

March 4, 2024

Inova Franconia-Springfield Hospital Special Exception for Sign Modifications (SE 2023-FR-00033)

Presented to the Franconia District Land Use Committee

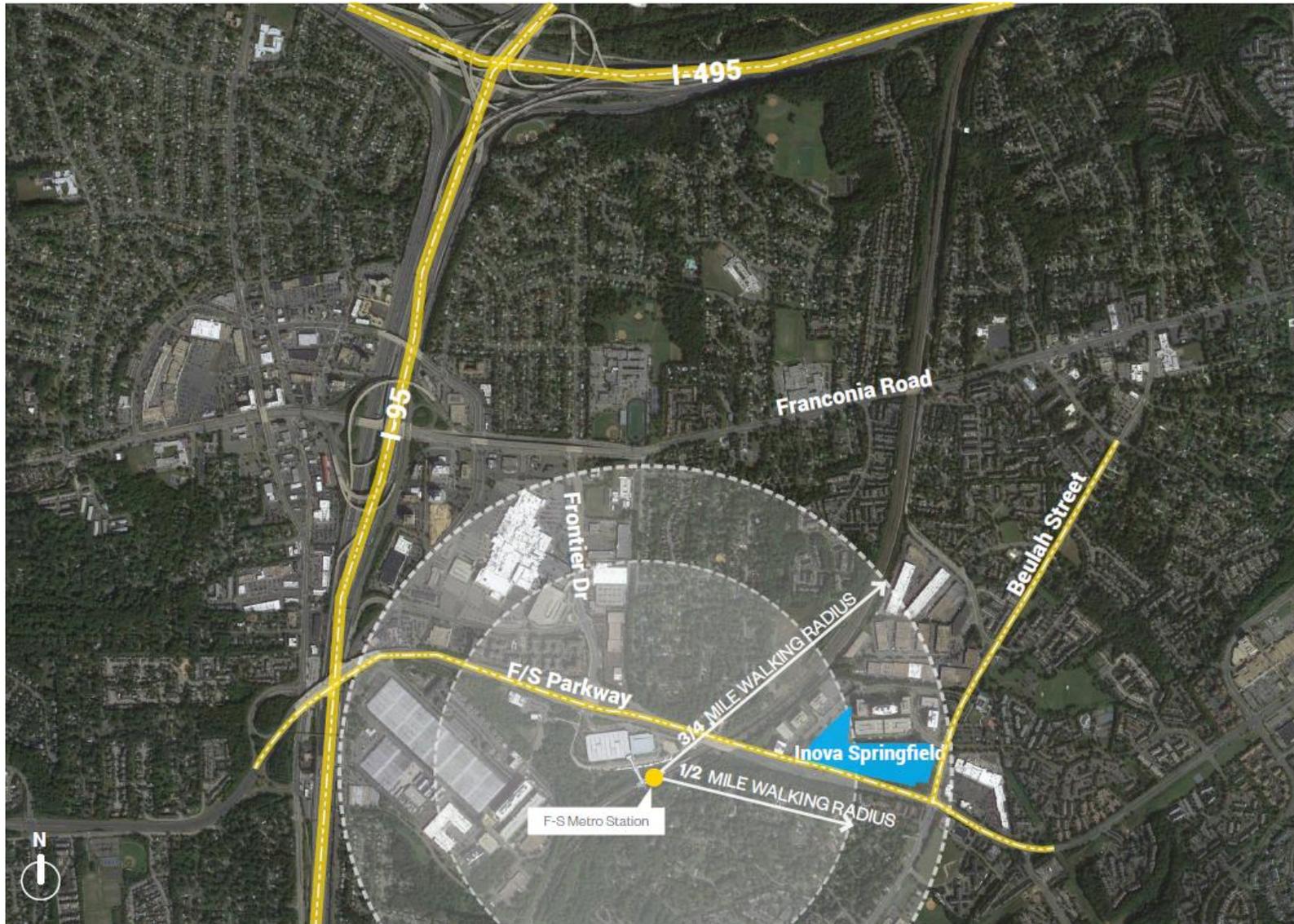


Presenters

- Tim Sampson, Downs Rachlin Martin, land-use counsel for Inova
- David Sittler, Sittler Development Associates, land-use consultant for Inova
- Dominic Bonaiuto, Inova Government & Community Relations

Agenda

- Recap of subject property
- Summary of Special Exception application: to provide clear identification of the hospital and clear and consistent wayfinding to and within the campus.
- Next steps



Project recap

- RZ 2021-LE-00018 approved by the BOS in September 2022, following community engagement with FDLUC and others
- Second replacement site for Inova Alexandria Hospital
- Design is complete and under permit review
- Anticipate construction to start in 3rd quarter of 2024
- Anticipated opening in 2028

