

# Planning Commission Agenda Item

**January 21, 2013** 

TO: Chair Steiner and

**Members of the Planning Commission** 

THRU: Leslie Aranda Roseberry

**Planning Manager** 

FROM: Robert Garcia

Associate Planner

# **SUBJECT**

**PUBLIC HEARING**: Conditional Use Permit No. 2882-12 and Design Review Committee No. 4635-12 – CHOC and St. Joseph Hospital Wayfinding Sign Program located at the hospital campuses.

# **SUMMARY**

The applicant is proposing a master uniformed wayfinding sign program for the CHOC and St. Joseph Hospital campuses.

# RECOMMENDED ACTION

Adopt Planning Commission Resolution No. 05-13 entitled:

A RESOLUTION OF THE PLANNING COMMISSION APPROVING CONDITIONAL USE PERMIT NO. 2882-12 AND DESIGN REVIEW COMMITTEE NO. 4635-12 FOR A MASTER UNIFORMED WAYFINDING SIGN PROGRAM FOR THE CHOC AND ST. JOSEPH HOSPITAL CAMPUSES

## AUTHORIZATION/GUIDELINES

Orange Municipal Code (OMC) Section 17.36.060A.3. allows sign programs on sites 25 acres or greater to differ from the criteria of the sign code with the approval of a Conditional Use Permit. OMC Section 17.10.030 authorizes the Planning Commission to review and take action on Conditional Use Permits. OMC Section 17.10.070 requires the approval of Design Review when a project requires a sign program. The final determination by the Planning Commission on these applications may be appealed to the City Council pursuant to the time periods and requirements established in the OMC for appeals.

# **PUBLIC NOTICE**

On January 10, 2013, the City sent a Public Hearing Notice to a total of 46 property owners/tenants within a 300-foot radius of the project site, and persons specifically requesting notice. The project site was also posted in two locations with the notification on that same date.

# **ENVIRONMENTAL REVIEW**

**Categorical Exemption:** The proposed project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) per State CEQA Guidelines 15303 (New Construction) because the project consists of the installation of signs for a wayfinding sign program. There is no environmental public review required for a categorical exemption.

# PROJECT BACKGROUND

Applicant:	CHOC and St. Joseph Hospitals
Property Owner:	CHOC and St. Joseph Hospitals
Property Location:	455 S. Main Street (CHOC lead applicant)
Existing General Plan	Public Facilities Max 0.5 FAR/Institutions Max 2.0
Land Use Element designation:	FAR and Neighborhood Mixed Use Max 24/ac; 1.5
	FAR
Existing Zoning	Public Institution (P-I), Office Professional (O-P) and
Classification:	Neighborhood Mixed Use (NMU)
Old Towne:	No
Specific Plan/PC:	No
Site Size:	The CHOC and St. Joseph Hospital campuses cover
	about 37 acres, including the hospitals, outpatient
	services, office buildings and parking structures.
Circulation:	The CHOC and St. Joseph campuses maintain multiple
	points of access driveways from surrounding public
	rights-of-way, including Providence Avenue, Pepper
	Street, La Veta Avenue and Main Street into various
	parking facilities. The campuses also shares reciprocal
The state of the s	access, drive aisles, and private right-of-way.
Existing conditions:	The hospital campuses straddle the north and south sides of La Veta Avenue between Main Street and Batavia
	Street housing two hospitals, medical offices, and professional offices, with parking spaces distributed in
	several parking structures and surface parking lots.
Surrounding land uses	The project site is primarily bordered on the north by
and Zoning:	residential structures zoned R-1-6 and R-3, on the east
and Loung.	by residential structures zoned R-3 and offices uses
	zoned O-P, on the west by commercial uses zone NMU
	on Main Street and on the south by SR-22.
Previous Applications/Entitlements:	Multiple entitlements as they relate to the individual
-rr	hospital campuses.

# PROJECT DESCRIPTION

The wayfinding sign program proposes deviations from the standards in the sign code as shown in the below table. A Conditional Use Permit is required for the deviations from the sign code. Sign code deviations are only permitted for sites over 25 acres with the approval of sign program via a Conditional Use Permit. The applicants combined hospital campuses are approximately 37 acres in size. The sign code deviations are listed in the analysis section of the staff report.

The applicants, CHOC and St Joseph Hospitals, are proposing a new master uniform wayfinding sign program. The wayfinding signs will consist of wall mounted, freestanding and pedestrian mounted signage.

The colors for each of the hospitals will be in a different blue tone, which matches their respective hospital color theme. Some wayfinding signs will only have directional information for one of the hospitals while others will have directional information for both hospitals. The font used on the signs will be the same for both hospitals, however; each of the wayfinding signs will have the respective hospital logo on it, to help direct visitors get their destination.

