

August 19, 2014

Mr. Al Martin, Staff
Urban Design Commission
City of Madison
Madison Municipal Building
215 Martin Luther King Jr. Blvd.
Suite LL 100
Madison, WI 53703

Dear Mr. Martin:

This letter is in response to the Planning Division Staff Report dated August 15, 2014, concerning the SIP application for the proposed University of Wisconsin Medical Foundation (UWMF) clinic building at Union Corners. The application will be considered by the City of Madison Urban Design Commission at its August 20, 2014, meeting. We ask that you share this information with the Commission members prior to the meeting.

The Staff Report recommends approval of the SIP with 3 conditions. Condition 1 provides as follows:

1. The proposed clinic building shall have a pedestrian entrance from E. Washington Avenue or S. Sixth Street that is unlocked or operable during business hours.

UWMF understands 2 of the conditions and can accept them, but requests that condition 1 be struck from the list and that the SIP be approved subject only to conditions 2 and 3.

As you know, UWMF has been working with Gorman Company on the design of a clinic building on this site for nearly two years now. Our efforts, until recently, were focused on a clinic building located on the corner of East Washington Avenue and Milwaukee Street, which included a public entrance on East Washington Avenue. The move of the building to N. Sixth Street, which we support, necessitated changes to the design and layout of the building. The relocation and redesign were the result of extensive meetings and cooperation and input from a variety of stakeholders, such as the neighborhood association and the Madison Police Department. The guiding principal in the redesign was and is patient safety and convenience.

The clinic will operate without a centralized registration area. Each department will register their own patients. Therefore, the current layout utilizing a centralized entrance provides the greatest level of safety and convenience for patients using the clinic.

In particular:

- A centralized supervised entrance will provide better way finding for patients.
- Patients will have a more welcoming experience as they will be welcomed by a greeter.

- It will be more efficient as directions will be provided to patients to assist them in getting to the correct department within the building.
- Care of patients with emergent needs seeking treatment in Urgent Care can be expedited as they can be taken directly to Urgent Care.
- Staff can better assist patients needing wheelchairs and other support.
- It will allow us to provide better security for those in the building by controlling and monitoring the flow into the clinic. This is especially important on evenings and weekends when many departments/areas are closed.
- Having better control of the areas patients/visitors enter will allow us to better protect patient confidentiality.

Any redesign that would either change the orientation of the building or add a secondary entrance would diminish the positive results we have achieved in the context of the current design. Further, the cost and time involved in any redesign or addition to the building are cost prohibitive.

Thank you again for the support and cooperation the City has shown for this project.

Sincerely,



Theresa N. Soik
Director of Facilities and Materials Management

TS/lis

cc: Marsha Rummel, Alder District #6
City of Madison
1029 Spaight St # 6C
Madison, WI 53703

Mr. Gary Gorman
Gorman & Company
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