

**SUP10-1: Page Memorial Hospital**  
**Special Use Permit Application**  
**for a**  
**Medical Office in a R3 Zoning District**

**Location and Proposed Use**

Page Memorial Hospital is applying for a special use permit to construct a 19,000 square foot medical office facility on its ~ 15-acre campus located on Memorial Drive in the Town of Luray.

The medical office facility is proposed to be located adjacent to the existing Page Healthcare Associates' (PHCA) building (see attached site plan); if approved, the medical and operational staff from the existing PHCA building will move from their current location to the newly constructed medical office. The proposed medical office is larger than the existing PHCA building, and will accommodate nine (9) physicians, support staff, clinical areas and administrative offices.

**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 medical office; construction is anticipated to begin in May of 2010. Services currently being provided at the adjacent PHCA building will then be relocated to the new facility; 2) the "old" PHCA building will be upgraded and utilized for "specialty" medical care; examples of specialty medical care would be radiology and oncology services. Officials anticipate it will be a minimum of one (1) year (spring 2011) before the building could be retrofitted and 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.

**Memorial Dr. Corridor: Future Development & Needed 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. An attached map details likely future development in this corridor.

Once realized, these developments are expected to significantly increase the number of vehicles traveling on Memorial Drive. Because convenient and direct access to Page Memorial Hospital and Luray Volunteer Rescue Squad is a vital public necessity, the need to articulate clear plans and develop consensus among all stakeholders is paramount. This task is made somewhat difficult because the timing and sequencing of development activity is subject to change, and therefore will be difficult to predict.

As indicated on the attached document, improvements on Memorial Drive focus at/or near its intersection with West Main Street. These improvements are as follows: 1) beginning at Memorial Drive's intersection with West Main Street an increased pavement width along an approximately 240 feet section of Memorial Drive; presently Memorial Drive contains ~ 30 feet of pavement, an increase to 36 feet would (at minimum) be necessary, 2) this section of widened pavement would need to contain a dedicated left turn lane along its entire length; this would provide a left turn lane at Memorial Drive's intersection at West Main Street, and at the entrance to the B1-zoned parcel located directly to the east. These left turn lanes are essential in order to reduce vehicle "stacking" along Memorial Drive, which would impede access to (and from) Page Memorial Hospital and Luray Volunteer Rescue Squad; and 3) signaling the intersection of West Main Street and Memorial Drive. Traffic counts indicate that West Main Street is a heavily traveled route, and with significant increases in vehicle trips expected on the Memorial Drive corridor, signaling this intersection appears to be needed and warranted.

It is also important to note that the existing intersection of Memorial Drive and West Main Street contains irregular geometry (significant slope), and poor sight distance. These less-than-desirable existing conditions only exacerbate the need to improve this intersection.

### **Facilitating Future Improvements to Memorial Drive**

Though this report contains a rudimentary summary of current traffic conditions and a basic traffic analysis, a formal analysis would be beneficial. Regardless, it is likely that a formal traffic analysis would arrive at the same general recommendations as detailed above.

It is recommended that the Town act in a proactive fashion in order to facilitate a dialog between the different entities located along the Memorial Drive corridor in order to properly plan and implement needed improvements. The cost of these improvements should be distributed by utilizing a mutually agreeable methodology which encompasses careful planning and sequencing in order to realize the said improvements.

### **Other Considerations**

- Officials from Page Memorial Hospital have indicated that contributing funds towards off-site road improvements would not be feasible at this time, but an understanding exists that future contributions would be appropriate and warranted. Because operations at the existing PHCA building will be discontinued and move to the proposed adjacent new facility, overall changes in traffic impacts should be minimal. But once the former PHCA building becomes occupied, traffic impacts are expected to increase over current levels.
- Site, erosion/sediment, and engineering plans will be required to be provided to the Town for review prior to the commencement of construction. The plans will

be reviewed in order to maintain compliance with parking, landscaping, storm water, and erosion control requirements.

### **Summary**

The construction of the proposed 19,000 square foot medical office will be the initial phase of a multi-phase improvement/expansion plan at Page Memorial Hospital's campus. These improvements will undoubtedly improve the quality and diversity of services offered to the public – and therefore be an essential assets in improving the quality of life for those living in the region.

Because Page Memorial Hospital is located in close proximity to several other proposed expansions and developments along the Memorial Drive corridor, it is important that careful planning and consideration be given in order to realize needed road improvements in order to safely accommodate increased traffic levels. Improvements to Memorial Drive are not just a matter of convenience, but a matter of public health and safety.

The Town is encouraged to meet with all entities located on the Memorial Drive corridor in order to facilitate an initial dialog concerning the future of the Memorial Drive. Permitting Page Memorial Hospital to proceed with construction of the proposed medical office without a formal agreement regarding contributions towards improvements to Memorial Drive is not expected to be problematic, but the Town should take immediate action to convene all entities in this corridor to discuss, plan and execute needed improvements.

SUP10-1  
Page Memorial Hospital  
Tax Map: 42A10 (A) 101 & 67A  
PC Hearing: February 10, 2010