

P97-050 SHRINERS SIGNAGE

- REQUEST:
- A. Environmental Determination; Exemption 15311
  - B. Special Permit to increase the maximum allowed square footage for an attached identification sign from 16 square feet to 113 square feet.
  - C. Special Permit to increase the number of detached monument signs allowed from one (1) to two (2) and increase the maximum area from 16 sq.ft. to 36 sq.ft.

LOCATION: Bounded by X Street, 45th Street, Y Street & Stockton Boulevard  
011-0182-040  
Council District 6

|                    |   |
|--------------------|---|
| APPLICANT:         | Heather Lee; (916) 441-0131<br>P.O.Box 31356, Tampa, Florida    |
| OWNER:             | Shriners Hospital for Children<br>P.O.Box 31356, Tampa, Florida |
| PLANS BY:          | Shriners Hospital for Children                                  |
| APPLICATION FILED: | June 29, 1997   |
| STAFF CONTACT:     | Bridgette Williams, 264-5000                                    |

SUMMARY:

The applicant is requesting Special Permits to allow additional detached identification signs and an increase in the total allowable sign area allowed for attached and detached signage for Shriners Hospital for Children. In order to meet the applicant's objectives, the project requires the discretionary planning entitlements described above. In evaluating the project, the basic issues are the number of signs proposed and the overall sign area.

RECOMMENDATION:

**Staff recommends approval of the Special Permits.** This recommendation is based on the signage compatibility in scale and design relative to the existing hospital building and that other similar uses would be granted additional signs.

PROJECT INFORMATION:

|                            |   |
|----------------------------|---|
| General Plan Designation:  | Community\Neighborhood Commercial & Offices |
| Existing Land Use of Site: | Shriners Hospital for Children              |
| Existing Zoning of Site:   | Hospital (H)                                |

## Surrounding Land Use and Zoning:

North: UCDMC Hospital; OB & R-2  
 South: Commercial & Residential; C-2,R-2B,R-3  
 East: UCDMC; R-1  
 West: Commercial; C-2

|   |  |
|---|--|
| Property Dimensions:                      | Irregular  |
| Property Area:                            | 4.86± acres  |
| Square Footage of Building:               | 289,000 sq.ft  |
| Height of Building:                       | 140 feet, 8 stories  |
| Proposed Attached Signage:                | 1 Attached @ 113 sqft  |
| Proposed Attached Signage Material:       | 4' high Precast Concrete\Gold Leaf Roman Letters; Spotlight from below |
| Existing Detached Identification Signage: | 1 Monument\Identification @ 192 sqft                                   |
| Proposed Detached Identification Signage: | 1 Monument\Identification @ 36 sqft; 6' x 6'                           |
| Proposed Detached Materials:              | Aluminum w\green kynar finish  |

OTHER APPROVALS REQUIRED: In addition to the entitlements requested, the applicant will also need to obtain the following permits or approvals, including, but not limited to:

|               |                   |
|---------------|-------------------|
| <u>Permit</u> | <u>Agency</u>     |
| Sign Permit   | Building Division |

BACKGROUND INFORMATION:

On October 24, 1991, the City Planning Commission approved a Special Permit to allow the construction of a 289,000 sqft , 8 story (140') hospital for Shriners Hospital for

Children (P91-096). The hospital was approved for 80 beds and 667 parking spaces. Additionally, the Planning Commission approved a Special Permit to increase the allowed signage from 16 square feet to 192 square feet for the existing monument sign facing Stockton Boulevard. There are three detached monument identification signs located on the site:

- 1) 192 sqft identification sign fronting on Stockton Blvd.; w\Shriners Identification
- 2) 36 sqft identification sign facing X Street; w\Shriners Identification
- 3) UCDMC directory sign greater than 36 sqft facing Stockton Blvd; w\UCDMC identification, Cancer Center, Imaging Center Emergency & Shriners Hospital identification;

The applicant's request is to allow a second identification sign on the site (Shriners monument sign on X Street @ 36 sqft). The applicant has agreed to remove the existing directory sign with UCDMC identification which includes other identification fronting on Stockton Boulevard.

**STAFF EVALUATION:** Staff has the following comments:

1. Attached Signage

The City's Sign Ordinance allows one identification sign and one bulletin board (directory sign) per street frontage not exceeding a total of sixteen (16) square feet in area for all displays. Signs may be attached or detached. In addition, the Sign Ordinance states that a Special Permit may be granted to permit signage in excess of that allowed for facilities which regularly provide emergency medical care in the Hospital zone (Section 3.04.063).

The applicant's request is to increase the maximum sign area allowed for an attached sign to identify "Shriners Hospital". The proposed attached signage will contain individual roman letters, located on the northwest elevation of the hospital, on the upper portion of the building (see Exhibit C2). The individual letters will be 4 feet high and recessed 1/2" to 1" into precast concrete panels at the upper level of the curved wall on the northwest elevation (facing the intersection of Stockton Boulevard and X Street). The individual letters will be overlaid with a thin covering of gold leaf and illuminated from below (or above) with spotlights. The attached signage includes the logo which has been temporarily suspended on the building.

