

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>7-16-08</u>	Action Requested
UDC MEETING DATE: <u>7-23-08</u>	<input type="checkbox"/> Informational Presentation
	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 1277 Deming Way Madison WI 53717

ALDERMANIC DISTRICT: 9

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Dean Health Plan Doug Hursh
1277 Deming Way Potter Lawson Inc.
Madison, WI 53717 Madison WI 53711

CONTACT PERSON: Doug Hursh
 Address: 15 Ellis Potter Ct.
Madison WI
 Phone: 274-2741
 Fax: 274-3674
 E-mail address: dongh@potterlawson.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

Dean Health Plan – Parking Lot Addition
UDC Design narrative
Potter Lawson Inc.
July 15, 2008

The following narrative provides additional information and describes the changes that have been made to the submittal based on the previous meetings with the UDC.

Plan changes

Based on the requests from our last UDC meeting, the proposed parking lot addition has been revised to flow better with the existing parking lot layout with changes to the locations of the access drives. Also, landscape islands have been added to break up the parking area and the number of stalls has been reduced from 48 to 40.

Phase one and phase two of the Customer Call Center parking lot were installed.

Additional Information on the need for the parking lot in this location:

Dean Health is interested in adding the parking stalls in this location near the front visitor entry to the building in order to facilitate more immediate access for barrier free clients and employees as well as for the increasing number of visitors to the building.

Accessible Stalls

Dean currently has 8 barrier free parking stalls. Four of the barrier free stalls are currently used by Dean employees. One of Dean's key products offered is called Golden Select Part D which is marketed to seniors. Seniors prefer to meet face to face at the building instead of online or over the phone. We see a significant number of meetings within our building with these senior customers, most of them with a need for access to barrier free parking that is as close as possible to the front door. These meetings will continue to be addressed at the main bldg, not at the new Customer Contact Center. During periods of open enrollment for Medicare Part D, we have significantly greater problems with lack of adequate barrier free parking stalls.

Visitor Stalls

Dean currently has 14 visitor stalls. In reviewing visitor logs, we have anywhere from a minimum of 14 visitors per day to a maximum of 30 visitors in a day. We see significantly larger groups of visitors when any of the following are going on in the bldg (and this is just a small list indicating the types of visitor groups we see within the bldg on a daily or weekly basis):

- * Open House Recruitment Sessions for departments such as IT or Customer Service
- * Provider Education Meetings
- * Medicaid meetings or Open Enrollment for Medicare Part D
- * Various vendor meetings
- * Sales and Marketing Engagement Projects
- * Continual contracted groups on site to do audits under direction of Finance, Information Technology or Corporate Compliance functions

* Average of 15-30 contractors/consultants (non Dean employees) working in the bldg at any given time supporting any Dean functions/projects

Master Plan

Included in this submittal is a site plan that illustrates how the parking lot would allow for the future building that has been discussed in Dean Health site master plan.

If the parking would be located to the rear of the building, this would not meet the goals of Dean Care to provide additional barrier free and visitor stalls near the main entry. It would also mean the removal of a portion of the 10 foot berm at the rear of the site that screens the loading dock of the adjacent property. It will also require retaining walls that are 6', 7', 8' and 10' tall. We have attached a preliminary study that shows the grading implications of this location.

Locating the parking in this location in anticipation for a future parking structure is not feasible and would be too costly to construct at this time. The future parking structure will likely have a portion of semi-below grade parking which would not be feasible to build at this time. Also, much of the infrastructure for the future parking ramp would need to be put in place now, which would be costly, and would limit what is built in the future based on today's assumptions. Dean Health believes that this is not a prudent location for the additional parking at this time.

TDM Measures

Dean Care offers flex hours to their employees in order to allow them to use public transportation or car pooling. Dean has approved the installation of showers in 2009 to encourage additional bicycle use. A free cab ride is offered to all senior clients. There is a Madison Metro bus stop at the end of Dean Care's entrance drive.

Allowable parking stalls under the Zoning Code:

The following calculations illustrate that Dean Care is within the allowable number of parking stalls on its' site.

