

P96-081 - Sutter Hospital Signage

- REQUEST:
- A. *Special Permit* to exceed 16 square feet each for two attached signs and to allow more than one identification sign in the Hospital (H) zone
 - B. *Variance* to exceed 20 feet in height for each of two signs within 660 feet of a designated freeway.
 - C. *Variance* to utilize internal illumination for one sign within 660 feet of a designated freeway.

LOCATION: 2800-2801 L Street
APN 007-0114-003, 007 0173-001
Central City Community Plan Area
Council District 3

APPLICANT:	Wiedner Architectural Signage 4517 Franklin Boulevard Sacramento, CA 95820
OWNER:	Sutter Community Hospitals of Sacramento 2801 L Street Sacramento, CA 95816
APPLIC. FILED:	August 5, 1996
STAFF CONTACT:	Mark Kraft, 264-8116

SUMMARY: The applicant is requesting entitlements to attach a 151 square foot sign on the Sutter General Hospital Building at 2801 L Street and to attach a 132 square foot sign on the Sutter Cancer Center Building at 2800 L Street. The applicant needs entitlements to exceed the allowed square footage and number of signs per block face, and to exceed the allowed height of an attached sign within 660 feet of a designated freeway. The applicant also seeks the entitlement necessary to utilize internal illumination, within 660

feet of a freeway, for the Cancer Center Sign.

RECOMMENDATION:

Staff recommends approval of the project. This recommendation is based on the use of the project site, which is consistent with General Plan, Community Plan, and zoning designations and the special circumstance which this use creates in terms of the need for identification from the adjacent freeway.

PROJECT INFORMATION:

General Plan Designation:	Public/Quasi Public and Regional Commercial and Offices
Community Plan Designation:	General Commercial
Existing Land Use of Site:	Hospital and Cancer Center
Existing Zoning of Site:	H

Surrounding Land Use and Zoning:

North: Sutter General Hospital; H
 South: Sutter Energy Center and Offices; H
 East: Surface Parking Under Capitol City Freeway; TC
 West: Surface Parking Lot, Commercial, Sutter's Fort; OB/C2

Maximum Sign height: 20'
 Proposed Sign height: 81' Hospital
 97' Cancer Center

Maximum Sign Area
 Per Building Face: 16'

Proposed Sign Area: 151' Hospital
 132' Cancer Center

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>Requirement</u>	<u>Agency</u>
Sign Permit	Development Services
Design Review	Development Services

BACKGROUND INFORMATION:

The applicant is proposing to add signage to two existing buildings, Sutter General Hospital and the Sutter Cancer Center. Sutter Hospital currently has two attached signs on the upper portion of the building; one facing north and the other facing south. The hospital also has 4 monument identification signs, one at each corner of the building. These signs, as well as miscellaneous directional signage were approved by the Planning Commission as part of an overall sign program for the Hospital (P86-304). The Cancer Center has one attached sign, approximately 10 square feet in size, located above the entrance to the building and facing east, as well as a "Sutter Cancer Center Parking Only-Reserved for Handicapped" sign at the entrance to the parking lot. These signs were erected as part of the Cancer Center project (P92-300).

The applicant is proposing the additional signage in order to establish a design theme for the health care campus and to make the buildings readily identifiable from the freeway as well as from surface streets. The applicant's position is that ready identification of these buildings is important, given that the facilities provide services to acutely ill patients and their families and that providing this destination identification will result in greater convenience and reduced stress for patients.

STAFF EVALUATION: Staff has the following comments:

Sign Ordinance Provisions***Number and Size of Signs***

The sign ordinance provides that within the H (Hospital) zone, one identification sign and one bulletin board sign per street frontage are permitted, not to exceed 16 square feet for all displays, and that signs may be attached or detached. The applicant is proposing a 151 square foot sign for Sutter Hospital. This exceeds the limit both for number and area of identification signs per block face as two 48 square foot monument identification signs are already in existence on the eastern block face of the hospital. The applicant is proposing a 132 square foot sign for the Sutter Cancer Center. This also exceeds both the area and number of signs allowed for the eastern block face.

The City's Sign Ordinance does, however, provide that a Special Permit may be granted to permit signage in excess of that allowed by the Ordinance for facilities which regularly provide emergency medical care. Sutter Hospital does regularly provide emergency medical care, and, although the Cancer Center does not provide emergency care, it does provide care to acutely ill patients, many of whom access the center by ambulance. Additionally, the facilities present a special circumstance in that they are located directly adjacent to a freeway. Therefore, it is desirable to provide ready identification of the facilities both from the freeway and from surface streets. In light of these circumstances the proposed size and number of signs is justified.

The proposal will be subject to staff level design review. However, in a preliminary review of the project, design review staff found the proposed size of the signs to be in scale with the existing buildings. (Randy Lum, Design Review staff, comment, September 26, 1996 Technical Review Committee meeting).