Staff is not opposed to the increase in attached sign area. The overall sign with the logo will be in keeping with the overall design scheme and scale of the northwest elevation. Staff would, however, recommend that a minimum 6 inch clearance space be provided around each letter, within each square, so that the letter does not dominate the overall size of the square (see Exhibit C3).

## 2. Detached Signage

As stated above, the City's Sign Ordinance allows one identification sign and one bulletin board (directory sign) per street frontage not to exceed sixteen (16) square feet in area for each sign. The Ordinance also permits additional signs which regularly provide emergency medical services.

Shriners Hospital is located on the corner of Stockton Boulevard and X Street. X Street is abandoned and is owned and maintained by the UCDMC (P91-159). This street is not classified as a public street. Shriners Hospital, therefore, only has one public street frontage. At present, one identification sign and a directory sign exist on Stockton Boulevard and one identification sign is located on X Street. The applicant is requesting a Special Permit to allow a second identification sign for Shriners Hospital with one street frontage. The applicant wishes to retain the 36 sqft identification sign on X Street. Staff is not opposed to the applicant's request to retain the identification sign on X Street but would recommend that the directional sign be removed on Stockton Boulevard. The directional sign is primarily directing customers to UCDMC rather than Shriners Hospital. Staff also believes that the location of this sign is not adequately placed to sufficiently direct customers to UCDMC. Shriners Hospital is not opposed to staff's recommendation and believes that the two existing identification signs (192 sqft facing Stockton & 36 sqft facing X Street) will meet their needs.

The second identification sign requested is 6 feet in height and 36 square feet in area. Staff believes that the proposed sign on X Street clearly defines ingress and egress into the parking lot and is appropriately sized with existing street furniture, the driveway and the overall site. Staff, therefore, is not opposed to the request for second sign nor the increase in sign area.

In summary, staff believes the proposed signage location and sizes for the attached and detached identification will be keeping with the overall sign program for the hospital and will allow adequate visibility to patients visiting the facility. The proposed signage material and colors will be in harmony with the purpose and intent of the Sign Ordinance in that the signage will be integrated with and harmonious to the site and the hospital. Planning staff, therefore, recommends approval of the Special Permits to increase the sign area for the attached and detached signage and the number of identification signs allowed in the Hospital (H) zone.

PROJECT REVIEW PROCESS:A. Environmental Determination

This project is exempt from environmental review pursuant to CEQA Guidelines (Section 15311).

B. Neighborhood and Agency Comments

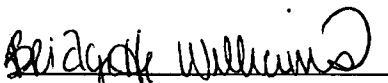
The proposed signage was forwarded to the Southeast Area Neighborhood Association, Medical Center Neighborhood Association and Tahoe Park Neighborhood Association. The Associations were not opposed to the signage as proposed. The applicant's proposal was also routed to the City's Design Review Coordinator and Traffic Division. They had no objections to the proposed signage. The City's Design Review Coordinator did, however, express a concern with the height of the attached lettering relative to the size of the square incorporated in the building's facade. It was, therefore, recommended that a minimum 6 inch clearance space be delineated around the entire letter within each box (Exhibit C3).

PROJECT APPROVAL PROCESS: The Planning Commission has the authority to approve or deny the Special Permits. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

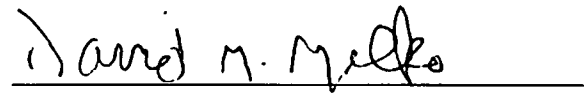
RECOMMENDATION:

- A. Adopt the attached Notice of Decision and Findings of Fact approving the Special Permit to increase the maximum allowed square footage for an attached identification sign from 16 square feet to 113 square feet.
- B. Adopt the attached Notice of Decision and Findings of Fact approving the Special Permit to increase the number of detached monument signs allowed from one (1) to two (2) and increase the maximum area from 16 sq.ft. to 36 sq.ft.

