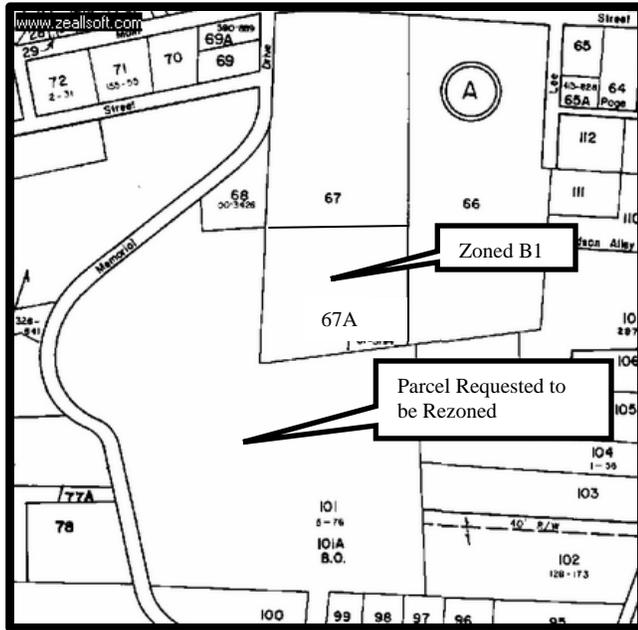


**RZ11-1: Page Memorial Hospital**  
**Application to Rezone ~13.4 acres**  
**from**  
**R3 (High-Density Residential) to B1 (General Business with**  
**Conditions)**

**Location and Proposed Use**

Page Memorial Hospital is applying to rezone approximately 13.4-acres from R3 (High-Density Residential) to B1 (General Business with Conditions). Page Memorial Hospital's campus consists of two (2) parcels; one parcel, roughly 2-acres in size, is zoned B1, and another parcel, the subject of this request, is zoned R3.

No use changes are proposed with this rezoning application. However, future expansion plans are discussed below. Currently, a new 19,000 square foot Medical Office Building (MOB) is being constructed, and plans for constructing a new hospital facility are underway.



If rezoned to B1, expansions and/or changes to the site would still be required to adhere to the Town's site plan requirements (code section 515), and be subject to engineering review.

**Page Memorial Hospital: Future Plans**

Officials from Page Memorial Hospital have indicated that expansions/improvements at the existing medical campus will likely unfold in three phases. These phases are as follows: 1) construction of a new 19,000 square foot MOB; construction on the MOB began in the winter of 2011. Services currently being provided at the adjacent Page Health Care Associates (PHCA) building will then be relocated to the new facility; 2) once the new MOB is completed, the "old" PHCA building will be upgraded and utilized for "specialty" medical care; examples of specialty medical care would be radiology and oncology services. Once the MOB is completed, hospital officials anticipate it will be a minimum of one (1) year before the former PHCA's building can be retrofitted to be utilized for specialty medical care; and 3) a significant portion of the existing Page Memorial Hospital will be demolished, and a new hospital building will be constructed. It is anticipated that the new hospital building will be slightly larger than the old building, but the total number of beds (25) is not expected to change. Construction of the new hospital building is expected to begin in 2012 or 2013.

Attached to this report is a conceptual site plan provided by the hospital's engineers. This site plan displays potential future improvements to the hospital's campus.

### **Memorial Dr. Corridor: Future Developments & Potential Improvements**

In conjunction with future expansions at Page Memorial Hospital, the Memorial Drive corridor is expected to be the location of new and expanded development(s) over the course of several years.

These potential known developments are as follows: 1) development of the property located at the intersection of West Main Street and Memorial Drive; the subject site was approved for a special use permit to construct three (3) apartment buildings, consisting of three structures. However, the site's owner has indicated that the site could possibly be developed to accommodate a by-right commercial use, 2) Montvue Nursing Home submitted a preliminary plat to develop 52 duplex units (26 duplex structures). The proposed development's final plat has yet to be approved, and it is unknown when this (submittal/approval of final plat) will be done, 3) expansions to Page Memorial Hospital's campus, and 4) development of the "Luray Heights" Planned Neighborhood Development (PND), the first phase of which proposes to develop housing fronting Court Lane. Again, this proposed development's preliminary plat has been approved, but the final plan has not.

