



**CITY OF ROSEVILLE
PLANNING DEPARTMENT STAFF REPORT
DESIGN COMMITTEE MEETING AUGUST 18, 2005**

Prepared by: Eileen Bruggeman, Project Planner

**ITEM II-B: SIGN VARIANCE AND PLANNED SIGN PERMIT PROGRAM – 1600 EUREKA ROAD
(NERSP PARCEL 12, KAISER ROSEVILLE MEDICAL CENTER) -- FILE#s SV 05-05 &
PSPP 05-09.**

REQUEST

The applicant requests approval of a Planned Sign Permit Program to establish a comprehensive sign program for the Kaiser Roseville Medical Center. The applicant also requests approval of a Sign Variance to allow an increase in the number, area and height of on-site directional and directory signs allowed by the Sign Ordinance.

Applicant – Chong Partners Architecture, Arun Kaiwar
Property Owner – Kaiser Foundation Hospitals, Inc., Candace Mifkovic

SUMMARY RECOMMENDATION

The Planning Department recommends that the Design Committee:

- A. Adopt the three (3) findings of fact for the Sign Variance;
- B. Approve the Sign Variance;
- C. Adopt the two (2) findings of fact for the Planned Sign Permit Program; and
- D. Approve the Planned Sign Permit Program with three (3) conditions of approval.

SUMMARY OF OUTSTANDING ISSUES

There are no outstanding issues. The number, size, appearance and location of the perimeter, on-street signage and wall signs are consistent with the Sign Ordinance. A Sign Variance is requested to permit directional signage interior to the site in excess of what is permitted pursuant to the Sign Ordinance to facilitate efficient parking and accessing of buildings and facilities within the campus. The additional on-site signage is not for purposes of promoting commercial gain, but to assist people in need of medical assistance and emergency personnel. Staff (Fire, Police, and Planning and Redevelopment Departments) supports the request for a Sign Variance and the proposed Planned Sign Permit Program.

BACKGROUND

The site is currently developed with a 270,000 square foot (sq. ft.) hospital and 108,000 sq. ft. medical office building that were constructed in 1995 pursuant to the City's approval of a Use permit in 1992. The buildings are centrally located on the site and are surrounded by surface parking. The buildings and parking are within a ring road that provides access to the site (Attachment 1).

In March 2004 the Planning Commission approved a Major Project Permit (file #s MPP 02-02 and 02-03, Stage 1 and 2) to allow construction of a 705,000 square foot expansion to the existing 378,000 sq. ft. Kaiser Roseville Medical Center (86% increase in square footage). The construction will occur in three phases. The first two phases will run concurrently, and are currently under construction from 2004 through 2009. The third phase of construction is tentatively scheduled to run from 2010 through 2012. The approved project includes expansion of existing facilities, and construction of new facilities that will include:

- A second Medical Office Building (4-stories, 270,000 sq. ft.);
- Two (2) parking structures;
- Women's and Children's Hospital (4-stories, 200,000 sq. ft.);
- A Surgery and Intensive Care Tower (5-stories, 155,000 sq. ft.), and
- A Helicopter landing pad.

In 1993 a Planned Sign Permit Program was approved that allowed fifty-six (56) entry and directional signs on the medical campus (file #PSPP 93-07). A subsequent PSPP was approved administratively in 1999 to allow an additional four (4) wall signs (60 signs total).

In response to the significant increase in size and new facilities a new, comprehensive Planned Sign Permit Program (PSPP) is proposed to replace the previously approved plans. The new program proposes to increase the number of signs from sixty to eighty-four (60 to 84).

The freestanding monument and building wall signs are consistent with Sign Ordinance criteria. However, the proposed area, number and height of the on-site directional signs and directory signs are not consistent with Sign Ordinance criteria. Concurrent with requesting approval of the new PSPP the applicant is also requesting approval of a Sign Variance to permit the Kaiser Roseville Medical Center to exceed the Sign Ordinance criteria for on-site directional and directory signs.

EVALUATION

The proposed Planned Sign Permit Program (PSPP) includes sign criteria for Directory Signs, Directional Signs, Monument Entry Signs, and Wall Signs. The Variance evaluation discusses the number, area and height of the Directory and Directional Signs contained in the PSPP that are in excess of the Sign Ordinance standards. Approval of the Sign Variance allowing directional signage in excess of the Sign Ordinance criteria is discussed first because it is necessary to approve the Sign Variance to approve the PSPP as proposed. The second component of the Evaluation is the discussion of the PSPP. Included in this portion of the evaluation is discussion of the Monument Entry and Wall Signs and their consistency with the Sign Ordinance standards.

VARIANCE

As previously stated, the Planned Sign Permit Program (PSPP) provides standards for Directory and Directional Signs that are in excess of the permitted area, number, and height criteria of the Sign Ordinance. The evaluation of the Sign Variance request therefore focuses on the on-site directional signage.