Height

The City's Sign Ordinance specifies that, for sites within 660 feet of a designated freeway, attached signs shall have a maximum height of 20 feet above grade. The signs proposed for the project are at or near the top of the buildings, 81 feet high for the Sutter Hospital and 97 feet high for the Sutter Cancer Center. The purpose of the 20 foot height limit is to prevent an inappropriate amount of advertising by properties which do not provide freeway services. Evidence of this intent is that the Ordinance permits detached signs up to 35 feet in height for motels, hotels, restaurants and gas stations, "due to the freeway services which these uses provide". Staff believes that ready identification of the Sutter facilities from the freeway is a desirable objective, and is therefore in support of height exceeding the 20 foot limit. Locating the signs part way up the building in an effort to come closer to the height limit, would not be aesthetically pleasing (Randy Lum, Design Review staff, comment, September 26, 1996 Technical Review Committee meeting). Therefore, staff supports the proposed sign locations.

Illumination

The applicant is proposing an internally illuminated sign for the Sutter Cancer Center. This is not consistent with the Sign Ordinance provision that signs within 660 feet of a designated freeway be "internally illuminated to create a halo back effect or non-illuminated". The applicant is proposing halo back lit signage for the Sutter Hospital. However, the Cancer Center provides a dark (brick) background which is not conducive to halo back lighting, particularly since white lettering must be used to provide daytime visibility. Additionally, a portion of the sign projects above the building parapet, providing no background for halo back lighting. Given the existing building materials, and given the objective of providing ready freeway identification both day and night, staff supports the proposed method of illumination.

PROJECT REVIEW PROCESS

A. Environmental Determination

The City Environmental Coordinator has determined that the proposed project is exempt from environmental determination pursuant to CEQA, Section 15311.

B. Public/Neighborhood Association Comments

The proposed project application was routed to the Sacramento Old City Association, and the Central City Alliance of Neighborhoods, and the Winn Park Capitol Avenue Neighborhood Association. Land owners within a 500 foot radius of the project site were also notified of the project proposal. No comments were received from either the neighbors or the neighborhood advisory groups as of this writing.

C. Summary of Agency Comments

The proposal was routed to several City Departments and other agencies.

No comments were received other than the above mentioned Design Review comments.

PROJECT APPROVAL PROCESS:

The Planning Commission has the authority to approve or deny items A, B, and C. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

RECOMMENDATION:

Staff recommends the Planning Commission take the following actions:

- A. Adopt the attached Notice of Decision and Findings of Fact approving the *Special Permit* to exceed 16 square feet each for two attached signs and to allow more than one identification sign in the Hospital (H) zone.
- B. Adopt the attached Notice of Decision and Findings of Fact approving the *Variance* to exceed 20 feet in height for each of two signs within 660 feet of a designated freeway.
- C. Adopt the attached Notice of Decision and Findings of Fact approving the *Variance* to utilize internal illumination for one sign within 660 feet of a designated freeway.

