



# TOLEDO-LUCAS COUNTY PLAN COMMISSIONS

ONE GOVERNMENT CENTER, SUITE 1620, TOLEDO, OHIO 43604    PHONE 419-245-1200    FAX 419-936-3730

THOMAS C. GIBBONS, DIRECTOR



DATE: August 16, 2019

REF: SPR-30-19

TO: President Matt Cherry and Members of Council, City of Toledo

FROM: Toledo City Plan Commission, Thomas C. Gibbons, Secretary

SUBJECT: Major Site Plan Review for Sign Waivers in a Regional Commercial Shopping Center Sign Control Overlay District at 3008 Monroe Street

The Toledo City Plan Commission considered the above-referenced request at its meeting on Thursday, August 8, 2019 at 2:00 P.M.

## GENERAL INFORMATION

### Subject

Request - Major Site Plan Review for Sign Waivers in a Regional Commercial Shopping Center Sign Control Overlay District

Location - 3008 Monroe Street

Applicant - Dave Gnatowski  
McDonald's Headquarters  
2 Easton Oval, Ste. 200  
Columbus, OH 43219

Contact - Katie Getz  
State Permits, Inc.  
319 Elaine's Court  
Dodgeville, WI 53533

### Site Description

Zoning - CR-SO Regional Commercial Shopping Center Sign Control Overlay District

Area - ±1.35 Acres

Frontage - ±203 Feet along Detroit Avenue  
±200 Feet along Monroe Street

Existing Use - Fast Order Food with Drive-Through

Proposed Use - Fast Order Food with Drive-Through

**GENERAL INFORMATION (cont'd)**

Area Description

North	-	Shopping Center, Vacant Commercial / CR-SO <i>Regional Commercial – Sign Overlay</i>
South	-	Retail, Gas Station / CR <i>Regional Commercial</i>
East	-	Community Center, Retail / CR <i>Regional Commercial</i>
West	-	Vacant Commercial / IL <i>Limited Industrial</i>

Parcel History

D-1-93	-	Restaurant with Drive-Through Services. Plan Commission recommended approval 4/1/93. City Council approved 5/24/93. Ord. 353-93.
Z-2028-93	-	Amendment to Approved C-4 Site Plan. Plan Commission recommended approval 4/1/93. City Council approved 5/24/93. Ord. 353-93.
M-1-03	-	Monroe Street Corridor Design & Livability Plan. Plan Commission recommended approval 3/24/03. City Council approved 4/29/03. Ord 368-03.
SPR-18-13	-	Major Site Plan Review to Raze and Rebuilt Restaurant with Sign Waivers. Plan Commission approved 6/13/13.
SPR-10-19	-	Minor Site Plan Review for Restaurant Site Modifications. Plan Commission staff approved 5/6/19.

Applicable Plans and Regulations

- Toledo Municipal Code (TMC), Part Eleven: Planning and Zoning Code
- Toledo 20/20 Comprehensive Plan
- Monroe Street Corridor Design & Liability Plan

## **STAFF ANALYSIS**

The request is a Major Site Plan Review (SUP) for Sign Waivers in a Regional Commercial Shopping Center Sign Control Overlay (CR-SO) District at 3008 Monroe Street. The applicant recently submitted plans for site modifications at the McDonald's restaurant. This proposal included three (3) logo signs on the west, north, and east facades to go with the existing two (2) pylon signs approved as part of the original development.

The –SO district is intended to regulate the number, type, and location of signs on shopping center sites and other properties within the boundaries of the designated overlay district. The regulations are also intended to encourage unified sign plans for multi-tenant shopping center sites and reduce overall sign blight in the area. There has also been a concerted effort by staff to reduce the overall amount of signage within the City limits, which is evident for nearly every site plan review that has been completed.

The restaurant was originally approved in 1993 with two (2) large pylon signs, (2) wordmark signs, and one (1) logo. Outlots in the CR-SO district are allowed one (1) low-profile sign and one (1) wall sign or two (2) wall signs. Staff recommended disapproval of the original sign plan in 1993, but the project was ultimately approved by City Council. In 2013, plans were submitted for a complete rebuild of the McDonalds restaurant. Those plans included a significant upgrade of the façade from concrete block and EFIS to brick and decorative stone. However, that project was never built.

Staff is recommending disapproval for two reasons. First, there does not appear to be sufficient reason to deviate substantially from the signage restrictions, especially given the prominent visibility of the store and two (2) pylon signs along both major, adjacent roadways. Second, approval of the additional signage would also go against the efforts that the Plan Commission has made to improve overall signage and aesthetics within the City.