Report Prepared By,

  
Bridgette Williams  
Associate Planner

Report Reviewed By,

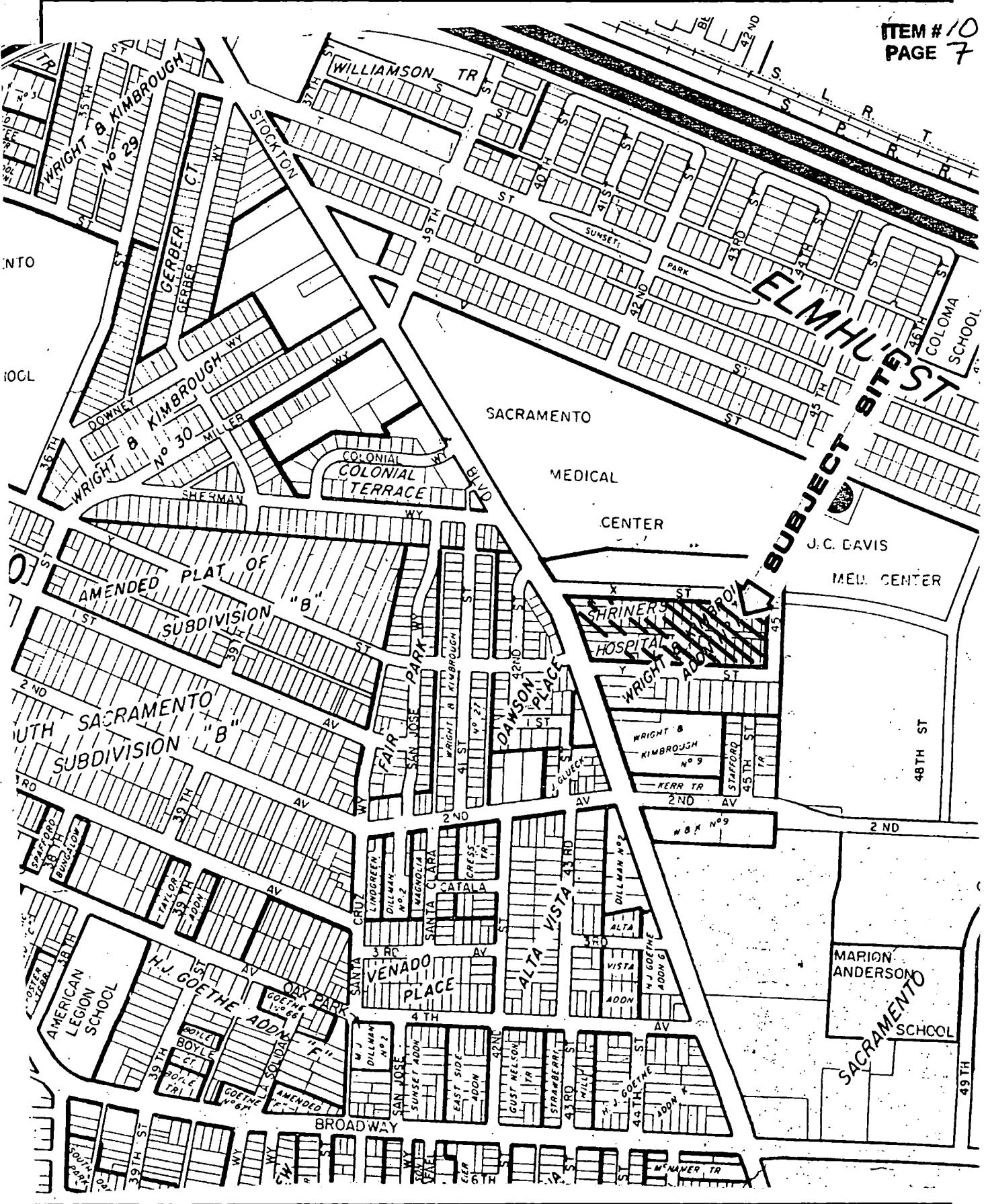
  
David M. Melko  
Senior Planner

Attachments

Attachment A  
Attachment B  
Attachment C  
Exhibit C-1  
Exhibit C-2  
Exhibit C-3

Vicinity Map  
Land Use and Zoning Map  
Notice of Decision and Findings of Fact  
Site Plan\Sign locations  
Elevations\Attached Identification Signage  
Detached Identification Signage

