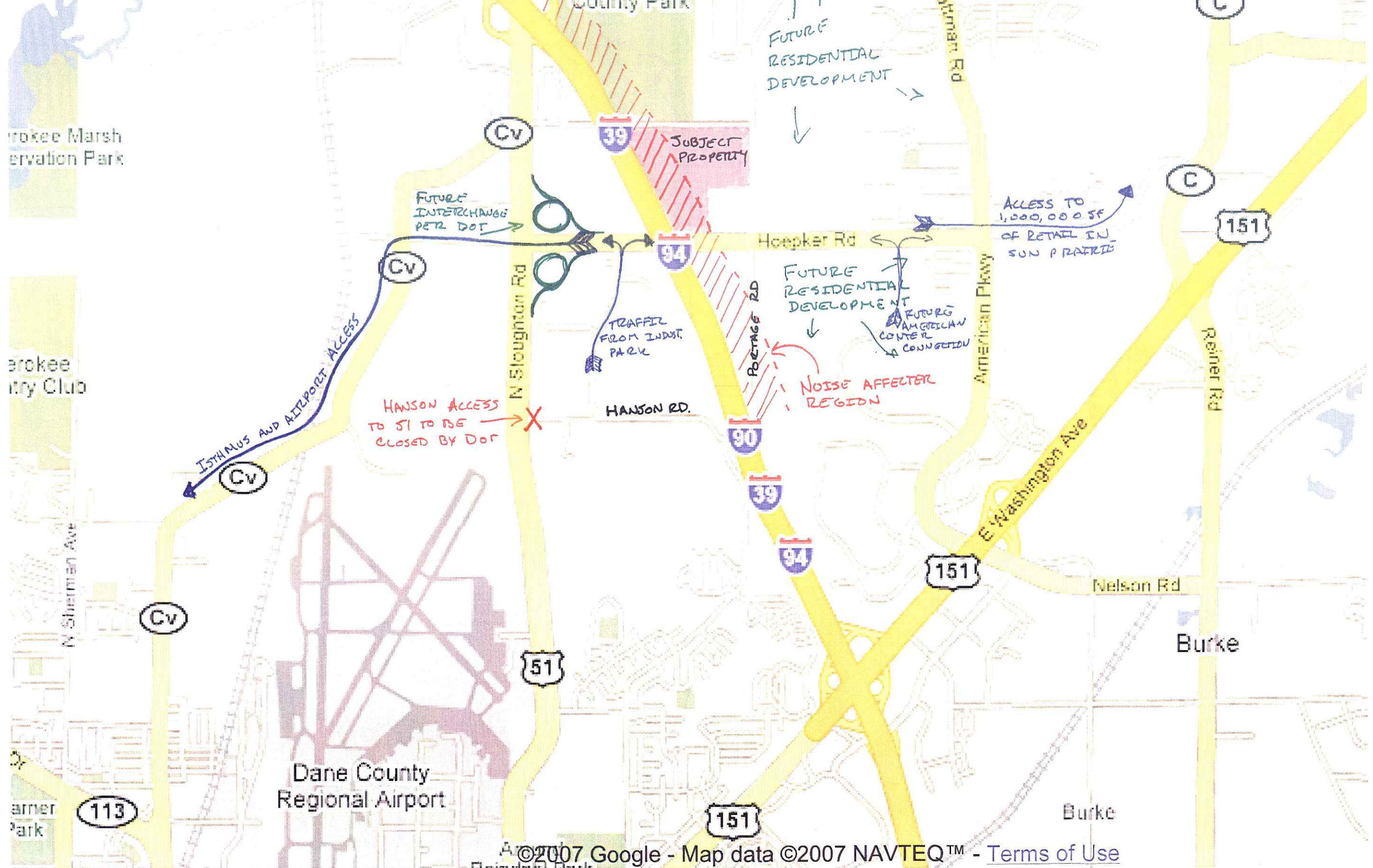


HOEPKER ROAD REGIONAL TRANSPORTATION MAP



Benefits of Commercial Use Adjacent to 90/94/39 and Hoepker Road

- Expressway frontage is valuable for commercial development and adds to city tax base, while it is a liability for residential users.
- Commercial use would take advantage of large traffic volumes along Hoepker
 - Hoepker will not be a residential scale road
 - Current heavy truck traffic will increase with build-out of adjoining industrial users, interchange at Hoepker and 51, and closure of Hanson/51 intersection.
 - Hoepker will be a primary access to airport via CV, as well as to the million square feet of retail that Sun Prairie is building
 - Residential driveways onto Hoepker will not be appropriate – Hoepker will be similar to Mineral Point road in scale.
- The quality of residential development that could be put on the site is not a good quality of development. There are other, better places to build homes in the immediate vicinity.
- Commercial development on the East Side of Madison will serve local residents who would otherwise likely shop and work outside of Madison