



Memorandum

To: Board of Zoning Appeals
From: Matthew Glassman, Chair of the Planning Commission *mg*
Meeting Date: May 13, 2026
Re: Recommendation for Conditional Use Permit - Modifications to Existing Drive-Through Facility at 544 Maple Avenue West

Summary:

The Planning Commission met on May 13, 2026, to review and discuss the application from McDonald's USA, LLC (henceforth referred to as "the applicant") for approval of a Conditional Use Permit (CUP) from the Board of Zoning Appeals (BZA) for modifications to the existing drive-through facility at 544 Maple Avenue West, located in the Avenue West (AW) zoning district. The Planning Commission's role is to provide a recommendation to the BZA.

The applicant proposes modifications to the existing drive-through facility to add a second ordering lane while retaining the existing payment and pick-up windows. No expansion to the building footprint or changes to restaurant seating are proposed.

After discussion, the Planning Commission voted 4-1 on May 13, 2026, to recommend approval of the CUP.

Site & Proposal Overview:

The subject property is located at 544 Maple Avenue West and contains an existing McDonald's restaurant with a drive-through facility originally established prior to current CUP requirements. The site is zoned AW, Avenue West, and is identified as Mixed Use on the Future Land Use Map.

The proposal would modify the existing drive-through configuration by adding a second ordering lane at the rear of the site. The existing circulation pattern through the site would remain generally unchanged, and the payment and pick-up windows on the building would remain in their current locations. To accommodate the second ordering lane, several existing parking spaces at the rear of the property would be removed.

The applicant stated that the dual ordering lane is intended to improve operational efficiency and reduce vehicle queuing during peak periods. The applicant also stated that the second ordering lane menu board and speaker would be turned off after 10:00 p.m. to minimize potential impacts on nearby residential properties.

Staff noted that despite the removal of several parking spaces, the site would continue to exceed the minimum parking requirements under the Town Code.

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Discussion:

Planning Commission discussion focused primarily on traffic circulation, queuing, and the level of supporting information provided with the application.

Commissioner Noble expressed concern that the application narrative asserted that the proposed dual ordering lane would reduce queuing and improve traffic flow but did not provide quantitative traffic or queuing analysis to support those claims. Commissioner Noble noted that McDonald’s likely possesses operational data regarding drive-through efficiency and queuing and stated that additional supporting analysis would have been helpful in evaluating the request. In response, the applicant acknowledged that no formal traffic or queuing analysis had been submitted because such information is not currently required as part of the Town’s Conditional Use Permit application materials. The applicant stated that McDonald’s has implemented similar dual-lane configurations at many locations nationwide and that the company’s operational experience indicates that a second ordering lane generally improves throughput and reduces queuing.

Commissioner Fallor asked whether the request was driven by existing queuing problems at the site or whether it reflected a broader nationwide operational strategy by McDonald’s. The applicant stated that the proposal was primarily part of McDonald’s broader modernization efforts and changing customer behavior trends, including increased use of drive-through and takeout service. Commissioner Plowgian asked about the parking impacts associated with removal of rear parking spaces. Staff confirmed that the site would continue to comply with Town parking requirements despite the reduction in parking supply.

No members of the public spoke regarding the application.

Planning Commission Recommendation

After staff presentation and discussion, the Planning Commission voted to recommend approval to the Board of Zoning Appeals, as follows:

Motion: Commissioner Plowgian

2nd: Commissioner Fallor

Roll Call Vote: 4-1

Matthew Glassman, Chair	Aye
Douglas Noble, Vice Chair	Nay
Keith Aimone	absent
Deepa Chakrapani	absent
Evan Fallor	Aye
David Miller	Aye
Jessica Plowgian	Aye

Closing

The Planning Commission respectfully submits this recommendation for Board of Zoning Appeal’s consideration.