



CITY OF POMONA

PLANNING COMMISSION REPORT

DATE: August 9, 2017

TO: Chairman and Members of the Planning Commission

FROM: Planning Division

SUBJECT: **SIGN VARIANCE (SIGNVAR 7206-2017):**

A request for a Sign Variance to allow a projecting sign of approximately twenty (20) square feet rather than six (6) square feet on the urgent care facility at the Casa Colina Hospital located at 255 E. Bonita Avenue in the Urban Neighborhood zone of the Pomona Corridors Specific Plan.

STAFF RECOMMENDATION

The Planning Division recommends that the Planning Commission adopt the attached Resolutions (Attachment 1) approving the Sign Variance (SIGNVAR 7206-2017), subject to conditions.

PROJECT/APPLICANT INFORMATION

Project Location:	255 E. Bonita Ave.
APN Information:	8366-001-032
Project Applicant:	Casa Colina Hospital and Centers for Healthcare
Property Owner:	Casa Colina Hospital and Centers for Healthcare
CC District:	District # 6
Historic/CBD:	Not Applicable
Specific Plan:	Pomona Corridors Specific Plan

PROJECT LOCATION

The proposed sign will be located on the existing urgent care building on the Casa Colina Hospital campus. The building is in the south-central part of the campus near Bonita Avenue (see Attachment 2).

PROJECT DESCRIPTION

The applicant, Casa Colina Hospital and Centers for Healthcare, is proposing add a projecting sign on the easterly wall of the urgent care facility, facing south towards Bonita Avenue. The applicant is requesting a Sign Variance (SIGNVAR 7206-2017) to allow a projecting sign of approximately twenty (20) square feet in area where six (6) square feet is permitted. The applicant has stated that the reason for the sign is that significant numbers of patients currently have difficulty finding the urgent care facility, even approaching staff to ask for directions.

Applicable Code Sections

Projecting signs with a maximum area of 6 square feet are permitted in the Urban Neighborhood Center of the Pomona Corridors Specific Plan. Deviations from the development standard requires approval by the Planning Commission as a Sign Variance as provided by Section .503.K (Signs).

Surrounding Land Use Information

The subject site is the urgent care facility, located in the south-central part of the Casa Colina Hospital property. The proposed sign will be on the property at 255 E. Bonita Avenue. The site is developed as a hospital, urgent care and long-term care facility. Single family neighborhoods are located north, west and east of the hospital campus. Properties on the south side of Bonita include a fire station and low rise light industrial east of the site and medical offices west of the site.

The following table summarizes the surrounding land uses, zoning and general plan designations for Commission consideration.

Land Use Summary Table

	Existing Land Use	Zoning Designation	General Plan Designation
Project Site	Urgent care facility on the Casa Colina campus	PCSP Urban Neighborhood	PCSP
North	Single Family Residential	R-1-7,500	Residential Neighborhood
South	Light Industrial, Medical Office and Fire Station	M-Special Industrial	Transit Oriented District: Neighborhood and Special Industrial
East	Single Family Residential	R-1-7,500	Residential Neighborhood
West	Single Family Residential	R-1-PD - Low Density Single Family/Multiple Family PD	Neighborhood Edge

ZONING COMPLIANCE ANALYSIS

Site Development Standards

Since the project involves the installation of a sign, the proposed project is subject to specific development standards for signs contained Section 2.9 of the Urban Neighborhood standards of the Pomona Corridors Specific Plan. Staff has evaluated the proposed project and determined that it is in compliance with the minimum development standards in with the exception of the area of the sign.

Sign Inventory Summary Table

Development Standards	Required	Project	Compliance
	Projecting Sign		
Number	2 per business entity	1	Yes
Setback	0'	>200' from street	Yes
Size	Six (6) square feet	Approx. twenty (20) square feet	NO*

* Variance needed

ISSUES ANALYSIS

Issue 1: Land Use Compatibility/Neighborhood Context

The applicant is proposing to add a new projecting sign to the urgent care building. Projecting signs are limited to 6 square feet generally because they are intended to project over the public sidewalk and supplement other signs that identify the business. In this case, the projecting sign functions more as a directional sign, guiding people to the location of the urgent care facility as they enter the main vehicular driveway off of Bonita Avenue. Directional signs are limited to 4 square feet and four feet in height, so whether the proposed sign is a projecting sign or a directional sign, it is subject to a sign variance.

