



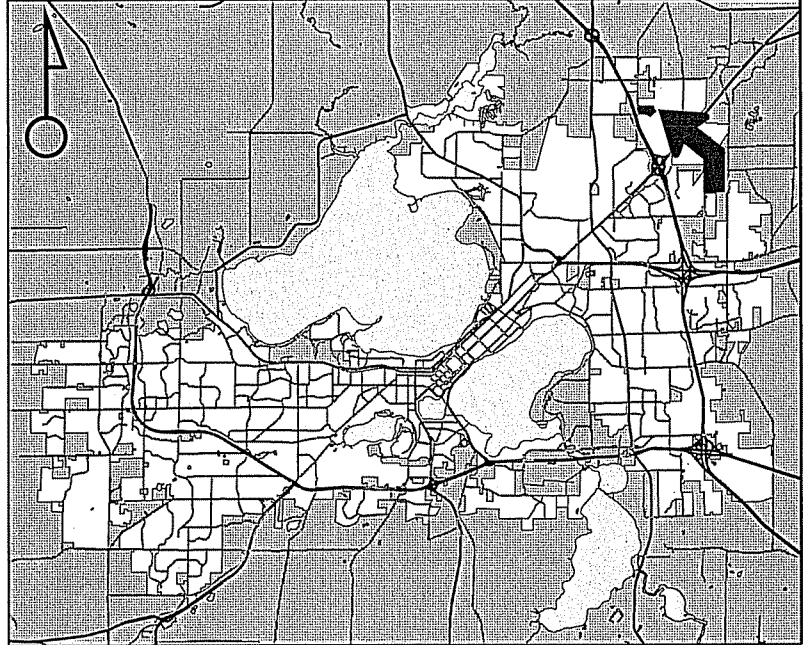
Location
4602 Eastpark Boulevard

Applicant
Ralph Turner-UW Hospital & Clinics Authority/
Clark Solowicz-J.H. Findorff and Son

Existing Use
Vacant lands

Proposed Use
Construct hospital with helipad in
O4 (SEC) zoning at the American Center

Public Hearing Date
Plan Commission
04 February 2013



For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 800'

City of Madison, Planning Division : RPJ : Date : 23 January 2013



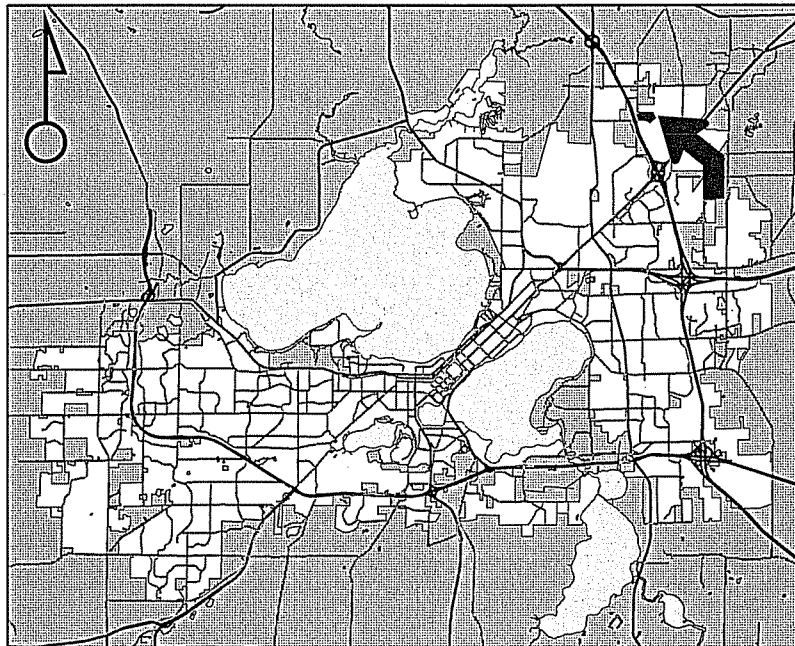
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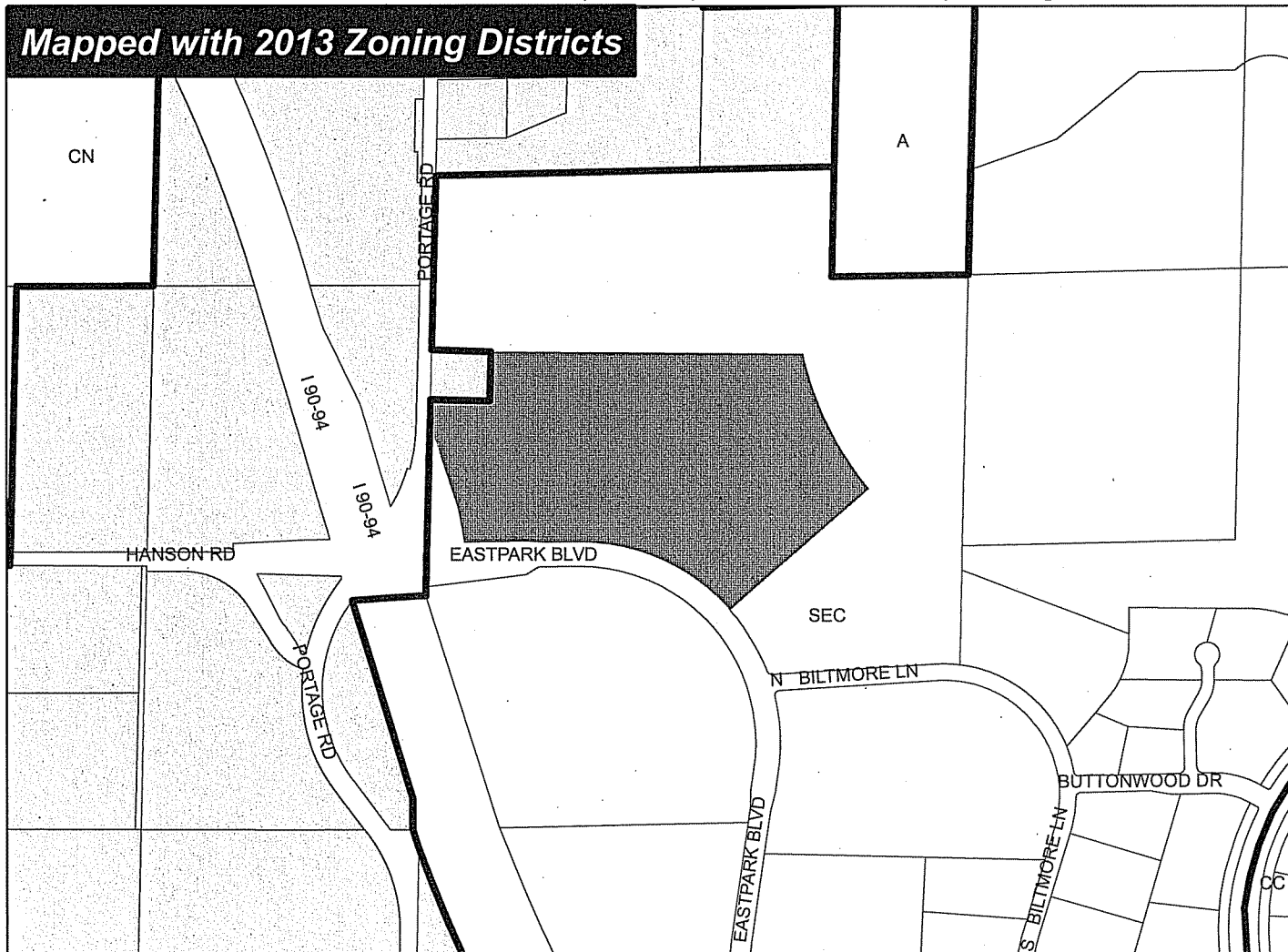
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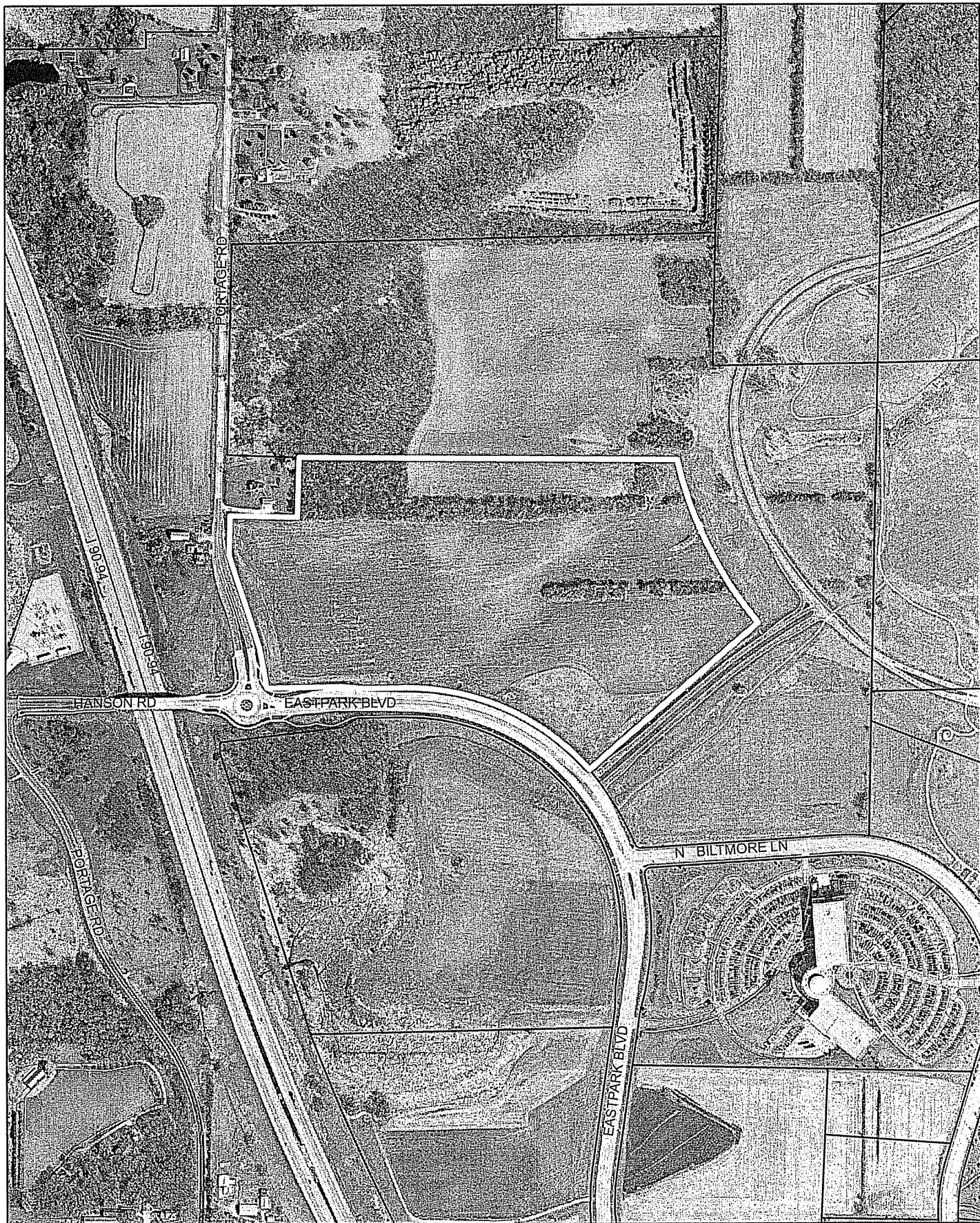
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Mapped with 2013 Zoning Districts



