



1808 W Beltline Highway
Madison, WI 53713

phone: 608-260-3500

fax: 608-260-3575

ssmhealth.com/system

Wednesday, December 18, 2019

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985

Attention: Heather Stouder, Director of Planning

Re: 1313 Fish Hatchery Road – Demolition, Rezoning and Development Approval for SSM Health Dean Medical Clinic and Associated Parking Lot (West of South Street)

Dear Plan Commission and Common Council Members:

Please accept this Letter of Intent, Land Use Application and plans as our formal request for rezoning, development, and demolition approvals for the new 179,640 square foot SSM Health – Dean Medical Group ambulatory clinic to be located at 1201 Fish Hatchery Road. The new clinic will need the following approvals:

1. Conditional use for a commercial structure greater than 40,000 SF
2. Conditional use for a five-story structure exceeding the 68 ft limit
3. Conditional use for a private parking lot
4. Rezoning from Traditional Residential – Consistent District 2 (TR-C2) to Commercial Corridor – Transitional (CC-T)
5. Demolition of the eleven houses north of the existing clinic (see Appendix A)

Please note, because a portion of the project is located across South Street, there are two Land Use Applications, one for the new clinic and associated parking lot west of South Street and a second for the green space and parking lot located east of South Street.

Team

Developer:

SSM Health
1808 W. Beltline Hwy.
Madison, WI 53713,
Brandon King
Brandon.king@ssmhealth.com

Project Overview

The impetus for the development of the new clinic was the need to replace an outdated, obsolete facility, accommodate the growth of services, modernize clinical operations, and improve patient, provider, caregiver, and staff well-being. The process for the planning and design of the new clinic was guided by a mission and principles that were developed in consultation with internal SSM stakeholders and leaders. The project mission statement is as follows:

Create a patient-centric, healing environment, inspiring caregivers to reimagine the delivery of exceptional healthcare services within a highly innovative and collaborative clinical space.

The guiding principles that provided a touchstone for decisions throughout the planning and design process include:

- Patient and family experience
- Community presence
- Transformation care delivery
- Financial wherewithal
- Clinical excellence

The 179,640 SF specialty clinic will provide services in family medicine, pediatrics, internal medicine, women's health, Physical Therapy / Occupational Therapy (PT/OT), ears, nose and throat (ENT), and other supportive services serving patients throughout Dane County and beyond. In addition, the clinic will include two centers of excellence, orthopedics and oncology, the latter of which will be located on the fifth floor with views of the Arboretum. The fourth floor (32,137 SF) will be shelled out for future needs.

Phase

The clinic will initially open with floors one, two, three and five (1, 2, 3 and 5) operational totaling 147,503 square feet of space. Floor four (4) at 32,137 SF will initially be shelled-out but ready for growth anticipated soon. As continued growth is expected, phase II of the project will include the development of an adjacent/connected building to the clinic within the next five to ten years. The long-term plan is to develop two to three additional buildings and to relocate medical services and possibly SSM's administrative offices to this campus over the next several decades.

Parking

The current (existing) parking ratio, including the two small parking lots adjacent to the existing clinic and the parking located across South Street (addressed in the second Land Use Application) is 3.5 per 1,000 feet. Industry standards for ambulatory clinics range from 3.0 to 3.5 per 1,000. The

proposed clinic will be served by 520 spaces: 246 located south adjacent to the clinic, and 274 across South Street for a ratio of 3.5 per thousand. When the fourth floor is built out, an additional 110 spaces will be required, which will be located on a redesigned lot south of the new Cedar Street. The redesign of the parking the (separate project from this application) will create additional greenspace for the surrounding neighborhood.

SSM aware that the city and surrounding neighborhood is not enthralled with the continued reliance on surface parking. Consequently, SSM has allocated resources and land for comprehensive, quality landscaping that not only buffers the view of the parking from Fish Hatchery Road, but also provides an accessible green space for both neighbors, staff, and patients. The buffer between the parking lot and Fish Hatchery is 54 feet wide. East of South Street and north of the parking lot, there is also a .3-acre green space that will be an amenity not only for SSM but for the developments along Park Street. Finally, the café patio overlooks a garden that includes a grove of existing trees.