P97-050.SR



VICINITY MAP

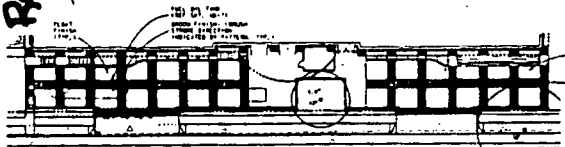
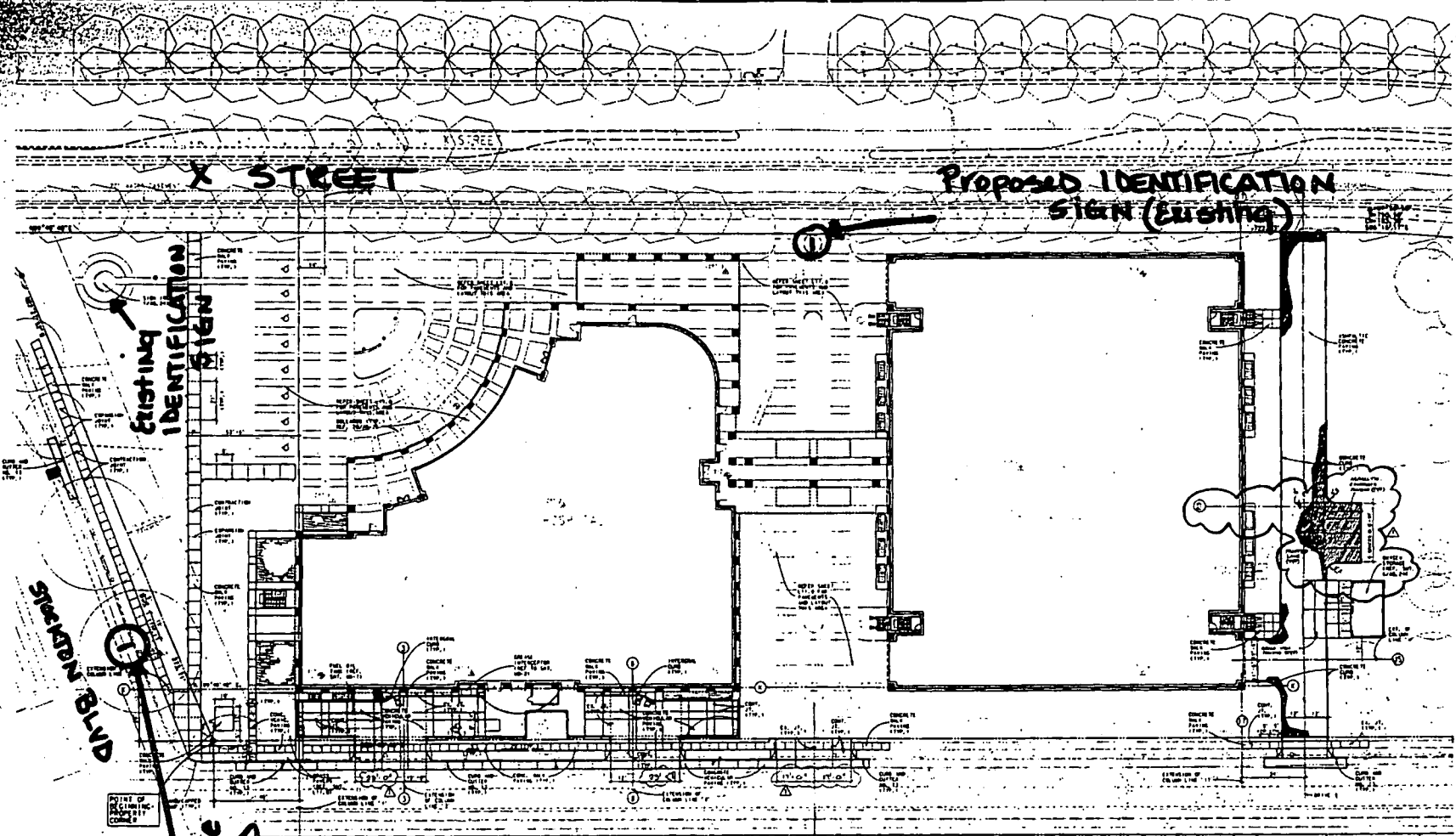






SITE PLAN

Directory Sign To Be Removed



PAVING FINISHES-LOADING DOCK AREA  
SCALE: 1" = 10'

LEGEND

|     |                                 |     |  |
|-----|---------------------------------|-----|--|
| --- | EXISTING CURB TO REMAIN         | --- | NEW CONCRETE WALKWAY                       |
| --- | EXISTING CURB TO BE REPAIRED    | --- | NEW CONCRETE WALKWAY                       |
| --- | EXISTING CONCRETE WALKWAY       | --- | ASPHALT CONCRETE PAVING                    |
| --- | EXISTING WATER LINE             | --- | APPROXIMATE LOCATION OF 1" DIA. WATER LINE |
| --- | EXISTING ELECTRICAL LINE        | --- | NEW CONCRETE CURB AND GUTTER               |
| --- | EXISTING TELEPHONE LINE         | --- |  |
| --- | EXISTING GAS LINE               | --- |  |
| --- | PROPOSED LINE                   | --- |  |
| --- | EXISTING FIRE HYDRANT           | --- |  |
| --- | EXISTING LIGHT POLE             | --- |  |
| --- | EXISTING WATER EX. MAIN         | --- |  |
| --- | EXISTING WATER MAIN TO GAS MAIN | --- |  |
| --- | EXISTING TREE TO REMAIN         | --- |  |
| --- | EXISTING TREE TO BE REMOVED     | --- |  |
| --- | EXISTING TREE TO BE REPLANTED   | --- |  |
| --- | TRANSPLANTED TREE               | --- |  |

