

**SPRING HARBOR NEIGHBORHOOD ASSOCIATION
ERDMAN CENTER POSITION STATEMENTS
July 8, 2010**

PREFACE

The Spring Harbor Neighborhood Association is encouraged about the new Erdman Center development on the corner of University Avenue and Whitney Way. These statements are based on our understanding of the current plan (as presented to the UDC April 21 and Plan Commission May 10 and various presentations to neighborhood groups).

We believe the multipurpose nature of the businesses—from small national chains to local boutiques— included in the development is desirable and will appeal to and will provide services and access for users of all generations.

We are hopeful that the architectural/development approach that we understand is going into this plan will result in a covenant-regulated and forward-thinking development that echoes the unique qualities of the surrounding neighborhoods.

We also have several areas of potential concern regarding the development plan for which we would like to provide input. These currently include the following:

1. Green and open space
2. Building density and height
3. Architecture
4. Traffic and Transit
5. Parking
6. Energy efficiency and sustainability
7. Stormwater and water quality

Our intent in preparing these Position Statements is to help Erdman Holdings understand and address our concerns early in the planning process. While we have done our best to address as many potential concerns of the neighborhood as possible, these Position Statements are based on information that is currently available to us. We reserve the right to alter these positions as new information and understandings become available.

Plans for this development should be consistent with the 2006 Spring Harbor Neighborhood Association plan, adopted by the City of Madison's as part of its Comprehensive Plan, which addresses many aspects important to the neighborhood. Of particular relevance are pages 53-56.

GREEN AND OPEN SPACE

1. Allocate at least 20% of the property to green space.
2. Survey the existing tree canopy before seeking GDP approval from the city. Retain as many mature trees as feasible and replace those which must be cut down with large specimen trees.
3. Provide a dense, mature evergreen tree screen/buffer between the Erdman Center project and the Trillium neighborhood.
4. Dedicate at least one-half acre of land to create a small neighborhood park (including a "tot lot") to serve this part of the neighborhood, which is currently underserved.
5. Dedicate land for the continuation of the Blackhawk bike path.

BUILDING DENSITY and HEIGHT

Passout, 1x6.3, 8-4-10

1. Height of any new buildings should be no higher than the absolute elevation of the top legal floor of the current PSC building.
2. Consideration of the views and privacy of neighbors should be used when developing building plans.
3. Comments about possible housing units on the site will be provided after concrete plans are received.

ARCHITECTURE

1. Allocate permanent seats for the Alderman representing the district in which the property is located, Spring Harbor Neighborhood Association, Glen Oak Hills, and Hill Farms Neighborhood Association representatives (one from each area) on the proposed Erdman Center Design Review Committee.
2. Design a clear process for future building and land division approvals.
3. Provide clear and detailed requirements in the GDP for specific façade building materials, designs and sizes.
4. The scale of the buildings should not be overwhelming; we support setbacks for taller buildings.
5. Strong guidelines must be in place for a form-based code. The guidelines should be consistent with the Overall Design Principles on pages 53-56 of the Spring Harbor Neighborhood Plan.
6. We support setting back the buildings on University Avenue and providing parking in front of the buildings to encourage use of the retail businesses in the project.
7. Require 3D models for each SIP applied for.

Other position statements regarding architecture are being drafted.

TRAFFIC and TRANSIT

Additional comments on the traffic impact will be formulated after we have had the opportunity to review any relevant traffic studies.

1. Require a traffic study from Allen Blvd. to Midvale Blvd. on University Avenue, and Whitney Way from University Avenue to Regent Street, before applying for the GDP.
2. We oppose encouraging suburban commuters to bring cars into the city to make use of a park and ride site and/or other mass transit options at Erdman Center. Parking options for non-residents of the city of Madison should be provided outside the city limits.
3. Develop a pedestrian and bicycle connection plan for the area to show how this project will integrate into existing paths.
4. The pedestrian bike path should not be shared with motorized vehicles.

PARKING

1. the maximum number of motor vehicle parking spaces to less than 1,000. Structural parking is encouraged in all phases and surface parking should not exceed 500 spaces.

2. Parking garages for the buildings should be built in phases along with the buildings, not later. Surface parking should be limited to the amount needed to service the buildings being developed.
3. Surface parking lots, even if the intent is for them to be temporary, must be built to the city's highest standards.

ENERGY EFFICIENCY and SUSTAINABILITY

1. Strongly recommend that each building be required to achieve 30% higher efficiency than ASHRAE Standard 90.1-2007.
2. Strongly recommend that each building site shall be required to prove its actual energy efficiency, following construction, by submitting actual utility invoices tabulated against Standard 90.1-2007.
3. Strongly recommend any building not conforming to the efficiency standard shall be required to make necessary modifications to the building, its systems, and/or its operational procedures, and to re-submit the resulting utility invoices proving the actual energy efficiency.

(For further detail on items 1-3, please see attached information dated June 21, 2010 from Pearson Engineering)

4. Outdoor lighting: We strongly recommend the use of outdoor lighting principles and practices that limit the lighting effects on the surrounding neighborhoods, including use of shielded or downward directed lighting fixtures.

STORMWATER and WATER QUALITY

We are encouraged with the project's promise of a green and sustainable development compatible with the urban environment. However, this area of the city has suffered with significant damages from past stormwater management that has contributed to flooding and excessive sediment and nutrient contributions to our lake and waterways. We will look to the project to demonstrate the highest standards of infiltration, rainwater reuse, bioretention, and runoff control during both construction and post construction.

1. Suspended Solids- The project must be designed to reduce suspended solid loads by 80% based on an average annual rainfall, as compared to no runoff management controls on the site predevelopment. (predevelopment is defined here to consider the site as undeveloped vegetative field prior to the existing development).
2. Runoff- The project must be designed to maintain or reduce the peak runoff discharge rates, to the maximum extent practicable, as compared to pre-development conditions for the 2-year, 24-hour design storm applicable to the post-construction site. Pre-development conditions shall assume "good hydrologic conditions" for appropriate land covers.
3. Infiltration- Infiltrate sufficient runoff volume so that the post-development infiltration volume shall be at least 90% of the pre-development infiltration volume. Bioretention techniques should be used to maximize infiltration. Where necessary permeable fill materials should be used to maximize infiltration. Post construction site soil permeability should be restored using techniques such as deep tillage.

4. **Minimize Impervious Surfaces-** Use best management practices to reduce impervious areas with design approaches such as green roofs, pervious paving, compact car parking spaces, minimum roadway width, pervious secondary parking areas, and staged development of parking to match the infill development of the site.
5. **Storage and reuse of rain water-** Design roof runoff capture and reuse systems to recycle runoff for irrigation and other uses.
6. **Water Quality Concerns-** The design and operation of the project must be protective of surface and ground water quality.