



County of Fairfax, Virginia

January 23, 2014

STAFF REPORT

COMPREHENSIVE SIGN PLAN AMENDMENT CSPA 2009-HM-014

HUNTER MILL DISTRICT

APPLICANT: Reston Hospital Center, LLC

ZONING: Planned Residential Community (PRC)

PARCEL(S): 17-1 ((1)) 15B & 3H1

ACREAGE: 22.77 acres

PLAN MAP: Public Facilities, Governmental and Institutional

PROPOSAL: To amend an existing Comprehensive Sign Plan to permit additional signs for a medical care facility.

STAFF RECOMMENDATIONS:

Staff recommends approval of CSPA 2009-HM-014, subject to the proposed development conditions contained in Appendix 1.

It should be noted that it is not the intent of staff to recommend that the Planning Commission, in adopting any conditions, relieve the applicant/owner from compliance with the provisions of any applicable ordinances, regulations, or adopted standards.

It should be further noted that the content of this report reflects the analysis and recommendation of staff; it does not reflect the position of the Planning Commission.

The approval of this CSPA does not interfere with, abrogate or annul any easement, covenants, or other agreements between parties, as they may apply to the property subject to this application.

Mary Ann Tsai, AICP

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Americans with Disabilities Act (ADA): Reasonable accommodation is available upon 48 hours advance notice. For additional information on ADA call (703) 324-1334 or TTY 711 (Virginia Relay Center).

Comprehensive Sign Plan Amendment

CSPA 2009-HM-014

Applicant:
Accepted:
Proposed:
Area:

RESTON HOSPITAL CENTER, LLC
09/20/2013
COMPREHENSIVE SIGN PLAN AMENDMENT
22.77 AC OF LAND; DISTRICT - HUNTER MILL

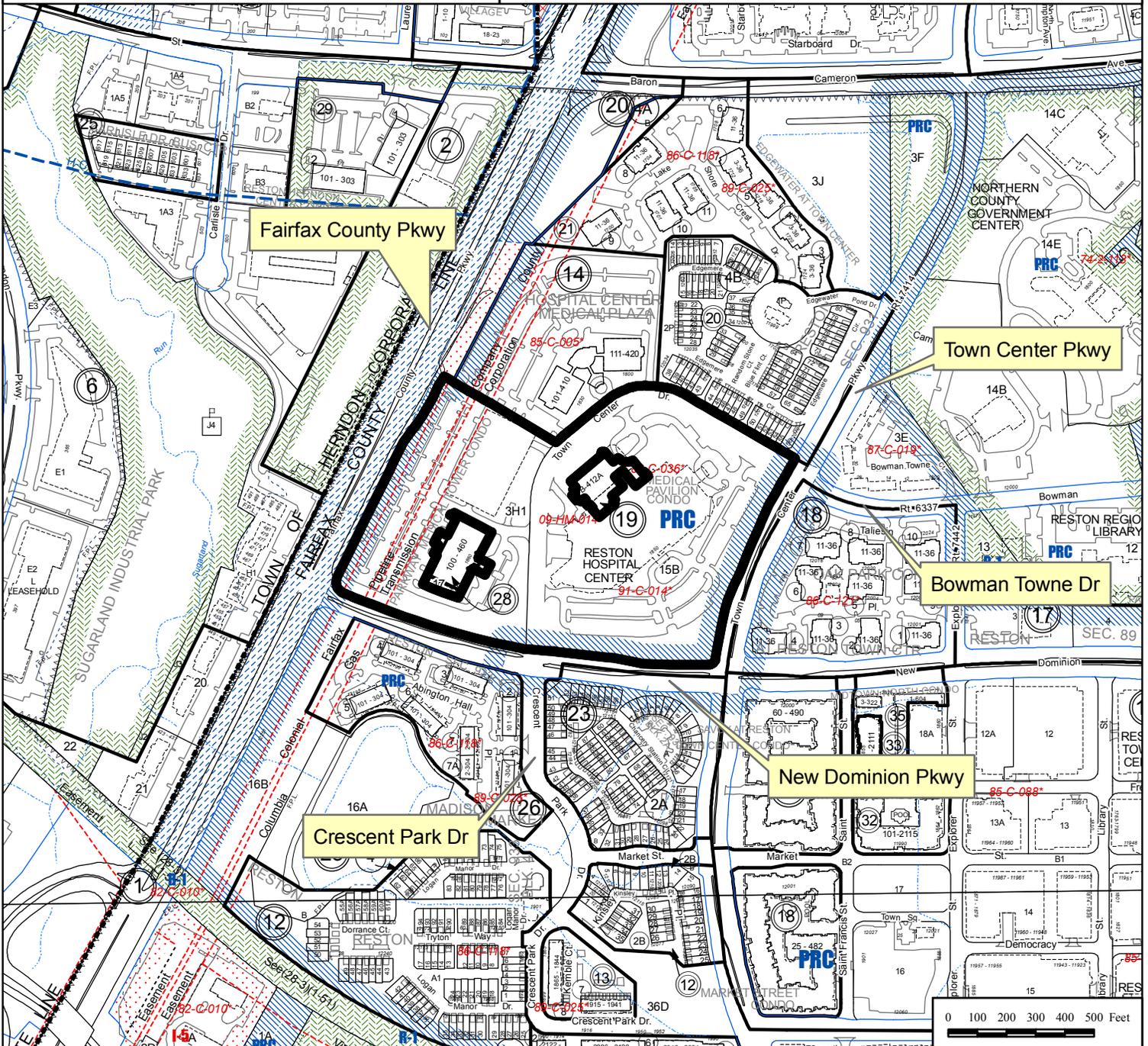


Zoning Dist Sect:
Located:

NORTHWEST QUADRANT OF THE INTERSECTION
OF NEW DOMINION PARKWAY AND TOWN
CENTER PARKWAY

Zoning:
Overlay Dist:
Map Ref Num:

PRC
017-1- /01/ /0003H1 /01/ /0015B



Comprehensive Sign Plan



March 21, 2011
Revised June 30, 2011
Approved July 28, 2011
Revised December 14, 2013

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Introduction

Reston Hospital Center (the “Hospital”) is a full-service, medical/surgical hospital serving Fairfax County since 1986. Throughout its 28-year history, the Hospital has grown organically with the original Hospital building expanding to include annexes, pavilions, and a number of medical office buildings that now cohesively work together to serve the myriad of patients who depend on the services provided. As the Hospital has grown, and will continue to grow as it fulfills the vision of the zoning application approved in 2010, the need for new and rebranded signs is a critical component of ensuring patrons’ ease of access to and throughout the campus.

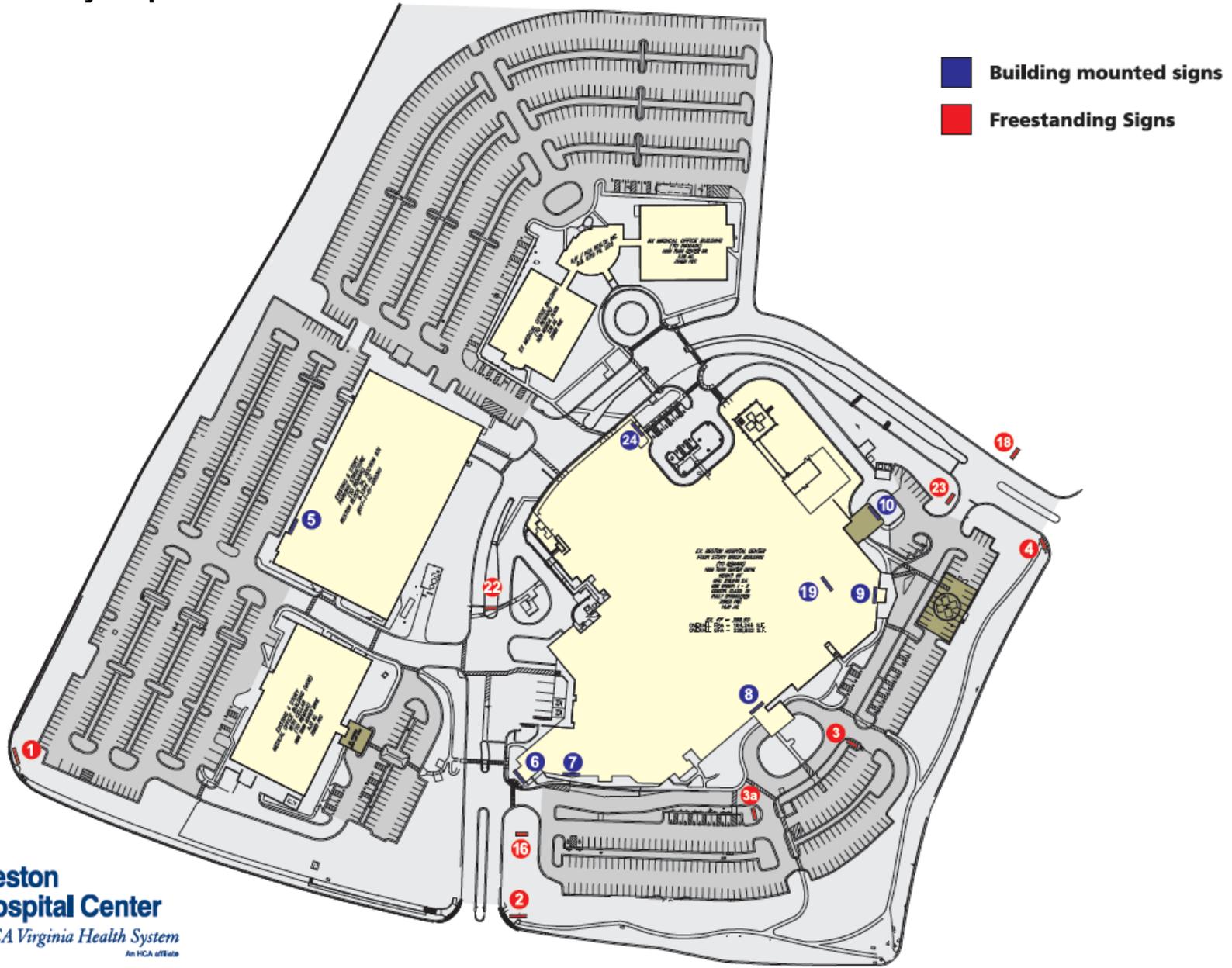
The Comprehensive Sign Plan illustrated herein provides the details of the Hospital’s signs that are visible from the right of way or adjacent properties. Additional on-site signs are located throughout the Hospital property, but because those signs do not meet the Fairfax County Zoning Ordinance definition of a “sign” they are not included in this package; rather they are shown in supplemental material for informational purposes only.

