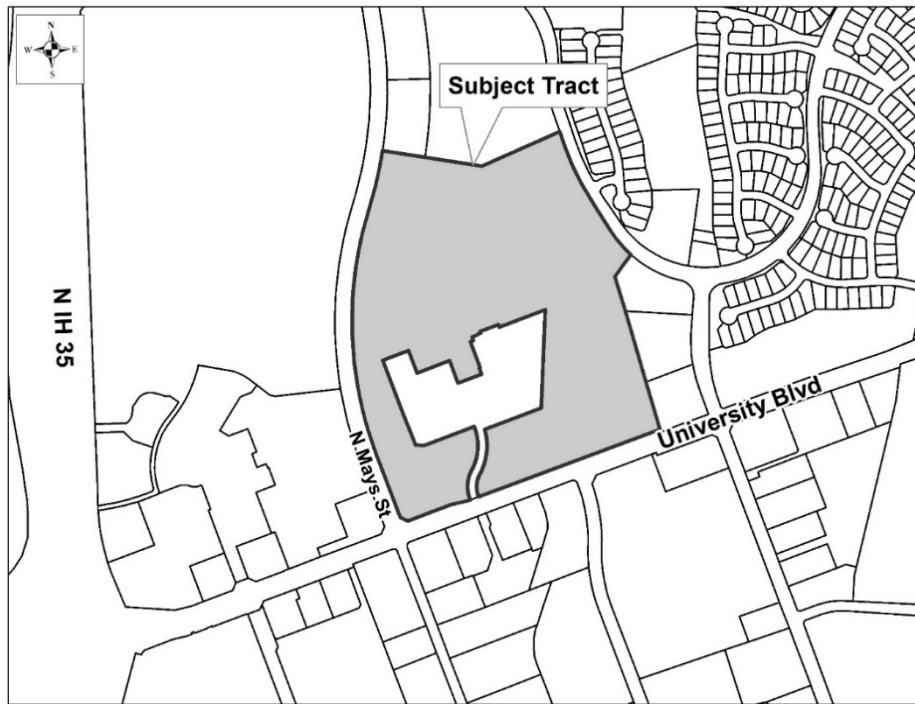


# **SIGN EXCEPTION REQUEST**

## **Baylor Scott and White Cancer Center**



See Exhibit A and B for site details.

**SIGN EXCEPTION REQUEST:** Permit a sign in an area that is not in compliance with the Code of Ordinances, Chapter 30 – Sign Code.

**BACKGROUND:** During the construction of the new Baylor Scott & White Cancer Center, a sign application was not submitted by the contractor or sign company prior to the installation of the signs. When this was discovered by staff, the contractor was asked to submit a sign permit application. Upon review of the application, the wall signs were found to be in compliance with the Sign Code. However, while the new Cancer Center monument sign (heretofore referenced as the Subject Sign) is within the height and square footage allowed by the Sign Code, the spacing between freestanding signs is an issue. The location of the Subject Sign is within 400 linear feet of an existing sign, which is not permitted by Code.

Section 30-10 – Freestanding Sign Standards for a monument sign on a lot larger than 5 acres states there must be a minimum of four hundred (400) feet from any other monument, pylon, pillar, post/panel or armature sign on a site. The distance between the Subject Sign and the emergency room entrance sign is 295 linear feet.

Several alternate locations along University Avenue and between University and the current location on N. Mays St. were studied to try and achieve the distance requirement for

**SIGN EXCEPTION REQUEST**  
**Baylor Scott and White Cancer Center**

the Subject Sign. Each alternate location has constraints such as utility easements and existing established trees.

The applicant is seeking to obtain approval from the Zoning Board of Adjustment to allow the Subject Sign to remain in its current location.

