

DEBUT  
ISSUE!

## SPRING FEATURE

# Facility Master Planning

By Becky Maples, MS, MBA, FACHE

## What's Inside

### Facility Master Planning Services Introduced

Becky Maples, MS, MBA, FACHE

### Interior Design: Furnishing Faux Pas

Kimberly J. Bernheimer, CID, IIDA

### PF&A Updates

Victoria R. Mitchell, MBA



By some estimates, 50% of U.S. hospital physical plant needs to be replaced or renovated. Many factors are driving this:

- Capacity constraints (which will worsen with projected population growth and aging)
- Changes in equipment and technology
- Aging facilities built during the Hill-Burton era and/or maintenance deferred during "lean" years
- Increasing consumer expectations
- Competitive threats

A scarcity of capital resources in most health care organizations requires

Benefits of developing a **facility master plan** are many:

- Timely matching of physical resources to service development initiatives
- Avoidance of facility construction projects that have to be redone or undone within a few years due to new priorities
- Aides in decision making among competing priorities
- Provides a basis for realistic capital budgeting and identification of funding sources
- Aides in real estate planning and acquisition

*A facility master plan is a critical component for optimum investment in renovations, additions or new health care campus/ facility development.*

## CONTACTS

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executives to ensure dollars spent on facilities provide maximum return. There isn't room for much error anymore.

A facility master plan is a critical component for optimum investment in renovations, additions or new health care campus/ facility development.

A **facility master plan** takes a long-term view of a healthcare campus or hospital and how it will grow and be renewed over time. To make good facility decisions, a **facility master plan** should be the outgrowth of a solid, current strategic plan where clinical service priorities are outlined.

- Provides cost estimate information needed to develop business plan ROI information for specific projects and strategic initiatives
- Provides context and guidance to architects designing projects outlined in the master facility plan

At PF&A, we are prepared to help our clients reap the benefits of a **strategic facility master plan**. We are partnering with national consulting firms, as needed, to ensure a comprehensive process from strategy to facility master plan through building design and construction.

*To learn more, call Becky Maples, Director of Strategic and Master Planning for Paul Finch & Associates, P.C. at 757.471.0537.*

## Furnishing Faux Pas

Have you ever been involved with a project and had the unfortunate experience of finding the budget has run out and the furniture hasn't yet been purchased? How about setting a date for your grand opening event only to find that furniture was ordered too late and won't be in by the grand opening date? Has your furniture order ever arrived and it doesn't fit the space it is supposed to be in?

Kim Bernheimer, Senior Interior Designer with PFA Interiors, Inc., has seen these and other unfortunate events too often when working with clients. She offers the following suggestions:

- Don't make furniture selection an afterthought with new construction or renovation projects. Involving your design consultants in furniture specification early on will result in furnishings that tie into the overall theme and style of your building for a unified look. Furniture is part of the total concept and not just accessories to be added at the end.



*An inexpensive conference room table that gets heavy use and has to be replaced may end up costing more than a quality table in the long run.*

- If you have certain types or styles of furniture that you want to use, it is often imperative that space is planned around these. For instance, if you want L-shaped desks, certain office dimensions are required. If your occupants have their hearts set on having meeting tables in their offices, the office sizes need to be generous enough to accommodate these along with desk, book shelves, and other items. If you are planning to use systems furniture, this comes in standard sizes and may be too large or too small for your space unless this is planned for in the space design.
- Cheaper is not always the way to go. An inexpensive conference room table that gets heavy use and has to be

replaced may end up costing more than a quality table in the long run. If your designer has given you a great layout and you have selected finishes to give an upscale feel to a space, inexpensive furnishings may detract from the overall quality you want to convey. Interior designers have the training needed to select furnishings that are the correct scale, style and quality to compliment your space and finishes.

- Planning and budgeting for furniture up front is critical to project success. Don't assume your overall project budget includes dollars for furniture (confirm this!) or that the dollars included are adequate. Consulting your interior design advisor early about furniture will

help you create a realistic budget up front. If you decide to purchase furniture yourself or through a dealer, your interior design consultants can still give you specifications to use. And if you do decide to do your own purchasing, check the delivery lead times and add some cushion for good measure. It is no fun to tell a board chairman that an opening date has to be pushed back because the furniture isn't in yet!

**Paul Finch & Associates has a full service interior design department, PFA Interiors, Inc., including five interior design staff with many years of experience. We can provide turn-key interior solutions including furniture selection, procurement and installation.**

*To learn more, call Kimberly J. Bernheimer, CID, IIDA, Senior Interior Designer for PFA Interiors, Inc. at 757.471.0537.*



PF&A UPDATE

## Sentara BelleHarbour Campus

PF&A is excited about its newest project with Sentara Healthcare, Sentara BelleHarbour! On March 21, PF&A celebrated with Sentara at the groundbreaking ceremony for this exciting new project. This three-story, 75,000 square foot medical office building is the first of three buildings on the new Sentara BelleHarbour campus located in northern Suffolk. The building will house a 24-hour emergency department, advanced imaging services, laboratory services, physical therapy, a sports medicine center, and primary and specialty physician offices.

PF&A UPDATE

## CHKD Princess Anne Building

This project includes a three story, 60,000 SF facility located on the new Sentara Princess Anne Medical campus in Virginia Beach. The facility will offer outpatient services including primary and specialty care as well as ancillary and child abuse services. In addition, the facility will include a 18,000 SF ambulatory surgery center offering such specialties as orthopedics, ophthalmology, general pediatric surgery and ear, nose and throat surgery. The design will include a musical theme with customized wind chimes.



## INSIDE PF&A

# About PF&A

Established in 1988, PF&A is a leading healthcare design studio. PF&A's specialized healthcare experience is comprehensive, and includes architectural and interior design services for every area in a hospital as well as ambulatory facilities, medical and dental office space. In addition, PF&A offers clients strategic and master planning services, wayfinding, feasibility and assessment studies. PF&A can also assist clients in the design of office, educational and government/municipal buildings.

Visit us on the web at [www.pfa-architect.com](http://www.pfa-architect.com) or call 757.471.0537.



# PF&A

## MEET THE PRINCIPALS

*From left to right:*  
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