Reston Hospital has developed a consistent, comprehensive sign package that ensures an effective branding for the Hospital and a consistent look and feel for all of the signs. Details of each sign’s colors, size, height and placement are included.

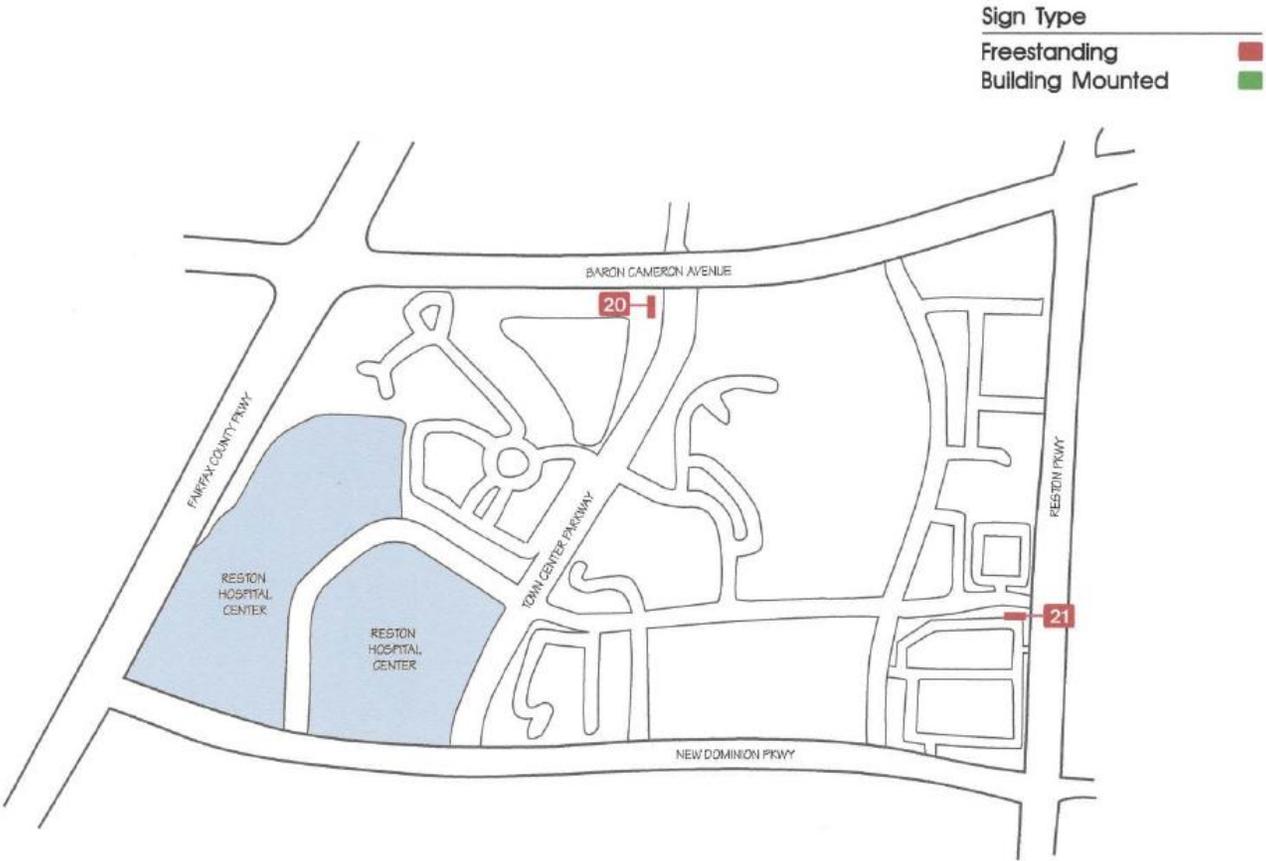
General Notes

1. The signs shall be in substantial conformance with the designs illustrated in this sign package. Sign color, size and placement may change based on final design and engineering, as approved by the Reston Town Center Design Review board, provided no sign shall exceed the maximum height, width or overall square footage of what is shown here.
2. This Comprehensive Sign Plan includes both illuminated and non-illuminated signs. Illuminated signs shall include a white, translucent background. The Applicant reserves the right to provide illumination for signs not presently shown as illuminated, provided such illumination is in substantial accordance with the standards set forth herein.
3. No sign shall be greater than 18 inches in depth.
4. The sign dimensions provided here are maximums. Actual signs may be slightly smaller based on final manufacturing.
5. Recognizing that hospital functions and departments may relocate, the actual text on individual signs may vary from what is shown here.
6. All freestanding signs shall be located at least five feet from the property line.
7. Additional on-site placards are located throughout the Hospital property. Because those placards do not meet the Fairfax County Zoning Ordinance definition of a "sign," they are not to be governed by this Comprehensive Sign Plan. Such informational placards may be replaced, relocated and/or revised without review by Fairfax County or without the need for a sign permit. Likewise, additional placards can be installed without County review, provided they are not visible from adjacent properties or the right of way.
8. As existing signs are updated, they shall be modified to match the color palette shown throughout this sign package. Sign supports shall extend to the top of all signs.

On-Site Vicinity Map



Off-Site Vicinity Map



Freestanding Signs



Sign #1
8'(h) x 5'(w)
40 Sq Ft
Illuminated



Sign #2
9'(h) x 6'(w)
54 Sq Ft
Illuminated



Sign #3 and 3a
5'(h) x 3'(w)
15 Sq Ft



Sign #4
4'(h) x 8' 3''(w)
33 Sq Ft
Illuminated



Sign #16
7'(h) x 5'(w)
35 Sq Ft



Sign #18, 22 and 23
4'(h) x 4'(w)
16 Sq Ft



Sign #20
8'(h) x 4'(w)
32 Sq Ft
Illuminated



Sign #21
8'(h) x 4'(w)
32 Sq Ft
Illuminated

Freestanding Sign #1

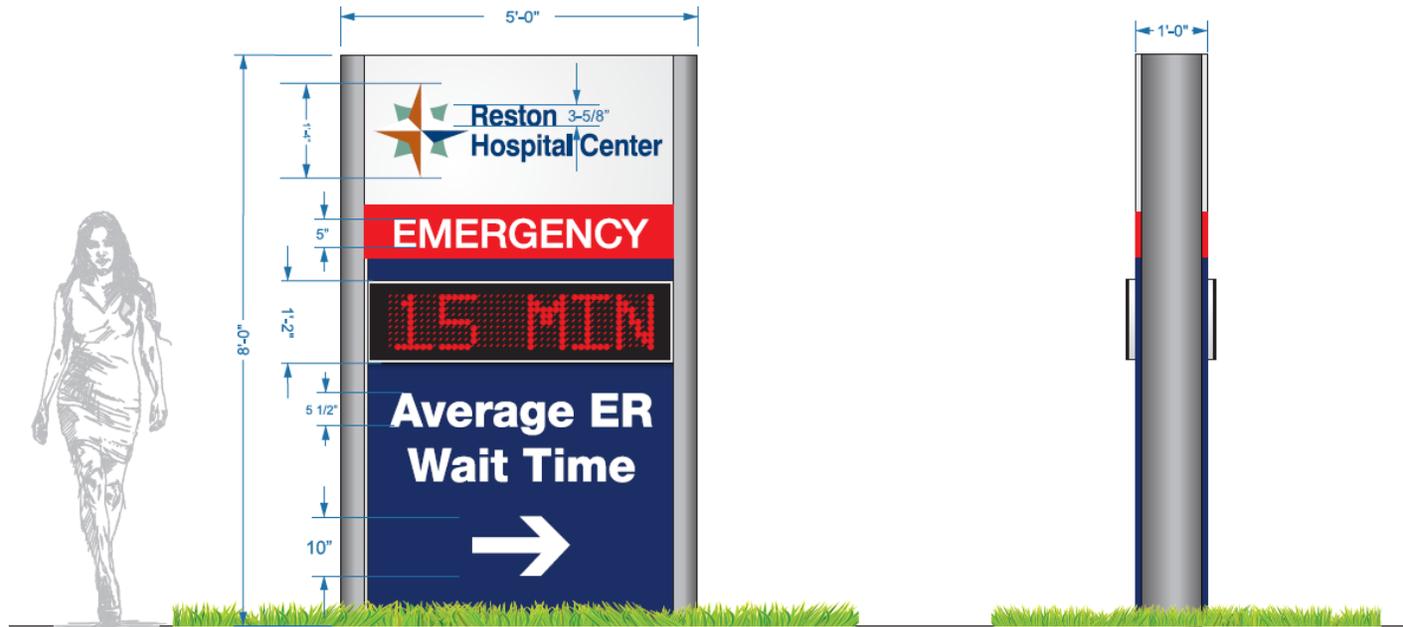
Digital Display Monument Sign

Double Sided | Illuminated

Overall height above grade: 8'; Overall square feet: 40'

1 MAIN ID SIGN FACE VIEW ELEVATION:
SCALE: 3/4" = 1' - 0"

2 MAIN ID SIDE VIEW ELEVATION
SCALE: 3/4" = 1' - 0"



- | | | | |
|---|--------------------------------|---|-------------------------------|
|  | PMS 556C Sea Foam Green |  | PMS 1675C Burnt Sienna |
|  | PMS 654C Navy Blue |  | PMS 1795C Tomato Red |

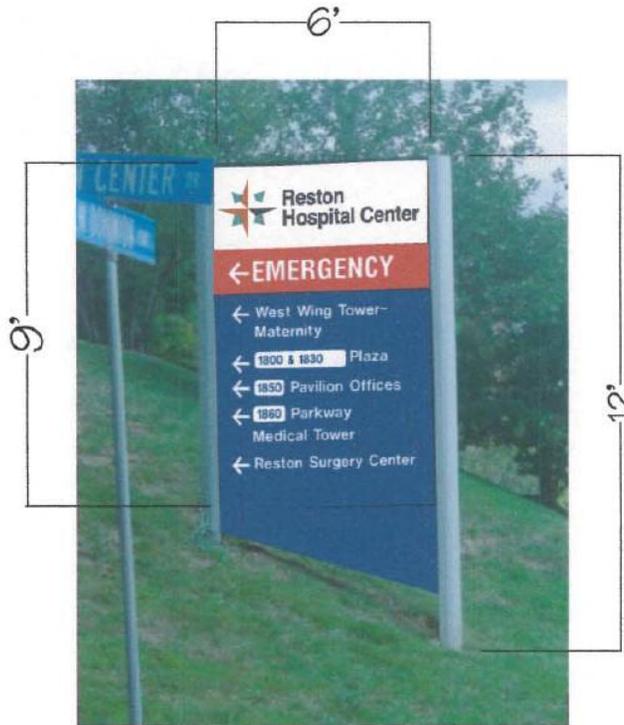


Freestanding Sign #2

Monument Sign – Aluminum frame, white translucent face with vinyl logo and lettering, fiberglass overlay on bottom