In accordance with the provisions of the Sign Ordinance, three (3) specific findings must be made in order to approve a Sign Variance. The required findings for a Sign Variance are listed below.

1. *There are exceptional or extraordinary circumstances or conditions applying to the land, building or signs involved which do not generally apply to other land, buildings or signs in the neighborhood.*
2. *The granting of this variance is necessary for the preservation and enjoyment of substantial property rights of the applicant.*
3. *The granting of this variance will not materially and adversely affect the health, safety or welfare of persons in the neighborhood, nor be materially detrimental or injurious to property or improvements in the neighborhood.*

The existing and the proposed Planned Sign Permit Programs (PSPPs) include the following number of on-site directional signs:

SIGN TYPE	Existing PSPP	Proposed PSPP/SV
Directory Signs - Pedestrian (27.2)		7
Directional Signs		
Building Identification Signs (40.10 and 41.10)	5	7
Vehicle Directional Signs (51.11 & 52.11)	48	37
Parking Lot Identification Signs (60.10v)		23
Directional Signs Sub-Total:	53	67

Directory Signs: One directory sign is permitted per building, within ten feet (10') of the building (Section 17.06.150). The applicant proposes seven (7) pedestrian directory signs (sign type 27.2) for four buildings.

The area of the sign is not to exceed sixteen square feet (16 sq. ft.), and the height is to not exceed six feet (6'). The proposed PSPP states the area of each sign will be seventeen square feet (17 sq. ft.). Each sign will be nine feet (9') in height (Exhibit A, pgs. 15 – 17).

Directional Signs: The Sign Ordinance location criteria for on-site directional signs states one (1) directional sign is permitted for each driveway, and one (1) for each delivery or service entrance. The area of each sign is not to exceed four square feet (4 sq. ft.), and the height of the sign inclusive of the pole or base is not to exceed four feet (4') (Section 17.06.140).

The existing PSPP includes fifty-three (53) building identification and directional signs. The proposed PSPP includes sixty-seven (67) directional signs, based on inclusion of three (3) sign types:

- Building identification monument signs that vary 3' to 3'-6" in height and 7'-6" to 10' in length, with a maximum 20 square feet sign area (Exhibit A, pgs. 6 – 10);
- Vehicle directional signs that range between 9' to 9'-9" in height, 4'-6" in length, with an area of 31 to 45 square feet (Exhibit A, pgs. 11 – 14); and
- Parking lot identification signs that are 5' in height, 2' in length, with an area of 4 square feet (Exhibit A, pgs. 18 – 20).

The Kaiser Roseville Medical Center is a unique facility within Roseville, with the exception of the Sutter Roseville Medical center. The additional signage is internal to the site, and is structured to provide adequate and easy to follow signage for assisting emergency personnel and visitors in need of medical assistance. The granting of this Variance does not adversely affect surrounding properties, however, it is necessary for promoting public safety and accessibility to medical facilities.

The Roseville Police and Fire Departments have reviewed the proposed program and concur with the proposed number, location and size of on-site signage.

Sign Variance Conclusion

Staff has reviewed the quantity, size and location of the proposed signs for the Kaiser Roseville Medical Center. The signs are needed to eliminate confusion of emergency personnel and customers trying to

navigate through the complex, thereby promoting the health, safety and welfare of persons visiting the complex.

PLANNED SIGN PERMIT PROGRAM

In accordance with the provisions of the Sign Ordinance, two (2) specific findings must be made in order to approve the Planned Sign Permit Program. The required findings for a Planned Sign Permit Program are listed below and are followed by an evaluation.

1. *The proposed PSPP is consistent with the provisions and intent of the Roseville Sign Ordinance.*

The proposed sign program is not consistent with the provisions of the Sign Ordinance as the proposed sign program exceeds the allowable number, height and area of Directory and Directional Signs. However, should the Design Committee approve the associated Sign Variance then the sign program can be found consistent with the Sign Ordinance except as provided for by the Sign Variance.

Monument Entry Signs: The lineal frontage of the Kaiser Roseville Medical Center is approximately 5,895 feet. Pursuant to the Sign Ordinance complexes with lineal footage in excess of 1,000 feet are permitted a freestanding sign per street with a primary entrance. Currently there are three (3) primary entrances. There are three (3) monument signs at driveway entrances on Rocky Ridge Road, Lead Hill Boulevard, and Eureka Drive (4'-6" high by 10' to 11' in length, 45 to 49.5 square feet in area).

The proposed Planned Sign Permit Program (PSPP) includes four (4) monument entry signs (Exhibit A, pgs. 4 and 5). Approval of the proposed PSPP will replace the existing three (3) entry signs, with a new design that is 4' tall by 13'-3/4" at the three current locations (approximately 55 square feet in area, consistent with the Sign Ordinance maximum permitted area of 150 square feet and maximum height of fifteen feet). The PSPP includes installation of a fourth monument entry sign at the new Douglas Boulevard entrance following its construction. The number, height, and area of the four (4) monument entry signs are consistent with the Sign Ordinance. **Condition 2** is included to require the signs are installed in locations that meet setback criteria as contained in the Sign Ordinance.