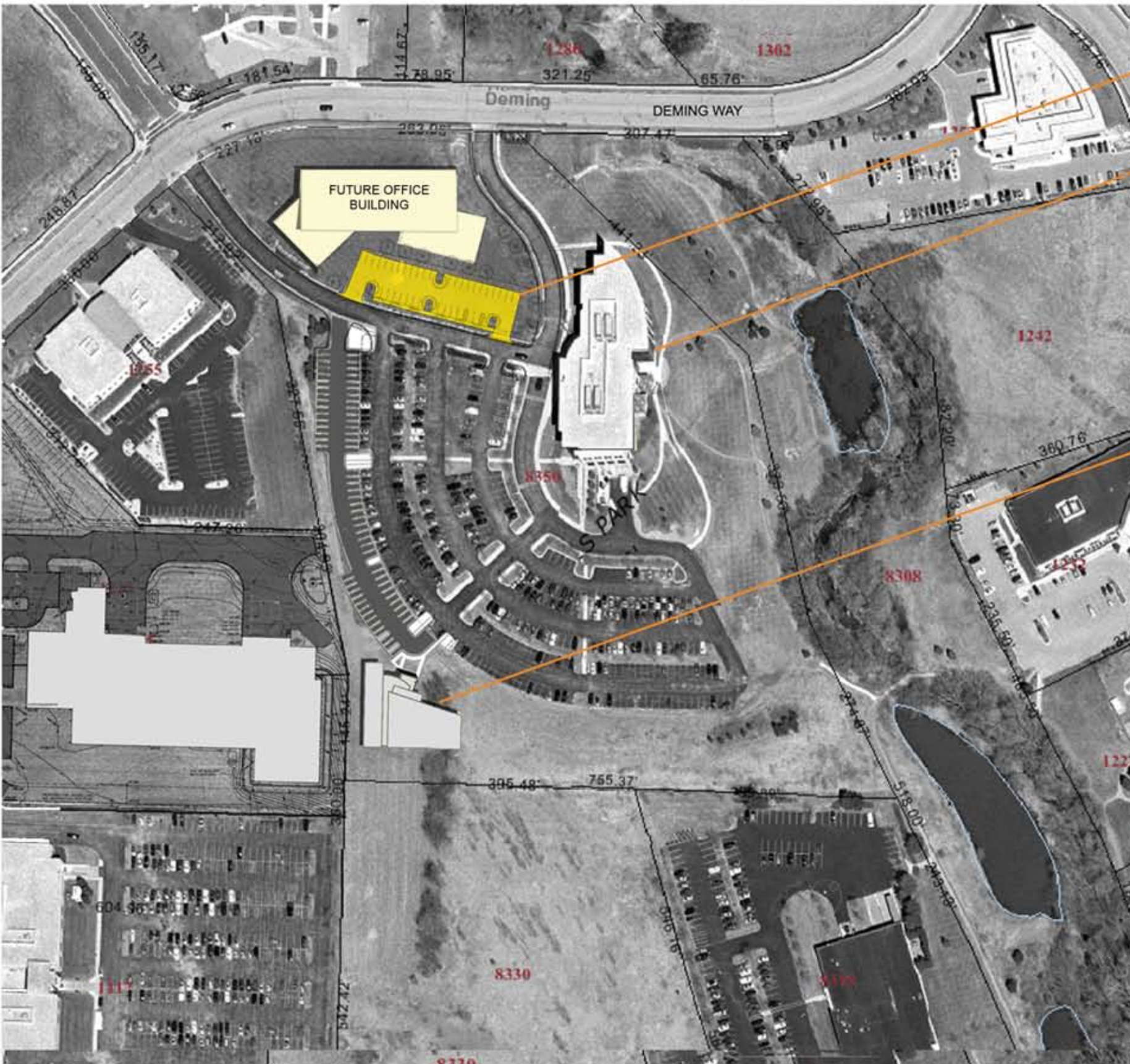
Building Area: 97,800 sf
Number of existing parking stalls: 402
New stalls in proposed plan: 40
Total Stalls: 442

Number of parking stalls allowed per the zoning code: 488
46 stalls below maximum allowed



