



## PLANNING COMMISSION STAFF REPORT

Originator <b>Joyce Repya</b> Senior Planner	Meeting Date <b>March 11, 2015</b>	Agenda # <b>VI. A.</b> <b>B-15-6</b>
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**Recommended Action:** Approve the variance as requested.

### Project Description

Fairview Southdale Hospital, 6401 France Avenue is requesting a variance to allow three wall signs on the north face of the building to identify the new Carl N. Platou Emergency Center.

See attached sign plan – Figures 1. A. - 5.C.

### INFORMATION/BACKGROUND

Fairview Southdale Hospital is proposing to provide building identification and way-finding signage on the north elevation of the new emergency center. The signs proposed include:

1. EMERGENCY - Red letters mounted on top of a raceway above the canopy - 75.88 sf
2. EMERGENCY/URGENT CARE - Cabinet sign suspended below canopy - 11.5 sf
3. CARL N. PLATOUEMERGENCY CENTER - Individual Letters on NW wall - 107 sf

Edina's sign code # 36 - 1715 provides for one wall sign and one monument sign per street frontage in the RMD, Regional Medical District. The first sign may not exceed 80 square feet in area, and a maximum of 40 square feet is established for any additional signs, for a total sign area not to exceed 120 square feet per frontage. Currently there is one sign on the north elevation facing the Crosstown Highway measuring 272 square feet, advertising Fairview Southdale Hospital that was approved by a variance in 2011, which replaced a 249 square foot penthouse sign approved through a variance in 1970.

Most of the signage on all frontages of the hospital has been approved through the variance process, due to the unique use and signage needs of the hospital which are not provided for in the RMD section of the City's sign ordinance.

**SUPPORTING INFORMATION**

**Surrounding Land Uses**

Northerly: The Crosstown Highway  
 Easterly: Medical Office Building  
 Southerly: Medical Office Building  
 Westerly: Parking Ramp

**Existing Site Features**

Fairview Southdale Hospital, 6401 France Avenue, zoned RMD Regional Medical District is an 8-story structure with street frontages to the north (Crosstown Highway), west (France Avenue), and south (W. 65<sup>th</sup> Street).

**Planning**

Guide Plan designation: RMD, Regional Medical District  
 Zoning: RMD, Regional Medical District

**Sign Design**

Sign Area is defined by City Code as the smallest rectangle which can be made to circumscribe the letters, message, symbol, logo, or figure inscribed into or directly onto a building. When evaluating a sign with individual letters, the tallest portion of a sign, to include ascending or descending letters, dictates the height of the entire sign.

**Compliance Table**

<b>RMD Maximum Sign Area</b>	<b>Existing Signage</b>	<b>Variance requested</b>
1 wall sign and one freestanding sign per frontage 120 square feet total	*272 sf wall sign for "Fairview Southdale Hospital" allowed through a variance in 2011	3 additional wall signs *Emergency - 75.88 sf *Emergency/Urgent Care - 11.5 sf *Carl N. Platou Emer. Center - 107 sf
80 square feet for the first sign (buildings in excess of 4 stories)		
40 square feet for additional signs		

\* **Variance Required**

**Primary Issues**

- **Is the proposed sign reasonable for this site?**

Yes. Staff believes the proposal is reasonable for following reasons:

1. The hospital, being a regional medical facility is a unique land use in the RMD, Regional Medical District with signage requirements unlike those of similarly zoned properties; and which are not provided for in the sign ordinance.
2. The proposed signs will provide necessary identification and way-finding for the new emergency center.

- **Is the proposed variance justified?**

Yes. Staff believes the proposal is justified for the following reasons:

1. The proposed signs are designed to be in proportion with the building elevation and provide the maximum visibility to emergency vehicles and patients from the Crosstown Highway and southbound on France Avenue.
2. The new location of the emergency center from the south side of the building requires clear and immediate way-finding for those seeking the emergency services.

**Minnesota Statutes and Edina Ordinances require that the following conditions must be satisfied affirmatively. The Proposed Variance will:**

**1) *Relieve practical difficulties that prevent a reasonable use from complying with ordinance requirements.***

Reasonable use does not mean that the applicant must show the land cannot be put to any reasonable use without the variance. Rather, the applicant must show that there are practical difficulties in complying with the code and that the proposed use is reasonable. "Practical difficulties" may include functional and aesthetic concerns.