Given how far the proposed sign is from the street, the size appears reasonable. It does not appear that will be incompatible with the overall land use or out of context in the neighborhood.

Issue 2: Specific Plan Conformity

The proposed sign variance will be compatible with and will help promote the following policy of the Pomona Corridors Specific Plan:

“Support the Continued Presence, Improvement, and Expansion of Existing Commercial Development along the Corridors.”

The proposed sign will enhance the visibility of the urgent care facility and will help patients more quickly get the help they seek. Therefore, approval of the proposed sign variance is consistent with the City policy of encouraging private development.

Issue 3: Zoning Ordinance Compliance

Staff has evaluated the proposed sign variance and has determined that the proposed project complies with the development standards of the Urban Neighborhood center of the Pomona Corridors Specific Plan, with the exception of the requested Variance (see Issue 4: Variance Request). In addition, the proposed Variance request is consistent with the City of Pomona Zoning Ordinance, which allows such Variances provided that the appropriate findings are made by the Planning Commission. With the appropriate findings and conditions, granting this Sign Variance will not adversely affect the General Plan or the Zoning Ordinance.

Issue 4: Variance Request

Staff has evaluated the proposed sign and has determined that the proposed sign complies with the Urban Neighborhood center of the Pomona Corridors Specific Plan, with the exception of the Variance request for a sign of approximately 20 rather than 6 square feet.

In order to approve the Variance, certain findings must be made to justify its approval. Per Pomona Zoning Ordinance, Section .560.A, such justification includes that the property has unique characteristics related to its size, shape, topography or location that would otherwise deprive the property of rights and privileges enjoyed by other properties in the same vicinity and zoning classification.

Staff believes that justification exists on the subject site for the requested Variances to exceed the maximum allowable size for projecting signs. The sign will be over 200 feet from the street. It is not in the typical location of a projecting sign above a sidewalk. The sign is not intended to increase the number of patients visiting the facility; rather, it provides directions to patients seeking treatment. The size and shape of the projecting sign appear reasonable in the context of the location, need and building design.

The proposed design of the sign includes details that give it an Art Deco appearance—the font, the curved upper-right corner of the cabinet, vertical bands on the right side of the sign and exposed neon detailing. These design features are not typically combined with Spanish style developments, however the combining of different architectural styles creates an interesting signage theme for this structure. The proposed sign will be highly visible and remove any confusion to patients and those entering the campus looking for the urgent care entry door during times of medical emergencies.

ENVIRONMENTAL ANALYSIS/DETERMINATION

The proposed project was reviewed in accordance with the California Environmental Quality Act (CEQA) guidelines. The proposed project meets the criteria for a Categorical Exemption under Section 15303 (Class 3 – New construction or conversion of small structures) of the CEQA Guidelines. The proposed project is consistent with the categorical exemption; therefore, no further environmental review is required.

PUBLIC COMMUNICATIONS

A copy of the public hearing notice was published on July 27, 2017, in the Inland Valley Daily Bulletin and was sent to the owners and occupants of properties within a 400-foot radius of the subject site on July 27, 2017 (Attachment 4). As of the date of this staff report, staff has not received any correspondence either for or against the proposed project.

CONCLUSION

The Sign Variance allows for the projecting sign to be approximately 20, rather than 6, square feet. With the conditions of approval, the sign will be compatible with the design of the hospital campus buildings. The installation of the sign will promote the continued operation of the hospital and allow patients to more quickly arrive at the facility. Based on staff's analysis of the issues and recommended conditions of approval, the proposed project will be compatible with adjacent land uses and will not result in any negative impacts to the surrounding neighborhood.

RECOMMENDATION

The Planning Division recommends that the Planning Commission adopt the attached Resolution (Attachments 1) approving the Sign Variance Program (SIGNVAR 7206-2017), subject to conditions.

Respectfully Submitted:

Prepared by: Jeff Hamilton, Contract Planner



Brad Johnson
Planning Manager

PC ATTACHMENTS:

- 1) Draft PC Resolution for (SIGNVAR 7206-2017)
- 2) Project Vicinity Map and Aerial Photo
- 3) Project Plans
- 4) 400' Radius Map and Public Hearing Notice