
4001 Nakoosa Trail, Suite 200 • Madison, WI 53713-1380 • Tel. (608) 819-2600

Date: February 21, 2018

To: Department of Planning & Community & Economic Development
126 S. Hamilton St.
Madison, WI 53703

Re: Letter of Intent for Parking Lot Expansion at 2335 City View Drive

To whom it may concern:

Below is the letter of intent summarizing the existing and proposed conditions at 2335 City View Drive, as well as other project specifics. In general, the project consists of adding parking stalls in excess of the maximum allowed per Section 28.141(4) of the Madison General Ordinances (MGO). This proposed project will require conditional use approval.

Site Information:

Site Address: 2335 City View Drive, Madison, WI 53718

Legal Description: High Crossing Fifth Addition, Lot 51

Parcel Number: 081027115014

Zoning District: Suburban Employment (SE)

Lot Size: 5.74 acres

Existing Conditions and Project Need:

The existing parking lot has a total of 266 stalls, including seven ADA accessible stalls. The parking lot was reconstructed in the fall of 2017 following the purchase of the property by American Family Insurance. The existing number of stalls is not adequate to serve the number employees scheduled to move into the office building later this year. American Family Insurance currently estimates that the total number of employees at this office building will exceed 325. This figure does not include visitors to the office building. At any given day, the total number of people at the office building could exceed 340. This makes for a shortage of over 70 parking spaces. American Family Insurance expects employment to grow, making the deficit even larger in the future.

Discussion of Alternatives:

Reducing on-site parking demand can be accomplished through encouraging alternate forms of transportation, or utilizing off-site parking.

~American Family 8190-10022 2335 City View Parking Lot Expansion > 200 Design > Approval > Letter of Intent.docx

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Alternate forms of transportation may include walking, biking, public transportation, or carpooling. Residential property near the office building is sparse, and its proximity to I-39 and USH 151 would make a dangerous commute for walkers and bikers alike. Winter months make the commute even more difficult. Walking and biking are not viable options for most employees for these reasons.

Public transportation may be an option for some employees if they live close enough to the office building, and don't need a vehicle for attending outside meetings. This likely represents only a small fraction of employees. The office building is located in an area dominated by commercial and employment districts. As a result, employees with access to a bus route would likely face a long commute. For these reasons, expecting employees to utilize public transportation in significant numbers is unrealistic.

Carpooling is encouraged at all American Family Insurance facilities, but it is not a common occurrence. American Family Insurance cannot depend on increased carpooling to reduce parking demand.

Off-site parking is not a realistic option for employees and guests of the office building. There are no off-site public parking options in the vicinity, and street parking is extremely limited, not to mention likely intended for the residents north of the office building. For these reasons, off-site parking is not a viable option to decrease parking demand at the City View Drive office building.

While the discussed alternatives can be encouraged, there cannot be a realistic expectation of reducing parking demand to the point where additional stalls would not be necessary. Because of this, American Family Insurance is proposing an addition to, and the expansion of, the existing parking lot.

Proposed Conditions:

The main intent of this project is to increase the number of parking stalls by adding parking area in three potential locations. The largest addition is proposed in the northwest corner of the site. This parking area is separate from the existing lot, and will feature a new entrance off of City View Drive. This proposed parking lot will accommodate approximately 35 stalls. The second proposed location would expand the northeast corner of the lot for a net gain of approximately 15 stalls. The third and final proposed location is within the bounds of the existing lot in the southwest corner. This proposed location involves removing a tree island to add 5 parking stalls in its place.

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American Family would also like to propose restriping a portion of the existing parking lot to “small vehicle” dimensions. Chapter 10 of the Madison General Ordinance allows for up to 25% of the parking stalls to be reserved for small vehicle parking. The existing parking lot has zero stalls reserved for small vehicles. American Family is proposing that 58 of the existing large car parking spaces be restriped to accommodate 65 small vehicle parking spaces.

With construction of the three proposed locations and restriping for small vehicles, a total of approximately 60 parking stalls would be added. American Family Insurance would like to pursue construction of all three locations in the spring of 2018.

Proposed Project Schedule:

Conditional Use Submittal: February 21, 2018
Start Construction: April 23, 2018
Completion: June 4, 2018

Project Team:

Engineer: Ruekert & Mielke, Inc.
4001 Nakoosa Trail, Suite 200
Madison, WI 53713
Phone: 608.819.2600
Email: bschulte@ruekert-mielke.com

Owner: American Family Insurance
6000 American Parkway
Madison, WI 53783
Phone: 608.242.4100 ext. 38044
Email: drajkovi@amfam.com

Sincerely,

Ben Schulte,
Project Engineer

BJS:cal

Employee Projections Form (Tab B) -- Only required upon special request from BWS.

Division: Life Company

Office Location (City, State) : Madison

Current Building / Floor: C3

Department / Unit: Life Co.

Director / Manager: Rich Steffan - President

INSTRUCTIONS

Fill in the total number of employees projected each year upon request of BWS. This information will support long-term planning efforts.

**Note if you are reporting employee projections for a large department or division that has unique needs per group or the groups may need to be split on more than one floor of a building, fill out separate programming templates per unit or department – copy additional tabs as needed.

**If you are filling out only one form, add comments to clarify what employees are included within the projections (note unit and/or title)

Position	2017	2018	2019	2020	2021	Comments
Presidents	1	1	1	1	1	
Vice Presidents						
Associate Vice Presidents	1	1	1	1	1	1 Administrative Assistant office
Directors	5	5	5	5	5	
3rd line Managers	28	28	28	28	28	28 all offices
2nd line Managers (note in comments if they are in a workstation or private office)						
1st line Managers (note in comments if they are in a workstation or private office)						2 offices can be a shared office
Technical, Admin, Office Services, Coordinators, Assistants	266	265	265	265	265	
Field employees that require an assigned workstation (note these employees must work in the office the majority of the time).						
Field employees that require a hoteling workstation (a hoteling workstation is defined as an unassigned workspace that can be "checked out" as needed or available). These field employees would work outside of the office the majority of the time. Note how many of the field stations would be occupied at once.	14	14	14	14	14	14 External Advisors who's offis is elsewhere but sometimes travel to NHQ for meetings (2 stations needed)
Contracted workers - describe position level(s) in comments.	1	1	1	1	1	1 Gen-Life Project Manager
Temporary employees - describe position level(s) in comments.	14	14	14	14	14	
Personnel who use remote access but are not physically located within our buildings. Note if there is anything that is physically located within the office (i.e. equipment, storage, etc.). Also note if these employees are FTE's, contract or temporary.						
Other personnel - describe position level(s) in comments.						
TOTAL	330	329	329	329	329	