Staff believes the proposed variance is reasonable. The practical difficulty is the location of the emergency room facing Crosstown Highway. Direct access to the site is off 65<sup>th</sup> Street. The location proposed for the signs provides for necessary visibility for the new emergency center from the Crosstown Highway and southbound France Avenue.

**2) *There are circumstances that are extraordinary to the property, not applicable to other property in the vicinity or zoning district?***

The circumstances are unique for this site. This is the only regional hospital within this zoning district.

**3) Will the variance be in harmony with the general purposes and intent of the sign ordinance?**

Yes. The signs have been designed to be in proportion to the facades where they are proposed. Furthermore, the proposed signs are consistent with the design and fabrication standards of the current building signs that have been approved.

**4) Will the variance alter the essential character of the neighborhood?**

No. The proposed signs will not alter the essential character of the neighborhood. The signs will front the Crosstown Highway. The general and sole purpose of the signs is to identify the emergency center for the hospital. Illumination of the signs will be internal, with no exposed light sources or light pollution.

**Staff Recommendation**

Approve the requested variances based on the following findings:

1. The proposal meets the required standards for a variance, because:
  - a. The proposed variances are reasonable since the proposed wall signs will provide necessary identification of the hospital's emergency center for patients and emergency vehicles on the Crosstown Highway.
  - b. The practical difficulty is caused by the location of the emergency room located on Crosstown Highway, which does not have direct access. Access to the site is off 65<sup>th</sup> Street. Visibility to the site from France and the Crosstown is vital.
  - c. The signs have been designed to be in proportion to the facades where they are proposed
2. This circumstances of the location of the emergency room, and the regional hospital are unique to this site. Granting variances would not set a precedent for similar requests.

Approval of the variances are subject to the following conditions:

1. The site must be developed and maintained in conformance with the following plans:
  - Site Plan date stamped February 10, 2015.
  - Sign plans and elevations date stamped February 10, 2015.

**Deadline for a city decision:** April 11, 2015

### Attachment to Fairview Southdale Hospital's Exterior Sign Variance Request

Fairview Southdale Hospital is seeking approval to install three new exterior signs on the new Carl N. Platou Emergency Center. This new facility, being built as an extension of the existing hospital, will provide great emergency care to residents of Edina and other surrounding communities,

As you can see in the attached renderings, the total visual impact to the front of our hospital is fairly minimal. While we acknowledge that the additional signs technically put us over the current allowed area by ordinance, we would ask that consideration and approval be given in this instance due to the unique nature of a hospital in a Regional Medical District.

We are asking approval for three (3) signs:

- (1) The bold, individually mounted red letters on the top of the canopy by the center's main entrance are the principal sign identifying the center. It is critically important to people who pass by the hospital or are approaching the hospital to constantly be aware of the fact that there is an emergency department at this location. This main sign will serve as a strong visual reminder of that fact.
- (2) The sign hanging on the bottom side of the canopy will help patients arriving by car to identify the exact location of the front door to the center. People coming to an ER are frequently in a state of anxiety or stress and everything we can do to help direct them to the point of entry is important. As you will note, this facility will also have Urgent Care services and this will be the main entry for that service as well.
- (3) The sign on the second level facade honors a man who is so important to the hospital that the center is being named in his honor. Carl N. Platou was almost solely responsible for the fact that there is a hospital on this site today. His name is known in healthcare circles throughout the Twin Cities, the state of Minnesota and nationally. The hospital is recognized as the first "branch" hospital of a major healthcare provider in the country. Were it not for his vision, drive and tenacity, Fairview Southdale Hospital may well not have come to be. We are in a position to honor him and would like to do so by placing his name on the second level of the new center.

We have proudly served the residents of Edina and surrounding communities since 1965. This new Carl N. Platou Emergency Center will provide great service to a larger number of people in need of emergency care. When we open our doors later this year, it will be our 50<sup>th</sup> year serving these communities. We can think of no better gift to give the city on our anniversary. Please allow us the opportunity to sign our new building properly and in the manner shown on the renderings.



