking lot. This traffic back-up interferes with the flow of traffic throughout the lot as currently cars are not able to go around the DT traffic.

In order to solve the traffic issues, we are proposing a reduction of parking to make room for the second drive thru lane.

Existing Parking Spaces	40
Required Parking Spaces	76
Proposed Parking Spaces	36 (including two ADA spaces)
Drive thru lane	Scope includes adding an additional drive thru lane
Max Employees per shift	15
% of sales through drive thru lane	70-75%
Building Square Footage	5090 SF

Per Section 17.20.080, the City Council may increase or decrease the required number of off-street parking spaces in consideration of the following factors.

2. Parking needs of any nondwelling uses; There are currently 13,000 McDonald's in operation in the US and McDonald's has been in operation for nearly 60 years. The parking count located at this location is perceived to be sufficient by McDonald's, ownership, and the design team. There is not a need for 76 parking spaces at this McDonald's because the majority of the customers are utilizing the drive thru lane.

3. Varying time periods of use: McDonald's peak hours are 7 am, 11:30-1 and 5-6 pm. The use adjacent to the property are retail, which do not have similar peak hours to a fast food restaurant. The Old Sante Fe Restaurant and Bao Asian Fusion & Sushi bar do not open until 11am. It is believed that their sit down restaurant style operation will have peak hours after McDonald's dinner rush has winded down. The drive thru is busiest for those on their way home from work. Their peak ends around 6, when Old Sante Fe's peak would begin.

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