Wall Signs: Major tenants are permitted an unlimited number of wall signs, with a maximum area of 200 square feet per use. The existing PSPP allows for four (4) wall signs for the Emergency Room, the public entrance and ambulance entrance to the emergency room, and a 'Kaiser Permanente' and logo sign.

The proposed PSPP would increase the number of wall signs to six (6). Three (3) would be located on the Hospital, one on the Douglas garage, one on the Medical Office Building II, and one on the Women and Children's Center (Exhibit A, pg. 29). The Ambulance entrance (17.5 square feet), the Emergency Room public entrance (12 square feet), and the Kaiser Permanente sign on the hospital tower (132 square feet) would total 161.5 square feet in area (Exhibit A, pgs. 21 and 26).

The areas of the remaining three (3) signs are:

- Douglas garage sign 83 square feet (Exhibit A, pg. 23);
- Medical Office Building II sign 192 square feet (pg. 27); and
- The Women's and Children's Center sign 192 square feet (pg. 25).

The number and area of the wall signs proposed in the PSPP are consistent with the Sign Ordinance standards.

2. *The proposed PSPP is in harmony with, and visually related to, the buildings within the Planned Sign Permit Program and the surrounding development.*

The proposed signs are designed to be compatible with the approved buildings and other directional signs within the complex. The Planned Sign Permit Program will provide continuity throughout the center through use of design and colors, with inclusion of the Kaiser Permanente logo. Implementation of the proposed PSPP will replace previously installed signs with signs consistent with the new PSPP.

CONCLUSION

Based on the unique nature of the Kaiser Roseville Medical Center and the need to provide clear directional signage, staff believes that approval of the Sign Variance is consistent with the intent of the Sign Ordinance. And as noted above, the findings can be made for approval of the Planned Sign Permit Program with approval of the Sign Variance. Therefore, staff recommends approval of a Sign Variance and Planned Sign Permit Program, as conditioned.

ENVIRONMENTAL DETERMINATION

The project is categorically exempt pursuant to Section 15311(a) of the California Environmental Quality Act (CEQA) Guidelines, on-premise signs.

RECOMMENDATION

The Planning Department recommends that the Design Committee take the following actions:

- A. Adopt the three findings of fact, as stated below, for approval of the SIGN VARIANCE - 1600 EUREKA ROAD (NERSP, PARCEL 12, KAISER ROSEVILLE MEDICAL CENTER) - FILE#: SV 05-05;
1. *There are exceptional or extraordinary circumstances or conditions applying to the land, buildings or signs involved which do not generally apply to other land, buildings or signs in the neighborhood.*
 2. *The granting of this variance is necessary for the preservation and enjoyment of substantial property rights of the applicant.*
 3. *The granting of this variance will not materially and adversely affect the health, safety or welfare of persons in the neighborhood, and will not be materially detrimental or injurious to property or improvements in the neighborhood.*
- C. Approve the SIGN VARIANCE as shown in EXHIBIT A with the Conditions as provided by PSPP 05-09 – 1600 EUREKA ROAD (NERSP, PARCEL 12, KAISER ROSEVILLE MEDICAL CENTER) - FILE#: SV 05-05.
- D. Adopt the two (2) findings of fact as stated below for the PLANNED SIGN PERMIT PROGRAM – 1600 EUREKA ROAD (NERSP, PARCEL 12, KAISER ROSEVILLE MEDICAL CENTER) - FILE # PSPP 05-09;
1. *The proposed PSPP is consistent with the provisions and intent of the Roseville Sign Ordinance.*
 2. *The proposed PSPP is in harmony with, and visually related to, the buildings within the Planned Sign Permit Program and the surrounding development.*

- E. Approve the PLANNED SIGN PERMIT PROGRAM – 1600 EUREKA ROAD (NERSP, PARCEL 12, KAISER ROSEVILLE MEDICAL CENTER) - FILE # PSPP 05-09 with the following three (3) conditions of approval.
1. The PSPP is approved as shown in Exhibit A and as conditioned or modified below. (Planning)
 2. Signs shall be located consistent with applicable setback requirements as required pursuant to the Sign Ordinance (Section 17).
 3. A Sign Permit and Building Permit are required prior to installation of any signage. (Planning, Building).

Note to Applicant and/or Developer: Please contact the Planning Department staff at (916) 774-5276 prior to the Committee meeting if you have any questions on any of the recommended conditions for your project. If you challenge the decision of the Committee in court, you may be limited to raising only those issues which you or someone else raised at the public hearing held for this project, or in written correspondence delivered to the Planning Director at, or prior to, the public hearing.

ATTACHMENTS:

1. Vicinity Map

EXHIBIT:

- A. Proposed Planned Sign Permit Program