

Mr. Brad Murphy
City of Madison
Department of Planning and Community
And Economic Development
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, WI 53701-24985

Re: Letter of Intent; Meriter Park Street PUD/GDP/SIP

Dear Mr. Murphy,

The following letter is submitted together with the application, GDP/SIP document and Zoning Text for staff, Plan Commission and Common Council consideration of approval of the proposed PUD/GDP/SIP

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Project: Meriter Park Campus General Development Plan

Applicant: Meriter Hospital
202 South Park St.
Madison, WI 53715
(608) 417-5606
Contact: Melissa Huggins, AICP

Agent: Potter Lawson, Inc.
15 Ellis Potter Court
Madison, WI 53711
(608) 274-2741
Contact: Jody Shaw, LEED AP and Doug Hursh, AIA, LEED AP

TDM Consultant & Landscape Consultant:
Schreiber/Anderson Associates, Inc.
717 John Nolen Drive
Madison, WI 53713
(608) 255-0800
Contact: John Lichtenheld, PE, AICP

SIP Additions Architect:
Plunkett Raysich Architects
11000 West Park Place
Milwaukee, WI 53224
(414) 359-3060
Contact: Mary Spriggs, AIA

Project Description

The purpose of this submittal is to create a General Development Plan to create a flexible framework that will provide a clear map for decision-making to facilitate Meriter achieving its long-term goal of maintaining its Park Campus as its flagship diagnostic and treatment center. This General Development Plan will guide the decision-making process for the next ten years, and will serve to inform the Park Campus development until land availability and acquisition conditions dictate the direction of the long-term growth and replacement of the existing diagnostic and treatment platforms.

The Meriter Park Campus is generally located south of Milton Street, and north of Chandler Street, between Mills and South Park streets. The Campus also includes the Meriter Lab building, at the corner of Milton and Brooks streets, and the parking lot at the corner of South Park Street and Braxton Place. Meriter has purchased the majority of land on the block south of Chandler Street and north of Vilas Avenue, between Brooks and Park streets. Referred to as the Chandler Block, this land is not part of this PUD/GDP submittal and is not being rezoned at this time. The Chandler Block will be addressed in a future SIP when the long-term development direction of the Park Campus is clear. Meriter owns five of the eleven residential lots along the east side of Mills Street, between Milton and Chandler streets. Within this PUD/GDP, this area is referred to as the Neighborhood Transition Zone. Residential lots within the Neighborhood Transition Zone that are not owned by Meriter Hospital are in no way considered part of this current PUD/GDP submittal. They are indicated as non-Meriter property that may be added with property acquisition or jointly developed to complete the development of the Neighborhood Transition Zone.

The Park Campus comprises approximately 1,099,869 Sq. Ft. Hospital and its accessory uses the predominant use for the majority of the Campus, including administration, education, parking, medical office, day-care, medical laboratory and retail. The Park Campus land is approximately 568,020 Sq. Ft. or 13.04 acres, with approximately 1,176 stalls of parking on the Park Campus. Meriter leases another 354 stalls within close proximity to the Park Campus.

The Meriter Park Campus currently straddles four distinct zoning districts, the South Campus Regent Street Plan and the Park Street Corridor Urban Design Guidelines. This PUD will bring the Park Campus under one zoning designation and allow Meriter Hospital to move forward with approved developments that will ensure Meriter's economic stability and market leadership.

This GDP provides a list of proposed projects within ten years that comprise approximately 200,000 sq ft of new construction, not including the new physical plant; this total will vary as developments are approved with future SIP's. Meriter has also completed a Transportation Analysis that provides recommendations, and updates their Traffic Demand Management strategies to handle future parking requirements. The GDP shows an increase of parking to account for a projected parking shortage. A possible 1,166 new stalls will bring the ratio of stalls per 1000 GSF to approximately 2.21.

Although there is no demolition being submitted with the SIP associated with this PUD/GDP, a separate drawing showing proposed demolition for future projects is included. The zoning text also indicates properties that will probably be demolished in future developments.

A conceptual Landscape Master Plan is also included in this GDP. There are no new landscape projects being submitted with this GDP. The current landscaping on the Park Campus will be as existing and as previously approved. Landscape for individual projects within the ten-year plan will be approved through the SIP process.

Meriter is in the process of completing a comprehensive signage package for the Park Campus as a separate project from this GDP. Park Campus signage will remain as existing and indicated in this GDP zoning text, until a comprehensive signage package is approved.

Fire Apparatus Access, trash and snow removal will remain as existing and will be approved with each SIP for individual projects.

First Phase SIP

The First Phase Specific Implementation Plan submitted within this PUD/GDP shows the existing properties on the Meriter Park Campus, as well as two small additions to be approved with this SIP. There is no demolition being submitted with this SIP. Selective demolition will be submitted with the individual projects.

The Park Street expansion is an addition over the existing second story terrace facing Park Street. This is an expansion of the Post-OP recovery rooms. This includes approximately 10,748 sq. ft. of interior renovation with approximately 4,712 sq. ft. of new construction. This addition does not encroach beyond the existing first floor and has no associated landscape or site utility alterations.

The second project associated with the First Phase SIP involves enclosing a portion of the receiving area on Chandler Street to accommodate a roof mounted back-up generator. In order to increase the amount of backup power for the hospital, a new back-up generator is required. The enclosure covers approximately 2,700 sq. ft. This project does not expand the current curb cut on Chandler Street and does not affect any landscape or site utilities. The roof-mounted unit will be fully screened from the sidewalk.

Project Schedule

The Preferred Phasing Plan provides a conceptual sequence for the proposed projects for the next ten years. Specific schedules for construction shall be submitted with the SIP's for each individual project.

PUD/GDP schedule to date:

Meriter Park Campus Master Plan project	2006
Neighborhood Steering Committee monthly meetings	June 2007
City Staff monthly meetings	February 2008
Open community meetings	November 29, 2007
	April 2, 2008
	October 30, 2008
Urban Design informational presentations	September 24, 2008
	October 15, 2008

Notice of Application
Urban Design Submittal
Plan Commission Meeting
Common Council Meeting

October 13, 2008
TBD
April 6, 2009
April 21, 2009

SIP additions schedule:

Park Street Expansion construction start: Mid 2009
Chandler Street Generator Enclosure construction start: Late 2009

Thank you for your time in reviewing this proposal.

Regards,

Douglas R. Hursh, AIA, LEED
Director of Design
Potter Lawson, Inc.

Jody Shaw, LEED AP
Designer
Potter Lawson Inc.