



DESIGN REVIEW COMMITTEE

AGENDA ITEM

AGENDA DATE: DECEMBER 5, 2012

TO: Chair Woollett and Members of the Design Review Committee

THRU: Leslie Aranda Roseberry, Planning Manager

FROM: Robert Garcia, Associate Planner

SUBJECT: DRC No. 4635-12 – CHOC/ST. JOSEPH HOSPITALS WAYFINDING PROGRAM

SUMMARY

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

RECOMMENDED ACTION – RECOMMENDATION TO PLANNING COMMISSION

Staff recommends the DRC recommend approval of the proposal, subject to conditions of approval contained in the staff report and any conditions that the Design Review Committee (DRC) determines appropriate to support the required findings.

BACKGROUND INFORMATION

Applicant/Owner: CHOC and St. Joseph Hospitals

Property Location: 455 S. Main Street (CHOC lead applicant)

General Plan Designation: Public Facilities Max 0.5 FAR/Institutions Max. 2.0 FAR

Zoning Classification: Public Institution (P-I) and Office Professional (O-P)

Existing Development: Hospital Campuses

Property Size: 37 acres approximately

Associated Applications: CUP No. 2882-12

Previous DRC Project Review: None

PUBLIC NOTICE

No Public Notice was required for this project.

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 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 applicants, CHOC and St Joseph Hospitals, are proposing a new uniform wayfinding sign program. The wayfinding signs will consist of wall mounted, freestanding and pedestrian mounted signage. The design of the program is in keeping with the form and finish of the new CHOC south tower.

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.

The following components are included in the proposed sign program:

- Provides provisions for City staff approval of future signage that is consistent with the wayfinding sign program.
- Contains provisions for quality control of manufactured signs.
- Provides standards for on building and freestanding signs
- A uniformed appearance, with some differences for hospital identification

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

Orange Municipal Code	Proposed Sign Program
<p>17.36.070 Freestanding Signs One freestanding sign shall be permitted for each parcel with frontage measuring up to four hundred (400) feet along an arterial street. Parcels with more than four hundred (400) feet of frontage may have one additional freestanding sign for each four hundred (400) foot increment. The maximum area of such signs may be one-half square foot per lineal foot of parcel frontage upon the adjacent arterial street, with a maximum area of one hundred sixty (160) square feet. Ten percent of the sign area must be devoted to the development’s title and address. A Maximum height of 15 feet is allowed.</p>	<p>Deviation There may be more than one wayfinding freestanding sign regardless of the parcel’s frontage and regardless of the street’s designation. Freestanding signs may be over 15 feet tall, in excess of the sign code allowance. The sign program would memorialize an allowance of 17-foot high signs. Center identification and addressing would not occur on wayfinding signs.</p>

Orange Municipal Code	Proposed Sign Program
<p>17.36.080 Wall Signs The number of wall signs permitted on each building elevation shall be no greater than the number of tenants in a building. One additional 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.</p>	<p>Deviation There may be more than one wayfinding sign on a building elevation regardless of linear feet of the building wall.</p>
<p>17.36.150 - Special Purpose Sign Regulations On-Site Directional Signs shall not exceed an area of six square feet and a height of 42 inches.</p>	<p>Deviation The wayfinding signs will exceed an area of six square feet and a height of 42 inches.</p>

EXISTING SITE

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 access, drive aisles, and private right-of-way.

EXISTING AREA CONTEXT

The project site is primarily bordered on the north by residential structures zoned R-1-6 and R-3, on the east by residential structures zoned R-3 and offices uses zoned O-P, on the west by commercial uses zoned NMU on Main Street and on the south by SR-22.

EVALUATION CRITERIA

O.M.C. Section 17.10.070 establishes the general criteria the DRC should use when reviewing the project. This O.M.C. Section states the following:

The project shall have an internally consistent, integrated design theme, which is reflected in the following elements:

Signage

- All signage shall be compatible with the building(s) design, scale, colors, materials and lighting.