# APPLICATION(S) REQUESTED/ REQUIRED FINDINGS

<u>Conditional Use Permit:</u> The applicant is requesting a Conditional Use Permit for a master uniformed wayfinding sign program.

# Required Findings:

- 1. A Conditional Use Permit shall be granted upon sound principles of land use and in response to services required by the community.
- 2. A Conditional Use Permit shall not be granted if it will cause deterioration of bordering land uses or create special problems for the area in which it is located.
- 3. A Conditional Use Permit must be considered in relationship to its effect on the community or neighborhood plan for the area in which it is located.
- 4. A Conditional Use Permit, if granted, shall be made subject to those conditions necessary to preserve the general welfare, not the individual welfare of any particular applicant.

<u>Design Review Committee:</u> The applicant is requesting approval of a Design Review Committee application for an internal consistency in regards to the sign scale, sign type and sign size.

# Required Findings:

1. The project design upholds community aesthetics through the use of an internally consistent, integrated design theme and is consistent with all adopted specific plans, applicable design standards and their required findings.

# ANALYSIS/STATEMENT OF THE ISSUES

# **Issue 1: Wayfinding Signs**

The wayfinding sign program is critical for directing visitors and identifying the hospital buildings, entrances, emergency departments, and parking structures. The wall mounted, freestanding and pedestrian bridge mounted wayfinding signs are being erected for the purpose of facilitating or controlling the efficient or safe movement of pedestrians or vehicles. The signs are only used for identifying purposes and are not intended for advertising. The wayfinding sign program as proposed will provide for an internal consistency in regards to the sign scale, sign type and sign size. The wayfinding sign program fits into the existing hospital campuses.

Sign code deviations and notable additional sign program standards are as follows:

#### **Orange Municipal Code Proposed Sign Program** 17.36.070 Freestanding Signs **Deviation** One freestanding sign shall be permitted for There may be more than one wayfinding each parcel with frontage measuring up to four freestanding sign regardless of the parcel's hundred (400) feet along an arterial street. frontage and regardless of the street's Parcels with more than four hundred (400) feet designation. frontage may have one additional freestanding sign for each four hundred (400) Freestanding signs may be over 15 feet tall, foot increment. The maximum area of such in excess of the sign code allowance. The signs may be one-half square foot per lineal sign program would memorialize foot of parcel frontage upon the adjacent arterial allowance of 17-foot high signs. Center street, with a maximum area of one hundred identification and addressing would not sixty (160) square feet. Ten percent of the sign occur on wayfinding signs. area must be devoted to the development's title and address. A Maximum height of 15 feet is allowed. 17.36.080 Wall Signs Deviation The number of wall signs permitted on each There may be more than one wayfinding building elevation shall be no greater than the sign on a building elevation regardless of number of tenants in a building. One additional linear feet of the building wall. wall sign may be permitted for a singular tenant on any one wall, only when that tenant's frontage exceeds 100 linear feet along said wall. 17.36.150 - Special Purpose Sign Regulations **Deviation** On-Site Directional Signs shall not exceed an The wayfinding signs will exceed an area of area of six square feet and a height of 42 inches. six square feet and a height of 42 inches.

The proposed sign program provides provisions for City staff approval of future signage that is consistent with the wayfinding sign program. It contains provisions for quality control of manufactured signs and provides standards for on building and freestanding signs.

#### Issue 2: Pedestrian Bridges

At the time of the construction of the two pedestrian bridges, the City entered into separate agreements with CHOC and St. Joseph since the pedestrian bridges are located above the La Veta right-of-way. The agreements prohibit the placement of signage on the pedestrian bridges for the purposes of advertisement, however, the agreements allow for the placement of traffic control or street identification signs on the pedestrian bridges. The City Attorney's Office has determined that the proposed directional signage as proposed by the applicant is being used as traffic control signs are therefore permitted on the pedestrian bridges.

# ADVISORY BOARD RECOMMENDATION

The Design Review Committee (DRC) reviewed the proposal at its December 5, 2012 regular scheduled meeting. The DRC, after some discussion, recommended approval of the proposal as it relates to the integrated theme of the wayfinding sign program.

## ATTACHMENTS/EXHIBITS

#### Attachments to Report:

- 1. Planning Commission Resolution No. 05-13
- 2. Vicinity Map

#### Exhibits provided to the Planning Commission:

A. Proposed Wayfinding Program (date labeled January 21, 2013)

cc: Steven Cuevas-Fisch
Jacobs
Children's Hospital of Orange County
557 South Main Street
Orange, CA 92868

Adam Lukhard WBSA Architects 1800 Quail, Suite 120 Newport Beach, CA 92660