NOTES

1. EXISTING PROPERTY CORNER FROM BECHMAN TRAILER
2. EXISTING INTERSECTION OF CORNER LINES 11" AND 12" FROM POINT OF BEGINNING AS INDICATED
3. EXISTING AND OTHER CORNER LINES OF HOSPITAL FROM EXISTING AND PROPOSED LINES
4. EXISTING LOCATION OF SITE FEATURES INDICATED AS SHOWN
5. FOR ALL OTHER SITE PLANS AND OTHER INFORMATION REFER TO SHEET C-1 AND C-2
6. EXISTING UTILITIES AND OTHER INFORMATION INDICATED AS SHOWN
7. EXISTING TREE TO BE REMOVED
8. EXISTING TREE TO BE REPLANTED
9. EXISTING TREE TO BE REPLANTED
10. EXISTING TREE TO BE REPLANTED

SURVEY NOTE

THE EXISTING INFORMATION SHOWN ON THIS PLAN WAS OBTAINED FROM THE SURVEYING RECORDS OF THE SURVEYING ENGINEER, JAMES H. BROWN, INC., SACRAMENTO, CALIFORNIA. THE SURVEYING RECORDS OF THE SURVEYING ENGINEER, JAMES H. BROWN, INC., SACRAMENTO, CALIFORNIA, SHOW THAT THE CORNER LINES OF THE HOSPITAL ARE AS SHOWN ON THIS PLAN. THE SURVEYING ENGINEER, JAMES H. BROWN, INC., SACRAMENTO, CALIFORNIA, IS NOT RESPONSIBLE FOR THE ACCURACY OF THE INFORMATION SHOWN ON THIS PLAN. THE SURVEYING ENGINEER, JAMES H. BROWN, INC., SACRAMENTO, CALIFORNIA, IS NOT RESPONSIBLE FOR THE ACCURACY OF THE INFORMATION SHOWN ON THIS PLAN.



J. J. HAYES CIVIL ENGINEER  
No. 11 SITE DESIGNATION



SHRINERS HOSPITALS  
FOR  
CRIPPLED CHILDREN

NORTHERN CALIFORNIA UNIT

PROJECT NUMBER  
OSHDP/HS-011017-11

DATE  
1/2/62

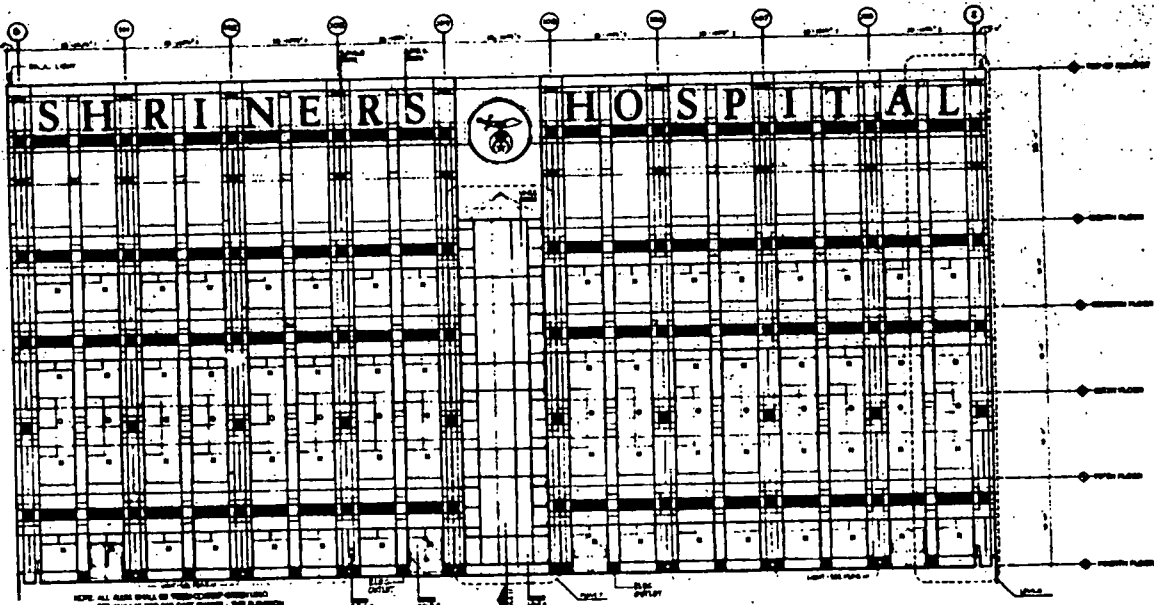
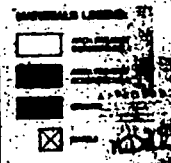
SHEET TITLE  
SITE STAKING AND  
Paving PLAN