TIMELINE:	October 2015: Applied for a Site Development Permit  March 2016: Site Development Permit was issued.  September 2017: Signs installed without a sign permit were discovered and a sign permit application was submitted.  February 2018: The first Sign Exception application was submitted. A revised application was submitted March 1, 2018.
DATE OF ZBA REVIEW:	March 13, 2018
SITE DESCRIPTION:	Lot 1A of the Replat of Lot 1, Block A, Scott and White Subdivision Section One
ZONING:	Public Facility – High Intensity (PF-3)
LAND USE:	Medical Facilities
LOCATION:	North of the northeast corner of University Avenue and N. Mays Street.
ADJACENT LAND USE:	North: Multi-Family and undeveloped South: Retail and restaurants East: Teravista MUD – Single family and retail West: PUD 59 and 60 - Retail
STAFF ANALYSIS:	According to the purpose of the Sign Code, the code seeks to allow signs to communicate effectively and direct the public. After further assessment of the surrounding conditions, staff agrees the best location for the Subject Sign is in its current location. Not only does the Subject Sign mark the entrance to the Cancer Center, it also has an arrow directing emergency room traffic to the driveway closest to the Emergency Room thus helping to direct traffic for the quickest possible arrival to the Emergency Room. Also, none of the existing trees required by the Baylor Scott & White developments would need to be removed and the Subject Sign is located outside utility easements.

## **SIGN EXCEPTION REQUEST**

### **Baylor Scott and White Cancer Center**

Staff has determined that this exception meets the following criteria listed in Sec. 30-16(a) that apply to this sign. The following was considered in the review of a permit application for an exception for a sign:

- 1) The existence of specific site opportunities or constraints.
- 2) Consideration for novelty signs or signs that have a structure that does not conform to freestanding sign types or building sign types listed in Sec. 30-8 and 30-10.
- 3) Situations where a sign's view is obscured by building setbacks, surrounding buildings, existing trees, or elevated roadways.
- 4) New and/or innovative concepts in sign manufacturing which are not specifically addressed in this Chapter.

In order for an exception to the sign regulation to be approved, the Zoning Board of Adjustment shall find that, in accordance with Sec. 30-16(b):

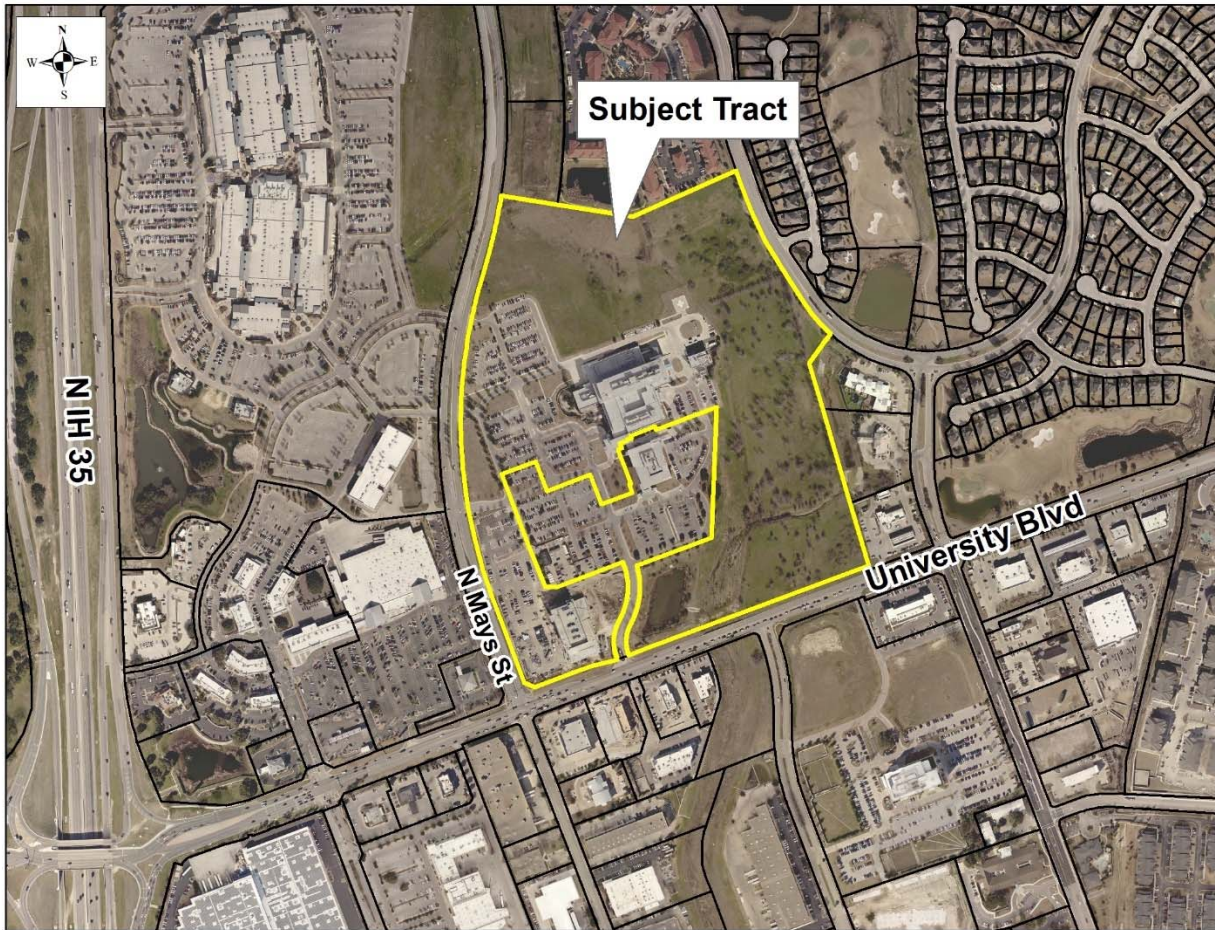
- 1) There are no associated vehicular safety issues that would result from the location of the signs.
- 2) The sign is compatible with the surrounding development.
- 3) The signs do not result in reduced compliance with regulations in other chapters of the City Code.
- 4) The signs' locations meet the requirements pertaining to easements in this chapter.
- 5) The exception is not being used to allow a sign type that would not otherwise be permitted by this chapter, with the exception of those meeting the criteria of 30-16-(a)(2) or (4).