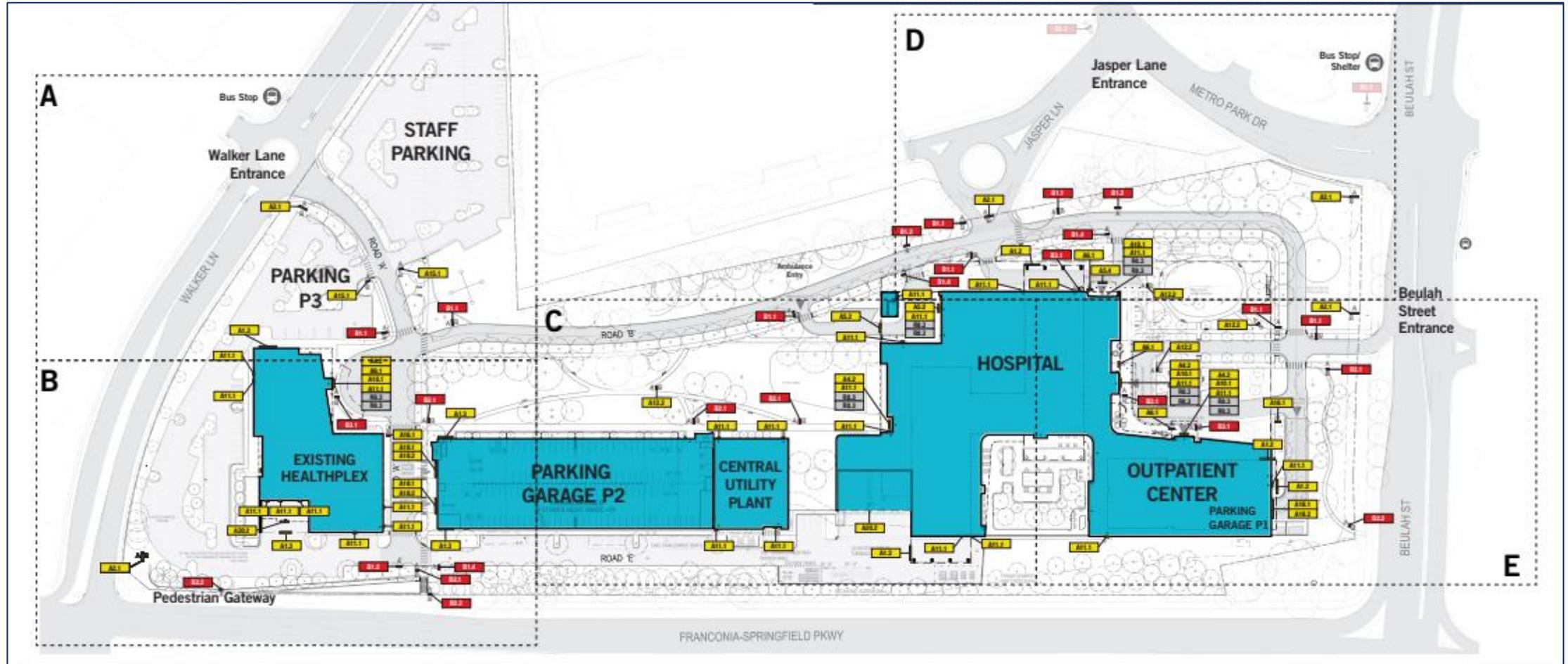
Special Exception for Sign Modifications

- Formerly known as a Comprehensive Sign Plan
- Some of the signs shown would not require independent special exception approval, or in some cases would not even require sign permit approval.



Sign location plan overview

The proposal includes building mounted and freestanding signs used for both wayfinding and identification. Signs shown offsite are subject to approval by offsite owners.



Brand ID/façade signage

- Inova proposes eight (8) upper-level, building-mounted signs across the campus that conform in number with, but are somewhat larger than, the regulations of the ZO. (Max allowed = up to 200 square feet; max proposed = up to 213 square feet.)
 - Identified as signs A1.2 and A1.3.
- Inova requests a modification to exceed the size regulations and to allow the proposed sign configuration across the hospital, outpatient center, HealthPlex, and the garage.