Since beginning the planning process in 2018, SSM has been in conversations with the city regarding the eventual development of a parking structure that could be shared with surrounding developments. SSM is aware of the long-term goal in the Wingra BUILD Plan. At this time, however the funds allocated by SSM-Health St Louis (headquarters) are required for the clinic itself in order for SSM-Heath Dean Medical Group to meet the medical needs of its patients as well as its commitment to service providers and caregivers. Any dollars allocated to structured parking (at an estimated \$25,000 to \$30,000 per stall) would have to be deducted from the funds for the clinic, jeopardizing SSM's ability to meet its mission and commitment to the community as well as its obligation to contain cost of healthcare. When SSM determines the need for future phases on the campus, likely in the next five to ten years, SSM will consider the need for structured parking. They would also consider partnering with the city on the parking structure development in order to leverage private and public resources to achieve the vision set forth in the Wingra BUILD Plan.

Bike Facilities

The new clinic will have a total of 50 bike parking stalls available for both employees and visitors. A total of 26 will be located adjacent to the two entrances. In addition, shower facilities will be available for employees and service providers.

Pedestrian Facilities

With the improvement of South Street and the construction of Cedar Street, the new campus will have vastly improved pedestrian (and bike) access. SSM has built pedestrian pathways into the landscape buffer along Fish Hatchery Road and the triangle pocket park north of the parking lot east of south street. The reconfigured parking lots will also have clear pedestrian pathways.

Traffic

The new specialty clinic will add a total of 20,000 SF more than the existing clinic, which translates into 60 to 70 new trips during the morning and evening peak hours. This fact combined with reconfigured and improved parking and the addition an east west connection from Park Street to Fish Hatchery (Cedar Street), formed the assumptions behind the Traffic Impact Analysis (TIA) completed by Kimley Horn & Associates. The consultant ran a number of different scenarios, including the existing condition and the future conditions (opening day and long term) with and without the Truman Olson development.

The TIA recommended a couple of near- and long-term changes including:

- New signals and improved signal timing (Park Street & Cedar Street; Wingra Drive and Fish Hatchery Road)
- Improved intersections (Park Street & Cedar Street)
- Better left turn access (Wingra Drive and Fish Hatchery Road; Cedar Street and Fish Hatchery Road)
- Roundabout at South Street and Cedar Street
- Transportation Demand Management Plan (TDMP)

Addressing the majority of these recommendations will be the city's responsibility except for the TDMP. SSM is currently working in consultation with traffic engineering staff on the TDMP, which will be completed and approved prior to Common Council approval of this Land Use Application.

Relevant City of Madison Planning Documents

Imagine Madison, the City's new comprehensive plan, calls for Regional Mixed Use (RMU) in this area.

Wingra BUILD Plan, calls for urban reinvestment and job creation in health care and bio-medical services, as well as, "the potential to expand facilities for such uses by 400,000 to 600,000 square feet".

Bay Creek Neighborhood Plan prioritizes keeping Dean Health in the neighborhood.

Existing Zoning: – Commercial Corridor – Transitional (CC-T) and Traditional Residential (TR-C2).

Proposed Future Zoning: CC-T.

Sustainability

Sustainability is an important aspect of the new clinic particularly with regards to the health and well-being of patients, employees, and service providers. SSM anticipates being the first certified Well

Building medical facility in Wisconsin. The goal of Well Building is to improve human health and well-being while integrating existing green building standards, like LEED and Living Building Challenge, into the project.

The focus of Well Building is on:

1. Air – Reduce indoor pollution and optimize indoor air quality
2. Water – Provide safe water through filtration and testing
3. Nourishment – Improve eating habits and food culture
4. Light – Minimize disruption in the circadian system
5. Fitness – Integrate activity through fitness programs and education
6. Comfort –Ergonomic and distraction free productive environment
7. Mind – Optimized cognitive and emotional health

SSM is pursuing specific strategies to address these goals. Examples include:

- Monitoring and testing of heating and cooling systems to ensure high level air quality and thermal comfort
- Visible stairs to encourage walking
- On-site pedestrian destinations (walking paths, trees, planters, landscaped areas)
- Sound masking for acoustical privacy