Report Prepared By,

Report Reviewed By,



Mark Kraft
Associate Planner



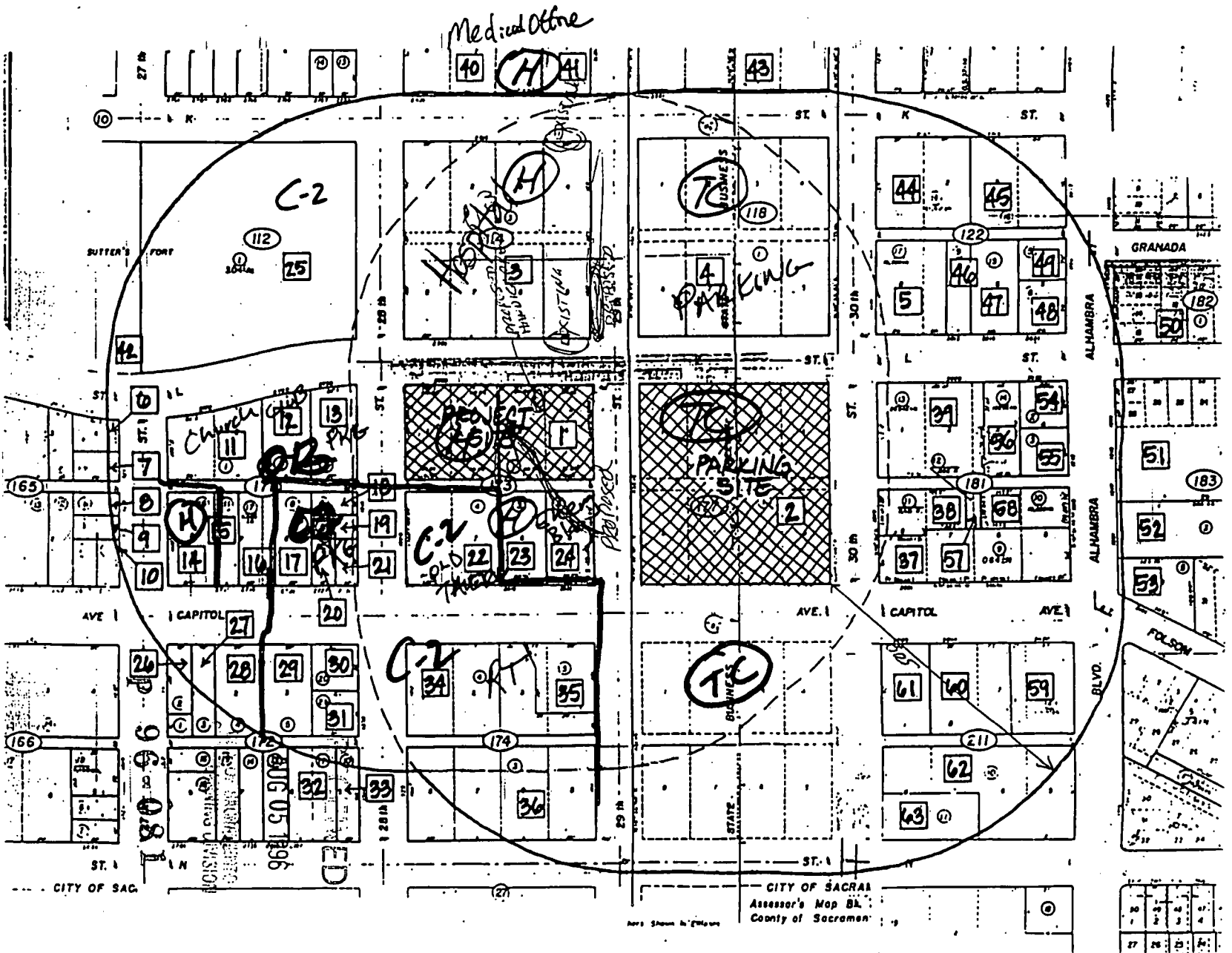
Steve Peterson
Senior Planner

Attachments

Attachment A
Attachment B
Exhibit B-1-5

Vicinity, Land Use and Zoning Map
Notice of Decision
Site Plans

ATTACHMENT A
VICINITY, LAND USE, AND ZONING MAP



CITY OF SACRAMENTO
Assessor's Map No. 10
County of Sacramento

P96-083 - NATOMAS CROSSING - ALLEGHANY AREA #2

REQUEST: Various entitlements to allow development of a portion of a neighborhood in the North Natomas community on 210.75± gross acres located at the southwest corner of Stadium Boulevard (Arena/ North Market) and the East Drain:

- A. Negative Declaration
- B. Mitigation Monitoring Plan
- C. Development Agreement between City and Alleghany Properties, Inc. (includes Alleghany Areas #1, 2, and 3 - P96-082, P96-083, and P96-084)
- D. General Plan Amendment of 210.75± gross acres from 94.7± gross acres Low Density Residential (4-15 dwelling unit per net acre (du/na)), 20.29± gross acres Medium Density Residential (16-29 du/na), 42.62± gross acres Mixed Use, 17.23± gross acres Community/ Neighborhood Commercial and Offices, 8.45± gross acres Public/ Quasi-Public- Miscellaneous, 4.86± gross acres Parks, Recreation, Open Space, 16.93± gross acres Water, and 3.39± gross acres Light Rail Alignment to 100.95± gross acres Low Density Residential (4-15 du/na), 14.04± gross acres Medium Density Residential (16-29 du/na), 51.37± gross acres Mixed Use, 19.69± gross acres Community/ Neighborhood Commercial and Offices, 15.43± gross acres Public/ Quasi-Public- Miscellaneous, 4.98± gross acres Parks, Recreation, Open Space, and 4.29± gross acres Roadways
- E. 1994 North Natomas Community Plan Amendment of 210.75± gross acres from 67.88± gross acres Low Density Residential (3-10 du/na; target = 7 du/na), 29.10± gross acres Medium Density Residential (7-21 du/na; target = 12 du/na), 20.29± gross acres High Density Residential (11-29 du/na; target = 22 du/na), 15.51± gross acres Employment Center 40, 27.11± gross acres Employment Center 65, 17.23± gross acres Neighborhood Commercial, 1.15± gross acres Elementary School, 2.07± gross acres Community Center, 2.05± gross acres Institution, 3.18± gross acres Civic-Transit, 4.86± gross acres Park, 16.93± gross acres Drainage Canal, and 3.39± gross acres Light Rail Alignment to 62.71± gross acres Low Density Residential, 38.24± gross acres Medium Density Residential, 14.04± gross acres High Density Residential, 15.33± gross acres Employment Center 40, 36.04± gross acres Employment Center 65, 19.69± gross acres Neighborhood Commercial, 8.64± gross acres Elementary School, 2.78± gross acres Community Center, 1.00± gross acres Institution, 3.01± gross acres Civic-Transit, 4.98± gross acres Park, and 4.29± gross acres Roadway