Site Location





Parking Addition

Headquarters Building

Customer Care Center

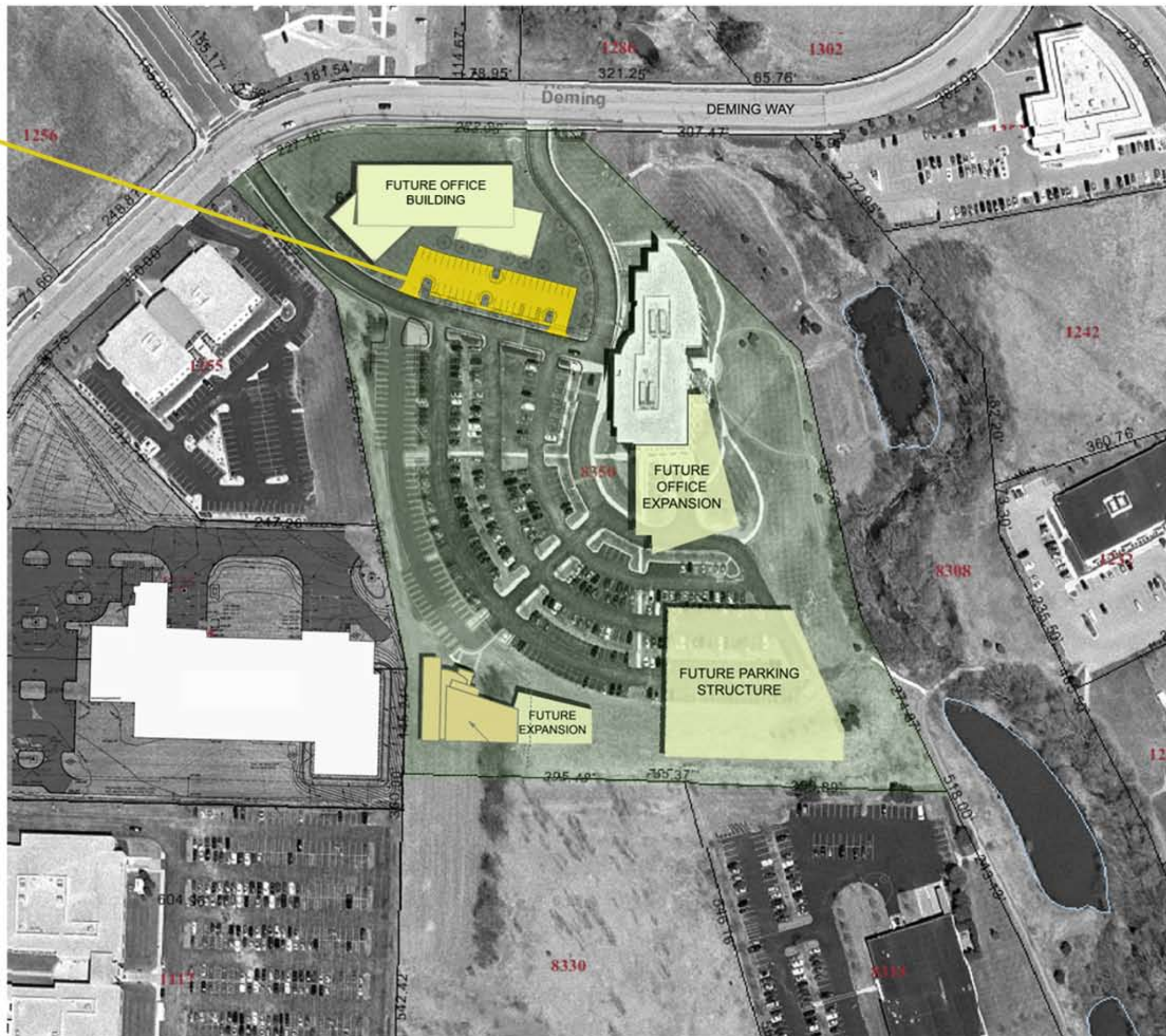
Dean Health Plan - Parking Lot Addition
7/15/2008

