

Lancaster Investments - 3601 Cross Hill Drive Project

First, Nelson Neighborhood Plan Due for Review Soon: My understanding is that the Nelson Neighborhood Plan is due for review in 2019 and base off current developments trends in this area, I believe the land use asked for in the amendment is likely to be the recommended use. I have also have emails and exchange with staff in which they believe that this in fact is very likely when the plan is reviewed in 2019.

Second, City of Madison Vacancy Rate: The city vacancy rate so low that it is becoming difficult for many resident to not only get apartments to rent but hardly can afford those that are available. Supply and demand I guess. Taking into account the location of the land, I believe the proposal by Lancaster Investments before the commission is the best suited for this parcel.

Third, Neighborhood Participation: Neighbors has been involved in this project basically for the past year and a half and the development team has worked with them to make sure all or most of their concerns are addressed. The development team also spend a good amount of time with Planning, other agencies and myself to make sure the right development proposal was ultimately what is before the commission.

Below is a chronicle of some of the things that happened since my involvement in the project.

1st meeting - City Staff, Project Team & Alder Meeting – August 4, 2016:

Options of land use was discussed including retail and commercial after extensive review and vetting, proposed commercial land use for easterly portion of site deemed very difficult to market for commercial opportunities. DAT agreed to revised site.

1st Neighborhood Meeting – February 16, 2017

- Project team presented preliminary land use application plans including proposed neighborhood plan amendment for residential land use at easterly half of site
- Proposed commercial land use at Cross Hill Dr. and High Crossing Blvd. (C-Store) presented and discussed in addition to proposed residential land use
- Questions raised as to timeline of commercial development, project team noted this is to be determined but within the next 1-3 years
- Residents voiced concern over traffic and trip generation to be created by proposed land uses
- Traffic safety concerns presented with amount of current parking utilized on Cross Hill Dr. by area businesses

- Visibility concerns with Cross Hill Dr. and High Crossing Blvd. intersection
- Residents requested information on number of parking stalls on site and general number of trips to be created by proposed residential and commercial land use Page 6
- Landscape and screening presented for parcel boundaries to neighboring land uses
- Existing and proposed stormwater design discussed with adjacent land owners
- An additional neighborhood meeting was scheduled as a follow-up to request for additional details

2nd Neighborhood Meeting – May 4, 2017

- Project team presented detailed land use application plans including architectural, site, parking, landscape and stormwater details for project proposal
- Residents reiterated traffic concerns and safety considerations for on-street parking at Cross Hill Dr., movements onto High Crossing Blvd. and adjacent land use access via existing traffic network
- Traffic safety concerns highlighted by residents including near accidents at Cross Hill Dr. and High Crossing Blvd., dangerous U-turn movements on High Crossing Blvd., and speed of traffic on High Crossing Blvd.
- Residents discuss request for review of traffic signalization at Cross Hill Dr. and High Crossing Blvd.
- Traffic Impact Analysis study with City of Madison Traffic Engineering staff was made and agreed to.

3rd Neighborhood Meeting – June 29, 2017

- Project team completed a Traffic Impact Analysis provided by KL Engineering for review of proposed land uses and impacts to existing traffic networks
- Presentation of the Traffic Impact Analysis included review of existing and proposed traffic network, AM and PM peak trip generation for existing area with proposed land uses, existing and proposed level of service of intersections, signalization warrants for Cross Hill Dr. and High Crossing Blvd.
- Staff from City of Madison Traffic Engineering were present based on previous coordination and review of the Traffic Impact Analysis submitted to the City
- Cross Hill Dr. and High Crossing Blvd. signalization warrants barely met with additional land uses including C-Store and 189 units of residential
- Residents voiced concern over lack of additional turn lanes, on-street parking, U-turn movements at High Crossing Blvd. and safety measures
- Residents voiced concern over lack of proposed traffic improvements proposed even as data does not suggest unacceptable levels of service with proposed development

- City Staff from Traffic Engineering noted additional items will be reviewed by staff in greater detail including the potential for restriction of on-street parking areas, U-turn movements on High Crossing Blvd. and additional turn lanes
- Alder Baldeh, City Traffic Engineering staff and the project team to coordinate review of final improvements and Traffic Impact Analysis

Since the last meeting traffic engineering has agreed to make the following changes.

Cross Hill Dr:

Parking will be removed from both sides of Cross Hill Dr from High Crossing Blvd to the first driveway. We will also remark the approach of Cross Hill Dr to High Crossing Blvd so that the right lane is RIGHT TURN ONLY and the left lane is LEFT OR THRU.

High Crossing Blvd:

We will install NO U-TURN signs for westbound High Crossing Blvd at Cross Hill Dr.