Scale : 1" = 800'

City of Madison, Planning Division : RPJ : Date : 23 January 2013



Date of Aerial Photography : Spring 2010



LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- A separate Urban Design Commission application is no longer required for projects requiring both Urban Design Commission and Plan Commission approvals.
- This form may also be completed online at <http://www.cityofmadison.com/developmentcenter/landdevelopment>
- All Land Use Applications should be filed with the Zoning Administrator at the above address.

FOR OFFICE USE ONLY:	
Amt. Paid _____	Receipt No. _____
Date Received _____	
Received By _____	
Parcel No. _____	
Aldermanic District _____	
GQ _____	
Zoning District _____	
For Complete Submittal	
Application _____	Letter of Intent _____
Photos _____	Legal Descript. _____
Plan Sets _____	Zoning Text _____
Alder Notification _____	Waiver _____
Ngbrhd. Assn Not. _____	Waiver _____
Date Sign Issued _____	

1. **Project Address:** 4602 Eastpark Blvd. **Project Area in Acres:** 41.5 Acres
Project Title (if any): UWHC East Side Development

2. This is an application for (Check all that apply to your Land Use Application):

- Zoning Map Amendment from _____ to _____
- Major Amendment to Approved PD-GDP Zoning Major Amendment to Approved PD-SIP Zoning
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Review of Minor Alteration to Planned Development by the Plan Commission Only

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Ralph Turner Company: University of Wisconsin Hospital and Clinics Authority
 Street Address: 600 Highland Avenue City/State: Madison, WI Zip: 53792-8360
 Telephone: (608) 263-9207 Fax: () Email: rturner@uwhealth.org

Project Contact Person: Clark Solowicz, P.E. Company: J.H. Findorff and Son, Inc.
 Street Address: 300 South Bedford Street City/State: Madison, WI Zip: 53703
 Telephone: (608) 441-6882 Fax: () Email: csolowicz@findorff.com

Property Owner (if not applicant): _____
 Street Address: _____ City/State: _____ Zip: _____

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: Plans call for more than 50 inpatient hospital rooms, operating rooms, and clinical exam rooms. UW Health also will provide urgent care access and a fitness/wellness center.

Development Schedule: Commencement _____ Completion _____

5. Required Submittals:

- Site Plans**, fully dimensioned and describing pertinent project details, submitted as follows below and depicting all lot lines; existing, altered, demolished and/or proposed buildings; parking areas and driveways; sidewalks; the location of any new signs; existing and proposed utility locations; building elevations, materials and floorplans, and; landscaping:
 - **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (collated, stapled and folded)
 - **Twenty (20) copies** of the plan set reduced to fit onto 11 X 17-inch paper (collated, stapled and folded)
 - For projects also being reviewed by the **Urban Design Commission**, **twelve (12) additional** 11 X 17-inch copies.
 - **One (1) copy** of the plan set reduced to fit onto 8 ½ X 11-inch paper
- REVISED! – Letter of Intent: Twelve (12) copies** describing this application in detail including, but not limited to: existing conditions; the project schedule; names of persons involved (contractor, architect, civil engineer, etc.); details of the project, including proposed uses, building square footage, number of dwelling units, auto and bike parking stalls, etc.; hours of operation; value of land; project cost; any public subsidy requested, and; number of construction and full-time equivalent jobs created. **For projects also being reviewed by the Urban Design Commission, provide twelve (12) additional copies** of the letter.
- Filing Fee:** Refer to the Land Use Application Information & Fee Schedule. Make checks payable to: *City Treasurer*.
- Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com.