Double Sided | Illuminated

Overall height above grade: 10' 6"; Overall square feet: 54'



SIDE A



SIDE B

 PMS 556C Sea Foam Green

 PMS 1675C Burnt Sienna

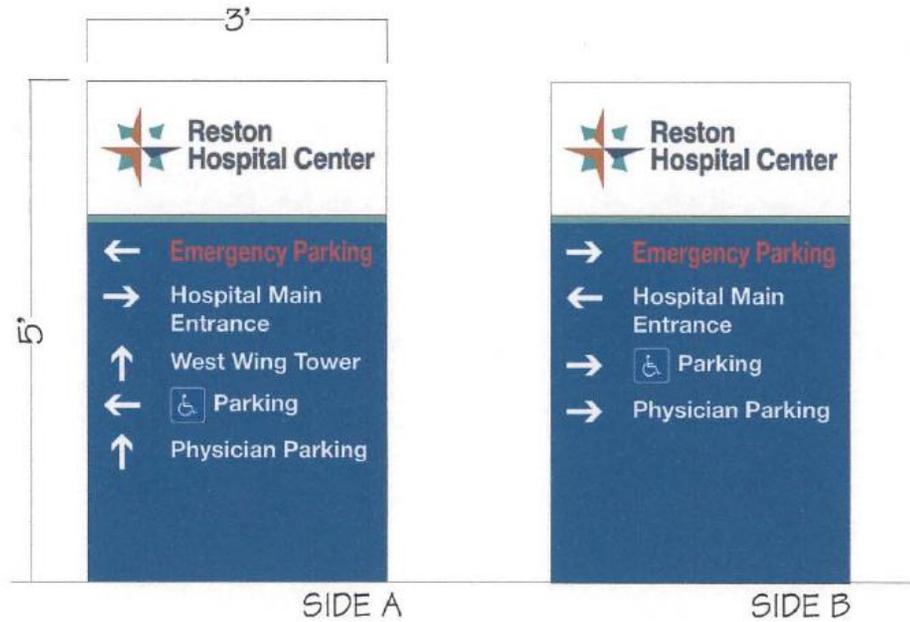
 PMS 654C Navy Blue

 PMS 1795C Tomato Red

Freestanding Signs #3 and 3a

Monument Sign – Aluminum frame and face with vinyl logo and lettering
 Double Sided

Overall height above grade: 5'; Overall square feet: 15'



SIDE A



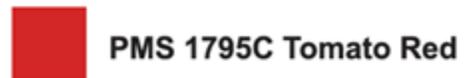
SIDE B

- | | | | |
|---|--------------------------------|---|-------------------------------|
|  | PMS 556C Sea Foam Green |  | PMS 1675C Burnt Sienna |
|  | PMS 654C Navy Blue |  | PMS 1795C Tomato Red |

Freestanding Sign #4

Monument Sign – Aluminum frame, white translucent face with vinyl logo and lettering
Illuminated

Overall height above grade: 4' 4"; Overall square feet: 33'



Freestanding Sign #16

Monument Sign – Aluminum frame with fiberglass overlay with vinyl logo and lettering
Double Sided

Overall height above grade: 8' 5"; Overall square feet: 35"



PMS 556C Sea Foam Green



PMS 1675C Burnt Sienna



PMS 654C Navy Blue



PMS 1795C Tomato Red

Freestanding Signs #18, 22 and 23

Monument Sign – Aluminum frame with fiberglass overlay with vinyl logo and lettering
Double Sided

Overall height above grade: 6' 3"; Overall square feet: 16'



 PMS 556C Sea Foam Green

 PMS 1675C Burnt Sienna

 PMS 654C Navy Blue

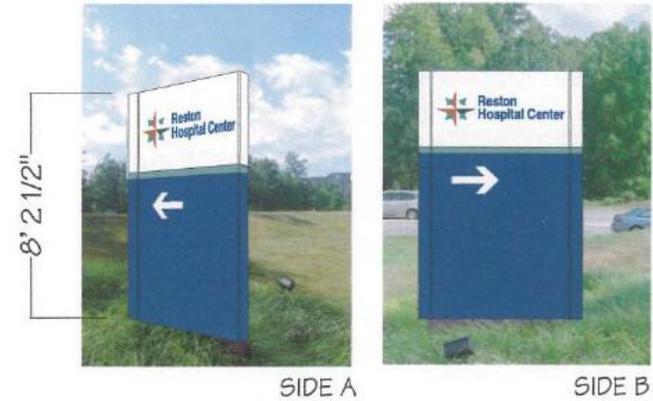
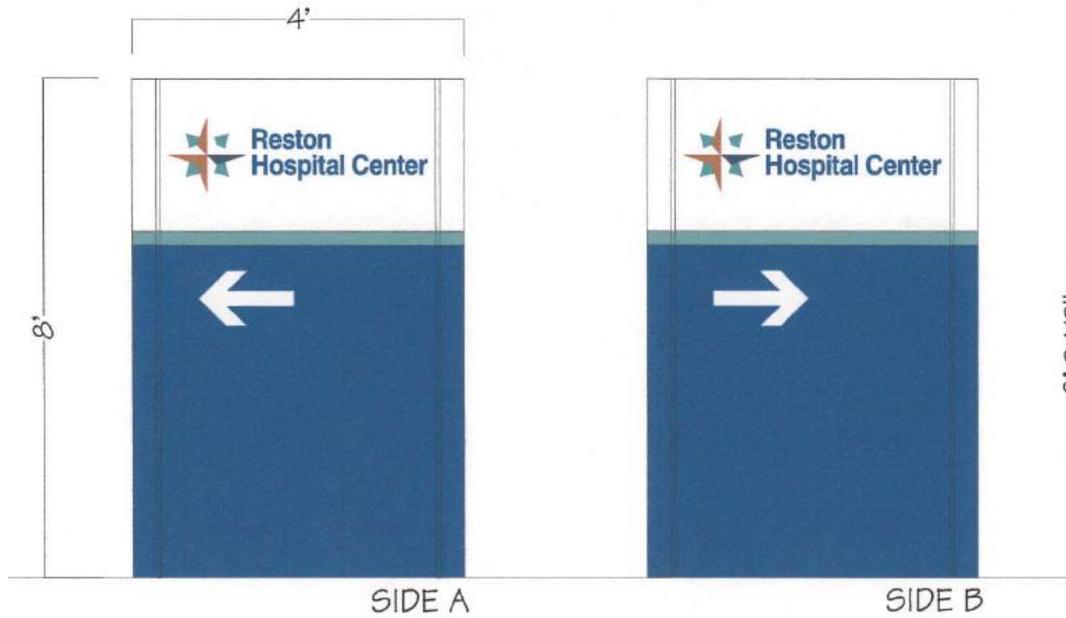
 PMS 1795C Tomato Red

Freestanding Sign #20

Monument Sign – Aluminum frame with white translucent face, fiberglass overlay with vinyl logo and lettering

Double Sided | Illuminated

Overall height above grade: 8' 2 1/2"; Overall square feet: 32'

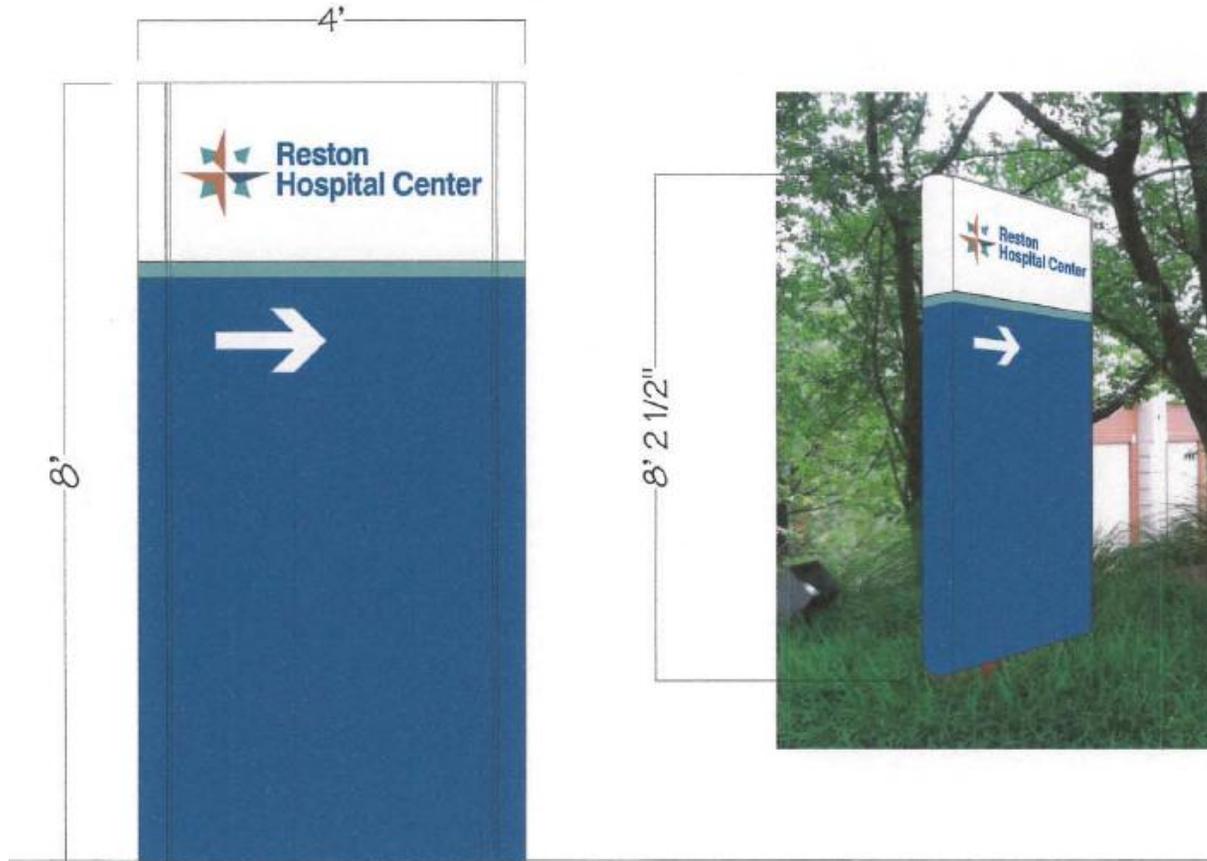


Freestanding Sign #21

Monument Sign – Aluminum frame with white translucent face, fiberglass overlay with vinyl logo and lettering

Double Sided | Illuminated

Overall height above grade: 8' 2 1/2"; Overall square feet: 32'