#### **STAFF CONCLUSION:**

Staff supports the proposed exception request. By allowing the Subject Sign to remain in its current location, staff feels the existing Emergency Room and the new Cancer Center have the necessary signage to quickly direct patients to their intended location.

**SIGN EXCEPTION REQUEST**  
**Baylor Scott and White Cancer Center**

**Exhibit A**  
**Aerial**





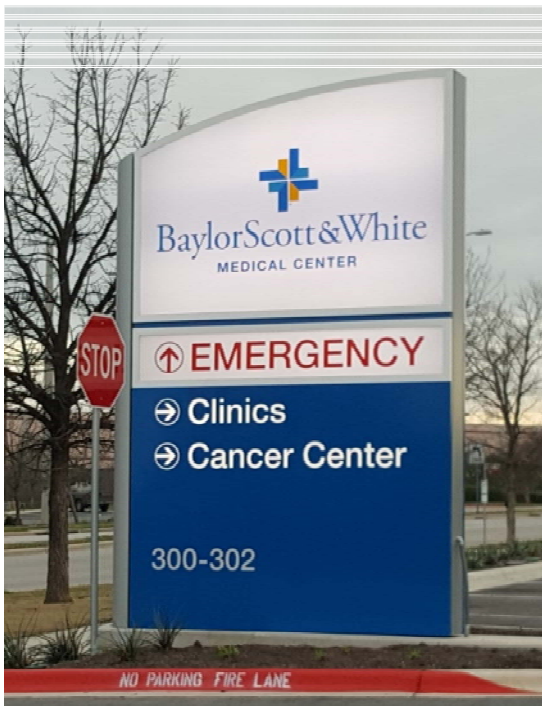
**SIGN EXCEPTION REQUEST**  
**Baylor Scott and White Cancer Center**

**Exhibit B**  
**Closeup Aerial**



**SIGN EXCEPTION REQUEST**  
**Baylor Scott and White Cancer Center**

**Sign Photographs**



**New Cancer Center Sign**



**Existing Emergency Entrance Sign**



**Both Signs**



**SIGN EXCEPTION REQUEST**  
**Baylor Scott and White Cancer Center**



**Alternate location along University Blvd.**



**Alternate location along N. Mays St.**