In Addition, The Following Items May Also Be Required With Your Application:

- Legal Description of Property:** For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications requesting rezoning to more than one district, a separate description of each district shall be submitted.
- For any applications proposing **Demolition or Removal** of existing buildings, the following items are required:
 - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
 - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
 - Approval of a **Reuse & Recycling Plan** by the City's Recycling Coordinator is required prior to issuance of permits.
- A **Zoning Text** shall accompany all Planned Development District (PD/PCD/PUD) applications.

6. Applicant Declarations:

- Conformance with adopted City plans:** The site is located within the limits of the _____ Plan, which recommends _____ for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than **30 days** prior to filing this request. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.
- Pre-application Meeting with Staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.
Planning Staff: Rob Phillips Date: 10/9/12 Zoning Staff: _____ Date: _____

→ The applicant attests that this form is accurately completed and all required materials are submitted:

Name of Applicant Ralph D. Turner Relation to Property Owner VICE PRESIDENT-Fac
Authorizing Signature of Property Owner [Signature] Date 19 Dec 12

Letter of Intent

To The

CITY OF MADISON PLAN COMMISSION

For

CONDITIONAL USE APPROVAL

For The

**UWHC East Side Development
4602 Eastpark Boulevard**

Application Submittal Date: December 19, 2012 for the February 4, 2013 Plan Commission Meeting.

This application provides for the construction of the UWHC East Side Development as outlined below, allowing for construction to begin in March 2013. This Application is a separate approval from the American Center Architectural and Development Guidelines Plan Review Process.

The new UW Health East Side Development is located in The American Center at 4602 Eastpark Boulevard Madison, WI. The site is approximately 41.5 acres. The building includes approximately 494,000 gross square feet (GSF), in three wings: the West Wing 288,050 GSF, the Center Wing 105,250 GSF, and the East Wing 69,700 GSF. A Central Utility Plant (CUP)/Loading Dock Area 31,000 GSF and a Parking Ramp that can accommodate 270 vehicles flank the west and east ends of the development, respectively. The main vehicular entrance is located on Eastpark Blvd and a secondary/utility access is located near the northwest corner of the development, off of Portage Road. In addition to the parking ramp there are 833 surface parking stalls for staff and patients. Municipal services are provided by City of Madison (Sewer, Water, Stormsewer).

The West Wing is made up of five floors above ground, a basement and a Penthouse devoted to the Acute Care Center that has the following amenities:

- o Universal Care Center made up of 40 rooms with a UCC pod of 8 shelled rooms, all located on the main level
- o Urgent Care, located in the southwest corner of the main level with a dedicated drive up/drop off and entrance
- o 14 operating rooms with 10 fully functional OR's and 4 OR are shelled for future expansion, all on the main level.
- o Radiology department with two MRI's and a CT Scan,
- o Filling out the main level are the Chapel, Information Desk, Gift Shop, Lobby, Connections to the Center Wing and other appurtenances.
- o The interstitial mechanical space is on the 2nd floor
- o The Cafeteria and server area are located on the 2nd floor
- o The top two floors will be inpatient floors with 28 rooms and associated work space on each floor.
- o An additional shelled inpatient floor for future expansion will be on the 3rd floors.

- o The Lower Level houses the Kitchen, Central Sterile Storage / Reprocessing and building services
- o The penthouse is dedicated to rooftop mechanical equipment.
- o Future building expansion areas are shown using dashed lines

The center wing is dedicated to Clinical services and includes:

- o Two floors of clinical exam rooms, 1 floor shelled for future clinic exam space,
- o Other functions located in the facility include offices, reception, blood lab, conference space and building services.
- o There is rooftop mechanical with screening.
- o Future building expansion areas are shown using dashed lines

The east wing includes two stories for the wellness / fitness area. The east wing includes:

- o Lap and therapy pools
- o Occupational and physical therapies, and
- o Sports medicine with a running track, basketball court, and turf court.

The Site of the project includes a 41.5 acre site located at the northeast corner of Eastpark Boulevard and Portage Road. Bounded on the west by Portage Road, bounded on the south by Eastpark Boulevard and bounded on the East by a private drive owned by American Family Insurance.

Application materials bound herein:

- Land Use Application
- Letter of Intent
- Legal Description – Exhibit A
- Photos of Existing Site – Exhibit B
- Alderman Notification – Exhibit C
- Site Overview – Exhibit D
- Project Schedule – Exhibit E
- Dimensions for Wayfinding Signage – Exhibit F
- Traffic Impact Study – Exhibit G

Bound under separate cover:

Drawing set dated December 19, 2012

Project Participants:

Project Executive Committee: Ralph Turner
Vice President – Facilities
608-263-9207
rturner@uwhealth.org

UWHC Project Manager: Andrew Howick
Director of Facilities Planning
608-263-9160
ahowick@uwhealth.org

Program Manager J.H. Findorff and Son, Inc.

Project Team Contacts

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Civil Engineer

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Contractor

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Lead MEP Engineering Firm

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Affiliated Engineering (AEI)
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Madison, WI 53711
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jboado@aeieng.com

Traffic Engineer

John Lichtenheld
SAA Design Group
101 E. Badger Road
Madison, WI 53713
608-255-0800
jlichtenheld@saa-madison.com

Proposed Construction Schedule

Land disturbance of the existing property is currently planned for March, 2013. Excavation for the foundation of the building is expected to begin in June, 2013. Substantial completion of the building and site is anticipated to be completed in spring, 2015. A project schedule is attached in Exhibit E.

Description of Existing Conditions

The current site is comprised of farmland and woods. The street address is 4602 Eastpark Blvd. The University obtained ownership of the property in 2005.

Description of Proposed Improvements

Architectural

The new UW Health East Side Development is located in The American Center at 4602 Eastpark Boulevard Madison, WI. The site is approximately 41.5 acres. The building includes approximately 486,000 square feet, in three wings: the West Wing, the Center Wing, and the East Wing. A Central Utility Plant (CUP)/Loading Dock Area and a Parking Ramp that can accommodate 270 vehicles flank the west and east ends of the development, respectively. The main vehicular entrance is located on Eastpark Blvd and a secondary/utility access is located near the northwest corner of the development, off of Portage Road. In addition to the parking ramp there are 833 surface parking stalls for staff and patients. A project image is provide in Exhibit D.

Site Improvements

The overall project site disturbance includes about 38 acres.

The landscape will feature turf areas, native grasses, and highly developed/active areas closer to the building for staff, patient and visitor interaction. The overall landscape is designed to be low maintenance and to be in conformance with the American Center's design guidelines. Limited irrigation zones at the main entrance, near the building, at the roof top gardens and along the main driveway will utilize storm water from the detention basins to address LEED.