### **Road Improvements to Memorial Drive**

For several years, Town staff has met with adjacent landowners located on Memorial Drive to discuss necessary road improvements to accommodate future development(s). Several technical analysis have been undertaken in the corridor, and a TIA (Traffic Impact Analysis), prepared by Valley Engineering, has recently been conducted on behalf of Page Memorial Hospital. The TIA is included in this packet for review.

Though predicting build-out of the various proposed developments on Memorial Drive is difficult, a general consensus regarding the sum-total of necessary road improvements appears to exist. These improvements (not ranked in regard to priority) are described below:

- Restriping of West Main Street at its intersection with Memorial Drive so to provide a dedicated left turn lane for west bound traffic traveling on West Main Street turning onto Memorial Drive. The pavement width of West Main Street varies in this area, and will need to be evaluated to determine if it can accommodate a dedicated left turn lane.
- Increasing the width of Memorial Drive at its intersection at West Main Street to accommodate a dedicated left and right turn lane for north bound traffic turning east and/or west on West Main Street. To accommodate such turn lanes, a significant portion of Memorial Drive's pavement would need to be widened.

- A sidewalk on the east side (Mimslyn Inn side) of Memorial Drive; this sidewalk would span the entire length of Memorial Drive until reaching the existing PMH campus. A crosswalk, spanning across West Main Street, could connect the existing sidewalk located on the north side of West Main Street to a potential sidewalk on Memorial Avenue.
- Signalizing the intersection of West Main Street and Memorial Drive.
- Additional right-of-way dedication and/or property acquisition to widen the total ROW of Memorial Drive main-stem to at least 50 feet.
- Independent of potential turn lanes, increasing Memorial Drive's pavement width from West Main Street to PMH's campus to meet VDOT minimum secondary street standards.
- Realigning the intersection of Memorial Drive and Court Lane - located at Page Memorial Hospital's entrance.
- Drainage and storm water features/improvements along Memorial Drive, including, but not limited to, curb and gutter along the sidewalk side, increased volume for ditches and culverts, and drop and curb inlets.
- Enhanced, or new, street lighting along the length of Memorial Drive.

(Please note, the Town Planner and Page Memorial Hospital's contract engineer, Mr. Seth Roderick, will be presenting a visual overview of traffic and transportation at the Planning Commission's regular meeting on March 16, 2011)

### **Other Considerations**

- As of today's date (March 11, 2011) officials from Page Memorial Hospital are preparing a voluntary proffer statement intended to address off-site improvements. This statement is not expected to be received until early next week. When received, the statement will be evaluated by Town staff, and forwarded to Planning Commissioners. Town staff anticipates that the voluntary proffers will eliminate several incompatible by-right B1 uses, and address off-site transportation/road improvements.
- If rezoned, improvements and/or changes to the subject site would be required to be review by Town staff under section 515 (Site Plan Review) of the Town Code; such items such as parking, landscaping, lighting, storm water, etc. would be reviewed during this process.
- The current "R3" zoning appears to be incompatible with the existing, and historic, use of the site. Rezoning the site to B1 (with conditions) would achieve a goal of the Town's Comprehensive Plan to align "zoning with actual land use".

## **Summary**

Page Memorial Hospital's current and future expansions will significantly benefit residents of the Town of Luray, Page County and the region at-large. Undoubtedly, a modernized medical facility will improve quality of life indicators in the region, and contribute significantly to Luray's continued economic and social development. Valley Health's commitment to continuously improve its services and facilities at Page Memorial Hospital is further demonstrated in its desire to rezone its medical campus so that future expansion can be done so in an efficient and orderly manner.

Officials from Page Memorial Hospital recognize that significant improvements to its medical campus - in conjunction with adjacent development(s) – impacts surrounding public infrastructure. However, Page Memorial Hospital is not alone in contributing to these impacts, and improvements should be shared among all stakeholders in this area-including the Town of Luray. Because Town staff has yet to receive a voluntary proffer agreement from hospital officials which is expected to address some of the transportation related issues identified on Memorial Drive, an evaluation of these potential proffers can not be made at this time. When submitted, Town staff anticipates that the voluntary proffers will be an adequate and proportionally appropriate offer to address impacts created by future hospital expansions.