# VARIANCE APPLICATION

CASE NUMBER B-15-10 DATE 2/10/2015  
FEE PAID \$450.00 ✓

City of Edina Planning Department \* [www.cityofedina.com](http://www.cityofedina.com)  
4801 West Fiftieth Street \* Edina, MN 55424 \* (952) 826-0369 \*  
fax (952) 826-0389

FEE: RES - \$450.00 NON-RES - \$700.00

**APPLICANT:**

NAME: ROBB A. GRUMAN (Signature required on back page)  
ADDRESS: 2450 RIVERSIDE AVE. MPLS., MN. 55454 PHONE: 612-273-2222  
EMAIL: rgruman1@fairview.org

**PROPERTY OWNER:**

NAME: FAIRVIEW HEALTH SERVICES (Signature required on back page)  
ADDRESS: 2450 RIVERSIDE AVE., MPLS., MN. 55454 PHONE: \_\_\_\_\_

**LEGAL DESCRIPTION OF PROPERTY (written and electronic form):**

(see attached)

\*\*You must provide a full legal description. If more space is needed, please use a separate sheet.  
Note: The County may not accept the resolution approving your project if the legal description does not match their records. This may delay your project.

PROPERTY ADDRESS: 6401 FRANCE AVE. So. EDINA, MN. 55435

PRESENT ZONING: RMD P.I.D.# 29-028-24-23-0169

**EXPLANATION OF REQUEST:**

Variance required to provide necessary exterior signage for the new Carl N. Platow Emergency Center at Fairview Southdale Hospital.  
(Use reverse side or additional pages if necessary)

ARCHITECT: NAME: HGA - KARIN JOHNSON PHONE: 612-758-4297

EMAIL: kljohnson@hga.com

SURVEYOR: NAME: not applicable PHONE: \_\_\_\_\_  
EMAIL: \_\_\_\_\_

PLANNING DEPARTMENT  
FEB 10 2015  
CITY OF EDINA

Minnesota Statutes and Edina Ordinances require that the following conditions must be satisfied affirmatively. Please fully explain your answers using additional sheets of paper as necessary.

The Proposed Variance will:

YES

NO

Relieve practical difficulties in complying with the zoning ordinance and that the use is reasonable

Correct extraordinary circumstances applicable to this property but not applicable to other property in the vicinity or zoning district

Be in harmony with the general purposes and intent of the zoning ordinance

Not alter the essential Character of a neighborhood

PLANNING DEPARTMENT  
FEB 10 2015  
CITY OF EDINA

Legal Description for Fairview Southdale Hospital

(attach to Variance Request for exterior signage for the ER Project)

Municipality: EDINA

Addition Name: FAIRVIEW SOUTHDAL E ADDN

Main Hospital: 6401 France Avenue South, PID 29-028-24-23-0169, "RLS #1716, Tract A", 12.21 acres

Odd parcel on SE corner of France Ave. & 65<sup>th</sup> Ave: PID 29-028-24-23-0167, "Fairview Southdale Addition, outlot A", .14 acre

West Parking Ramp: 6400 France Avenue South, PID 30-028-24-14-0001, " ", 2.88 acres

ICFMOB underlying land: PID 29-028-24-23-0170, "RLS #1716, Tract B", .48 acre

ICF air rights: PID 29-028-24-23-0171, "RLS #1716, Tract C", .48 acre

Physicians MOB: 6363 France Avenue South, PID 29-028-24-23-0166:, Fairview Southdale Addition, Lot 2, Block 1, 1.02 acres

PLANNING DEPARTMENT  
FEB 10 2015  
CITY OF EDINA

**APPLICANT'S STATEMENT**

This application should be processed in my name, and I am the party whom the City should contact about this application. By signing this application, I certify that all fees, charges, utility bills, taxes, special assessments and other debts or obligations due to the City by me or for this property have been paid. I further certify that I am in compliance with all ordinance requirements and conditions regarding other City approvals that have been granted to me for any matter.

I have completed all of the applicable filing requirements and, to the best of my knowledge, the documents and information I have submitted are true and correct.

Rob A. Gruman Feb. 10, 2015  
Applicant's Signature Date

**OWNER'S STATEMENT**

I am the fee title owner of the above described property, and I agree to this application.

(If a corporation or partnership is the fee title holder, attach a resolution authorizing this application on behalf of the board of directors or partnership.)

