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From: Jay Ferm [mailto:jayferm@gmail.com]

Sent: Wednesday, April 21, 2010 11:55 AM

To: Martin, Al

Cc: Ethington, Ruth; Bruce Woods; barnettarchitecture@gmail.com; Clear, Mark

Subject: comments on Erdman proposal

Al,

The WI Bike Summit is happening tonight so I will not be present at the UDC meeting this evening. Please share the following thoughts with my fellow UDC commissioners:

Regarding the Erdman proposal at Whitney Way & University Ave:

(1) Very excited that this important parcel is being redeveloped.

(2) Concerned about parking along University Ave. Bringing these buildings to the sidewalk should be studied.

(3) Use of terminal views along internal streets is a great idea and has the potential to make the street-level experience of the site excellent.

(4) This site is an excellent candidate for a commuter rail station. How a commuter rail station would function on this site needs to be more clearly developed. It's mentioned in narrative but it's not clear on drawings how the idea relates to the rest of the site. Should a station be built here, multi-modal links (pedestrian, bike, bus) need to be carefully considered by Metro and PBMVC. E.g. strong links to the bus nearby stops and sidewalks.

(5) The suggestion to use peripheral bike paths for fire access sounds promising. Has this been done before? How it would work needs to be explored with fire dept.

(6) Bike-paths - How do proposed site bike paths connect to external network (existing and planned)?

(7) Parking structures seem excessive and green space is minimal. This is probably my biggest concern. Such a high density employee site needs more green space.

(8) This is a great start for a great site!

Related city issues:

University Ave will be getting bike lanes soon. Redeveloping this site will lead to the denser redevelopment of the site across Whitney Way and west along University Ave. Pedestrian and bike traffic here is going to greatly increase in the coming years and the current intersection design fails to serve pedestrians or bikers well. Similar to the ped/bike issues we've repeatedly seen with each Hilldale Mall project, leaving these traffic engineering issues unresolved may delay redevelopment at this intersection and lead to design compromises that keep this project from being as great as it could be.

I would very much like the UDC to consider inviting Traffic Engineering and City Engineering to report to us ASAP on the future redesign of this intersection, including timelines, so these issues

can be explored and resolved on the front end rather than reactively delaying this project as it evolves as has happened too often in the past.

Best,  
Jay Ferm