Storm water from the site currently sheet drains to storm inlets and is conveyed to the existing regional detention basin. The proposed site will sheet drain primarily to the south and west. It is captured in a series of storm water ponds that outlet to an existing regional detention basin located south of the project site. Storm water from the loading dock will be captured and piped directly to the regional basin and day lighted. The 24" RCP pipe will only convey the storm water from the loading dock. Through a series of open swales and infiltration ponds, the remainder of the storm water infiltration requirements will be met. Finally, the project will use rooftop gardens to enhance the project astatic and address storm water management.

Facility Operation and Maintenance

The West Wing general operating hours of the facility will be 24 hours a day, 7 days a week, year-round. The building will be accessible to the general public and staff. The East and Center Wings

general operating hours will be 6:00 AM to 6:00 PM Monday thru Friday with a potential for limited Saturday appointments.

The main entrance to the building is on Eastpark Blvd. The west entrance of the building will be for deliveries to the loading dock, access to the CUP, maintenance and emergency egress will allow for some exterior access.

Site security at the entrance will be monitored via a closed circuit camera, operated by UWHC staff and networked with the other security cameras.

All facility maintenance activities, including snow removal and landscape maintenance will be performed by UWHC facilities personnel on a regular basis.

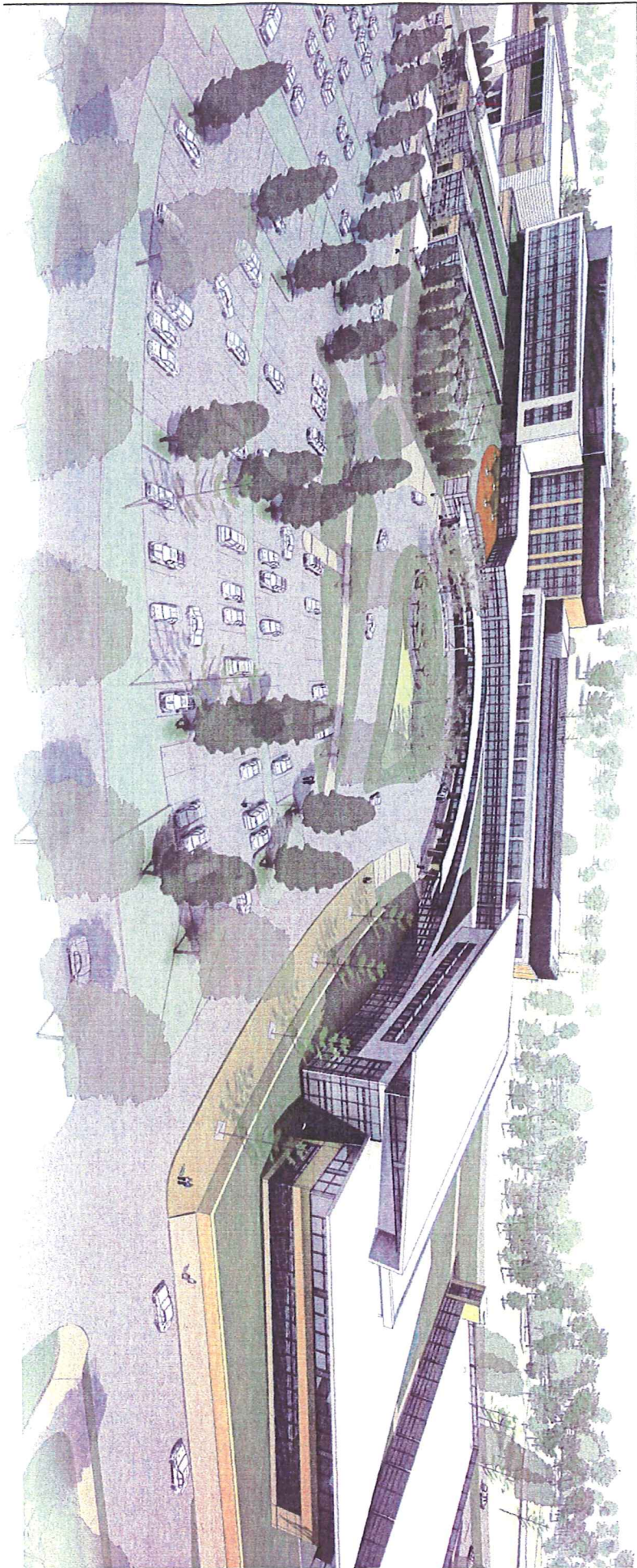
Other approvals and Reviews

Restoration work within the City right-of-way (on Eastpark Blvd. and Portage Road) around the project site will be reviewed separately through the City's approval process and are not included in this application. Right-of-way improvements will include adding driveway access points, pavement marking to Eastpark Blvd. turn lanes at the main entrance and the replacement/installation of any damaged street tree.

A draft of the Certified Survey Map (CSM) for this property has been submitted to the City and has been recorded (see attached Exhibit A).

In addition to the City approval, the appropriate permits and approvals for the construction and operation of the facility will be obtained from the American Center - Project Review Committee (PRC), the American Center - Development, Design, and Control Committee (DDC), the Department of Natural Resources, the Department of Health and Human Services, the Department of Commerce, and other state agencies.





UW Health East Traffic Impact Study

December 2012



101 E. Badger Road, Madison, WI 53713

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Chapter 1 Introduction and Executive Summary

- Purpose and Study Objectives

UW Health is proposing to construct a new 400,000 square foot medical facility which will include outpatient care, inpatient care, an emergency room, and a wellness center. The new facility will be constructed on 46 acres on the west side of the American Center Development at the northeast corner of the intersection of Portage Road and Hanson Road/Eastpark Boulevard. The purpose of the traffic study is to determine what, if any, additional improvements need to be incorporated into the existing transportation infrastructure to accommodate the proposed development. This includes improvements to the street system, improvements to the transit system, and managing traffic demand from the new facility to more efficiently utilize the existing transportation infrastructure.

- Proposed Development Description

The development will include a 180,000 square foot clinic/outpatient facility, a 150,000 square foot hospital/inpatient facility, a 30,000 square foot wellness center, and a physical plant. The facility will include orthopedic surgery, outpatient services, a 56 bed hospital, emergency services and a helipad. Groundbreaking for the facility is anticipated in early 2013 with completion in 2014. A residential retirement facility may also be constructed as a part of the project.

- Summary of Study Conclusions

The study recommendations include installing turn lanes on the adjacent main roads (Portage Road and Eastpark Boulevard) at the facility driveways, signalization of the intersection of Buttonwood Drive and American Parkway, and the upgrading of the American Parkway/Eastpark Boulevard intersection with additional turn lanes. Improvements to the intersection may also need to include adding an additional lane southbound on American Parkway and continuing the additional lane on to the southbound interstate on-ramp. Long term, consideration should be given to constructing a new north/south public roadway along American Family Drive from Eastpark Boulevard to Hoepker Road. Transit services to the American Center area should be expanded and bike access should be improved. In addition, long term, the construction of a new interchange at I-39/90/94 is also being investigated. These prioritized improvements are summarized on **Exhibit 1.1**.

Chapter 2 Proposed Development

- On Site Development

- Development Description and Site Location

The development site contains 46 acres in the American Center Development and is bounded by Eastpark Boulevard/Hanson Road on the south, Portage Road on the west, and a private

connector to American Family Drive on the east. The site is just east of the I90/94/39 Interstate System and south of Hoepker Road (**Exhibit 2.1**).