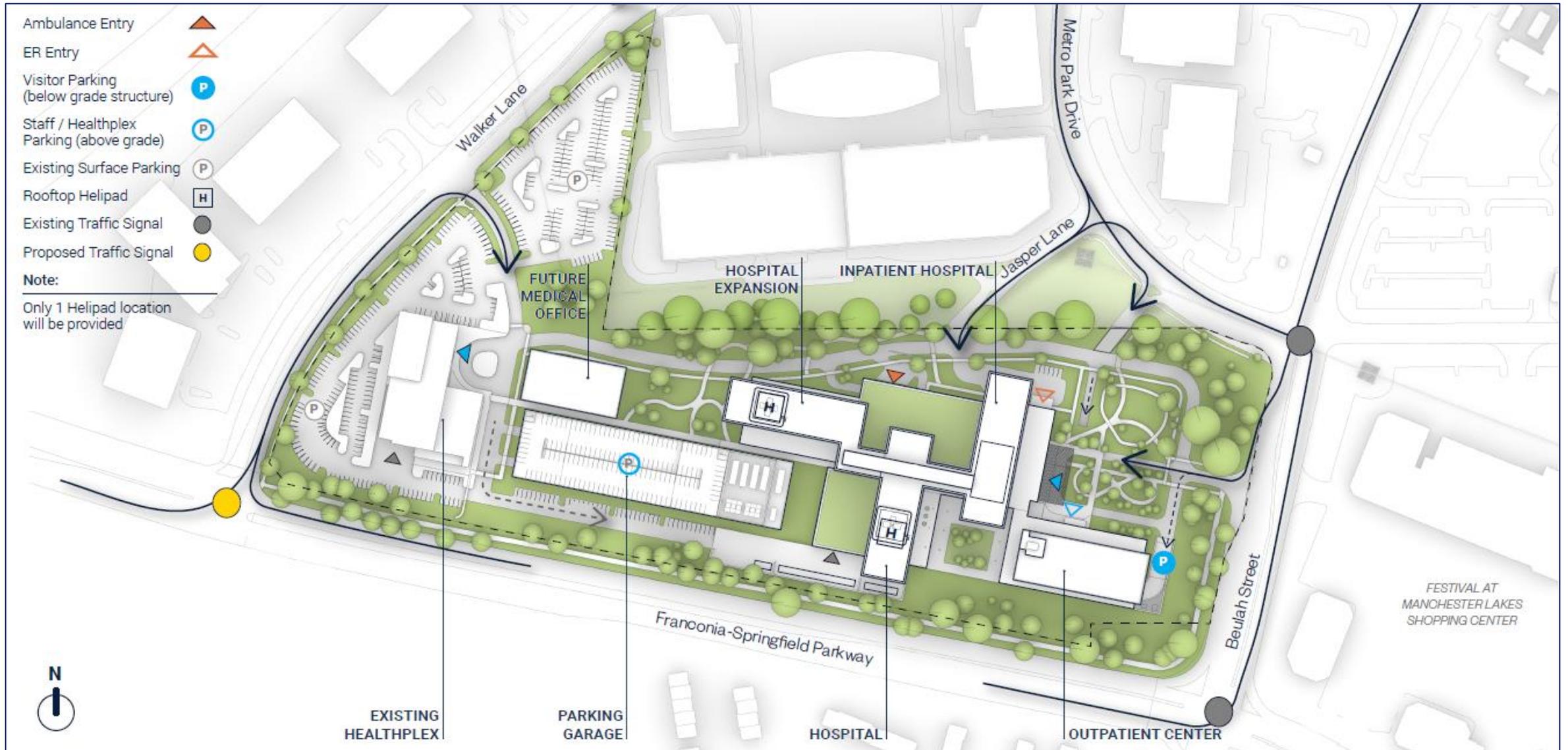


• Corner of Beulah and FSP



• HealthPlex along FSP





Site identification signs

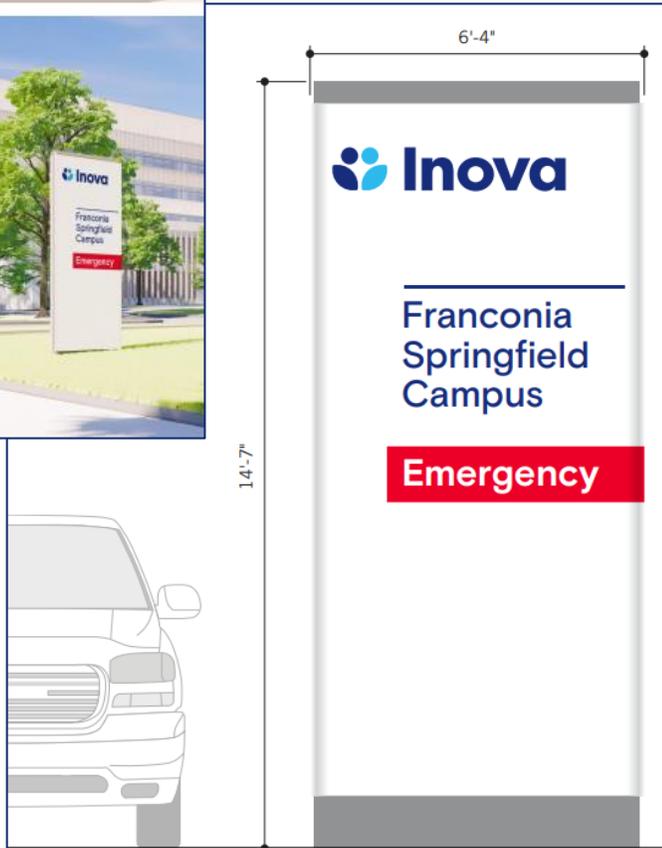
- Inova proposes five (5) freestanding, project identification signs with an area of ~ 95 square feet that would be up to ~ 15 feet tall.

