



Department of Planning & Community & Economic Development
Planning Division

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November 12, 2007

Mr. William White
Michael Best & Friedrich LLP
One South Pinckney Street, Suite 700
Madison, WI 53703

Re: Draft Pumpkin Hollow Neighborhood Development Plan

Dear Bill,

I think that we generally have the same impression of our recent October 26, 2007 discussion regarding the recommendations in the draft Pumpkin Hollow Neighborhood Development Plan, but in light of the summary of the meeting outlined in your November 7, 2007 letter, I wanted to perhaps clarify several of the points from the staff perspective.

We did agree that the second (southerly) access to Portage Road from the Hoepker Property located southwest of Portage Road shown in the draft plan could be either a public or private street, so long as it provides for adequate secondary access and internal circulation for pedestrian, bicycle and vehicular traffic, including emergency vehicles; and supports a building orientation similar to what might occur on a public street. This decision can be made when there is a specific development proposal. If the street is private, City public services such as refuse collection would not be available to developments located along it.

We also agreed that there is some flexibility in the specific types of housing that might be developed in the northwest quadrant of the Portage Road-Hoepker Road intersection. This is, however, the location where the highest residential densities in the neighborhood are recommended. While a mix of housing types here might also include some lower-density forms, it is expected that townhouses or multi-family housing will also be included in the mix---particularly closest to the recommended mixed-use activity center at the Portage Road-Hoepker Road corner. This center is a key component of the development concept for this neighborhood, and it is important that a supporting residential population be located in close proximity to it. As we discussed at our meeting, an alternative development pattern might orient some of the proposed higher density housing differently, with more interlacing of higher-density and some limited lower-density housing types. Alternative land use configurations can be considered as part of the review of specific development proposals, but you should assume that the recommendations in the plan do anticipate relatively higher densities closest to the neighborhood center.

The lands just north of Hoepker Road immediately west of the greenway are designated "Neighborhood Mixed-Use" in the draft plan. At this location, this designation might include residential, commercial or mixed-use developments, or combinations of these. Senior housing would be an appropriate residential

use here, but the design of the development and how well it is integrated with uses developed on adjacent parcels will be important considerations. Note that Hoepker Road is planned to be a four lane arterial boulevard.

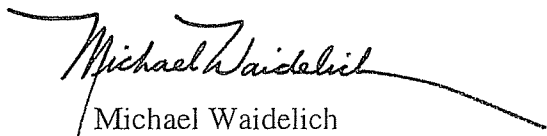
As you note in your letter, the substantial open space corridor running north and east through the property located northwest of the Portage-Hoepker intersection is centered on a navigable stream. This stream course must be maintained in a more-or-less natural state (although it can be enhanced and improved), and a 75-foot non-development buffer zone is required along both sides of it, in addition to compliance with other shoreland zoning requirements. The northern branch of the corridor extending toward Token Creek Park is essentially a stormwater greenway, and this segment of the corridor could even be realigned slightly, provided that the configuration was consistent with stormwater management and transportation/recreation needs (the pedestrian-bicycle path). It is not entirely clear what you meant by "creative uses," but a variety of uses compatible with the general open space character of this corridor would be possible within the open space area designated on the Land Use and Street Plan, outside the required buffer zones.

You are correct that the draft Pumpkin Hollow Neighborhood Development Plan does not recommend either a full or partial Interstate Highway access at Hoepker Road, and concludes that an interchange here would have no positive impacts on this planned residential neighborhood.

I hope these clarifications are helpful. We appreciate your clients' interest in wanting to ensure that the Pumpkin Hollow neighborhood can be successfully developed as a vibrant residential community, but I also want to be sure there is no misunderstanding regarding the recommendations in the Neighborhood Development Plan as they might apply to the Hoepker Trust and JMJ Investments properties. While there is always a degree of flexibility in how a plan is implemented, we believe that implementing these recommendations will, in fact, result in the creation of a vibrant community that includes an engaging activity center and a variety of housing choices and opportunities. We look forward to working with you as specific development projects in the neighborhood are proposed.

If you have any questions about the information in this letter, please let me know.

Sincerely,



Michael Waidelich
Principal Planner

cc. Jim Ring
Joe Ring
Bradley J. Murphy, Planning Division Director