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# UNIVERSITY HILL FARMS ASSOCIATION

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5117 Regent Street  
Madison, WI 53705  
September 19, 2011

Madison Plan Commission  
City of Madison

RE: University Crossing Project

Chair and Members,

The University Hill Farms Neighborhood Association has been closely following the development of the University Crossing Project located at the corner of University Avenue and Whitney Way. This is a major proposed mixed-use development project to be located adjoining our neighborhood area. The effects of this mixed-use development can affect this neighborhood in a major way, particularly with traffic operations and circulation, and impacts on stormwater management. We anticipate it will bring needed jobs to the area and will clean up a blighted site.

The University Hill Farms Neighborhood Association Board is in support of approval of the rezoning to the PUD- General Development Plan and the initial PUD-Specific Implementation Plan for this project. In our review of materials developed for this project we have been particularly interested in reviewing the Traffic Study which became available September 8 and the Addendum which became available September 13. With the modified version of the "half" traffic signal proposal for the University Crossing/University Avenue intersection, the Traffic Study notes the traffic can be handled at a reasonable level of service for access to this project, while maintaining continued reasonable traffic service on University Avenue and on Whitney Way. The Traffic Study does acknowledge there can be a capacity issue for left turns from

westbound University Avenue onto southbound Whitney Way; however, it correctly notes there is an alternative route via Old Middleton Road to adequately address this issue. The Traffic Study further notes it is important to continue to coordinate traffic signals along University Avenue and to add the traffic signal at Old Middleton Road/Whitney Way, so traffic signals in the area can be operated as a unit to optimize traffic flow.

It is recognized that the University Crossing Project site is in a fragile environment as a Well Protection area and requiring extra attention to manage stormwater runoff. This site receives stormwater runoff from an extended watershed area on the west side of Madison, plus stormwater derived from this site. Extra attention beyond minimal City stormwater requirements should be required for developments on this site. The City staff conditions include some stormwater management comments, and the Spring Harbor Neighborhood Association comments address further stormwater and runoff concerns to be considered.

In our review of the University Crossing Project, we have appreciated the efforts and cooperation of the developers, their consultants, the Spring Harbor Neighborhood Association and City staff to help assure this mixed-use development will continue to be an asset to the community for years to come. On behalf of the University Hill Farms Neighborhood Association I urge your support for proceeding with the rezoning to PUD-GDP and the initial SIP, and look forward to reviewing future Specific Implementation Plans as the Project progresses

Sincerely,

A handwritten signature in black ink, appearing to read "Joseph R. Keyes".

Joseph R. Keyes, President  
University Hill Farms Neighborhood Association