## **PLAN COMMISSION RECOMMENDATION**

The Toledo City Plan Commission disapproved SPR-30-19, a Major Site Plan Review for Sign Waivers in a Regional Commercial Shopping Center Sign Control Overlay (CR-SO) District located at 3008 Monroe Street for the following **two (2)** reasons:

1. The restaurant is prominently located at the corner of an intersection and clearly marked by two (2) pylon sign along both major, adjacent roadways; and
2. The request would go against the efforts that that Plan Commission has made to improve overall signage and aesthetics within the City.

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Respectfully Submitted,



Thomas C. Gibbons  
Secretary

JL

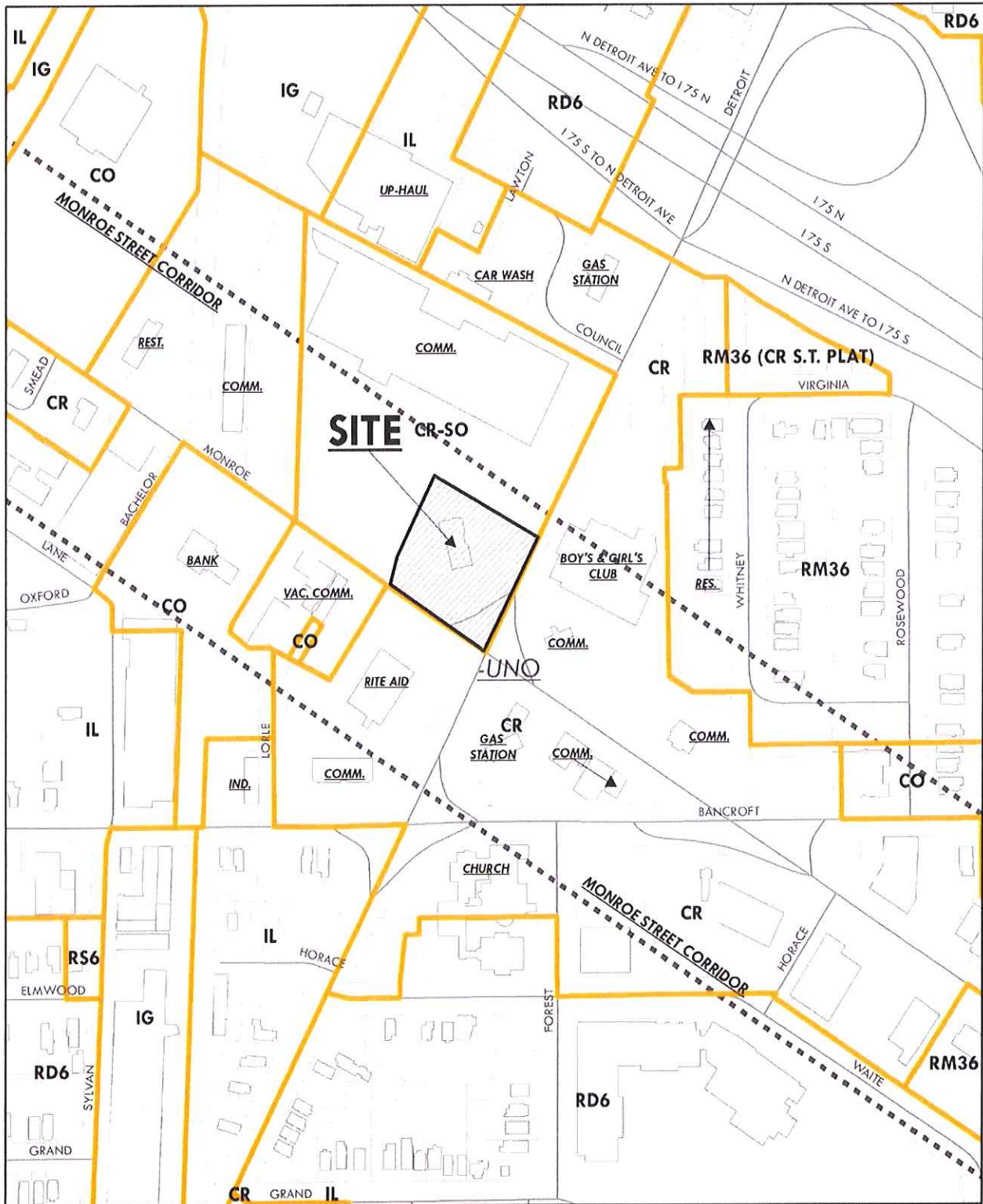
Five (5) sketches follow

Cc: Dave Gnatowski, McDonald's Headquarters, 2 Easton Oval, Ste. 200, Columbus, OH  
43219  
Katie Getz, State Permits, Inc., 319 Elaine's Court, Dodgeville, WI 53533  
Lisa Cottrell, Administrator  
Josh Lewandowski, Principal Planner



# ZONING AND LAND USE

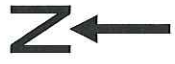
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EXISTING PYLON SIGNS