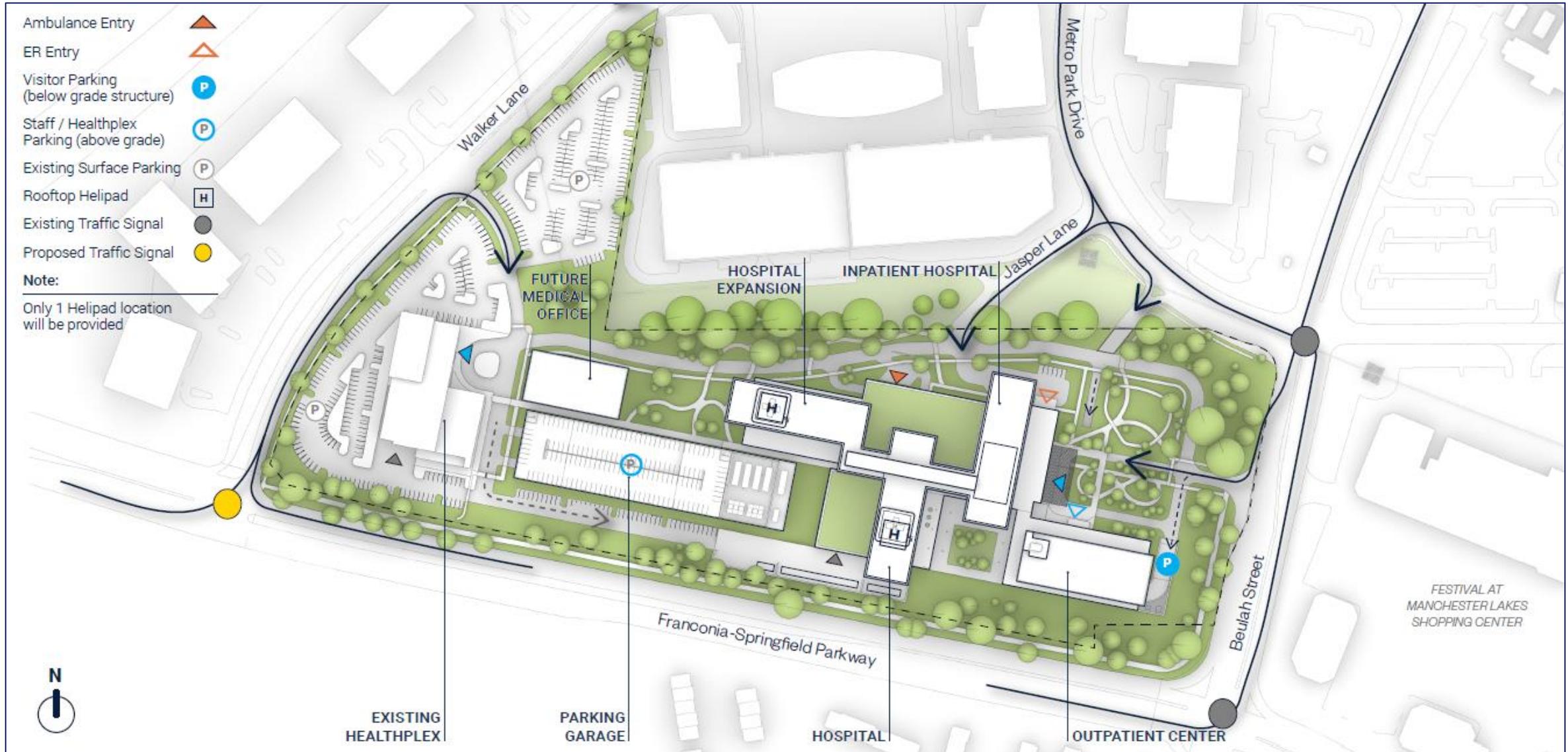
- Identified as signs A2.1.

- Located at each vehicular entrance: Walker Lane, Jasper Lane, and Beulah Street, as well as the corners of Walker and Franconia-Springfield Parkway and Metro Park Drive and Beulah.

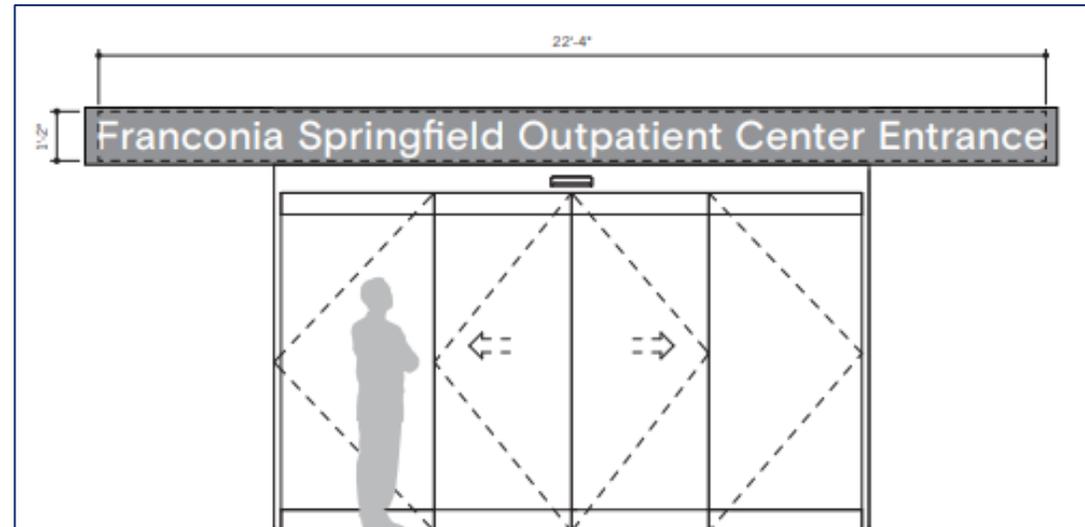
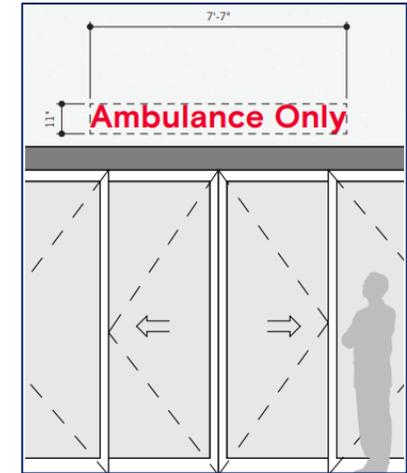
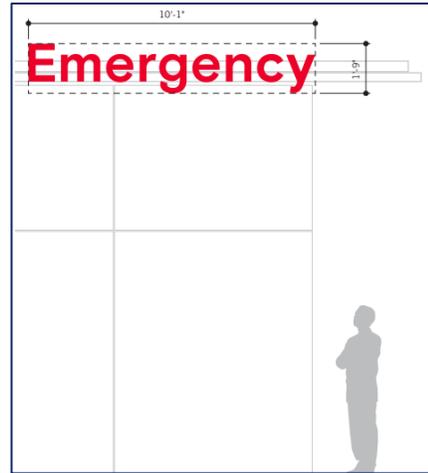
- Such signs are permitted, but the ZO limits a hospital to one sign at each entrance, and such signs are limited to an area of 80 square feet and a height of 12 feet.