- o Land Use and Intensity

The current site is zoned for the proposed development but will require conditional use approval from the City of Madison. With an initial build out of 400,000 square feet, the facility has the capability of some expansion. It is anticipated that the facility will need parking for approximately 1100 vehicles with surface and structured parking included. There is the ability to expand on site surface parking to 1300 vehicles if needed in the future. A separate study and report on parking was conducted on parking demand at other UW Health sites to help determine the new campus parking needs.

- o Site Plan

A proposed site plan is shown in **Exhibit 2.2**. This plan includes the building footprint, parking area, supporting facilities, roadway access, and helipad location. Access to the site will be from Eastpark/Hanson Road to the south via a central driveway entrance with a secondary access on Portage Road for employees and trucks loading. A third potential right turn exit only onto the existing American Family private drive has also been planned. Diagrams of the proposed entry point intersections are given in **Exhibits 2.3** and **2.4**. The three access points are interconnected with an internal private ring road that surrounds the perimeter of the site. The ring road is located approximately 200 feet from the main south entrance to allow sufficient room for left turning vehicles to stack exiting onto Eastpark Blvd.

The site is integrated into the existing pedestrian walkway system in the park. Parking will be accommodated with one structured parking ramp for patients with room for 270 vehicles and will be located on the east side of the site. The remainder of the site is surface parked bringing the total parking supply on the site to 1100 spaces with the potential for surface parking expansion for another 200 parking spaces and additional structured parking expansion. The parking areas include patient, staff, handicapped and valet. Transit service with accessible accommodations will also be provided to the site. Storm water is addressed through a series of constructed infiltration areas. Service utilities will be taken from the existing services in the public streets.

- o Development Phasing and Timing

The first phase of development will consist of 400,000 square feet and will include outpatient and inpatient services. This first phase will begin construction in 2013 with an estimated completion of 2014. Future expansion could include an additional site retirement and extended stay facility. Currently there is no time frame on the potential expansion of the facility.

- Study Area

- Site Accessibility

The site is accessible from multiple directions. From the interstate and USH 151 it is accessible via the USH 151/American Parkway interchange, the High Crossing/USH 151 interchange, the I39/90/94/USH 51 interchange via USH 51, or the CTH C/USH 151 interchange via Hoepker Road. From the north it is accessible from Hoepker Road via Portage Road or American Parkway, as well as Hanson Road from USH 51 on the west. The site itself is accessible on two sides from Portage Road and Hanson Road/Eastpark Boulevard.

- Influence Area

The overall study area for the traffic analysis is bounded by USH 51 on the west, Hoepker Road on the north, USH 151 on the east and I39/90/94 and the USH 151 interchange on the south. The overall study area is shown in **Exhibit 2.5**.

- Intersections

As shown in **Exhibit 2.5**, the study area includes the following 11 intersections:

1. Nelson Road/High Crossing Blvd (signalized)
2. USH 151/American Parkway (interchange)
3. American Parkway/Eastpark Blvd (signalized)
4. Eastpark Blvd/N. Biltmore (one way stop)
5. Eastpark Blvd/Private Connector road (one way stop)
6. Hanson Road/Eastpark Blvd/Portage Road (roundabout)
7. Hanson Road/USH 51 (one way stop)
8. USH 51/Hoepker Road (signalized)
9. Portage Road/Hoepker Road (four way stop)
10. American Parkway/Hoepker Road (four way stop)
11. American Parkway/Buttonwood Drive (two way stop)

Chapter 3 Existing Conditions

- Physical Characteristics

The existing roadway infrastructure in the area is a mix of improved roadways and existing town roads. The American Center development is served from the interstate system by a series of interchanges at USH 151, High Crossing Boulevard and American Family Parkway. Access from the west is served off of USH 51 which is a four lane facility with at grade intersections. Hoepker Road, north of the site, is an existing rural two lane road between USH 51 and American Parkway, and has been upgraded to an urban four lane section with bike lanes east of American Parkway. Portage Road is an existing rural two lane road north of the site, but has been

upgraded to an urban divided four lane section with bike lanes along the west site frontage. Hanson Road, from Portage Road almost to USH 51, has been improved as a widened two lane road with bike lanes and turn lanes. The American Center internal roadway system is a mix of urban street sections that vary from 60 feet and four lanes on American Parkway, to 40 feet and two lanes on Buttonwood.

Within the study area there are three signalized intersections, two four way stops, and a roundabout. The remaining intersections are two-way stop controlled intersections.

- Traffic Volumes

Peak hour traffic counts were taken at each of the 11 intersections in the study area shown in **Exhibit 2.5**. These counts were taken during the morning and evening peak hours in November, 2011. The results of these counts are shown in **Exhibit 3.1**. As expected, the highest traffic volumes are centered on the American Parkway/151/High Crossing interchange/intersection. The American Parkway corridor north of 151 also carries a high volume of traffic to American Family Drive. USH 51 west of the development and the I-90 system also carry a high volume of traffic into the Madison area. The local roadway system to the west and north of the development carries the least amount of traffic.

- Level of Service

Both the morning and afternoon peak hours were evaluated based on their "Level of Service" or LOS as defined in Appendix A. This modeling was done using Synchro and the Highway Capacity Manual software and reflects the current roadway configuration and geometrics. A summary of the LOS for each intersection included in the analysis is shown in **Exhibit 3.2**. Generally, a LOS D or better is considered an acceptable operations level. This summary includes the overall intersection level of service for both the morning and the afternoon peak hours. **Exhibits 3.3** and **3.4** show a more detailed breakdown of the intersection LOS for each movement during the morning and evening peak hour, respectively. Also included in the analysis summary is the amount of delay for each movement (this is particularly useful with an LOS F to see the extent of the problem). The third parameter is the queue length to determine the extent of any movement delay as well as to determine if the amount of vehicle storage provided for each movement is adequate.

In the morning peak hour, the results of the analysis indicate that the Hanson Road leg of the intersection with USH 51 operates at a LOS F. The overall intersection operates at an LOS B because this is an unsignalized "T" intersection that is stopped on Hanson Road. The volume of traffic on USH 51 does not have sufficient gaps to allow for either a right or left turn onto USH 51 from Hanson Road during the peak hours. The American Parkway/Buttonwood Drive intersection also shows LOS E for several movements, again due to the high volume of through traffic on the main road. Two other signalized American Parkway intersections, High

Crossing/American Parkway and Eastpark Blvd/American Parkway also indicate LOS D for several movements.

In the afternoon peak hour, the results at the Hanson/USH 51 intersection become worse with a fivefold increase in delay for the Hanson leg of the intersection which degrades the overall intersection to LOS F. The American Parkway/Buttwood Drive intersection continues to show LOS E for several of the stopped movements. Both signalized American Parkway intersections continue to have an LOS D to LOS F in some movements; however the Eastpark intersection degrades to an overall LOS F due to the heavy eastbound right turn and the competing southbound through movement.

In addition to the intersection analysis, there are two heavy interchange ramp movements that were reviewed but are not included in the analysis. One of the ramps is the afternoon southbound ramp from American Parkway to USH 151. The existing on ramp indicates an LOS C. However, the weave between the SB on ramp and the WB I-90 on ramp indicates LOS F.