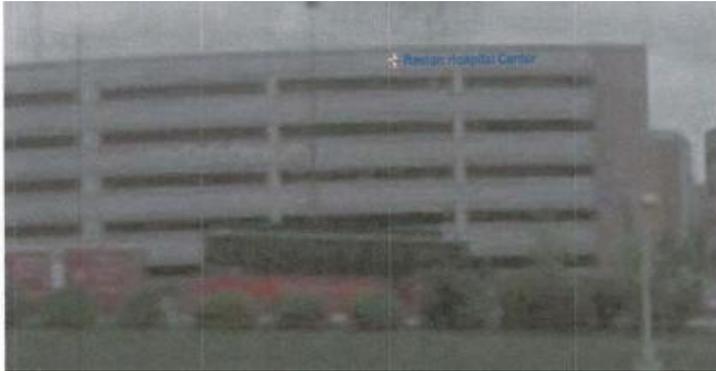
 PMS 556C Sea Foam Green

 PMS 1675C Burnt Sienna

 PMS 654C Navy Blue

 PMS 1795C Tomato Red

Building-Mounted Signs



Sign #5
4' 2"(h) x 36' 4"(w)
151 Sq Ft
Illuminated



Sign #6
8'(h) x 27'(w)
216 Sq Ft
Illuminated



Sign #7
Logo+Name 4' 7"(h) x 23' 9"(w)
West Wing 1' 10 1/2"(h) x 8' 6"(w)
172 Sq Ft
Illuminated



Sign #8
Logo 5'(h) x 5'(w)
Name 9'(h) x 13' 9"(w)
157 Sq Ft
Illuminated



Sign #9
Logo 2' 6"(h) x 2' 6"(w)
Emergency 2'(h) x 19'(w)
56 Sq Ft
Illuminated

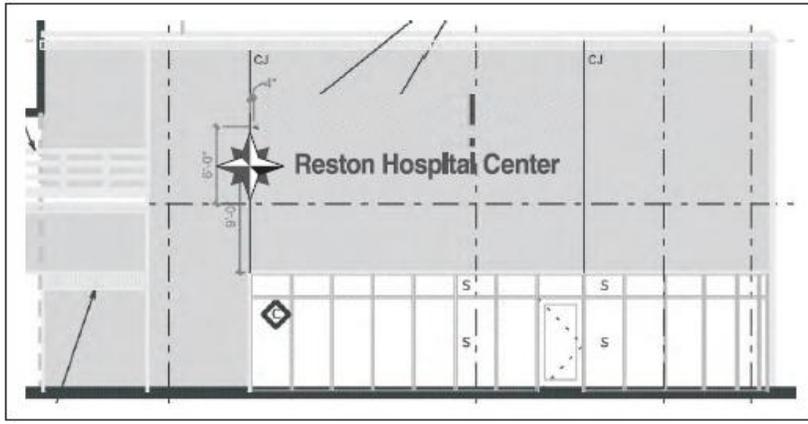


Sign #10
Logo 2' 6"(h) x 2' 6"(w)
Ambulance 2'(h) x 10'(w)
55 Sq Ft
Illuminated



Sign #19
9'(h) x 13' 9"(w)
123.75 Sq Ft
Illuminated

Building-Mounted Signs (continued)



As Installed

Scale: NTS

Sign #24
4' 6" (h) x 23' (w)
106 Sq Ft
Illuminated

Building-Mounted Sign #5

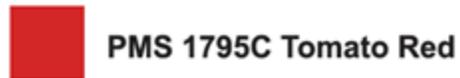
Channel letters, Copy Color: PMS 654 Navy Blue; Translucent vinyl
Illuminated
Overall square feet: 151'



Building-Mounted Sign #6

Channel letters, Copy Color: PMS 654 Navy Blue; Translucent vinyl
Illuminated

Overall square feet: 215'



Building-Mounted Sign #7

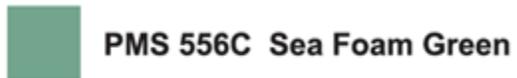
Channel letters, Copy Color: White; Translucent vinyl
Illuminated
Overall square feet: 172'



Building-Mounted Sign #8

Channel letters, Copy Color: PMS 654 Navy Blue; Translucent vinyl
Illuminated

Overall square feet: 157'



PMS 556C Sea Foam Green



PMS 1675C Burnt Sienna



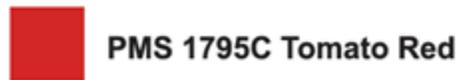
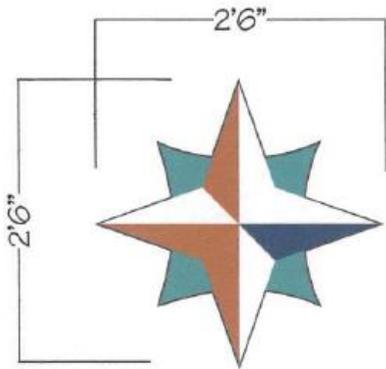
PMS 654C Navy Blue



PMS 1795C Tomato Red

Building-Mounted Sign #9

Channel letters, Copy Color: Red; Translucent vinyl
Illuminated
Overall square feet: 56'

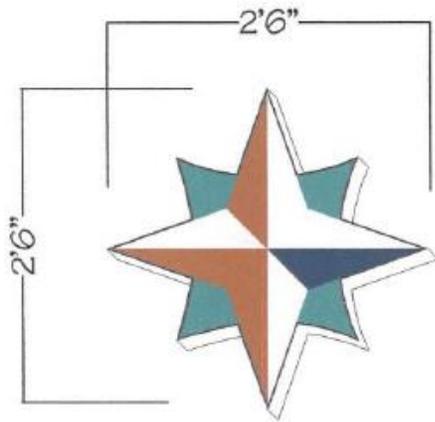


Building-Mounted Sign #10

Channel letters, Copy Color: Red; Translucent vinyl

Illuminated

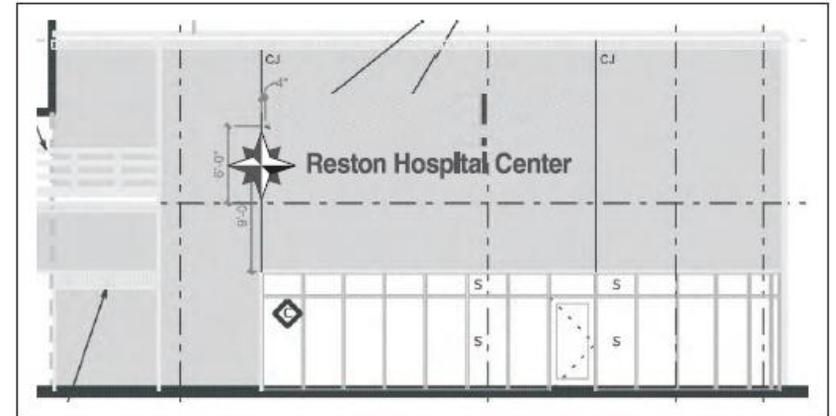
Overall square feet: 55'



Building-Mounted Sign #24

Channel letters, Copy Color: PMS 654 Navy Blue; Translucent vinyl illuminated

Overall square feet: 107'



As Installed

Scale: NTS



DESCRIPTION OF THE APPLICATION

The applicant, Reston Hospital Center, LLC, requests approval of a Comprehensive Sign Plan Amendment (CSPA) for Reston Hospital Center. The applicant proposes to amend the existing Comprehensive Sign Plan (CSP), approved by the Planning Commission in 2011, with the following proposed signs shown in Figure 1 and as described below.

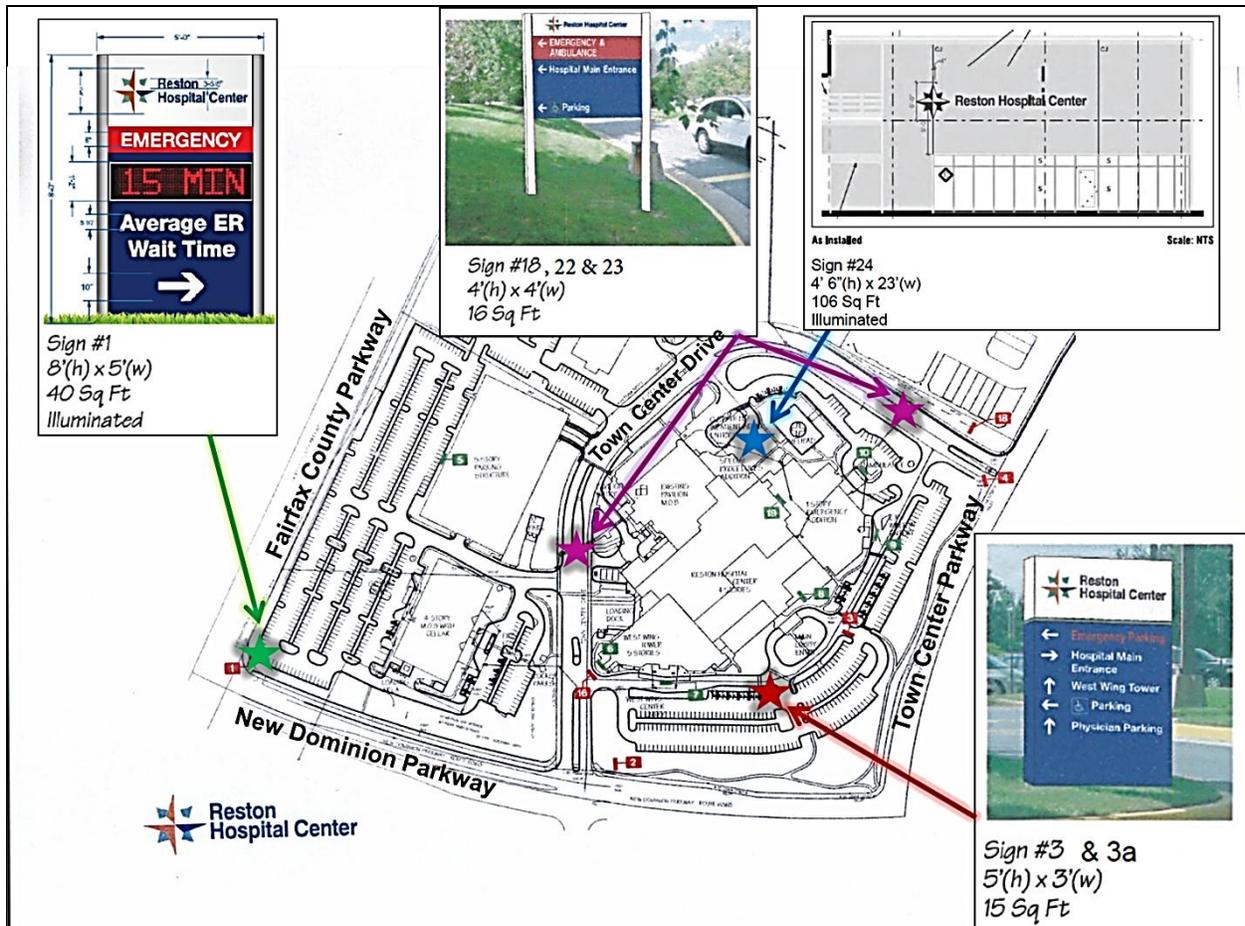


Figure 1: Proposed signs: #1, 3A, 22, 23, and 24. Note: Sign #3 and 18 are existing signs approved with CSP 2009-HM-014.

