

MIDVALE HEIGHTS COMMUNITY ASSOCIATION
P. O. Box 44426
Madison, WI 53744-4426

Urban Design Commission
City of Madison
Madison, WI

Re: 677 South Segoe Road Development

Members:

I am writing to advise you that the Midvale Heights Community Association Board has declined to endorse the proposed development at 677 South Segoe Road. We feel this would be inappropriate, given the development's lack of conformity with the Midvale Heights-Westmorland Neighborhood Plan, adopted by the City in 2009, in terms of the height and, in particular, the density of the proposed buildings.

We do appreciate that the developers have met with neighbors and have made some changes to the site plan in response to their concerns. As you review the proposal, we would ask that you require:

- High-quality and appropriate design and materials for the project, particularly at the southwest end, which will be directly across the street (Odana Road) from single-story, owner-occupied homes.
- Maximum ^{5000 ft} buffering of the property from neighbors to the east and south on Odana Road. Again, these are all single-story, owner-occupied homes.
- Building and parking lot lighting that produces the least possible light pollution.
- Site design that minimizes runoff from the property.

In addition, neighbors have asked that a traffic study be done, given the already difficult traffic patterns on Whitney/Odana/Segoe and the possible construction of a large grocery store just to the west of the site.

Thank you for your consideration of our requests.

Sincerely,



Denise Lamb, President
Midvale Heights Community Association

UDC 3-16-11 No. 5