Bradley Beard February 10, 2015  
Owner's Signature Date

**Note. Both signatures are required (if the owner is different than the applicant) before we can process the application, otherwise it is considered incomplete.**

PLANNING DEPARTMENT  
FEB 10 2015  
CITY OF EDINA

DESCRIPTION

- A** — ILLUMINATED PC LETTERS
  - FABRICATED ALUMINUM LETTERS
  - 5" WELDED .063 RETURNS COLOR TO BE SPECIFIED
  - WHITE ACRYLIC FACES WITH TRANS. RED (230-33) VINYL
- 3** — RED LED ILLUMINATION

- B** — RACEWAYS AND LETTER SUPPORTS
  - FABRICATED 5" ALUMINUM RACEWAY THAT FOLLOWS CANOPY CONTOUR
  - PAINTED DARK GREY (TO BE SPECIFIED)
- ELECTRICAL REQUIREMENTS:
  - 1amp 1 CIRCUIT
  - 2 MODW-60 POWER SUPPLYS

**LOCATION IS 277v**

**SURVEY REQUIRED**

**2** REVISED MOUNTING INFORMATION



www.nordquistsign.com

945 Pierce Butler Route, St. Paul, MN 55104  
612.823.7291 877.823.7291



6401 FRANCE AVE. SOUTH  
EDINA, MN 55435

SIGN TYPE:  
**CANOPY PC LETTERS**

CUSTOMER APPROVAL

NAME: \_\_\_\_\_

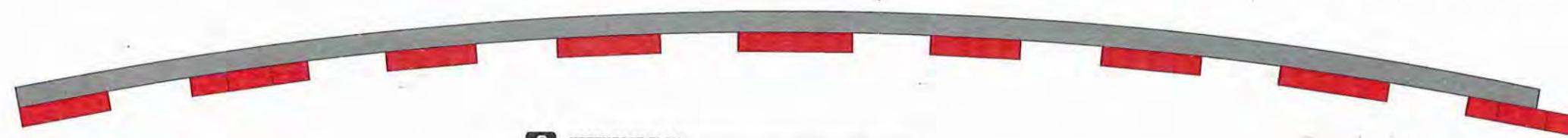
DATE: \_\_\_\_\_

REV 1: 11.25.14 JS  
REV 2: 12.09.14 JS  
REV 3: 02.25.15 RR

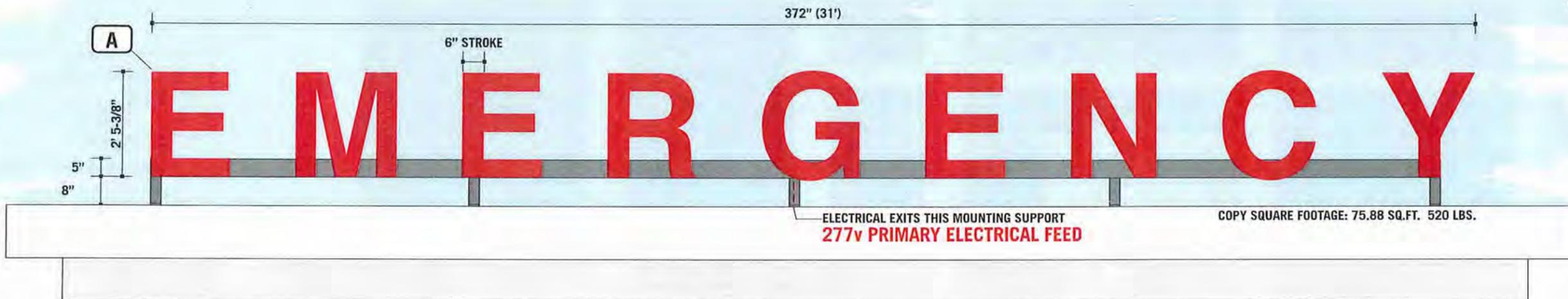
J. A.

