

PLAN OF OPERATION



Moorland Reserve Health Center

March 23, 2012

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Froedtert Health, Inc.
Moorland Reserve Health Center
Northeast Corner of Moorland & Beloit Roads
New Berlin, Wisconsin

Use

A 137,000 square foot medical office building and associated site improvements is being proposed. The building will be owned by Froedtert Health, Inc. Services within the building will be provided by Froedtert, the Medical College of Wisconsin, and Dynacare Laboratories.

The primary interior use of the medical office building will be primary care clinics, specialty care clinics, diagnostic imaging, laboratory services, a gastroenterology procedure suite, infusion, rehabilitation services (eg. cardiac, physical), medical oncology, urgent care, physician offices, and associated administrative spaces. Froedtert and the Medical College of Wisconsin will feature their cancer, heart & vascular, and neurosciences programs.

The exterior use of the building will be primarily staff, patient, and visitor parking. Deliveries and service vehicles will access the building via the service court at the west end of the building. The service court area also provides the required off-street loading spaces.

Approximately 20% of the building will be utilized for tax exempt uses. The remaining 80% will not be tax exempt. Froedtert and the Medical College of Wisconsin intend to apply for a real estate tax exemption for the applicable 20% of the project.

Building Operation

The majority of patients are expected to be seen in the building between the hours of 7:00 a.m. and 8:00 p.m. Certain programs may offer weekend hours. The times in which staff will occupy the building will extend before and after patient hours.

The Urgent Care portion of the facility and associated ancillary services are anticipated to operate on a 24 hour, 7 day per week basis. Urgent care patients will utilize the designated Urgent Care entrance on the south side of the building.

A staff of approximately 45-50 physicians and approximately 200 clinical and support personnel will operate the facility once fully operational.

Site Lighting

Parking lot areas will utilize “cutoff” type light fixtures to match the fixtures used elsewhere on the campus. A portion of the Moorland Reserve Health Center parking lot lights will be turned off at 9:00 p.m. Exceptions include the Urgent Care parking area, the service court, the common access road, and a few designated fixtures near the front entry of the building. The attached Exhibit A outlines which fixtures will be turned off.

Traffic

The development fronts both Moorland Road and Beloit Road – both of which are Waukesha County roadways. A common roadway was put into place within the development when the Children’s Hospital medical office building was constructed in 2009. This existing common roadway has a signalized intersection at its Moorland Road driveway and signed intersection at its Beloit Road driveway. No additional curb cuts are required for the project.

The Moorland Reserve Health Center will be accessed by primarily passenger vehicles. A few light commercial vehicles will enter and exit the site to make deliveries.

A Traffic Impact Analysis (“TIA”) was previously approved by the County which contemplated this facility being added to the overall development. The County roadway and right-of-way improvements required by the TIA were completed and funded by Froedtert and the Medical College of Wisconsin in 2009 and 2010. The intersection where the common roadway meets Beloit Road was built to be converted to a signalized intersection at a later date when required by traffic demand. The County has verbally requested that a TIA study be completed of this Beloit Road intersection to determine if the traffic counts will warrant the need for addition of the traffic signals. The TIA study will be completed in early April prior to the May 7th Plan Commission meeting.

Parking

A total of 506 parking stalls are being provided for this 137,000 square foot facility - approximately 3.69 stalls per 1000 square feet of building area. The project includes 121 exam rooms. The City requires 4 parking stalls per exam for a total minimum of 484 stalls. The number of parking stalls provided slightly exceeds the minimum required by the City.

To ensure adequate parking is being provided, parking utilization at one of Froedtert and the Medical College of Wisconsin’s busiest medical office building’s was studied. The facility studied was Tosa Center at 1155 N. Mayfair Road in Wauwatosa. The busiest periods observed at the Tosa Center resulted in parking demand at 3.41 stalls per 1000 square feet of building area. This study confirmed that adequate parking is being provided at the proposed Moorland Reserve Health Center.

Environmental Impact

Froedtert and the Medical College of Wisconsin take environmental impact seriously. All applicable environmental regulations have been studied and considered closely to assure

compliance. The items below outline efforts in meeting all environmental requirements of the project.