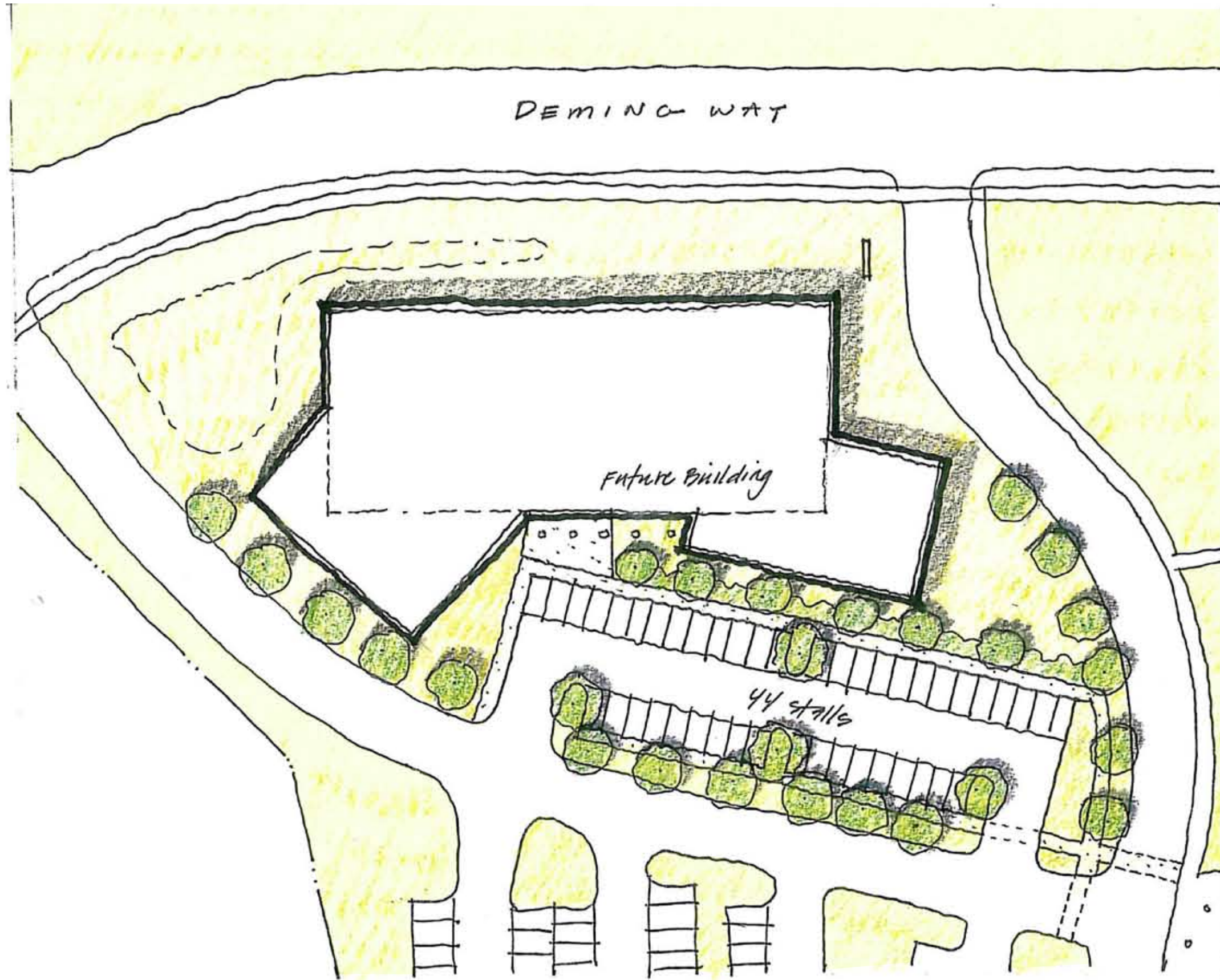
Existing Areas, staffing and parking Building/Location	Gross Bldg Area	Current Employees	Stalls	Bicycle Parking
Dean Health Headquarters (1996) 2008	87,500 SF		327	40
Employees		403		
Consultants working in house		20		
Visitor & Guests 10 - 20 day		15		
Dean Health Customer Care Center 2008	10,300 SF		75	8
Employees		64		
Current Condition	97,800 SF	502	402	48
Proposed New Parking Addition	0 SF	0	40	0
Total (Existing + Proposed)	97,800 SF	502	442	48

Allowable stalls per zoning 488
 Future Growth Estimate 15 employees per year
 Call Center is sized for 90 people