- Inova requests a modification to allow for the additional and larger signs.



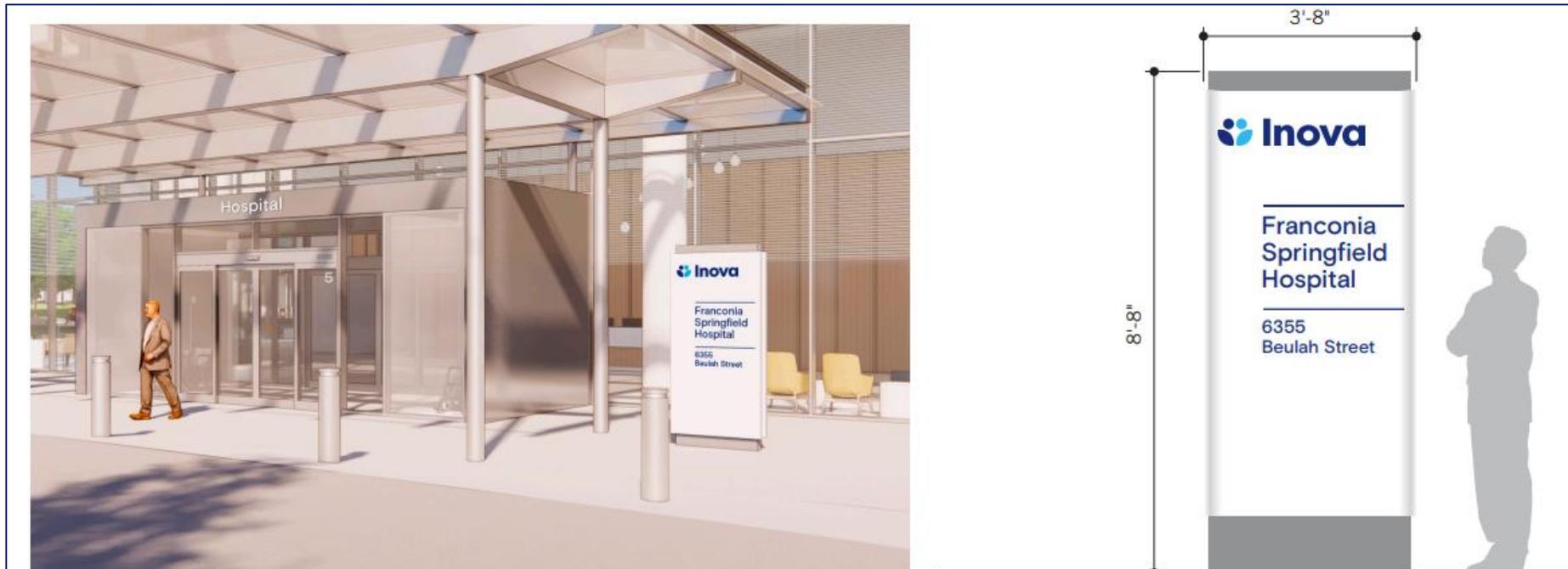


Building mounted entrance signs

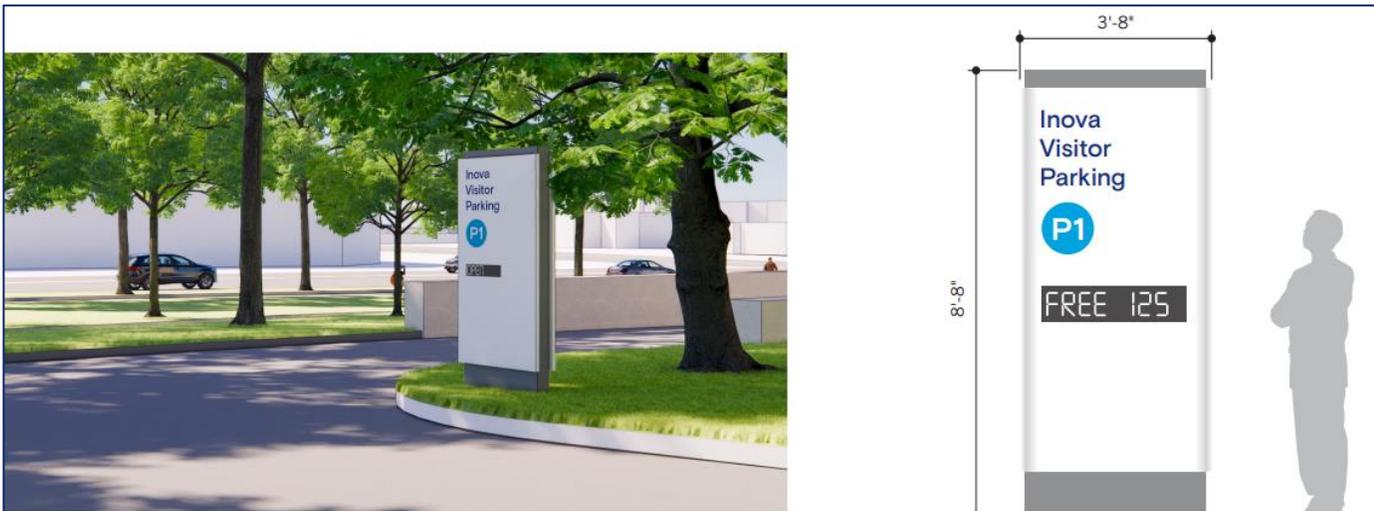
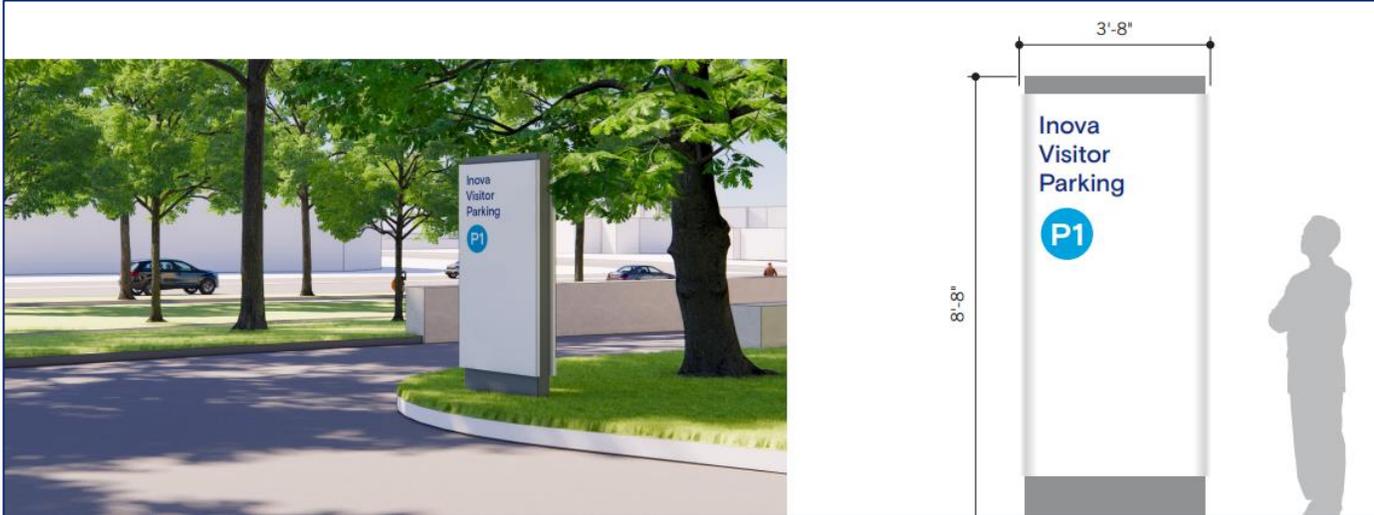


Building and park ID signs

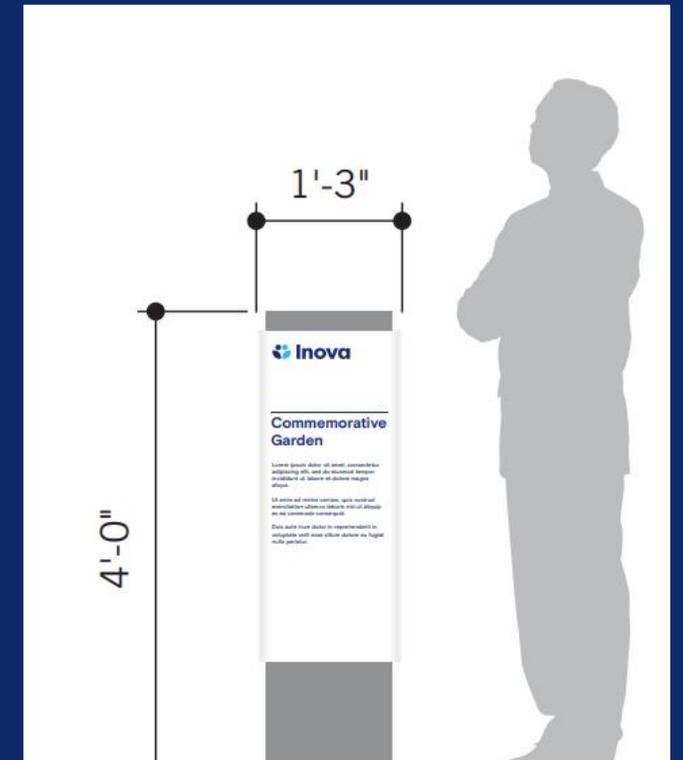
- Inova is proposing multiple signs that conform with the ZO, but the ZO anticipates such signs being located at major entrances to the site.
 - Identified as signs A6.1, A12.2, A15.1, and A16.1.
- Given Inova is proposing different signage at the street entrances (see previous slide), Inova is requesting a modification to locate these signs in proximity to the facility entrances.