A complete Stormwater Management Plan was previously approved by the City for the overall Moorland Reserve development. The proposed Moorland Reserve Health Center project is well within the assumptions previously approved. The project's civil engineer has provided verification calculations within the corresponding use approval submittal package.

Wetlands were field delineated in August 2006. A new wetland delineation will be completed by a DNR Assured Wetland Delineator as soon as allowed by the DNR this spring. We anticipate this to occur in April and the new delineation to be submitted to the City of New Berlin prior to the May 7th Plan Commission meeting.

Froedtert and the Medical College of Wisconsin have worked closely with DNR to determine whether the threatened Butler's Garter snake exists on the project site. A habitat assessment report was previously completed and submitted to DNR. Suitable garter snake habitat was generally found to be located just south of the north wetlands on the site. A snake mitigation and suitable habitat plan was previously approved by the DNR. Additionally, "snake fence" has already been erected to keep the migration of Butler's Garter snake out of the proposed construction area. (Note: The Butler's Garter snake is in the process of being delisted from the DNR's list of threatened species. Regardless, the current protection/preservation measures have still been taken.)

A Chapter 30 WDNR General Permit has already been attained for grading within the proposed limits of construction.

Froedtert and the Medical College of Wisconsin have taken measures throughout the development of this campus to preserve as many of the existing trees as possible throughout the property. The design of the proposed project affects less than five trees as indicated on the submitted civil plans. A heavily landscaped site is proposed and, therefore, minimum levels of landscaping required by the City of New Berlin have been exceeded. Photos of proposed plant materials are attached as Exhibit B.

Many "green" building components are planned for the project including a highly efficient hot water heating system, energy conserving building envelope, drought tolerant landscaping, among others. While a formal environmental certification will not be pursued, anticipated LEED points will be monitored and tracked. The completed building is anticipated to exceed the energy efficiency of comparable buildings in and around the Milwaukee area.

Construction Schedule

Froedtert and the Medical College of Wisconsin anticipate starting construction of the building and associated site improvements in July 2012. Completion of all construction associated with the project is anticipated to be complete by October 2013.



EXHIBIT A



EXHIBIT B



A. Autumn Blaze



Alleman's Dogwood - Fall



Alleman's Dogwood



Autumn Jazz Viburnum



Baptis australis



Baptisa australlis



Becky Daisy



Becky Daisy



Becky Shasta



Big Blue Stem



Big Sundown Cone Flower



Black Chokeberry



Black Eyed Susan



Black-eyed Susan



Black Eyed Susan (2)



Boston Ivy



Brachtrica Reed Grass



Caesar's Brother Iris



Caesar's Brother Iris



Chanticleer Pear - Fall



Chanticleer Pear



Chicago Sunrise Daylily



Com Korenspice Viburnum



Compact Crannyberry Viburnum



Compact Korenspice Viburnum



Chicago Sunrise Daylily (2)



Happy Returns Daylily (2)



Tiger Eyes Sumac (2)



Dwarf Black Eyed Susan - Cop



Emerald Lustre Norway Maple - 1



Emerald Lustre Norway Maple



Fall - Autumn Blaze Maple



fall black chokeberry



Fall Color for Flowering Pear



Gro low sumac



Grow Low Sumac



Happy Returns Daylily



Ivory Silk Japanese Tree Lilac



Ivory Silk Lilac Flowers



James Marsh Daylily



Japanese Tree Lilac



Karl Foerster Feather Reed Grass



Karl Foerster Grass



Koreanspice Viburnum



Little Leaf Linden



M. Prairie Fire



Miscanthus Morning Light



Miscanthus Morning Light



Prairie Dropseed



Prairie Dropseed



Prairiefire Crabapple



Purple Palace Coralbells



Purple Palace Coralbells



Purple Palace Heuchera



Red Flame Grass



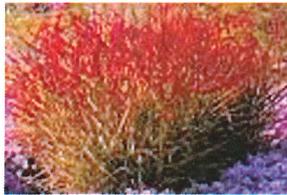
Red Sunset Maple



Rosa HomeRun1300



Rosy Returns Daylily



Rotstrahlbusch Grass



Shamrock Linden



Spirea betulifolia



Stella De Oro Daylily



Stella de Oro



Stella de Oro Daylily (2)