



## Application for SPECIAL USE PERMIT

Department of Planning and Development Review  
Land Use Administration Division  
900 E. Broad Street, Room 511  
Richmond, Virginia 23219  
(804) 646-6304  
<http://www.richmondgov.com/>

Application is hereby submitted for: (check one)

- ☐ special use permit, new  
☒ special use permit, plan amendment  
☐ special use permit, text only amendment

### Project Name/Location

Project Name: Chippenham Hospital Date: 08/01/2013

Property Address: 7101 Jahnke Road Tax Map #: C005-0599/002

Fee: \$1200.00 Total area of affected site in acres: 1.0  
(See page 3 for fee schedule, please make check payable to the "City of Richmond")

### Zoning

Current Zoning: R-73

Existing Use: Hospital

Is this property subject to any previous land use cases?

☒ Yes ☐ No

If Yes, please list the Ordinance Number:

2003-328-313

### Proposed Use

(Please include a detailed description of the proposed use in the required applicant's report)

Install a new freestanding sign near the

off-ramp from northbound Chippenham

Parkway to Jahnke Road

Applicant/Contact Person: Adena Patterson or Gloria Freye

Company: McGuireWoods LLP

Mailing Address: 901 E Cary Street

City: Richmond

State: VA Zip Code: 23219

Telephone: (804) 775-7764 or 775-1152

Fax: (804) 698-2031

Email: apatterson@mcguirewoods.com / gfrey@mcguirewoods.com

Property Owner: Chippenham Hospital Inc, c/o HCA Virginia

If Business Entity, name and title of authorized signee: Mark Foust, VP Communications

Mailing Address: 7300 Beaufont Springs Drive, #101

City: Richmond

State: VA Zip Code: 23225

Telephone: (804) 327-7604

Fax: ( )

Email: mark.foust@hcahealthcare.com

Property Owner Signature: [Signature]

(The names, addresses, telephone numbers and signatures of all owners of the property are required. Please attach additional sheets as needed. If a legal representative signs for a property owner, please attach an executed power of attorney. Faxed or photocopied signatures will not be accepted.)

NOTE: Please attach the required plans, checklist, and a check for the application fee (see Filing Procedures for special use permits)

**Applicant's Report  
Chippenham Hospital  
Revised 1/16/14**

**Introduction**

Chippenham Hospital is part of HCA Virginia Health System, which has 13 hospitals, 30 outpatient centers, and 15,000 employees throughout the Commonwealth. This network has an annual payroll of \$685 million and pays \$72 million in state and local taxes.

Chippenham Hospital is a state-designated Level III trauma center with 93,000 Emergency Room visits each year. Chippenham Hospital is owned by HCA, Inc. based in Nashville, Tennessee ("HCA"). HCA has improved its ER processes and efficiencies in the last several years, yielding better patient care and shorter wait times. Included in those improvements is a program to communicate ER wait times (a key piece of information for patients) on billboards, its website, and via text messaging. HCA wants to expand this program to include an on-campus sign that features current wait times as a valuable service for persons needing medical attention.

**Proposed Sign**

Chippenham Hospital is located at the interchange of Chippenham Parkway and Jahnke Road. While most of the hospital road frontage is on Chippenham Parkway there is no freestanding sign located along or that can be seen from Chippenham Parkway. The proposed sign is designed to be visible from both northbound and southbound Chippenham Parkway and provide directional information to the hospital's location.

The height, size, and location of the sign are designed to be visible from a distance. The northbound face of the sign is divided into four (4) sections. The overall height of the sign is 16 feet +/- tall. The top section of the sign is dedicated to the Emergency Room ("ER") "wait time sign." The timer will update every 30 minutes based on a rolling four-hour average wait time. The ER wait time section of the sign is 78 square feet in overall area with about 46 square feet of visible copy area. The three other sections of the sign vary in size from 12 square feet for the "Next Exit" (with arrow) panel to approximately 60 square feet for the Chippenham Hospital sign. The sign on the southbound side is the same as the northbound section but without the "Next Exit" sign. (See Exhibit A for the new sign's location and Exhibit B for the sign elevations.)

The sign will be constructed with aluminum with a steel support structure embedded in a concrete foundation. The sign structure will be faced with stone creating a stone base and a square side column topped with a decorative finial. A curved metal decorative bar will top off the sign itself. The sign faces will be translucent acrylic surrounded by an aluminum frame and illuminated with fluorescent lamps. LED modules will be used for the wait time section. Landscaping will be provided around the base of the sign similar to the landscaping shown on Exhibits C and D.

### **Special Use Permit**

The special use permit amendment will permit a new freestanding sign visible to those traveling both directions on Chippenham Parkway. The sign will identify the hospital location, the emergency room access, ER wait time, and directions to the hospital's entrance. The sign will be the only freestanding sign located on Chippenham Parkway that reflects the hospital's location. The stone base and column and other decorative features are designed to blend into the existing landscaping and architecture of the hospital.

There will be no negative impact on public safety or welfare, streets, or other public ways. The sign will not have any impact on the risk of fire or crowding. There will be no impact on public schools, parks, playgrounds, or public utilities. The proposed sign will have no negative effect on light or air, and no impact on existing and future area development.

The sign is designed and located along hospital frontage that does not currently have any free-standing signage. The sign will provide information and directions that will guide drivers to needed medical attention in a safer, better informed manner. The proposed sign will actually promote public safety, health, and welfare.