SSM is also actively pursuing the use and deployment of Energy Star strategies. Energy Star strategies protect our climate through superior energy efficiency. Energy Star rated buildings use 35% less energy on average as compared to similar buildings and contribute 35% fewer greenhouse gas emissions to our atmosphere. SSM's design target is 85 with a performance goal of 80, meaning that the new clinic will use less energy consumption than 80% of all medical office buildings in Wisconsin. Converting from an EnergyStar 50 MOB to an 80 MOB is equivalent to:

- Removing greenhouse gas emissions from 460 average passenger cars from the roads each year
- Removing greenhouse gas emissions from 5.3 million miles traveled by passenger vehicles
- Carbon sequestered by 36,000 tree seedlings grown for 10 years

Beyond Well Building and Energy Star, SSM is considering these other energy saving strategies include:

- Triple pane glazing
- White roof
- Additional roof insulation
- Electrochromic glass
- More efficient HVAC equipment

- Occupancy sensors to control heating/cooling/lighting
- Energy performance dashboards
- Photovoltaic Array – roof of physical therapy/occupational therapy or above pathways

Finally, given the size and southward orientation of the clinic’s glass façade, SSM is exploring the optimal inclusion of bird friendly glass. In order to minimize bird collisions on the five-story glass façade, the windows will address the 2x4 rule so that birds are able to see and avoid the glass windows. There a variety of window patterns that meet the 2x4 rule; SSM is still exploring the one that works best for the clinic.

Lot Coverage

Total Lot Area = 260,336 square feet

- Impervious (Lot Coverage) = 171,162 square feet
- Pervious =89,174 square feet

Project Schedule

March/April, 2020	Construction mobilization and demolition houses
May, 2020 – March, 2022	Construction
April, 2022	First Patient
May – June, 2022	Demolition existing clinic
July – August, 2022	Construction west parking lot
September – November, 2022	Construction east parking lot
December, 2022	Construction complete

Operations

Deliveries

Deliveries will occur throughout business hours and will be received at the loading dock on South Street. The trucks will generally be box trucks or vans.

Chemical Storage and Handling

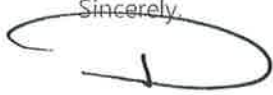
The amount of chemicals that will be stored and utilized on site are not enough to trigger extraordinary storage and handling requirements.

Public Subsidy

The project will be a significant generator for Tax Increment District 42. SSM is currently exploring the need and feasibility of applying for Tax Increment Finance (TIF) funds. If the city determines that the project is eligible for TIF funds and there is a gap in the project cost and the funds available, a TIF application will be submitted in the first quarter of 2020.

Thank you for your consideration of this Land Use Application for the new SSM-Health Dean Medical Group Specialty Clinic. SMS looks forward to working with the city on the approval of this important project.

Sincerely,

A handwritten signature in black ink, appearing to be 'D Boatwright', written over a large, light-colored oval scribble.

Damond Boatwright

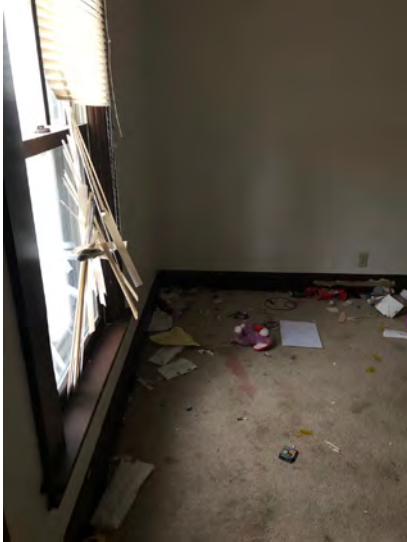
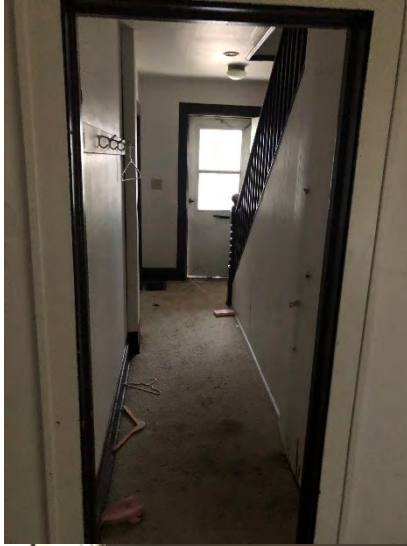
Regional President