PROJECT NUMBER  
DATE  
SCALE  
SHEET NUMBER  
C20

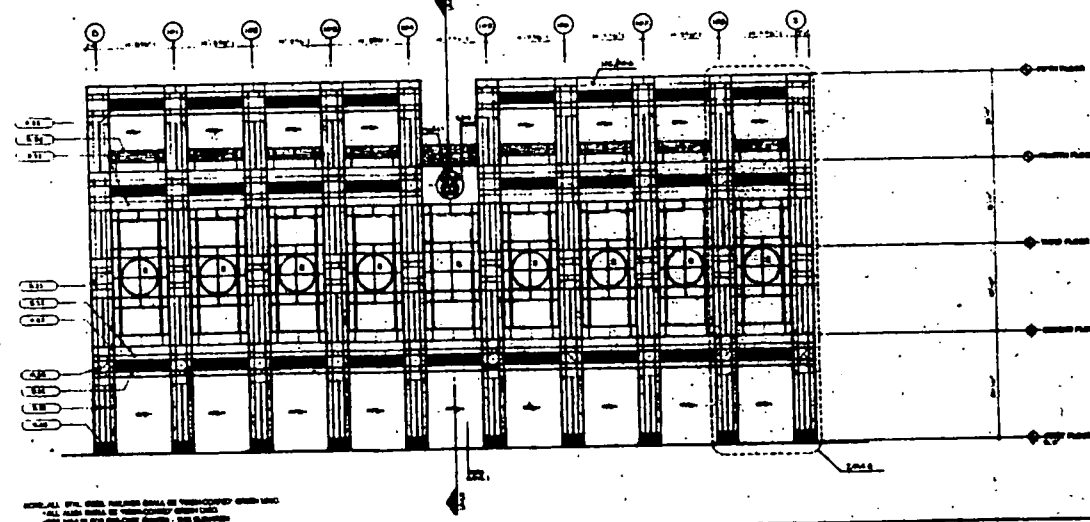


SHRINERS  
HOSPITALS  
FOR  
CRIPPLED  
CHILDREN

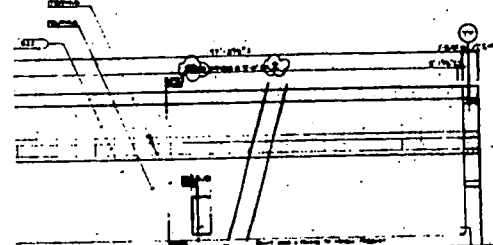
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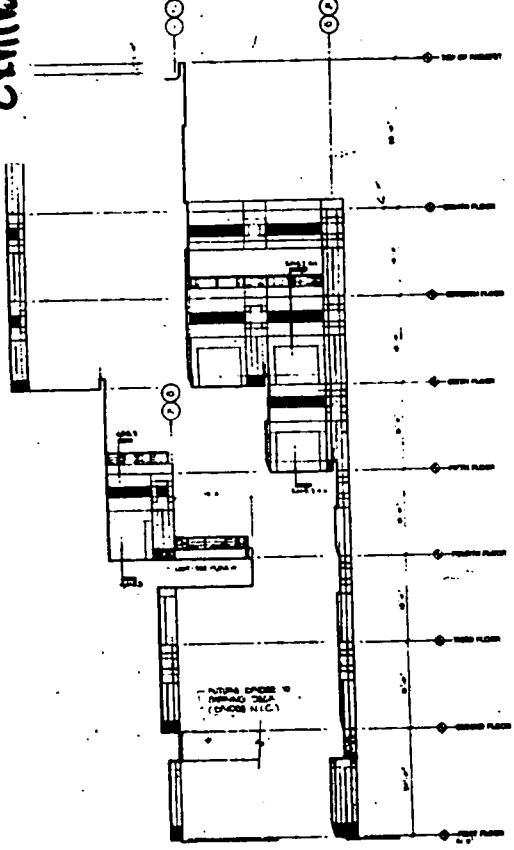
13 NORTHWEST ELEVATION @ UPPER LEVEL CURVED WALL (SHOWN FLATTENED)