The second heavily used ramp section is the morning northbound off ramp from USH 151 to American Parkway. The level of service for this movement was not analyzed.

Chapter 4 Projected Traffic

- Traffic Forecasting

Forecasting traffic volumes is generally comprised of two components. The first component is background traffic. This includes traffic that will be generated by development outside of the study area, but results in increased traffic volume within the study area. Site traffic is considered to be traffic that is generated by a specific site or area and then added to the background traffic to develop the total amount of traffic forecast.

- Background Traffic

Background traffic volumes in the Madison area increased markedly during the high growth years but are generally assumed to be less than 1% per year for the purposes of this study. Since the first phase of the hospital will be considered to be constructed by 2014 we are using 2020 as our development design window. In order to accommodate the potential additional development in the area and growth in background traffic, we assumed a 10% increase in background traffic in addition to the full development of the medical facility by 2020. The projected peak background traffic volumes are shown in **Exhibit 4.1**.

- o Site Traffic

Site traffic is considered to be new traffic that is generated as a result of a specific development. In this case, the proposed development will result in a 400,000 square foot medical facility. Site traffic is estimated using standard trip generation rates for the known proposed development types.

Trip Generation

The ITE Trip Generation Manual (8th Edition) provides rates of trip generation for hundreds of building uses based on various independent variables such as building square footage, employees and number of beds. For the purposes of this study, the square footage of the facilities was used as the independent variable because it is definable at this phase of the development. The wellness center and clinic are anticipated to generate a similar number of daily trips per 1000 square feet, with fewer morning peak hour trips generated by the wellness center. The trip generation rates for hospitals are about half those estimated for clinics. In addition, hospital employee shifts are generally prior to the peak hour time periods (6:00 a.m. and 3:00 p.m. hospital shifts). For the purposes of this study, the total building square footage included in the trip generation calculations was 425,000 square feet which would provide a rate higher than that actually planned with the initial construction. The breakdown of the trip generation assumptions is shown in **Exhibit 4.2**.

Mode Split

Mode split is considered to be trips that use alternative modes of transportation such as transit, carpooling, walking etc. In this case, the vehicular trip generation figures are assumed to account for all trips with no reduction in mode split, so there is no overall reduction in trip generation.

Trip Distribution and Assignment

Trip distribution is based on where trips to the campus originate. It is assumed that almost all these trips are home based (patient and employee). Trip assignment determines how the trips are allocated to the roadway system. The majority of the trips were assumed to come through the USH 151/American Parkway interchange. Based on this assumption, the trip distribution and assignment have been made as shown in **Exhibit 4.3**. The total projected traffic volumes for 2020, including the existing background traffic, site generated traffic, and 10% overall increase are shown in **Exhibit 4.4**.

- Level of Service Analysis
 - 2020 Future conditions

The generated site traffic and projected 10% increase in background traffic volumes were modeled on the existing roadway network with Synchro and Highway Capacity Manual software, and reflect the current roadway and geometric conditions. A summary of the LOS for each intersection included in the analysis is shown in **Exhibit 4.5**. Several intersections show degraded and unacceptable levels of service with the additional traffic loads. An unacceptable level of service is considered LOS E or F. **Exhibits 4.6** and **4.7** show a more detailed breakdown of the intersection LOS for each movement during the morning and evening peak hour, respectively.

Those intersections showing a movement with a level of service deteriorated to unacceptable, without future improvements, include:

1. American Parkway/Eastpark Blvd
2. USH 51/Hanson Road
3. American Parkway/Buttwood Drive

Chapter 5 Traffic Improvement Analysis

- Site Analysis

A traffic analysis was completed for the future conditions (2020) based on full build out of the UW Health site as well as a 10% increase in background traffic volumes. This analysis included a review of the driveway approaches to the site including one approach on Eastpark Blvd and one approach on Portage Road. The main approach will be on Eastpark Boulevard that will service the clinic, hospital, and wellness center with a drop off area and parking. The Urgent Care facility will be served off either drive. The employee parking on the west will be serviced from Portage Road as well as truck service and loading dock. The campus is designed with an outer roadway system so that all elements of the campus are internally connected.

The main entrance will require an eastbound left turn lane on Eastpark Blvd as well as outbound separation for left and right turns at the driveway. In reviewing the queue distance on the outbound movement, particularly the left turn movement in the afternoon peak hour, it is recommended that 200 feet separate the internal road system from the main drive entrance. The Portage Road entrance outbound does not indicate the need to separate the outbound left and right turn movements. The north bound section of Portage Road is currently two lanes near the proposed driveway entrance. The second northbound lane should be dropped as a right turn lane at the new entrance and provided with a wider drive radius and apron because it is the service entrance for trucks.

- Study Area Analysis

The analysis indicates that several intersections that are currently having congestion problems will be further degraded. A prioritized list of the improvements recommended in this report was given in **Exhibit 1.1**. This includes the intersections of American Parkway/Buttwood, USH 51/Hanson Road, and American Parkway/Eastpark Blvd. A summary of the Level of Service grades obtained with the recommended improvements is given in **Exhibit 5.1**. **Exhibits 5.2** and **5.3** show a detailed breakdown of the intersection LOS for each movement during the morning and evening peak hour, respectively.

The American Parkway/Buttwood intersection is currently not signalized and suffers from congestion during the peak hour. This intersection will also provide a more direct access route to the hospital than the American Parkway/Eastpark intersection. In addition, signalizing this intersection will help relieve some of the congestion at both of those intersections, particularly the eastbound right turn at American Parkway and Eastpark. For this reason we are recommending that this improvement be the first priority improvement.

If the American Parkway/Buttwood signalization does not improve the American Parkway/Eastpark intersection particularly for the eastbound right turn movement in the afternoon peak hour, then we are recommending three improvements to address that issue at this intersection. One is to remove the existing median in the intersection to add an additional northbound left turn lane, and restripe the outer eastbound through lane as a through-left. The second improvement is to add an additional southbound lane on American Parkway south of Eastpark Boulevard, continuing on to the southbound interstate on-ramp. A sketch of the proposed improvements to the American Parkway/Eastpark Boulevard intersection is shown in **Exhibit 5.4**. The third improvement is to signalize the Buttwood/American Parkway intersection to help encourage greater use of that intersection for access to American Parkway and to increase the platooning effect of southbound traffic at the American Parkway/Eastpark Boulevard signalized intersection.

The USH 51/Hanson Road intersection will continue to be a problem as the area develops. There are both airport related constraints as well as environmental constraints on upgrading this intersection. Options for improving the intersection need to be further explored with the WisDOT, Dane County Airport and City of Madison.

The functionality of the American Parkway/High Crossing Blvd signalized intersection could be improved to an acceptable LOS with minor changes to the existing signal timing plan.

The continued pressure on relying on the USH 151/American Parkway interchange as the major access to the area will continue to adversely affect the weave and ramp movements between that interchange and the I-90 interchange. Adding additional lanes on the ramps, encouraging the use of the High Crossing/USH 151 southbound ramp and even metering the ramps may be

interim solutions but ultimately a new interchange off of the I-90 system needs to be investigated.

Chapter 6 TDM Measures

- Existing UW TDM Measures

The UW Hospital system has a fairly aggressive TDM program at its central campus location. While the new campus on the east side does not have the same urban density and alternative transportation infrastructure, there are existing measures that should be instituted at the new campus.