Parking sign options

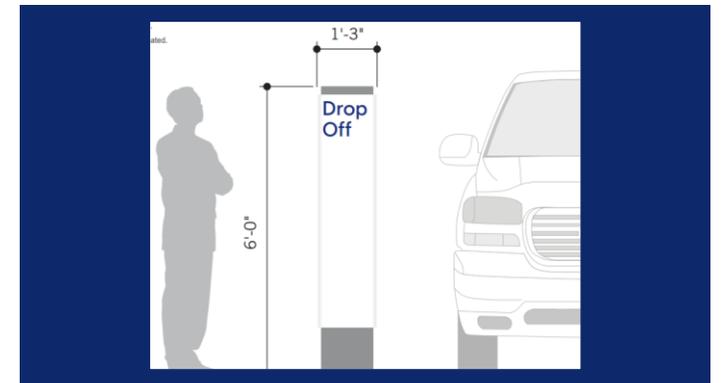
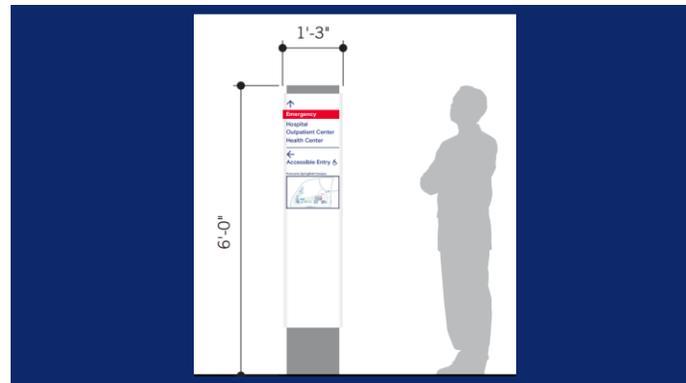
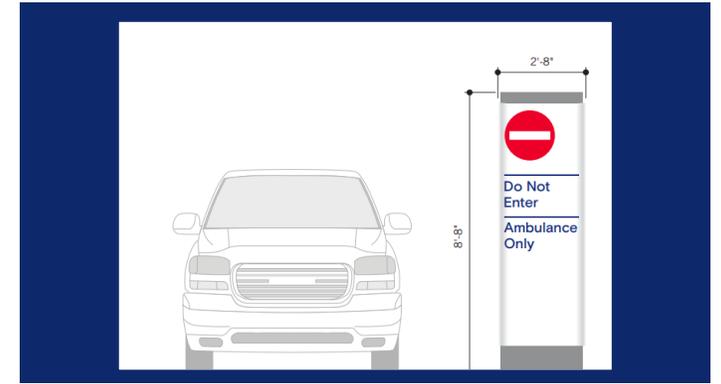
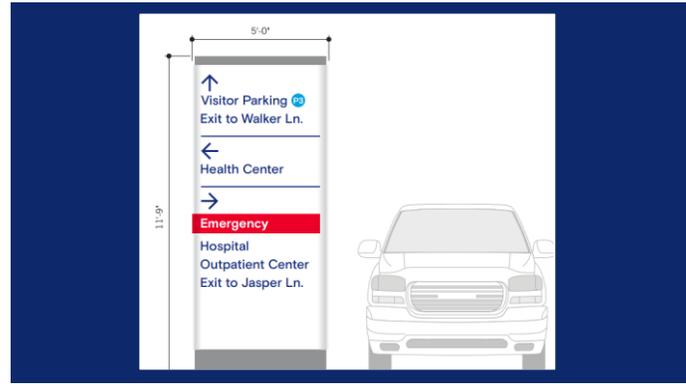


Park & green-space signs



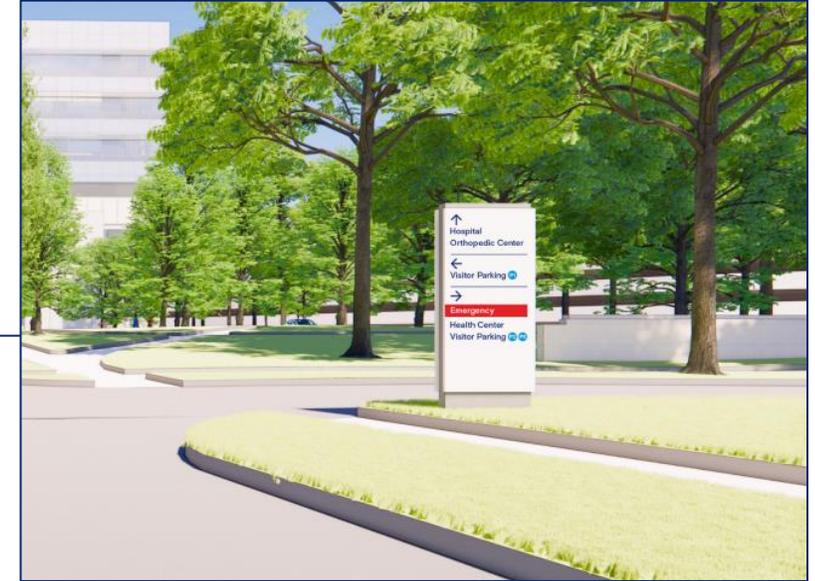
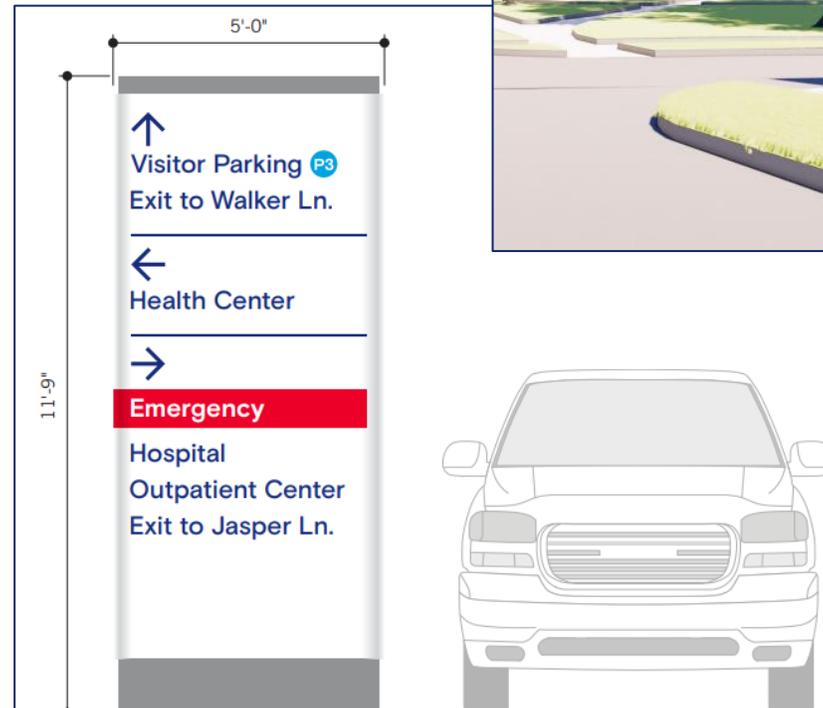
Wayfinding