SALES: SH PR:  
DESIGN: JS  
DATE: 11.05.14  
DWG: 5749-01

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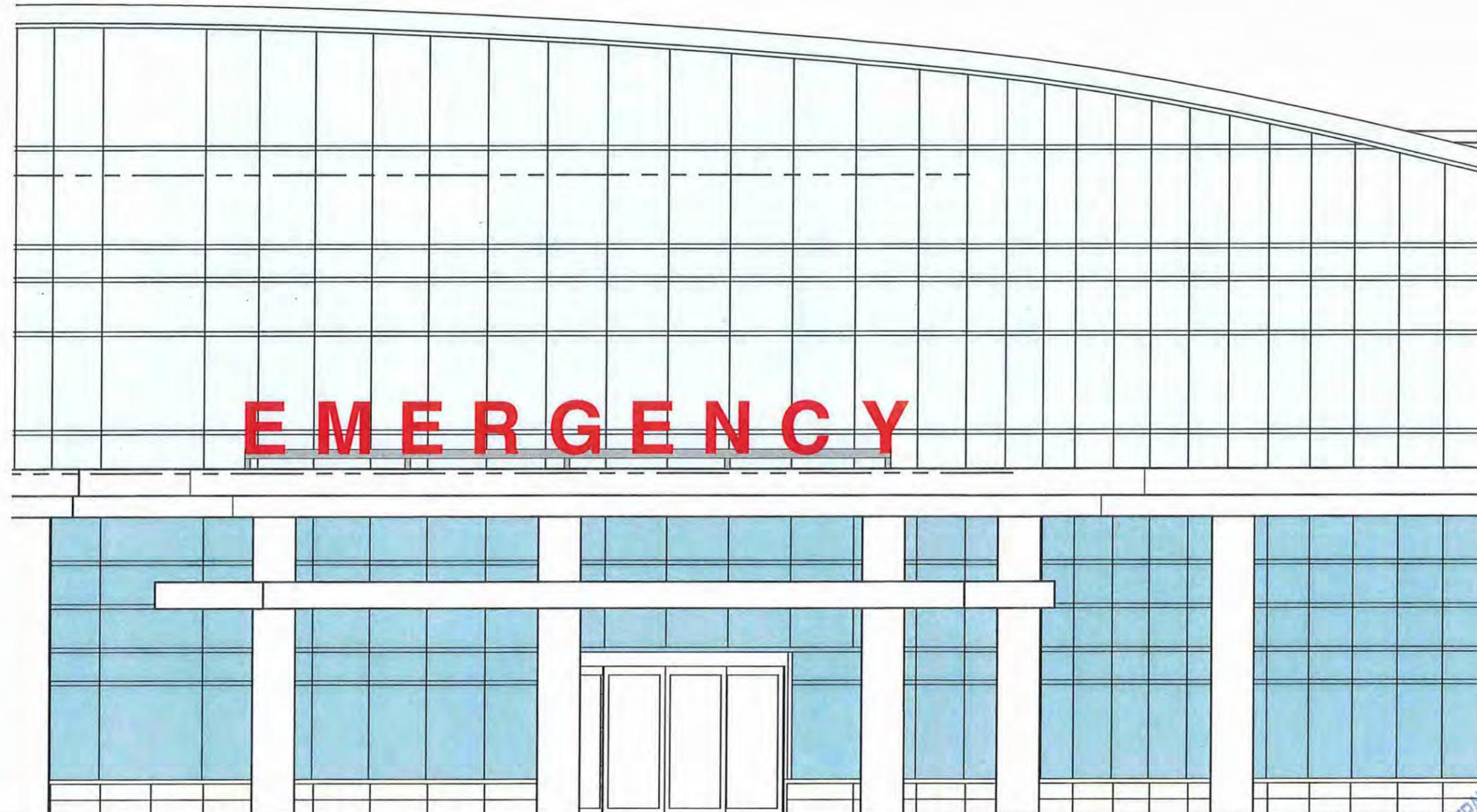


**2** NORtheast PLAN SCALE: 3/8"=1'-0"



- 22-3/8"
- 18-1/2"
- 28-1/2"
- 18-1/2"
- 22-3/8"
- 18-1/2"
- 24-5/8"
- 18-1/2"
- 27-3/8"
- 18-1/2"
- 22-3/8"
- 18-1/2"
- 24"
- 18-1/2"
- 26-1/4"
- 18-1/2"
- 26-1/8"

**1** NORtheast ELEVATION SCALE: 3/8"=1'-0"



PROPOSED CONDITIONS

NTS

PLANNING DEPARTMENT  
 FEB 10 2015  
 CITY OF EDINA



www.nordquistsign.com

945 Pierce Butler Route, St. Paul, MN 55104  
612.823.7291 877.823.7291

CLIENT:  