- Sign #1: Replace an existing 40 square foot freestanding monument sign (8 feet in height) with a freestanding monument sign of the same dimensions containing an LED digital display of the estimated wait time for the emergency room. The estimated wait time (e.g. "15 MINS") is the only information that would be displayed electronically and is proposed to contain approximately 6 square feet. The digital display area (e.g. "15") of the sign contains approximately 3 square feet and is the only copy that is proposed to change once every 15 minutes, if there is an actual change in wait time.

- Sign # 3A: Add an on-site freestanding sign containing a sign area of 15 square feet (5 feet in height), near the main lobby entrance to provide direction.
- Sign #22 and Sign #23: Add two on-site freestanding signs, each containing a sign area of 16 square feet (6'8" in height) located in the medians of Town Center Drive to provide direction.
- Sign #24: Add one building-mounted sign containing a sign area of 106 square feet (4'6" in height by 23 feet wide) to the new medical office building, which is anticipated to be completed later this year.

A copy of the proposed CSPA is included at the beginning of the staff report and the proposed development conditions and the applicant's statement of justification are provided as Appendices 1 and 2, respectively.

LOCATION AND CHARACTER

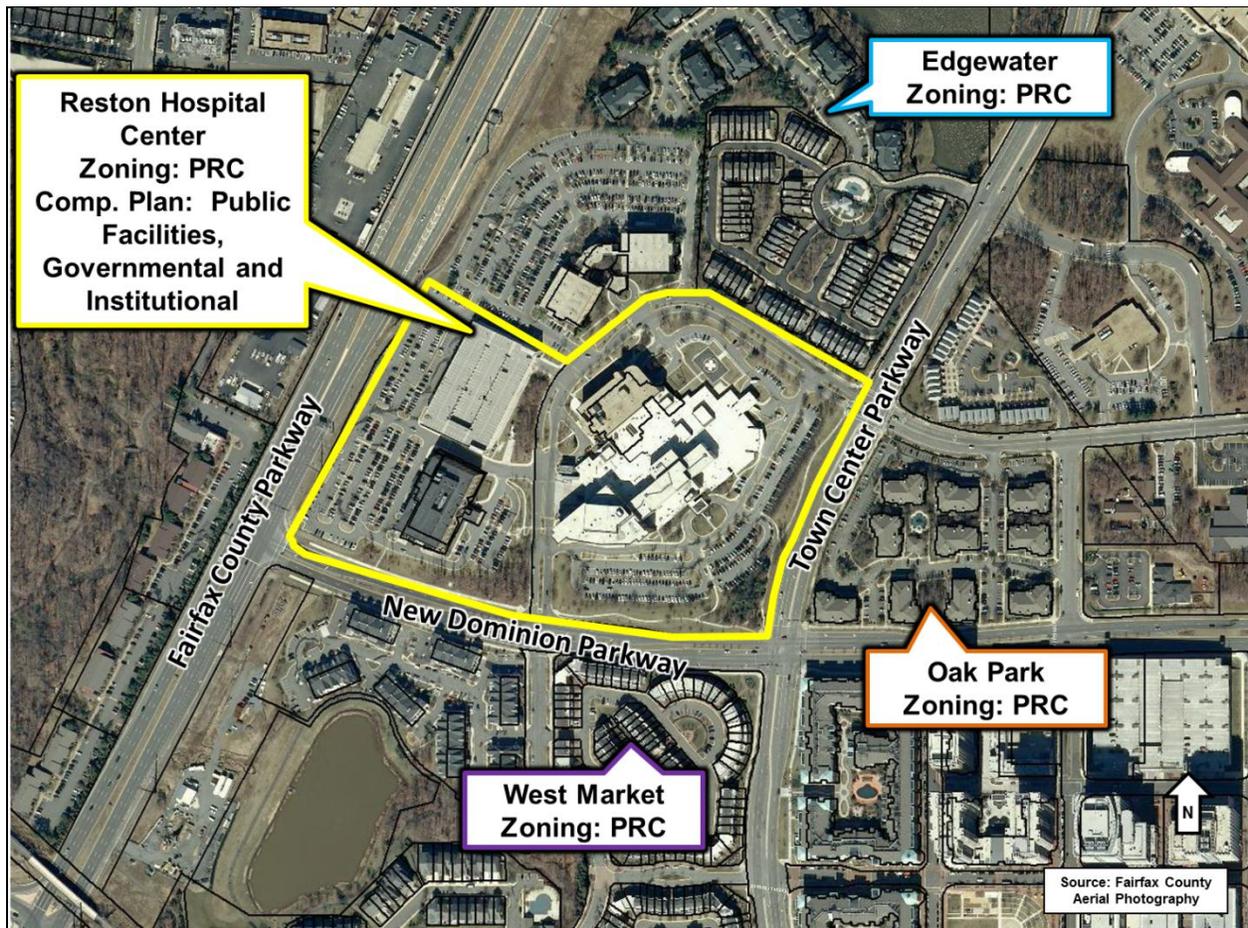


Figure 2: Location and surrounding uses

The subject property is located at the northeast quadrant of the intersection of the Fairfax County Parkway and New Dominion Parkway and west of Town Center Parkway.

The property contains 22.77 acres and is developed with a hospital, medical office buildings, associated parking structures, and surface parking lots. The surrounding uses are depicted in Figure 2.

BACKGROUND

On March 9, 2010, the Board of Supervisors approved Rezoning RZ 2009-HM-014, Planned Residential Community Plan PRC 2009-HM-014, Development Plan Amendment DPA 89-C-025-04, and Proffer Condition Amendment PCA 89-C-025-05 to rezone 31.65 acres from the Planned Residential Community District (PRC), Neighborhood Retail Commercial District (C-5), and the General Industrial District (I-5) to the PRC District to permit expansion of the existing hospital. The approved expansion includes several additions to the hospital building to accommodate up to 152 new hospital beds, expansion of the surgery and emergency units, dietary services, powerhouse; construction of a new freestanding 6-story medical office building with a helistop located on the roof of the building; two 3-level parking structures; and an enclosed pedestrian walkway.

On July 28, 2011, the Planning Commission approved Comprehensive Sign Plan CSP 2009-HM-014, subject to development conditions dated July 14, 2011, for the subject property. A copy of the approved sign plan and development conditions is provided at:

<http://ldsnet.fairfaxcounty.gov/ldsnet/ZAPSMain.aspx?cde=CSP&seq=4147818>.

COMPREHENSIVE PLAN PROVISIONS

The Fairfax County Comprehensive Plan, 2013 Edition Area III, Upper Potomac Planning District, Amended through April 9, 2013, Reston-Herndon Suburban Center and Transit Station Areas, page 46, states:

Sub-unit D-1 (part of Reston Parkway Transit Station Area)

Sub-unit D-1 is mostly developed with a diversity of uses including housing, retail, institutional facilities such as a county government center, police station, medical-oriented facilities, regional library and social services. It is planned and approved for a mix of uses including office, retail, residential, institutional and community-serving uses at intensities between .50 and .70 FAR. Within this sub-unit is the Reston Hospital Center and associated medical office buildings, the North County Government Complex, and a regional library, which are all excluded from the total 8.4 million square feet planned in the Reston Town Center.

DESCRIPTION OF THE COMPREHENSIVE SIGN PLAN AMENDMENT (A copy is located at the front of the staff report.)

The Comprehensive Sign Plan Amendment entitled “Reston Hospital Center” consists of 24 pages dated March 21, 2011, revised through December 14, 2013, and is reviewed below along with staff’s analysis.

ANALYSIS

Land Use Analysis

All of the proposed signs are located on the subject property and no signs are proposed in the public right-of-way or off-site. The proposed signs are intended to provide additional direction to assist patients and visitors in navigating the hospital campus. Figure 3 depicts the proposed signs.

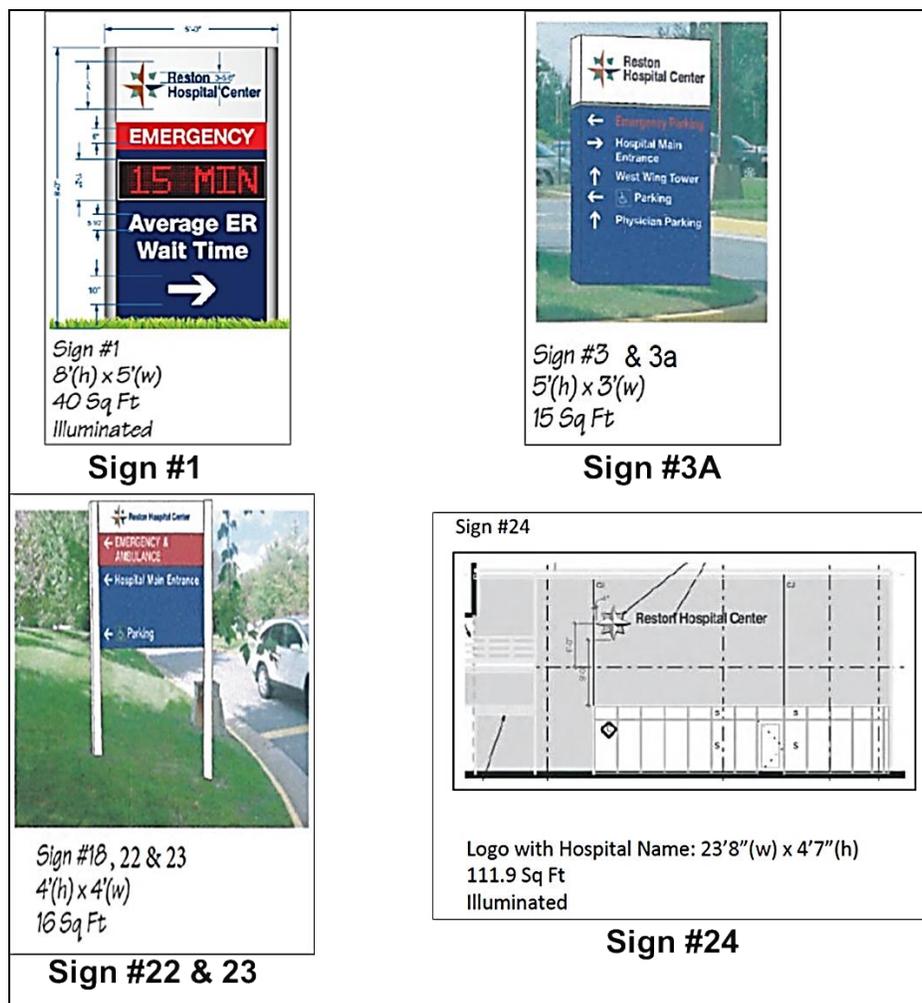


Figure 3: Proposed signs.