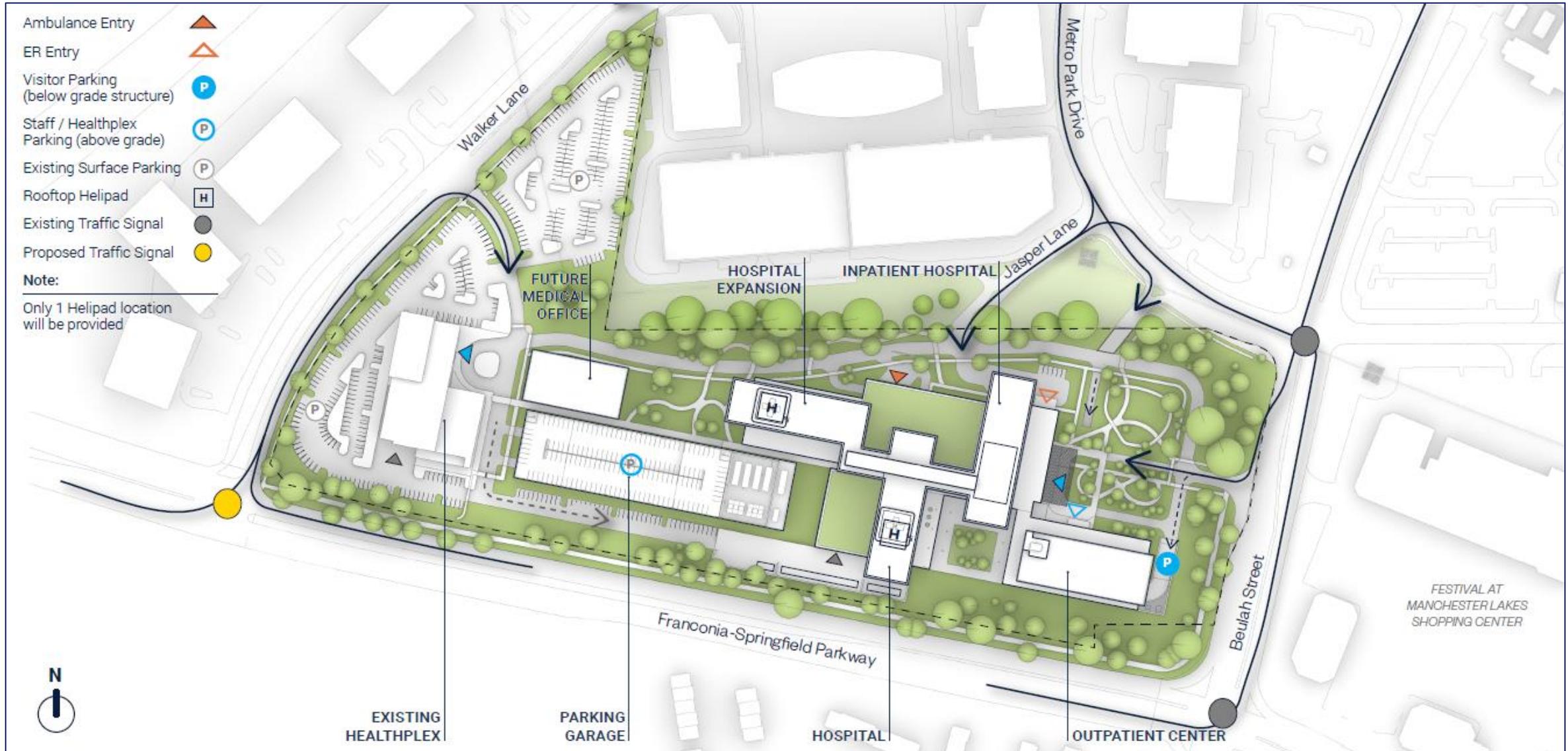
- Inova proposes a comprehensive wayfinding program for the site incorporating multiple freestanding sign types.
 - Identified as signs B1.1, B1.2, B1.4, B2.1, B2.2 and B3.1.



Offsite directional, freestanding signs

- Inova proposes to locate two B1.1 signs off-site at the corner of Metro Park Drive and Beulah Street and at the corner of Jasper Lane and Metro Park Drive.
- Inova requests approval to allow for each of the off-site signs.





Next Steps

- June 3 – Return to FDLUC for decision
- June 5 – Fairfax County Planning Commission
- June 25 – Fairfax County Board of Supervisors



Thank you

Tim Sampson, Down, Rachlin, Martin
tsampson@drm.com

David Sittler, Sittler Development Associates
dsittler@sittlerassociates.com

Dominic Bonaiuto, Government & Community Relations
dominic.bonaiuto@inova.org