A large, stylized handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Appendix A – Houses to be Demolished

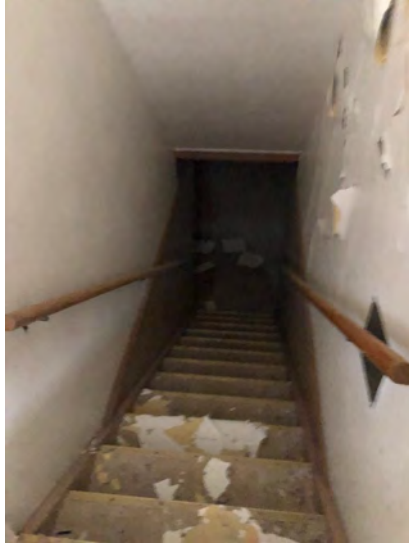
Address	Tax Parcel
1213 Fish Hatchery Road	251/0709-262-1115-6
1221 Fish Hatchery Road	251/0709-262-1116-4
1225 Fish Hatchery Road	251/0709-263-0201-2
901 Midland Street	251/0709-262-1107-3
905 Midland Street	251/0709-262-1108-1
909 Midland Street	251/0709-262-1109-9
915 Midland Street	251/0709-262-1112-2
917 Midland Street	251/0709-262-1113-0
1210 South Street	251/0709-262-1106-5
1214 South Street	251/0709-262-1105-7
1216 South Street	251/0709-262-1104-9

ADDRESS: 1213 Fish Hatchery Road
Parcel number: 251/0709-262-1115-6





ADDRESS: 1221 Fish Hatchery Road
Parcel number: 251/0709-262-1116-4





ADDRESS: 1225 Fish Hatchery Road
Parcel number: 251/0709-263-0201-2





ADDRESS: 901 Midland Street
Parcel number: 251/0709-262-1107-3





ADDRESS: 905 Midland Street
Parcel number: 251/0709-262-1108-1





ADDRESS: 909 Midland Street
Parcel number: 251/0709-262-1109-9





ADDRESS: 915 Midland Street
Parcel number: 251/0709-262-1112-2





ADDRESS: 917 Midland Street
Parcel number: 251/0709-262-1113-0





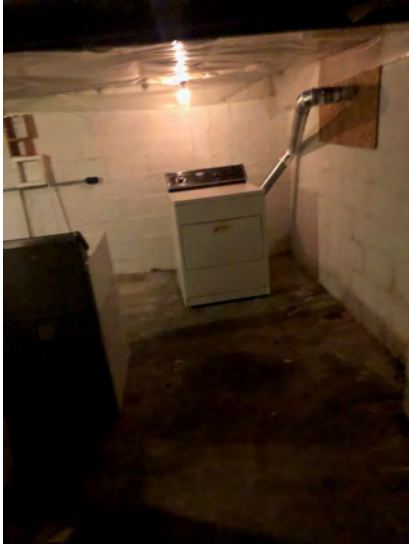


ADDRESS: 1210 South Street
Parcel number: 251/0709-262-1106-5





ADDRESS: 1214 South Street
Parcel number: 251/0709-262-1105-7





ADDRESS: 1216 South Street
Parcel number: 251/0709-262-1104-9







Appendix B – Steering Committee Members

1. Alder Tag Evers
(608) 219-9676
District13@cityofmadison.com
2. Alder Sheri Carter
(608) 698-6027
District14@cityofmadison.com
3. Dr. Ruben Anthony, Urban League of Greater Madison
(608) 729-1200
ranthony@uglm.org
4. Allen Arntsen, Bay Creek Neighborhood
(608) 692-4293
Allenarntsen@gmail.com
5. Stanley Jackson, Bay Creek Neighborhood
srj29@cornell.edu
6. Charles Meyer, Bay Creek Neighborhood
(608) 444-8694
charlesmmeyer8694@gmail.com
7. Mike Felker, Strand Associates
(608) 251-2129 x1051
mike.felker@strand.com
8. Tom Bunbury, Shenandoah Apartments
(608) 692-7777
tbunbury@bunburyrealtors.com
9. Lindsey Lee, Cargo Coffee
(608) 220-7910
cargocoffee@yahoo.com
10. Isadore Knox, South Metropolitan Planning Council
(608) 443-8224
isadore.knox@gmail.com