 FAIRVIEW  
 SOUTHDALE  
 HOSPITAL

6401 FRANCE AVE. SOUTH  
EDINA, MN 55435

SIGN TYPE:  
CANOPY PC LETTERS

CUSTOMER APPROVAL

NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

REV 1: 11.25.14 JS  
REV 2: 12.09.14 JS

*I. B.*

SALES: SH PR:  
DESIGN: JS  
DATE: 11.05.14  
DWG: 5749-01

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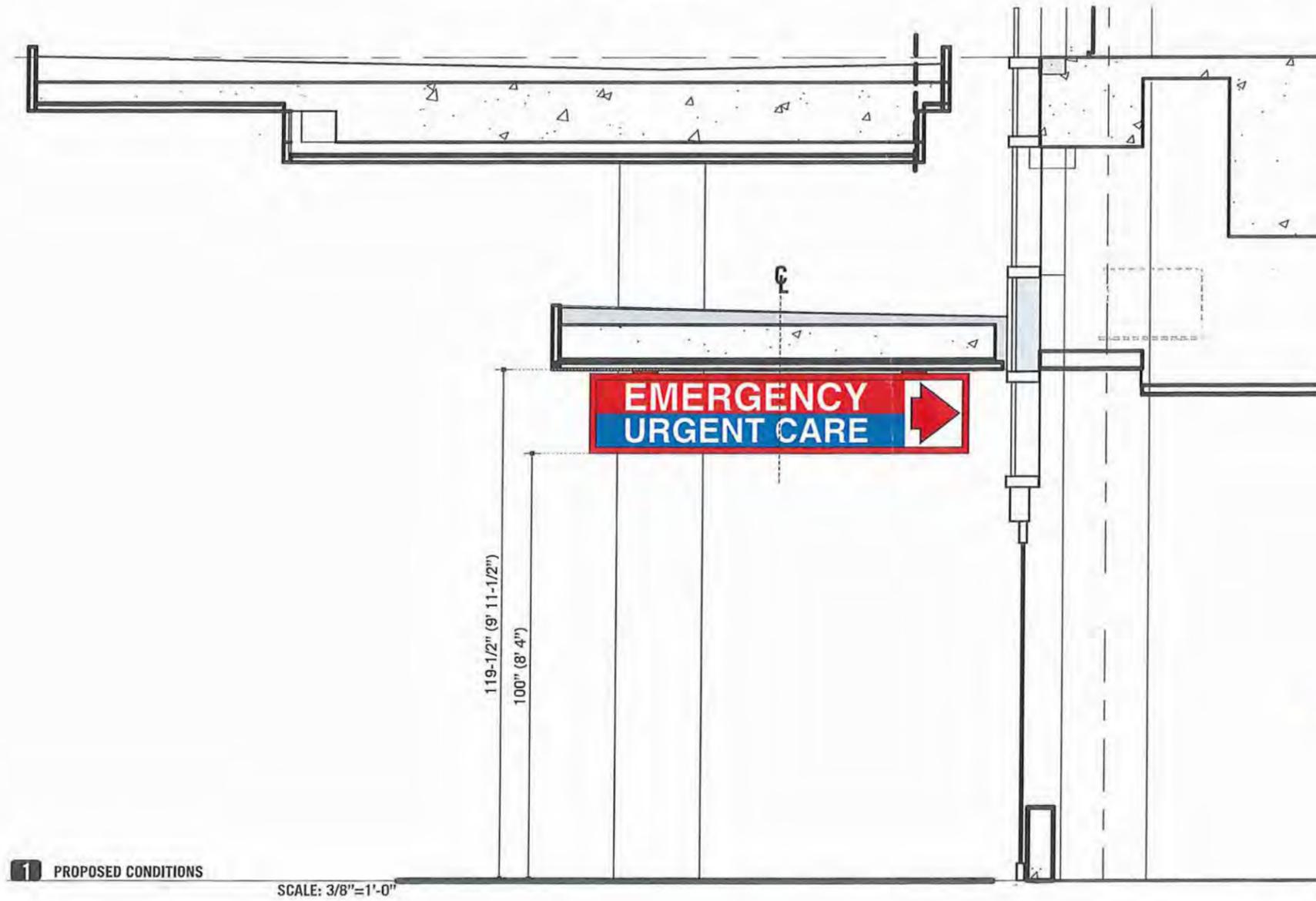