Sign #1 is proposed to replace an existing freestanding illuminated monument sign with a freestanding illuminated monument sign of the same dimensions and in the same location except the proposed sign contains a red monochrome LED display board in the center of the sign displaying the estimated emergency room wait time in minutes. The estimated emergency room wait time is proposed to change every 15 minutes, if there is a change in the wait time. Below the digital display area is white illuminated text reading "Average ER Wait Time" with an arrow pointing in the direction of the hospital.

It is staff's understanding that Sign #1 is proposed at the subject location (at the northeast corner of the intersection of the Fairfax County Parkway and New Dominion Parkway) because this is the only corner of the subject property that the applicant owns and is not directly adjacent to residential dwellings. The sign is proposed to face the Fairfax County Parkway to minimize any visual impact to residential dwellings.

Staff has concern with the proposed digital display portion of the proposed sign. Both the Virginia Department of Transportation and Zoning Inspection Division indicated that the digital display would be a distraction to drivers along the Fairfax County Parkway. The digital display would be a prominent feature on the sign and could draw a driver's attention away from the road and cause safety issues. In addition, staff is concerned that since the purpose of the sign is to provide direction to the hospital, the digital display could distract from the intent of the sign and cause drivers to miss the intersection with New Dominion Parkway, which leads directly to the hospital. The next exit off of the Fairfax County Parkway is at Baron Cameron Avenue, which is near the hospital but not directly adjacent to the hospital.

The applicant states that Reston Hospital Center is an affiliate of Hospital Corporation of America (a for profit hospital system), which has installed similar digital display signs of the estimated emergency room wait time at their other facilities outside of Fairfax County and has found such signage valuable in assisting the public choose and emergency medical facility. Staff is unaware of similar such signage that provides a digital display of an estimated wait time for a business in Fairfax County. Staff is concerned that approval of such signage displaying an estimated wait time could set a precedent for other businesses to propose similar signage, for example at a drive-through use.

In addition, staff questions the need for a digital display of the estimated wait time for the emergency room. In staff's opinion, patients in need of emergency medical assistance would seek medical attention at the nearest medical facility regardless of the estimated wait time. The general practice in an emergency room is to triage patients in order to identify those with the greatest need regardless of the estimated wait time upon arrival. As discussed, staff does not support the digital display portion of Sign #1.

Sign #3A is a proposed freestanding sign within a parking lot island, located near the main lobby entrance. The proposed sign is intended to direct patients and visitors from the parking lot to hospital buildings and entrances. Sign #3A is proposed to be

15 square feet and 5 feet in height, which is the same dimensions and contains the same sign content as existing Sign #3, approved as part of CSP 2009-HM-014. Staff has proposed a development condition that such signage should not obstruct sight distances.

Sign #22 and 23 are freestanding signs proposed within an existing median along Town Center Drive, a private road within the hospital property. It is staff's understanding that the proposed 4-foot wide sign would not overhang the 5-foot wide median. Staff has proposed a development condition that such signage should not obstruct sight distances.

Sign #24 is a proposed illuminated building mounted sign for the new medical office building that is anticipated to be completed this year. The proposed sign contains the hospital logo and name. Building mounted address numbers, a maximum of 24 inches in height, are included to identify the address of the new medical office building and are proposed in a similar style to those on existing buildings. Staff has proposed a development condition to address illumination of the sign. With the proposed development conditions, there are no outstanding issues.

Transportation Analysis (Appendix 4)

The Fairfax County Department of Transportation (FCDOT) recommends that proposed Sign #3 and 3A should be located so that it does not obstruct sight distances (Sign #3 is an existing sign approved with CSP 2009-HM-014). Staff has proposed a development condition that all freestanding signs should not obstruct sight distance lines. With the proposed development condition, all issues have been addressed.

Zoning Inspection Analysis (Appendix 5)

The Zoning Inspection Division (ZID), which issues sign permits, indicated that the proposed LED digital display portion of freestanding Sign #1 will be disruptive to drivers on the Fairfax County Parkway. As such, ZID does not recommend the digital display portion on proposed Sign #1.

In addition, ZID provided that Sign #3 appears to be in the angle of vision. Staff has proposed a development condition that all freestanding signs will be located outside of any angle of vision and sight distance lines, which the applicant has accepted. Also, as indicated in the ZID analysis, proposed Sign #22 and 23 exceed the permitted 2 square feet in sign area for directional signs and proposed Sign #24 exceeds the permitted 50 square feet for a building mounted sign. Sign #22 and 23 each are proposed to contain 16 square feet of sign area and Sign #24 is proposed to contain 106 square feet of sign area. However, it is through this CSPA that the applicant is seeking an increase the permitted sign area. Previous directional signs containing the same sign dimensions and similar content were approved with the approval of the current CSP that governs the property's signs. As such, staff does not object to the proposed sign dimensions.

In addition, ZID commented that if the proposed signs are internally illuminated such signs need to be in conformance with Par. 2D of Sect. 14-902 of the Zoning Ordinance, which provides:

Internally illuminated signs, except those which bear a state or federal registered trademark, shall have an opaque background and translucent text and symbols, or shall have a translucent background that is not white, off-white or yellow in color.

The only signs proposed to be illuminated are Sign #1 (freestanding sign) and Sign #24 (building mounted sign). Specifically, Sign #1 contains a translucent background that is white in the upper portion of the sign. As such, this provision of the Zoning Ordinance is applicable. The applicant has the option to not illuminate the sign or to use uplighting or a spot light to illuminate the sign. Staff has proposed a development condition to address illumination. With the exception of the digital display portion of Sign #1 and with proposed development conditions, the issues have been addressed.

ZONING ORDINANCE PROVISIONS (Appendix 6)

Section 12-101 of the Zoning Ordinance (Article 12, Purpose and Intent)

In accordance with Sect. 12-101 of the Zoning Ordinance, signs within a given development should be coordinated with the architecture of the principal use in such a manner that the overall appearance is harmonious in color, form, and proportion, and structurally sound.

The proposed signs will have the same specifications (sign area, height, and width) of similar existing signs approved with CSP 2009-HM-014. With the exception of the LED digital display portion on Sign #1, the proposed signs will be of the same style and appearance as existing signs. With the proposed development conditions, the application is in conformance with the purpose and intent of Article 12.

Sect. 12-210 of the Zoning Ordinance (Article 12, Uses in P Districts)

Sect. 12-210 of the Zoning Ordinance permits the Planning Commission to approve a Comprehensive Sign Plan for developments within a P District as an alternative to the provisions contained in Article 12 of the Zoning Ordinance for signs located within conventional zoning districts. This provision requires that a Comprehensive Sign Plan show the location, size, height, and extent of all proposed signs within the P District or section of the P District, as well as, the nature of the information to be displayed on the signs. In addition, all proposed signs should be in scale and harmonious with the development and should be located and sized to ensure convenience to the visitor, user or occupant of the development while not adding to street clutter or otherwise detracting

from the planned unit nature of the development and the purposes of the architectural and urban design elements.

The CSPA shows the location, size, height, and extent of all proposed signs within the P District, as well as, the nature of the information to be displayed on the signs. With the exception of the digital display portion of Sign #1, all signs are in scale and harmonious with the development and located and sized to ensure convenience to the visitor, user, or occupant of the development while not adding to street clutter or otherwise detracting from the planned purpose of the architectural and urban design elements. Staff finds that Sign #1 is not harmonious with the development because of the LED digital display and none of the applicant's other signs contain an LED digital display with changeable copy. Except for the digital display portion of Sign #1, the proposed signs are located and sized to ensure convenience to the visitor, user, or occupant of the development while not adding to street clutter or otherwise detracting from the planned unit nature of the development and the purposes of the architectural and urban design elements. As previously discussed, staff has concern that Sign #1 is intended to provide direction to the hospital and the digital display portion of the sign could be a distraction to drivers along the Fairfax County Parkway and in staff's opinion Sign #1 adds to street clutter along the Fairfax County Parkway with the proposed changeable digital display. Further, staff believes that the digital display portion of Sign #1 detracts from the planned unit nature of the development since no other signs at the hospital contain digital displays.

Par. 4 of Sect. 12-210 of the Zoning Ordinance provides that all signage shall be in accordance with the standards for all planned development as set forth in Part 1 of Article 16. Part 1 provides that the planned development shall substantially conform to the adopted Comprehensive Plan with respect to type and character. The Comprehensive Plan states that the planned development should enhance the stability of existing neighborhoods and provide high quality site and architectural design.

With the exception of the digital display portion of Sign #1, this CSPA is in accordance with the standards for a planned development, as the proposed signs do not detract from the nature of the planned development and helps to identify the uses within the development. Sign #1 is intended to identify and provide direction to the hospital. Staff believes the proposed digital display of the estimated emergency wait time detracts from the nature of the planned development and does not contribute to the high quality site and architectural design that the planned district achieves by providing a sign that is not harmonious with the other signs on the property. Sign #1 is the only digital display sign with changeable copy. The existing planned development conforms with the Comprehensive Plan with respect to type and character and with the exception of the digital display portion of Sign #1, the proposed additional signs are similar to those previously approved as part of the existing CSP. With the implementation of the proposed development conditions, staff believes that the signage plan, with the exception of the digital display portion of Sign #1, satisfies the Zoning Ordinance provisions.

CONCLUSIONS AND RECOMMENDATIONS

Staff Conclusions

As previously discussed, staff does not support the digital display portion of Sign #1. Staff believes the digital display could be distraction to drivers along the Fairfax County Parkway. Additionally, staff is concerned that approval of a sign displaying changeable copy of an estimated wait time could set a precedent for other businesses to propose similar signage. With the exception of the digital display portion of Sign #1, the proposed Comprehensive Sign Plan Amendment is in harmony with the Comprehensive Plan and applicable Zoning Ordinance provisions, with the approval of the proposed development conditions.

Recommendation

Staff recommends approval of CSPA 2009-HM-014, subject to the proposed development conditions contained in Appendix 1.

It should be noted that it is not the intent of staff to recommend that the Planning Commission, in adopting any conditions proffered by the owner, relieve the applicant/owner from compliance with the provisions of any applicable ordinances, regulations, or adopted standards.