- Recommended UW TDM Measures

We recommend a variety of programs and improvements that UWHCA should institutionalize in order to reduce the demand for – and use of – single occupancy vehicles for trips to this new facility. It is very important to note that TDM is not simply one or two elements, and the best TDM program is going to be comprised of a suite of elements that work together (i.e., fee-based onsite parking, free remote parking near a transit stop, and cost competitive – even free – transit passes). Different TDM approaches will work differently for different people, so a comprehensive TDM program holds the promise for the greatest success. With that in mind, the elements below are presented in order of importance, and include both immediate and long-term strategies.

1. On-Site Parking Management – A parking management strategy that incentivizes the use of alternatives to the single-occupant vehicle should be pursued at UWHCA's ECD, in order to reduce the demand for surface and structured parking and minimize long term construction and maintenance costs to the institution. Examples of possible TDM strategies include:
 - a. Assure that ample, convenient, and secure bicycle parking is available at ECD. Strongly consider the use of covered parking and/or bike lockers.
 - b. Provide preferred parking to carpools and vanpools, i.e., "close to the door" spots reserved only for such travelers.
2. TDM education – A comprehensive introduction to UWHCA's TDM program should be a component of staff orientation upon the facility's grand opening, and with every new hire and transfer thereafter. The University of Wisconsin's Transportation Services department is staffed with TDM professionals, who could be engaged to assist in setting up and carrying out an education program; in fact members of their management team have been engaged in the development of this TDM Plan and have expressed a willingness to work with UWHCA on certain elements of the TDM. Although this is listed as a top priority, the content of the educational element includes items as outlined below in this list and therefore cannot be implemented until the scope of TDM for the facility is settled upon.

3. Set up TDM oversight/monitoring infrastructure – Coming out of the gate with the pieces in place to monitor and adapt UWHCA’s TDM program is really the only way to assure that the program does not die on the vine. Some basic and easy to implement monitoring steps, such as administering an annual transportation survey over e-mail to all employees, can go a long way in evaluating transportation attitudes and activities. In any event, there are a few monitoring options that might be considered:
 - a. Establish a standing committee to monitor and amend TDM over time (employees, administrators, etc.)
 - b. Create a position, or assign duties, for TDM at the Hospital.
 - c. Engage the University of Wisconsin’s Transportation Services department to conduct periodic monitoring and updating of UWHCA’s TDM program. This would ideally work in concert with a standing committee.
 - d. Work with neighboring businesses (American Family, Alliant, Herzing, etc.) to establish a Transportation Management Association (TMA), which would focus TDM on a “neighborhood” scale. This option is very attractive and could be highly effective, but certainly is dependent on coordination and buy-in from neighboring businesses.
4. Guaranteed ride home – A guaranteed ride home program serves as a “safety net” for people who do not use their own car to get to work. A current program exists which provides vouchers (typically up to \$75) for a taxi ride in case of an emergency or other unforeseen circumstance. This is a service currently offered to users of Madison’s regional “rideshare” program (www.rideshareetc.org), but UWHCA could establish an “in-house” service, as well.
5. Flexible work scheduling – Where appropriate and feasible, work schedules should be flexible to allow employees to use alternative modes of travel. For example, after 8:00, Metro routes don’t arrive in the neighborhood “on the hour”. If possible, this should be taken into consideration for scheduling shifts. It should be noted that this recommendation does not promote “staggering” start times per individual, but rather promotes re-examining shift start and end times to best accommodate the use of transit, rideshare, and other alternative modes on fixed schedules.
6. Facilitate carpooling – Ultimately, all employees at the ECD will have the same destination (ECD). Arguably, many clusters of them arrive at and depart from the hospital at right around the same time. The great variable is, of course, where each of these employees begins and ends their workday trips. UWHCA should take the lead in helping to align potential carpoolers, as this is a relatively easy TDM strategy to undertake.
 - a. In addition to the “preferred” parking introduced above, UWHCA could literally start making carpooling a more viable option today, simply by connecting its employees to a robust on-line ride matching service (rideshareetc.org). Through their “Home

- Access” website on uwhealth.org, UWHCA could simply provide a link to rideshareetc.org along with a brief introduction for “Home Access” users, which is presumed to include all UWHCA employees.
- b. Utilize on-site bulletin boards, memoranda, and inter-office mail for those that may not be comfortable using the online service.
 - c. Provide financial or “reward” based incentives for carpooling and vanpooling, whereby the more occupants in a permitted vehicle the more substantial the reward.
7. Remote parking – There are several rather proximate locations that are worthy of exploration as remote parking sites in order to reduce vehicle trips to the hospital.
- a. UWHCA’s “East Clinic” (W. Terrace Drive) provides 500+ parking spaces. This facility is open 8-6 M-F, and our monitoring showed it to be parked at about 75% capacity during those hours. This would appear to be a prime opportunity for remote parking, and would be all the more attractive with improvements in the area like bike facilities, transit service, or a shuttle service.
 - b. Within about a mile of the proposed hospital, there is a free park and ride lot (East Park Boulevard) with spaces for about 150 cars. Madison Metro picks up and drops off here during peak periods currently (with supplemental stops at American Family HQ and the UWHCA East Clinic on Terrace).
8. Promote bicycling – Biking (and, for some, walking) to the new campus is a potential option, as the bike and pedestrian network is in place within the neighborhood and southwest into the urban core. An internal path network (primarily for walking, it appears) is established with American Parkway and East Park Boulevard improved with on-street bike lanes, and the East Campus Development proposed bike route (**Exhibit 6.1**) provides extensive internal bicycle circulation within the site. Connecting this internal network to the larger community and regional networks (a map showing the existing City of Madison system is provided in **Exhibit 6.2**) is a goal, and several potential measures to help accomplish this are provided below:
- a. Madison’s “B-cycle” is a bike rental program typically sponsored by businesses. This could be yet another opportunity for UWHCA to work as part of a TMA (see Sec. 3.d. above) for the neighborhood to set up a B-cycle network within the business park and some of the surrounding restaurants, hotels, etc. Perhaps a more “remote” location might be the Trek Store or Erik’s Bike Shop near the East Towne Mall.
 - b. Bikers can use on-street systems in the vicinity of the proposed hospital, with the two best options being:
 - i. Eastpark to Hanson to Portage Road provides linkage to east side network
 - ii. Eastpark to American Family Parkway to High Crossing also provides linkage
 - c. On-site, convenient, secure, and safe bicycle parking, showers, lockers, etc. are important elements of TDM as well.
 - d. Site design must maximize linkage to existing facilities.