DESCRIPTION

- A** - CABINET  
 - FABRICATED D/F ALUMINUM CABINET  
 - 5" RETURNS COLOR TO BE SPECIFIED  
 - WHITE LED ILLUMINATION
- B** - COPY  
 - WHITE ACRYLIC FACE  
 - TRANSLUCENT RED VINYL WITH COPY REVERSED OUT
- ELECTRICAL REQUIREMENTS:**  
 - 1amp 1 CIRCUIT  
 - 2 MODW-60 POWER SUPPLY  
 - WHITE LIGHTING LED MODULES  
**LOCATION IS 277v**

REVISION: REVISE CABINET COPY AND MOUNTING



PLANNING DEPARTMENT  
FEB 10 2015  
CITY OF EDINA



www.nordquistsign.com  
 945 Pierce Butler Route, St. Paul, MN 55104  
 612.823.7291 877.823.7291

CLIENT:  
 FAIRVIEW SOUTHDALE HOSPITAL  
 6401 FRANCE AVE. SOUTH  
 EDINA, MN 55435

SIGN TYPE:  
 SUSPENDED CABINET

CUSTOMER APPROVAL  
 NAME: \_\_\_\_\_  
 DATE: \_\_\_\_\_

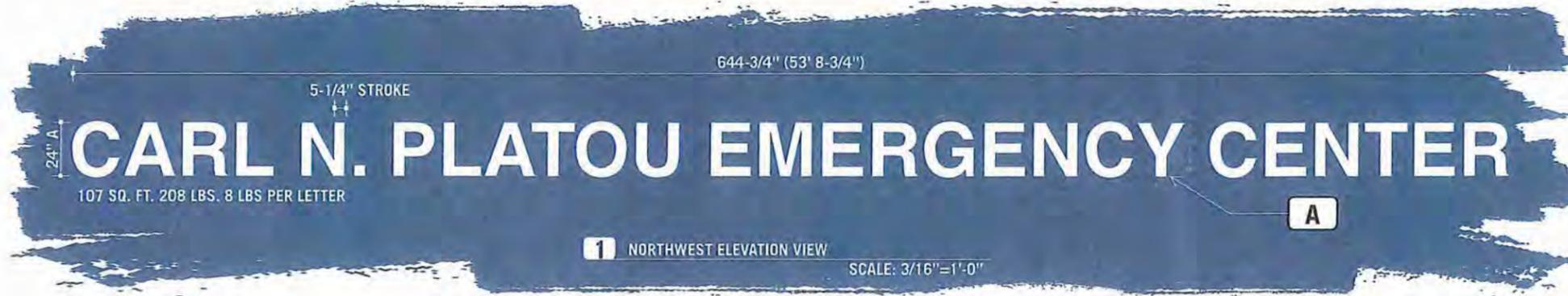
REV 1: 12.09.14 JS  
 2. A.

SALES: SH PR:  
 DESIGN: JS  
 DATE: 11.05.14  
 DWG: 5749-02

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EDINA, MN



DESCRIPTION

- A** ILLUMINATED PC LETTERS
  - FABRICATED ALUMINUM LETTERS
  - 5" WELDED .063 RETURNS COLOR TO BE SPECIFIED
  - WHITE ACRYLIC FACES
  - WHITE LED ILLUMINATION
- ELECTRICAL REQUIREMENTS:
  - 5-6 amps 1 CIRCUIT
  - 1 PENETRATION PER LETTER
  - ALL POWER SUPPLIES TO BE LOCATED ON INTERIOR OF BLDG

**277v PRIMARY ELECTRICAL**

**1** REVISE ELECTRICAL INFORMATION



www.nordquistsign.com

945 Pierce Butler Route, St. Paul, MN 55104  
612.823.7291 877.823.7291

CLIENT:  