The approval of this special exception does not interfere with, abrogate or annul any easement, covenants, or other agreements between parties, as they may apply to the property subject to this application.

It should be further noted that the content of this report reflects the analysis and recommendations of staff; it does not reflect the position of the Planning Commission.

APPENDICES

1. Proposed Development Conditions
2. Statement of Justification
3. Transportation Analysis
4. Zoning Inspection Analysis
5. Zoning Ordinance Provisions

DEVELOPMENT CONDITIONS**CSPA 2009-HM-014****January 23, 2014**

If it is the intent of the Planning Commission to approve Comprehensive Sign Plan Amendment CSPA 2009-HM-014, located at Tax Map Parcels 17-1 ((1)) 3H1 and 15B to permit a Comprehensive Sign Plan Amendment (CSPA) pursuant to Sect. 12-210 of the Zoning Ordinance, staff recommends that the Planning Commission condition the approval by requiring conformance with the following development conditions. Previously approved development conditions are indicated with an asterisk (*).

- *1. This Comprehensive Signage Plan Amendment is granted for and runs with the land indicated in this application and is not transferable to other land. Minor deviations in sign location, design and area may be permitted when the Zoning Administrator determines that such deviations are minor and are in substantial conformance with the Comprehensive Sign Plan Amendment.
2. This Comprehensive Sign Plan Amendment (CSPA), titled "Reston Hospital Center" and prepared by Signs Unlimited dated March 21, 2011, as revised through November 15, 2013, is approved only for those signs shown on the CSPA. In addition, signs allowed by Sect. 12-103 in the Zoning Ordinance may be permitted. Irrespective of that shown in the CSPA, freestanding Sign #1 shall not contain an LED digital display area.
- *3. A matrix for signage shall be provided to the Zoning Administrator prior to the issuance of the first sign permit and all subsequent sign permits. The matrix shall include the submitting party's name, address, sign type, sign height, sign area, Non-Residential Use Permit number (if issued), and/or any other pertinent information deemed necessary by the Zoning Administrator in order to allow sufficient tracking of all signage to be provided on site. Each sign permit shall be accompanied by an acknowledgment letter from the property owner, manager, and/or agent of the property stating that the requested sign has been reviewed for compliance with this approval.
- *4. Irrespective of that shown on the CSPA, there shall be no signs moving, displaying flashing or intermittent lights, or lights of changing degrees of intensity of color, scrolling LED text or images, or moving copy, nor have any features which would be construed as fluorescent or neon in character or color.
- *5. All signage shall be placed in a location that does not conflict with sight distance requirements pursuant to Sect. 2-505 of the Zoning Ordinance or any applicable angle of vision or sight distance requirements.

- *6. All freestanding signs shall maintain at least a minimum five foot setback from any curb line, street right-of-way or other vehicular travel way and shall not obstruct any pedestrian walkway.
- *7. Illumination of signs shall be in conformance with the performance standards for glare and Part 9 of Article 14 of the Zoning Ordinance. Additionally, signs that require lighting shall be internally illuminated or down-lit to avoid glare and light trespass.
- *8. All other signs shall be consistent with the color palette, typography and the use of logos indicated in the CSPA.
- 9. Address numbers identifying a building's address number shall be no taller than 24 inches in height.

The above proposed conditions are staff recommendations and do not reflect the position of the Planning Commission unless and until adopted by the Planning Commission.

This approval, contingent on the above noted conditions, shall not relieve the applicant from compliance with the provisions of any applicable ordinances, regulations, or adopted standards. Sign permits must be obtained from Fairfax County for each and every sign erected pursuant to this Comprehensive Sign Plan Amendment. The applicant shall be responsible for obtaining the required sign permits through established procedures.

Reston Hospital Center
Comprehensive Sign Plan Amendment
CSPA 2009-HM-014
Statement of Justification

August 14, 2013
Revised November 15, 2013

I. Introduction

Reston Hospital Center, LLC (the "Applicant") is the title owner of property identified on the Fairfax County Tax Map as 17-1 ((1)) Parcels 15B and 3H1 (the "Property," the "Hospital"), located within the Hunter Mill district in Reston and bound by Fairfax County Parkway, Town Center Drive, Town Center Parkway, and New Dominion Parkway. The Hospital, which has served Fairfax County residents for more than 25 years, is currently expanding its facilities and services to support a growing population with increasing demands for healthcare.

To aid in this expansion, the Applicant received approval for a Comprehensive Sign Plan, CSP 2009-HM-014 (the "CSP"), on July 28, 2011. The cohesive signage approved under that plan assists patrons as they navigate their way throughout the Hospital campus. The Applicant is submitting this Comprehensive Sign Plan Amendment ("CSPA") application to amend the approved plan to provide patients additional information before they enter the Hospital campus and to improve navigation through the site. Specifically, the Applicant seeks to replace one freestanding monument sign with a freestanding monument sign of the same dimensions that includes a digital display of the estimated wait time for the emergency room and revise one of the development conditions to permit this change. In addition, the Applicant requests approval of three additional on-site freestanding signs and one additional building-mounted sign in anticipation of the opening of the new medical office building ("MOB") at the Property later this year.

II. Modified Sign #1

Of the 15 signs approved with the CSP, this CSPA application requests to modify the design of one sign. Sign #1, located at the corner of Fairfax County Parkway and New Dominion Drive, is a 40 square foot freestanding sign that directs patrons to the emergency department. It utilizes the Hospital's colors and logo, as allowed in the CSP.

The modified sign proposed with this application will improve upon the existing sign's function—to direct patrons to the emergency department—by displaying the estimated wait time to see an ER doctor. A red monochrome LED display board in the center of the sign will display the number of minutes, with white illuminated text reading "Average ER Wait Time" and an arrow below. Posting this valuable information will help patrons make decisions about where and when to seek medical treatment. The wait times will be updated no more frequently than every 15 minutes. The dimensions and general location of the sign will remain unchanged.

The use of an LED display requires the modification of development condition #4, which reads: "There shall be no signs moving, displaying flashing or intermittent lights, or lights of changing degrees of intensity of color, scrolling LED text or images, or moving copy, nor have any features which would be construed as fluorescent or neon in character or color." The Applicant

proposes to revise this condition to remove the prohibition against scrolling LED text or images and moving copy to permit the proposed sign.

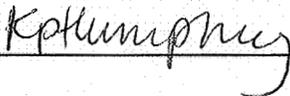
III. New Signage Proposed

The Applicant also requests to add three new freestanding signs and one new building-mounted sign to the CSP. The first new sign, Sign #3A, will have the same specifications as Sign #3 and be located near the main lobby entrance to help patrons who use that parking lot. The two other freestanding signs, Signs #22 and #23, are proposed in medians of Town Center Drive on opposite sides of the Property. These signs, which have the same specifications as Sign #18, will guide patrons to the MOB when it is open. The new building-mounted sign, Sign #24, is proposed for the side of the MOB. The Applicant will install address numbers on the MOB in similar style to those in place on the existing buildings.

IV. Conclusion

The CSPA will allow the Applicant to enhance the information it provides patrons under the existing CSP by giving patients real-time estimates of ER wait times and guiding them to the future MOB. All of the previously approved signs, with the exception of Sign #1 and the relocated Sign #18, will remain unchanged. The proposed modifications to Sign #1 are consistent with and complementary to the existing signs on the Property and will maintain the sign's current size, general location, and purpose. The new signs will help integrate the MOB into the larger Hospital campus.

Respectfully submitted:



Kate Humphrey
Cooley LLP



County of Fairfax, Virginia

MEMORANDUM

DATE: October 31, 2013

TO: Barbara Berlin, Director
Zoning Evaluation Division
Department of Planning and Zoning

FROM: Angela Kadar Rodeheaver, Chief
Site Analysis Section
Department of Transportation *MAD/AR*

FILE: 3-4 (RZ 2009-HM-014)

SUBJECT: Transportation Impact (Comprehensive Sign Plan)

REFERENCE: CSPA 2009-HM-014; Reston Hospital Center
Traffic Zone: 1713
Land Identification Map: 17-1 ((01)) 15B, 3H1

Transmitted herewith are comments from the Department of Transportation with respect to the referenced application. These comments are based on the submitted revised Comprehensive Sign Plan dated August 14, 2013.

- All free standing signs (monument and otherwise) should be located outside the VDOT's right-of-way and clear zone and should not obstruct any sight distance lines.
- Freestanding sign # 3 appears to impede sight distance. The sign should be relocated out of the sight distance line.

AKR/ak C:CSPA 2009HM014CSPAReston Hospital

Fairfax County Department of Transportation
4050 Legato Road, Suite 400
Fairfax, Virginia 22033-2898
Phone: (703) 877-5600 TTY: 771
Fax: (703) 877 5723
www.fairfaxcounty.gov/fcdot





County of Fairfax, Virginia

MEMORANDUM

DATE: December 6, 2013

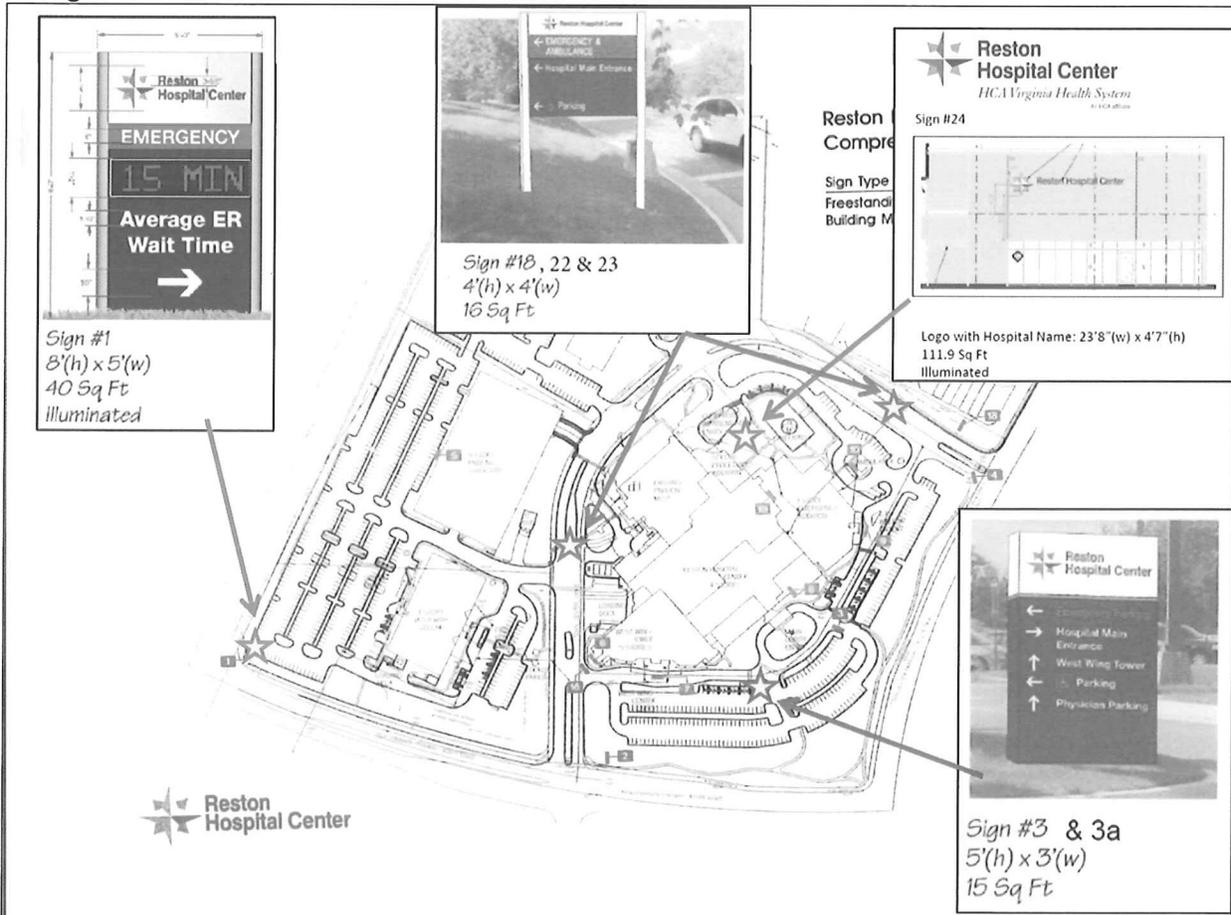
TO: Mary Ann Tsai
Planner III, Staff Coordinator
Zoning Evaluation Branch

