

**AGENDA ITEM**

**TO:** Planning and Zoning Commission

**FROM:** Brandon Opiela, Senior Planner

**SUBJECT:** Conduct a Public Hearing to Consider/Discuss/Act on the Request by Baylor Healthcare Systems, for Approval of a Comprehensive Sign Package for Baylor Hospital, Approximately 57.75 Acres, Located on the Northwest Corner of Lake Forest Drive and U.S. Highway 380 (University Drive).

**APPROVAL PROCESS:** The recommendation of the Planning and Zoning Commission will be forwarded to City Council for final approval at the October 18, 2011 meeting.

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**STAFF RECOMMENDATION:** Staff recommends approval of the proposed comprehensive sign package.

**APPLICATION SUBMITTAL DATE:** September 12, 2011 (Original Application)

**ITEM SUMMARY:** The applicant is proposing a comprehensive sign package for Baylor Hospital, on approximately 57.75 acres, at the northwest corner of Lake Forest Drive and U.S. Highway 380 (University Drive). The hospital is currently under construction and will feature a 465,110 square foot, 6-story hospital building and an 87,750 square foot physician's office building.

The governing planned development district ordinance (PD 2007-07-068) states, "signage shall be submitted as a comprehensive sign package (including elevations), subject to review and approval by City Council either prior to or as part of the site plan process." The approved site plan (08-094SP) for the subject property has been modified twice and was most recently approved on July 27, 2010. Although the language in the governing planned development district states that the sign package shall be approved prior to or as part of the site plan process, each time the associated site plans were to be approved by the Planning and Zoning Commission, the applicant was not prepared to formally submit a comprehensive sign package at such early stages of design and construction of the site. Therefore, Staff feels the sign package should be considered by the Planning and Zoning Commission (as it would have been in conjunction with site plan approval), with a recommendation forwarded on to City Council for final approval.

The applicant has provided a comparative matrix (see Exhibit A - attached) illustrating the difference between the proposed sizes of each sign versus what is currently permitted by the City of McKinney Sign Ordinance, and has also compiled illustrations and details of each proposed sign on the campus (see Exhibit B - attached).

**PROPOSED SIGNAGE CHANGES:** The applicant has indicated in the letter of intent that the proposed comprehensive sign package will simplify traffic flow and ease the patient/visitor experience, in addition to creating community awareness. The applicant has also stated that some visits to a medical facility can be under extremely high stress times and the proposed sign package can provide a clearly marked path to aid in arriving at their correct destination.

The applicant has provided details for different sign types including building mounted, perimeter ground monument, and interior wayfinding signage. As stated above, the attached Exhibit A details the sign heights and effective sign areas for each of the proposed signs in contrast to what the current signage regulations for the City permit. The applicant has provided a greater level of detail for each proposed sign, as shown on Exhibit B.

With regard to building mounted signage, the applicant has proposed an increased letter height for signs 1.104 and 1.106, while maintaining an effective sign area far below what is allowed by the ordinance. Staff feels that the minimal increase in letter height remains appropriate for a building of this scale, particularly in conjunction with a significant setback from the adjacent thoroughfares (approximately 700 feet from both Lake Forest Drive and U.S. Highway 380).

With regard to perimeter ground monument signage (3.104-3.106, 4.101, and 4.102), the applicant has proposed an increase in the number of allowed signs along the street frontages by two (in effort to keep emergency response vehicles and public vehicles separated), taller sign heights for all ground monument signs (increasing the height by approximately 2-2.5 feet), and an increase to the effective sign area for the corner/intersection monumentation (3.106). Although the applicant has requested an increase in sign height for all of the proposed monument signage, the effective sign areas for 4 out of the 5 monument signs maintain a square footage well below the maximum allowed per City regulations. The proposed increase in effective sign area for the "Corner Development Identity" monument sign (3.106) will allow for the brand identity to be integrated into a water feature wall with associated landscaping (see attached photos of similar signage at Baylor All Saints Medical Center in Fort Worth, Texas). Staff is comfortable supporting the increase in sign area for the corner monument and feels that the scale of the proposed monumentation is appropriate for a campus this large.

With regard to interior wayfinding signage, the applicant has proposed to limit the number of signs to eleven (there is currently no limit to the number of interior wayfinding signs) while increasing the effective sign areas for these signs. The applicant has indicated this change is necessary due to the complexity of the site and need for larger messages on each of these signs to help guests/patients navigate the site. Staff feels that the proposed minimal increase in effective sign area has been adequately mitigated by limiting the number of interior wayfinding signs on site.

Staff has evaluated the proposed sign matrix, sign location maps, and sign elevations, and feels that the proposed comprehensive sign package has been appropriately scaled for a large regional hospital use, located at the intersection of a major regional highway and major arterial roadway. Staff is of the opinion that the proposed increases in height, number, and effective sign area for a portion of the signage has also been appropriately balanced by reductions in the number of signs and effective sign areas for the balance of the proposed signage. Since the applicant has proposed only marginal increases for a portion of the signage, while keeping the overall project signage lower than what could have been allowed by the City of McKinney Sign Ordinance, Staff recommends approval of the proposed comprehensive sign package.

**SURROUNDING ZONING AND LAND USES:**

Subject Property: “PD” – Planned Development District Ordinance No. 2007-07-068 (Hospital Uses)

North	“PD” – Planned Development District Ordinance No. 1623, and as amended (Residential Uses)	Waterside Subdivision (Single Family Residences)
South	“BG” – General Business District (Commercial Uses)	Future Wilson Creek Crossing Medical Office Complex (08-426SP)
East	“PD” – Planned Development District Ordinance No. 1478 (Commercial, Office, Residential Uses)	High Ridge Estates; Undeveloped
West	“O” – Office District (Office Uses); Unzoned - “ETJ” – Extraterritorial Jurisdiction	Ready Cable Inc. (RCI); Undeveloped

**OPPOSITION TO OR SUPPORT OF REQUEST:** Staff has received no comments in support of or in opposition to this request.

**ATTACHMENTS:**

- Maps
- Letter of Intent
- Photographs of Signage at Baylor All Saints Medical Center - Fort Worth, TX.
- Governing Planned Development District Ordinance No. 2007-07-068
- Exhibit A - City Allowance vs. Proposed Signage Sign Matrix
- Exhibit B - Proposed Sign Locations and Elevations
- PowerPoint Presentation