ANALYSIS/STATEMENT OF THE ISSUES

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.

ADVISORY BOARD RECOMMENDATION

None

STAFF RECOMMENDATION AND REQUIRED FINDINGS

The courts define a “Finding” as a conclusion, which describes the method of analysis decision makers utilize to make the final decision. A decision making body “makes a Finding,” or draws a conclusion, through identifying evidence in the record (i.e., testimony, reports, environmental documents, etc.) and should not contain unsupported statements. The statements, which support the Findings, bridge the gap between the raw data and the ultimate decision, thereby showing the rational decision making process that took place. The “Findings” are, in essence, the ultimate conclusions which must be reached in order to approve (or recommend approval of) a project. The same holds true if denying a project; the decision making body must detail why it cannot make the Findings.

The Findings are applied as appropriate to each project. Based on the following Findings and statements in support of such Findings, staff recommends the DRC recommend approval of the wayfinding sign program with recommended conditions.

1. *In the Old Towne Historic District, the proposed work conforms to the prescriptive standards and design criteria referenced and/or recommended by the DRC or other reviewing body for the project (OMC 17.10.070.F.1).*

This project site is not within the Old Towne Historic District; therefore, this finding does not apply.

2. *In any National Register Historic District, the proposed work complies with the Secretary of the Interior’s standards and guidelines (OMC 17.10.07.F.2).*

This project site is not within the National Register Historic District; therefore, this finding does not apply.

3. *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 (OMC 17.10.07.F.3).*

The wayfinding sign program as proposed will provide for an internal consistency in regards to the sign scale, sign type and sign size. The integrated theme of the sign program will help to uphold the aesthetics of the community. The wayfinding sign program fits into the existing hospital campuses.

4. *For infill residential development, as specified in the City of Orange Infill Residential Design Guidelines, the new structure(s) or addition are compatible with the scale, massing, orientation, and articulation of the surrounding development and will preserve or enhance existing neighborhood character (OMC 17.10.07.F.4).*

This project is not an infill residential development; therefore, this finding does not apply.

CONDITIONS

The recommended approval of this wayfinding sign program is subject to the following conditions:

1. The project shall conform in substance and be maintained in general conformance with plans and exhibits date labeled (*December 5, 2012*), including any modifications required by conditions of approval, and as approved by the Design Review Committee.
2. Any modifications to the plans as a result of other Department requirements such as Building Codes, water quality, Fire, or Police shall be submitted for review and approval to the Community Development Director or designee. Should the modifications be considered substantial, the modifications shall be reviewed and approved by the Design Review Committee.
3. When signs are removed, the building(s) will be repaired so that the patchwork is not visible. The materials used to patch the holes shall be the same material, color, and texture as the building. If glue is used, excess glue shall be removed and the building restored to its original condition.
4. Graffiti shall be removed from the exterior walls and windows of the licensed premises within 72 hours of discovery.
5. The applicant agrees to indemnify, hold harmless, and defend the City, its officers, agents and employees from any and all liability or claims that may be brought against the City arising out of its approval of this permits, save and except that caused by the City's active negligence. The City shall promptly notify the applicant of any such claim, action, or proceedings and shall cooperate fully in the defense.
6. The applicant, business owner, managers, successors, and all future assigns shall comply with all Federal, State and local laws, including all City regulations. Violation of any of those laws in connection with the use will be cause for revocation of this permit.
7. Construction permits shall be obtained for all construction work, as required by the City of Orange, Community Development Department's Building Division. Failure to obtain the required building permits will be cause for revocation of this permit.
8. If not utilized, project approval expires twenty-four months from the approval date. Extensions of time may be granted in accordance with OMC Section 17.08.060. The Planning entitlements expire unless Building Permits are pulled within 2 years of the approval.

ATTACHMENTS

1. Vicinity Map
2. Proposed Wayfinding Program

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