



2171

CHEVROLET EXPRESS



WESTFALIA

EMF 3249





20 pc. Chicken McNuggets

Combo Meals

Juicy New Quarter Pounder Burgers

All Day Breakfast

Crafted McCafé

Happy Meal

Everyday Value

Order Here

Food Allergy

11/12



Menu board 1: All Day Breakfast, All Day Lunch, All Day Dinner, All Day Snacks, All Day Beverages. Includes "Order Here" sign.

Menu board 2: All Day Breakfast, All Day Lunch, All Day Dinner, All Day Snacks, All Day Beverages. Includes "Order Here" sign.



NEW
Triple Breakfast Stacks



Available on:
McGriddle
\$2.99 / 550 Cal
McMuffin
\$2.99 / 380 Cal
Biscuit
\$2.99 / 490 Cal

Add more morning faves



Coffee
\$1.99 / 0 Cal
Hot Breakfast
\$1.79 / 350 Cal
Sausage McMuffin with Egg
\$4.39 / 480 Cal
Sausage, Egg & Cheese McGriddle
\$4.39 / 480 Cal

Breakfast Choices



Fruit & Maple Oatmeal \$1.99 / 290 Cal
Parfait \$1.69 / 150 Cal



Everyday Value
Sausage Burrito \$1.89 / 300 Cal
Sausage McMuffin \$2.49 / 400 Cal
Sausage Biscuit \$2.29 / 460 Cal
Parfait \$1.69 / 150 Cal

Breakfast Meals

1 Sausage McMuffin with Egg
\$4.39 / 480 Cal
2 Sausage McMuffin with Egg
\$4.39 / 480 Cal
\$6.99 / 670-800 Cal

4 Sausage Biscuit with Egg
\$4.39 / 530 Cal
\$6.99 / 680-800 Cal

5 Bacon, Egg & Cheese McGriddle
\$4.39 / 420 Cal
\$6.99 / 570-740 Cal

7 Sausage Burrito
\$2.79 / 400 Cal
\$6.99 / 750-920 Cal

Value
Egg \$1.99 / 200 Cal
3 Hot Cakes with Sausage \$5.99 / 790 Cal
Big Breakfast \$5.99 / 750 Cal
Big Breakfast with Hot Cakes \$6.49 / 1050 Cal
Crafted McCafé
Caramel Macchiato \$3.49 / 320/250 Cal
Hot Mocha \$2.79 / 370 Cal
Hot Coffee \$1.69 / 0 Cal

Statement of Justification

The McDonald's that is located at 2171 N Frontage Rd W, Vail CO 81657 is respectfully requesting relief from the code that will allow the property the ability to reflect the investment being made into the site and the community as well as improve the overall customer experience. As part of the investment into this location, McDonalds is seeking to replace its existing menu boards with new menu boards using new digital technology.

The areas that require relief are as follows:

- Size of Menu Boxes
 - Allowed by code: 6 SF per business frontage.
 - Requested:
 - 2 Menu Boards at approximately 20SF, 5'-11 5/8" OAH each
 - Replacing 2 Existing Menu Board at approximately 45SF
- Internally Illuminated Sign
 - Prohibited in the town of Vail
 - Requested: 2 signs

The requested signs all serve a purpose that work together to create an overall aesthetic balance as well as help to improve the customer experience. These signs will also help to ensure that motorists can easily navigate the site, entering and exiting quickly, yet safely.

The drive through signs that are requested will be located the rear of the property. The overall size and height of the requested sign is significantly smaller than the existing signs. The current menu board is approximately 45SF while the proposed sign is less than half of that size at approximately 20SF. This reduction in size and square footage will result in reduced illumination. Page 3 of the attached presentation booklet illustrates the difference in size between the existing and the proposed menu boards. The red outline shows the rough outline of the requested menu boards. They are significantly smaller than the existing menu boards. This reduction in size will reduce the amount of illumination from the signs.

Another aspect of the site renovation that requires relief is that per code internally illuminated signs are prohibited in the town of Vail. While the proposed sign is internally illuminated, the current menu board is internally illuminated as well. As previously mentioned, the proposed sign is significantly smaller so the amount of illumination will be significantly decreased. Also, the new menu board can be programmed to automatically dim in low light and nighttime environments. This feature will also help to reduce any illumination from the sign. There is a significant tree line surrounding the back of the property which will shield the neighboring residential area from the illumination from the sign. Since the sign is in the back of the building, it will not be visible from the road and thus cause no impact on passing motorists or pedestrians. Additionally, the existing signage is already internally illuminated. They also use digital technology as the center panel is digital. The new signs utilize new digital

technology that gives off less illumination and as previously stated, can be programmed to automatically dim in certain environments.

The modifications that are requested are internal to the site and carry no offsite impact within the corridor. The modification of the existing antiquated display with the new digital technology will only impact the direct user of the product. This user has made the choice to enter onto the commercial property and expects the transaction that they are seeking to be able to be accomplished in an expedited and concise manner. In addition, this corridor is primarily commercial in nature and modifications that will allow for services offered at these types of properties should be supported and approved.

The digital technology that is requested is only a minor aspect of the operation and functionality of this overall property. One of the goals of the Comprehensive Plan is to optimize development potential in ways that benefit current and future citizens. While there will be no offsite impact of this specific request, this upgrade in technology will allow for a better overall customer experience at this commercially zoned property. This increase in customer experience directly relates to the viability and use of this site. A fully functioning well run McDonald's property is a benefit to any community and this specific commercial corridor.

The digital displays that are requested provide the customer with 100% up-to-date messaging in a clear and readily legible manner. The existing messaging is manually controlled which, unfortunately, often leads to inconsistent and out-of-date offerings in the display rotation. These inconsistencies lead to elongated time for the customers in the drive thru lanes and decreases to the overall experience during the transaction phase of the experience. The goal of the digital displays is to make sure that the customers have clear and concise messages so that time on site is focused, controlled, and expedited. A focused and satisfied motorist is more aware of their surrounding and less likely to cause vehicular infractions.