**FAIRVIEW SOUTHDALE HOSPITAL**

6401 FRANCE AVE. SOUTH  
EDINA, MN 55435

SIGN TYPE:  
**NORTHWEST PC LETTERS**

CUSTOMER APPROVAL

NAME: \_\_\_\_\_

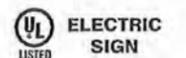
DATE: \_\_\_\_\_

REV 1: 11.25.14 JS  
REV 2: 12.09.14 JS

3. A.

SALES: SH PR:  
DESIGN: JS  
DATE: 11.05.14  
DWG: 5749

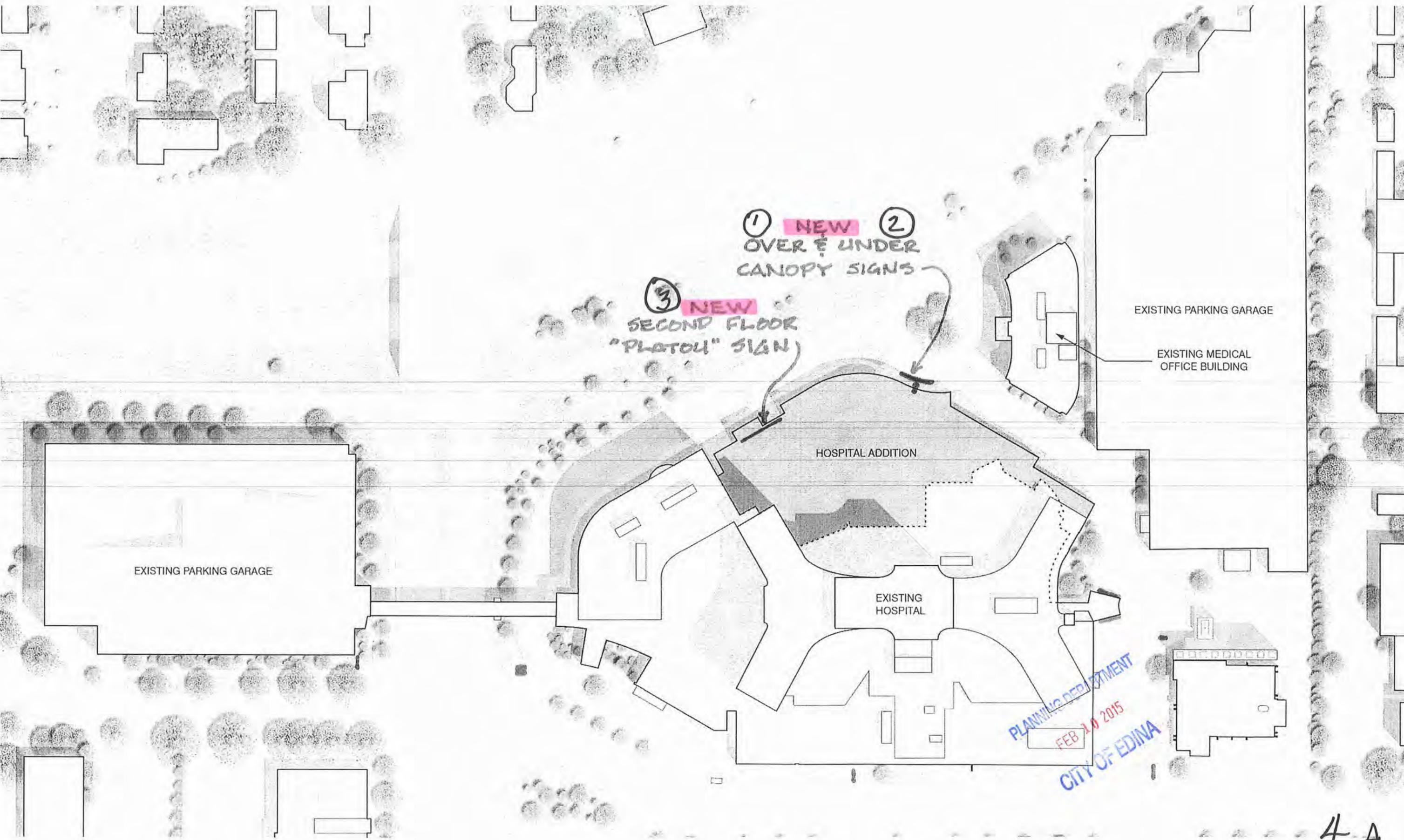
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PROPOSED CONDITIONS

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CITY OF EDINA

 FAIRVIEW SOUTHDALÉ HOSPITAL

CARL N. PLATOU EMERGENCY CENTER

EMERGENCY