FROM: Leo L. Conrad Jr. *LLC*
Zoning Inspections Branch

SUBJECT: Reston Hospital Center CSP 2009-HM-014

Comments concerning review for Reston Hospital CSPA:

Please see the comments below concerning the proposed changes to the CSP 2009-HM-014 changes



Department of Planning and Zoning
Zoning Administration Division
Zoning Inspections Branch
12055 Government Center Parkway, Suite 829
Fairfax, Virginia 22035-5508
Phone 703-324-4300 FAX 703-324-1343
www.fairfaxcounty.gov/dpz/



1. Sign on FFXCO Parkway & New Dominion Drive changeable copy **will be disruptive to drivers on the Parkway** (recommend not to have changeable copy, See Par. 6 of Sect. 12-104, which states:

Any sign displaying flashing or intermittent lights, or lights of changing degrees of intensity of color or moving copy. This prohibition shall not apply to signs which display time, temperature, weather or environmental conditions, but only when the sign does not constitute a public safety or traffic hazard as determined by the Zoning Administrator.

2. Sign # 3 Appears to be in the angle of vision (**corner in parking lot blocking vision**) see:

2-505 Use Limitations on Corner Lots

1. On every corner lot within the triangle formed by the street lines of such lot and a line drawn between points on such lines as established below, there shall be no structure or planting of such nature and dimension as to obstruct sight distance other than a post, column or trunk of a tree (but not branches or foliage), which is not greater than one (1) foot in cross section or diameter. Such sight distance shall be maintained between two (2) horizontal planes, one of which is three and one-half (3 ½) feet, and the other ten (10) feet above the established grade of either street or, if no grade has been officially established, then above the average elevation of the existing surface of either street at the center line thereof:

A. For a lot having an interior angle of ninety (90) degrees or more at the street corner thereof: Points shall be 30 feet from the property lines extended.

B. For a lot having an interior angle of less than ninety (90) degrees at the street corner thereof: Points shall be 30 feet from the property lines extended, plus one (1) foot for every ten (10) degrees or major fraction thereof by which such interior angle is less than ninety (90) degrees.

3. Signs # 18, 22, & 23 are larger than the non-permitted directional signs per Art. 12

Par. 2G of Sect. 12-103 which states: G. Small signs displayed on site for the direction or convenience of the public, such as signs which direct traffic or identify the location of restrooms, public telephones, freight entrances or parking areas or limitations on the use of drive-through windows. **No such sign shall exceed two (2) square feet in area or be located closer than five (5) feet to any lot line.** Notwithstanding the above limitations, signs displayed on site to identify elements and spaces of accessible facilities shall be permitted and shall conform to the specifications as required in the Virginia Uniform Statewide Building Code (VUSBC) and the Public Facilities Manual.

4. Sign with name & Logo are to be considered as a sign and are governed by Par. 14 of Art. 12-203 see below:

14. Hospitals shall be permitted one (1) freestanding sign at each entrance. No freestanding sign shall exceed eighty (80) square feet in area or twelve (12) feet in height, or be located closer than five (5) feet to any lot line. Hospitals shall also be permitted one (1) building-mounted sign for each building entrance for the purpose of identifying a hospital function. **No such sign shall exceed fifty (50) square feet in area.** The Board may approve additional signs in accordance with Sect. 9-308.

5. Signs with white background are governed by Art. 14 see below:

D. Internally illuminated signs, except those which bear a state or federal registered trademark, shall have an opaque background and translucent text and symbols, or shall have a translucent background that is not white, off-white or yellow in color. In addition, internally illuminated signs must comply with the provisions of Article 12.

PART 1 12-100 GENERAL PROVISIONS**12-101 Purpose and Intent**

The purpose of this Article is to regulate all exterior signs and interior signs placed for exterior observance so as to protect property values, to protect the character of the various communities in the County, to facilitate the creation of a convenient, attractive and harmonious community, to protect against danger in travel and transportation, to improve and protect the public health, safety, convenience and general welfare, and to further the stated purpose and intent of this Ordinance.

Any sign erected on a lot or building for the purpose of identification or for advertising a use conducted therein or thereon shall be an accessory use to the principal use.

It is further intended that all signs within a given development be coordinated with the architecture of the principal use in such a manner that the overall appearance is harmonious in color, form and proportion, and that the signs shall be structurally sound so as to ensure the safety of the general public.

12-210 Uses in P Districts

The provisions set forth in the preceding Sections shall be applicable to signs accessory to uses in P districts. However, in keeping with the intent to allow flexibility in the design of planned developments, the following options may be applicable to signs in the P districts:

1. As an alternative, signs may be permitted in a P district in accordance with a comprehensive plan of signage subject to the approval of the Planning Commission following a public hearing conducted in accordance with the provisions of Sect. 18-109. The comprehensive plan of signage shall show the location, size, height and extent of all proposed signs within the P district or section thereof, as well as the nature of the information to be displayed on the signs.
2. In addition, within a PRC District or the Tysons Corner Urban Center as designated in the adopted comprehensive plan, a plan for off-site directional signs which identify destinations or locations within the district or center such as commercial centers, residential areas, public uses or community facilities may be approved by the Planning Commission following a public hearing conducted in accordance with Sect. 18-109; provided, however, that written notice to property owners and adjacent property owners shall not be required. The plan for off-site signs shall show the location, size, height and extent of all signs encompassed within the plan as well as the nature of the information to be displayed on each sign. All such signs shall be located within the PRC District or the Tysons Corner Urban Center, as applicable.

3. Any application submitted pursuant to Par. 1 or 2 above may be made by any property owner, owner of an easement, lessee, contract purchaser or their agent or within the Tysons Corner Urban Center, an application pursuant to Par. 2 above may be made by a public agency or County recognized redevelopment organization or authority. Such application shall be accompanied by a statement setting forth the names of the record owners of the properties upon which such signs are proposed to be located and a fee as set forth in Sect. 18-106. In the event an application pursuant to Par. 2 above is made within the Tysons Corner Urban Center to include property not zoned PTC, such directional signs shall not impact the amount or size of signage otherwise permitted on such property. When such application requests permission to erect a sign on property owned by someone other than the applicant, then such application shall be accompanied by a written statement signed by the record owners of such properties which indicates their endorsement of the application.
4. The above-cited signage options shall be in accordance with the standards for all planned developments as set forth in Part 1 of Article 16. All proposed signs shall be in scale and harmonious with the development and shall be so located and sized as to ensure convenience to the visitor, user or occupant of the development while not adding to street clutter or otherwise detracting from the planned unit nature of the development and the purposes of architectural and urban design elements.

PART 1 16-100 STANDARDS FOR ALL PLANNED DEVELOPMENTS

16-101 General Standards

A rezoning application or development plan amendment application may only be approved for a planned development under the provisions of Article 6 if the planned development satisfies the following general standards:

1. The planned development shall substantially conform to the adopted comprehensive plan with respect to type, character, intensity of use and public facilities. Planned developments shall not exceed the density or intensity permitted by the adopted comprehensive plan, except as expressly permitted under the applicable density or intensity bonus provisions.
2. The planned development shall be of such design that it will result in a development achieving the stated purpose and intent of the planned development district more than would development under a conventional zoning district.
3. The planned development shall efficiently utilize the available land, and shall protect and preserve to the extent possible all scenic assets and natural features such as trees, streams and topographic features.
4. The planned development shall be designed to prevent substantial injury to the use and value of existing surrounding development, and shall not hinder, deter

or impede development of surrounding undeveloped properties in accordance with the adopted comprehensive plan.

5. The planned development shall be located in an area in which transportation, police and fire protection, other public facilities and public utilities, including sewerage, are or will be available and adequate for the uses proposed; provided, however, that the applicant may make provision for such facilities or utilities which are not presently available.
6. The planned development shall provide coordinated linkages among internal facilities and services as well as connections to major external facilities and services at a scale appropriate to the development.

16-102

Design Standards

Whereas it is the intent to allow flexibility in the design of all planned developments, it is deemed necessary to establish design standards by which to review rezoning applications, development plans, conceptual development plans, final development plans, PRC plans, site plans and subdivision plats. Therefore, the following design standards shall apply:

1. In order to complement development on adjacent properties, at all peripheral boundaries of the PDH, PRM, PDC, PRC Districts the bulk regulations and landscaping and screening provisions shall generally conform to the provisions of that conventional zoning district which most closely characterizes the particular type of development under consideration. In the PTC District, such provisions shall only have general applicability and only at the periphery of the Tysons Corner Urban Center, as designated in the adopted comprehensive plan.
2. Other than those regulations specifically set forth in Article 6 for a particular P district, the open space, off-street parking, loading, sign and all other similar regulations set forth in this Ordinance shall have general application in all planned developments.
3. Streets and driveways shall be designed to generally conform to the provisions set forth in this Ordinance and all other County ordinances and regulations controlling same, and where applicable, street systems shall be designed to afford convenient access to mass transportation facilities. In addition, a network of trails and sidewalks shall be coordinated to provide access to recreational amenities, open space, public facilities, vehicular access routes, and mass transportation facilities