12 NORTHWEST ELEVATION @ LOWER LEVEL CURVED WALL (SHOWN FLATTENED)



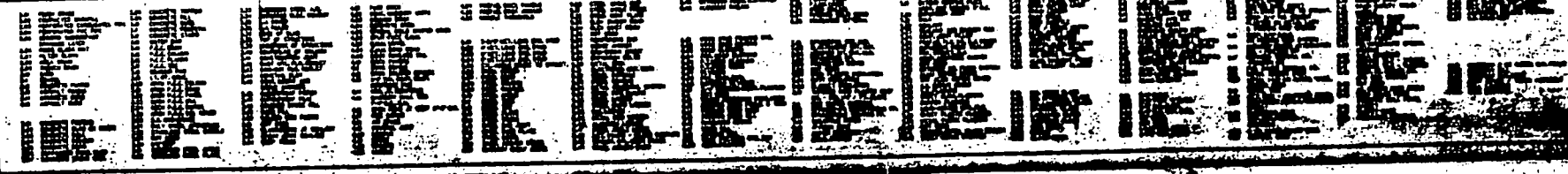
11 ELEVATION @ HOLE ABOVE ATRIUM



10 ELEVATION

9 ELEVATION

8 NORTHWEST ELEVATION @ LOWER LEVEL CURVED WALL (SHOWN FLATTENED)

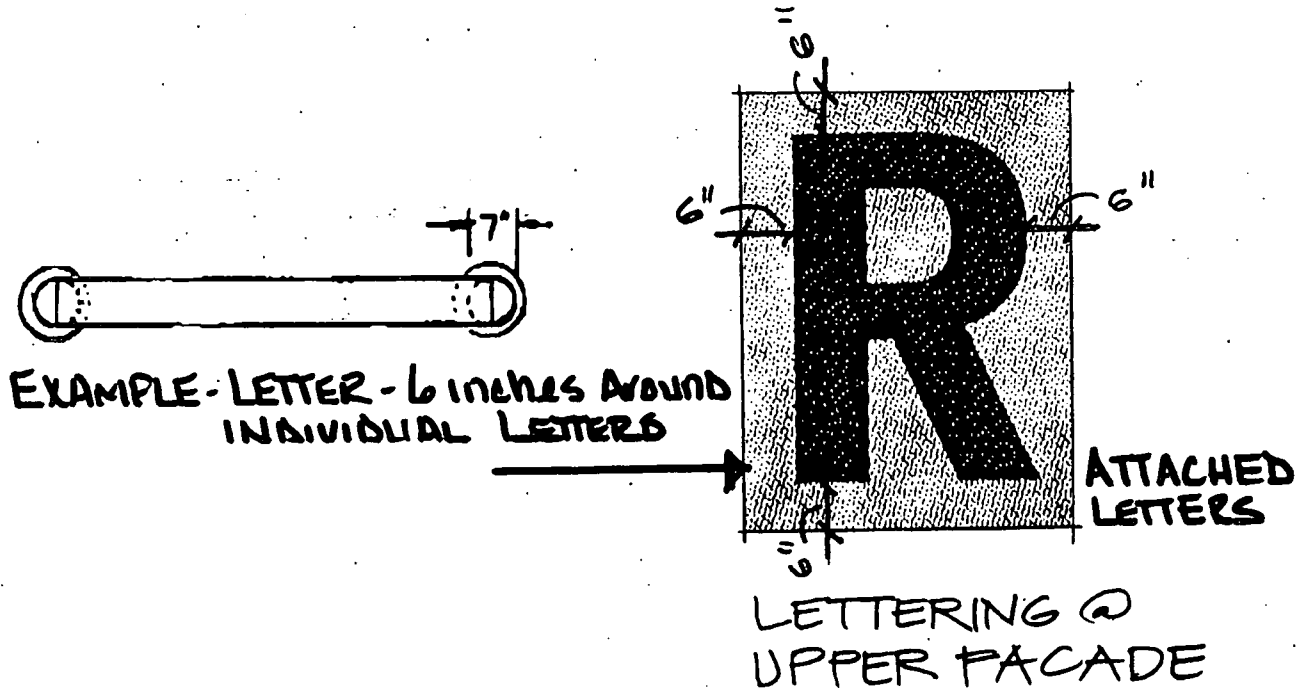
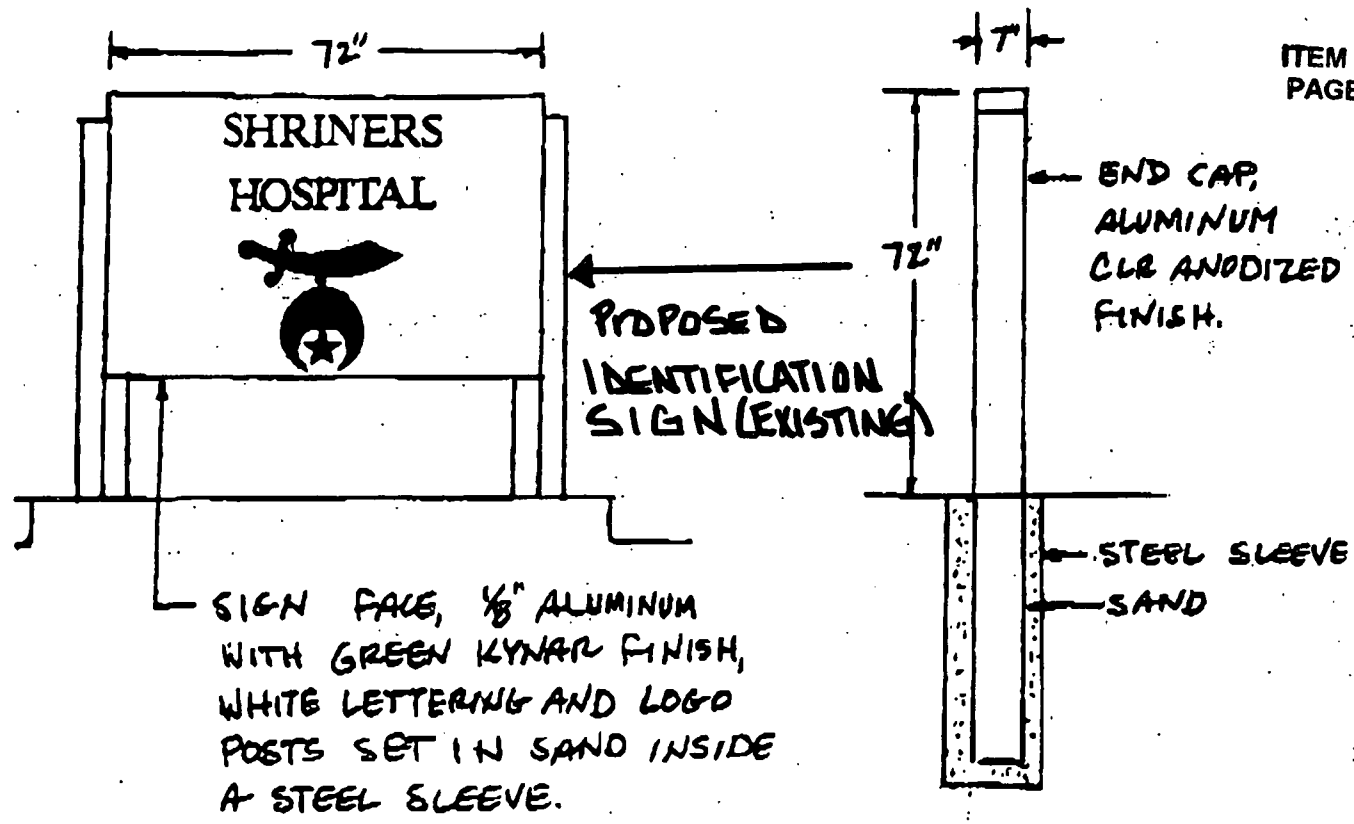