- e. Bicycle commuters are also eligible for tax incentives to offset equipment and mileage costs.
9. Madison Metro – It is recognized that expanding transit service is often a very important – but admittedly very costly – strategy for TDM success. Sharing the costs and benefits of improved transit service (vis-a-vis the “TMA” introduced in Sec. 3.d. above) could help to make improved transit more feasible, although it’s likely that this is a more long-term goal. Nonetheless, the “neighborhood” within which the new hospital will be developed has at least been introduced to transit. A map of the existing Madison Metro transit stops in the American Center area is given in **Exhibit 6.3**.
- a. Currently, two routes service the area
 - i. Route 25 runs a peak service (7:30 – 8:30, 4:30 – 5:40) to American Family HQ, and the Terrace Dr. UWHCA Clinic
 - ii. Route 26 runs on the hour from 9:30 – 3:30 (dedicated stop @ American Pkwy & Buttonwood @ :42 of every hour, “East Clinic”)
 - b. There are many ways to approach incentivizing transit use for employees. Some employers subsidize transit passes in whole or in part, some offer “pre-tax” employee buy-in options. Federal tax law provides tax breaks to both employees and employers for “commuter choice” initiatives. Currently, UWHCA subsidizes bus passes 100%; this is a practice that should be continued with the ECD.
10. Shuttle – As a “multi-campus” institution, there may be considerable merit in UWHCA providing a shuttle from campus to campus, to remote parking locations, and major transit stops. This is probably another initiative that is made all the more effective as a component of the TMA idea introduced in Sec. III.d above.
- a. Potential to run shuttle to park & ride, bus stops, other UWHCA facilities
 - b. Potential to partner w/ neighbors on shuttle?
 - c. e.g., Madison College operates a campus to campus shuttle – costs \$15K to \$20K per month
11. Community Car/Zip Car - Community Car is a program that provides shared cars, with most pickup/drop-off locations located on or near the isthmus. They do consider adding cars if a neighborhood shows enough demand, so this might be a long-term option as a “shared” resource with other nearby businesses. Zip car, a similar service, has cars located on the UW Campus.
- UW Health is currently developing a long term strategy for addressing alternative modes of transportation for the campus. The findings and recommendations of the program will be issued in a separate report.

Chapter 7 Recommendations

Recommended transportation related improvements are divided into two categories; short term and long term. Short term improvements should be constructed or investigated within the next five years. Long term improvements should be implemented or explored further within the next five to ten years. The first four short term improvements are considered the responsibility of UW Health /American Family since they are almost exclusively the beneficiary. The remaining improvements both long and short term benefit the overall business park and should be a collective responsibility of the city and the development. A prioritized map showing the following recommended improvements was given in **Exhibit 1.1**.

- Short Term Improvements
 1. Provide two new access driveways – as a part of the site design, the two entrances to the site should be constructed as recommended (**Exhibits 2.3 & 2.4**) with the main entrance on Eastpark for patients, visitors and employees and a second entrance on Portage Road for employees and delivery. A third limited access point on American Family's private drive is also being discussed that would allow a right turn outbound only at some time in the future.
 2. Portage/Hoepker intersection improvements – the additional traffic on Portage Road is projected to be limited and the level of service with the UW Health site is anticipated to be at an LOC C or better. However the city has requested a review of a northbound left turn lane on Portage Road.
 3. Adopt and implement a TDM program for the UW Hospital east campus. Such a program, as outlined in this report, would target reducing vehicles trips for employees.
 4. Expand transit service to the American Center. As outlined in the TDM program, there is currently limited transit service to the American Center and current service to the UW Health site is nonexistent. Expanding both transit and para-transit service to the new campus needs to be explored with the city.
 5. Signalize the Buttonwood/American Parkway intersection – This intersection is not signalized and currently suffers from congestion during the peak hour. Access to USH 151 via American Parkway from the UW Health Campus will be more direct on Buttonwood than Eastpark further exacerbating the problem. Signalizing this intersection would not only reduce congestion, but encourage more use of Buttonwood which may in turn take some of the current pressure off of the right turn eastbound at American Parkway/Eastpark.
 6. Consider additional lanes at the American Parkway/Eastpark intersection if the signalization at Buttonwood does not improve the LOS. In the event that the Buttonwood signalization does not improve the level of service at this intersection, particularly the heavy eastbound right turn movement during the afternoon peak hour for vehicles that are trying to access USH 151 southbound, then improvements

to this intersection should be investigated. The capacity of the existing intersection can be improved by restriping the outer eastbound through lane as a through-right, adding additional northbound and westbound left turn lanes, constructing an additional southbound through lane on American Parkway, and continuing the additional lane up the southbound interstate on-ramp. (Exhibit 5.4). We are also recommending that WisDOT include the section of USH 151 from the American Parkway Interchange to the I90/94 Interchange in its current study of the I90/94 corridor. This could include the feasibility of ramp metering for the southbound on-ramp.

7. American Parkway/USH 151 southbound on-ramp – Add additional signage for the second southbound USH 151 ramp at High Crossing/Nelson Road. There is an alternative means of access to USH 151 southbound from American Parkway via the High Crossing/Nelson Road intersection. Higher usage of this ramp, particularly in the afternoon peak hour, will take pressure off the southbound on-ramp at American Parkway and USH 151.
8. Improve bicycle access to the UW Health site. The American Center currently has on street and off street bike lanes within the development. Bike access to the American Center is restricted by narrow rural roads that lack shoulders and access restricted highways that do not allow bicycle usage. Focus should be placed on developing a better network of on-road bike connections with the city traveling from the east side to the west side of I-90/94/39.

A study of the following two intersection/interchanges should also be explored in the short term:

9. New future interchange at Hoepker Road/I90/94. The WisDOT is currently undertaking a study of long term improvements to the I90/94 corridor from the Beltline to the Wisconsin Dells. Given the potential capacity issues of the USH 151 corridor and the expected additional development in the American Family Center and surrounding areas, the feasibility of a new interchange on I-90/94 at Hoepker Road should be explored as a part of that study.
10. Hanson Road/USH 51 intersection - Hanson Road is the most direct connection from USH 51 to the UW Health site and this intersection will continue to have additional pressure from surrounding development. In addition, Hanson Road has an industrial park located on it that is slated for additional development. The traffic analysis of this intersection indicates that it is currently one of the most degraded intersections during both the am and pm peak hours. Improvement options for the USH 51/Hanson Road intersection need to be explored with the city, Dane County Airport, and WisDOT.

- Long Term Improvements (Exhibit 7.1)

1. USH 151 Improvements – The section of USH 151 from the American Center interchange to the USH 151/I-90/94 interchange should be explored due to the heavy weaving movements southbound between those two interchanges and the relatively short distance between the two, particularly the southbound on-ramp from the American Center and the westbound and eastbound on-ramps to I-90/94/39.
2. American Family Drive extension to Hoepker Road – American Family is considering extending the current private drive adjacent to the UW Health site to Hoepker Road and allowing public access in the future. If that connection is made in the future, full intersection connection on the south or the east would be provided to the UW to allow another access drive. The current site plan has the ability to accommodate either connection in the future.
3. Portage Road improvements – Portage Road and the intersection at Hoepker Road will need to be upgraded from its current rural standard to an urban standard. The timeframe for this will depend on development in the area, but it may very well be driven by the timeframe for the construction of a new interchange at I90/94 and Hoepker Road.
4. Hoepker Rd/I-90/94 Interchange – This new interchange will provide a secondary access to the American Center as well as direct access to the airport. It will relieve the projected congestion on the USH 151 corridor between I/90/94 and the American Family interchange.
5. Widen Hoepker Rd from Portage Road to American Parkway – this improvement will provide a four lane facility from Portage Road to CTH C. If and when the interchange is constructed, the four lane facility would most likely include the section from Portage Road to the interchange.
6. Signalize American Parkway/Hoepker Road (wiring has already been completed) – this improvement has been programmed and will be implemented once signal warrants for the intersection are met.