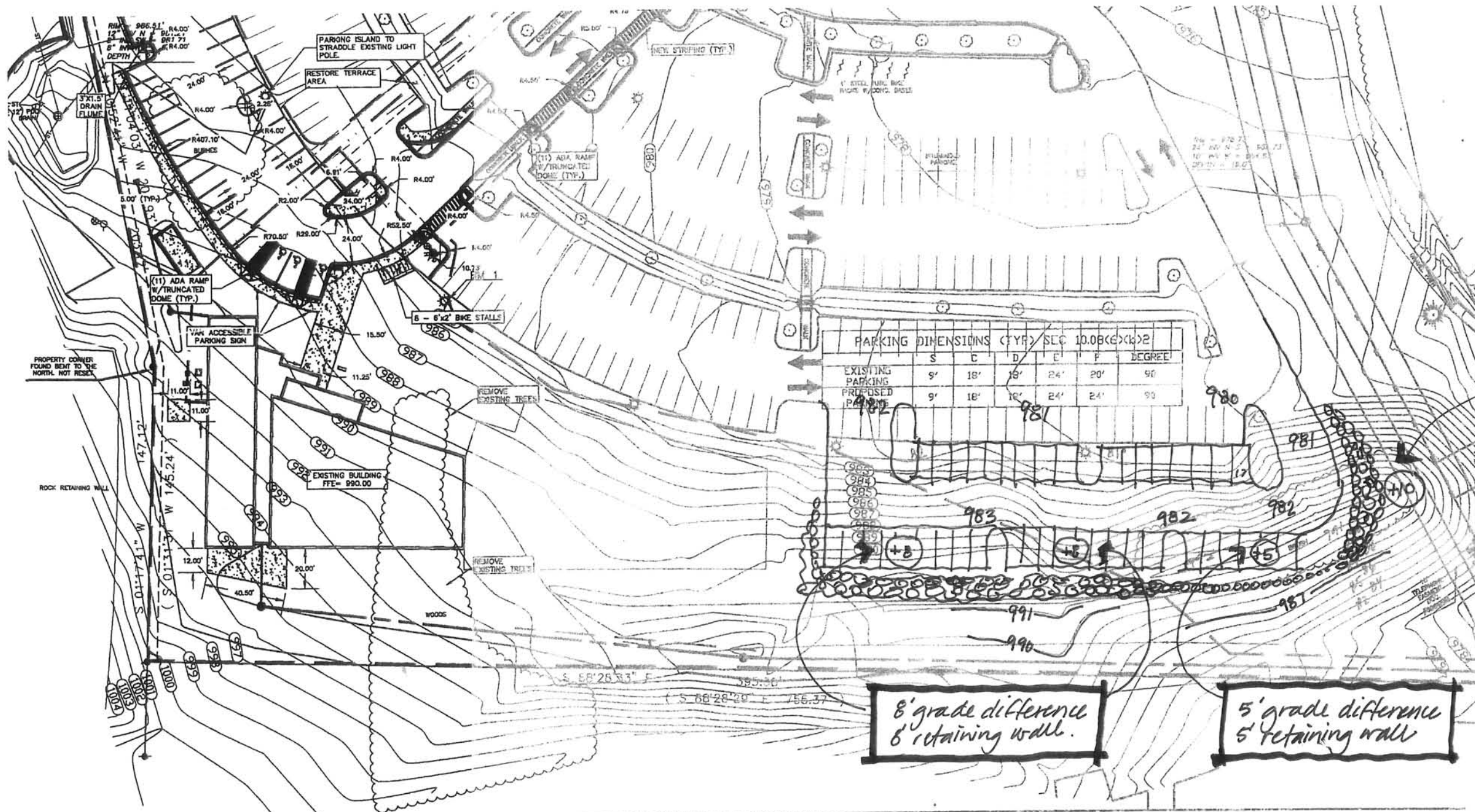


Parking Addition





- Parking lot layout showing integration with future office building



- CONCRETE
- DIMENSION
- PROPOSED RELIEF OR NOTES ALL OTHER CASES SPECIFICALLY
- CONSTRUCTION LIMIT PARKING ADDITION
- NEW SIDEWALK
- ADA RAMP W/TRUNCATED DOME (TYP.)
- NEW CURB & GUTTER
- EXISTING CURB & GUTTER
- 2' VEHICLE OVERHANG

10' grade difference
10' retaining wall

36 new stalls

8' grade difference
8' retaining wall.

5' grade difference
5' retaining wall

Dean, Cam
Parking lot study
2007.27.
PLI 7.12.08.