ITEM # 10  
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Exhibit C-2

Exhibit C-3

ITEM #10  
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# SHRINERS HOSPITAL'S 'X' STREET ENTRANCE SIGN

NOTICE OF DECISION AND FINDINGS OF FACT FOR SPECIAL PERMITS  
FOR SIGNAGE FOR SHRINERS HOSPITAL FOR CHILDREN BOUNDED  
BY X STREET, STOCKTON BLVD., 45TH STREET & Y STREET IN  
THE HOSPITAL (H) ZONE (P97-050)

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At the regular meeting of July 24, 1997, the City Planning Commission heard and considered evidence in the above entitled matter. Based on verbal and documentary evidence at said hearing, the Planning Commission took the following actions for the location listed above:

- A. Adopt the attached Notice of Decision and Findings of Fact approving the Special Permit to increase the maximum allowed square footage for an attached identification sign from 16 square feet to 113 square feet.
- B. Adopt the attached Notice of Decision and Findings of Fact approving the Special Permit to increase the number of detached monument signs allowed from one (1) to two (2) and increase the maximum area from 16 sq.ft. to 36 sq.ft. ;

These actions were made based upon the following findings of fact and subject to the following conditions:

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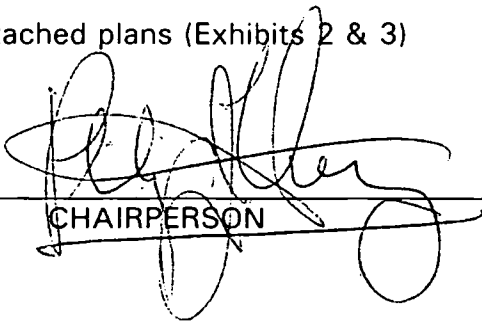
**FINDINGS OF FACT**

- A. Categorical Exemption: This project is exempt from environmental review pursuant to CEQA Guidelines ( Section 15311).
- B. Special Permits: The Special Permits to increase the total number of detached identification signs and sign area and to increase the area for attached signage in the Hospital (H) zone for an existing Shriners Hospital for Children on 4.8± acres are hereby approved based upon the following findings of fact and conditions of approval.
  - 1. The project, as conditioned, is based upon sound principles of land use in that:
    - a. signage for the hospital use is compatible with the overall sign program for medical related facilities;
    - b. similar medical related facilities have been granted additional sign area and signage;

- c. the proposed attached and detached signage will be in keeping with the overall design scheme for signage existing on the site and will be proportionate to the size of the building elevation and the overall scale of the site; and
- 2. The proposed signage will be in harmony with the purpose and intent of the Sign Ordinance in that signage will be integrated with and harmonious to the site, and will provide adequate visibility to customers visiting the facility.

C. Conditions of Approval

- 1. Sign permits shall be obtained for all new signs on the subject buildings and site.
- 2. The individual letters for attached signage shall provide a minimum of 6 inch clearance around each letter, within each square, so that the letter does not dominate the overall size of the square (see Exhibit C3).
- 3. Signage shall comply with the attached plans (Exhibits 2 & 3)

  
\_\_\_\_\_  
CHAIRPERSON

ATTEST:

  
\_\_\_\_\_  
SECRETARY TO PLANNING COMMISSION