

May 14, 2013

Dear City Council Members,

I am a resident in the Elderberry neighborhood and I'm writing to oppose the UFG Highlands development plan. This matter will be before the City Council at the May 21<sup>st</sup> meeting.

There are many subjective reasons to oppose their current plan but **one matter cannot be disputed: The density of housing in their proposal conflicts with the city's own Elderberry Neighborhood Plan.**

Please see page 2, which is a map provided by city staff May 9, 2013, and page 3 which is UFG's proposal. Even with estimates favorable to UFG:

- a) The city map shows a residential density plan of 9.5 units/acre and UFG is proposing 15.5 units/acre (a 63% overage!).
- b) Include the office section in gray, which would be a cop-out because it's *already* marked non-residential, and UFG's proposal is still too dense. In this case, the city plan calls for 7.9 units/acre and UFG is proposing 10 units/acre.

I understand the lure of free development and its accompanying tax revenues. But I'm asking you to understand the need for fairness and integrity as it relates to sticking with the original plan.

The decision before city council comes down to three simple options:

- 1) Will you ask UFG to scale back their plans to meet the Elderberry plan?
- 2) Will you ask UFG to locate elsewhere to a plan expecting this kind of development?
- 3) Or will you change the rules after the fact and ask residents to live with something they didn't agree to in the first place?

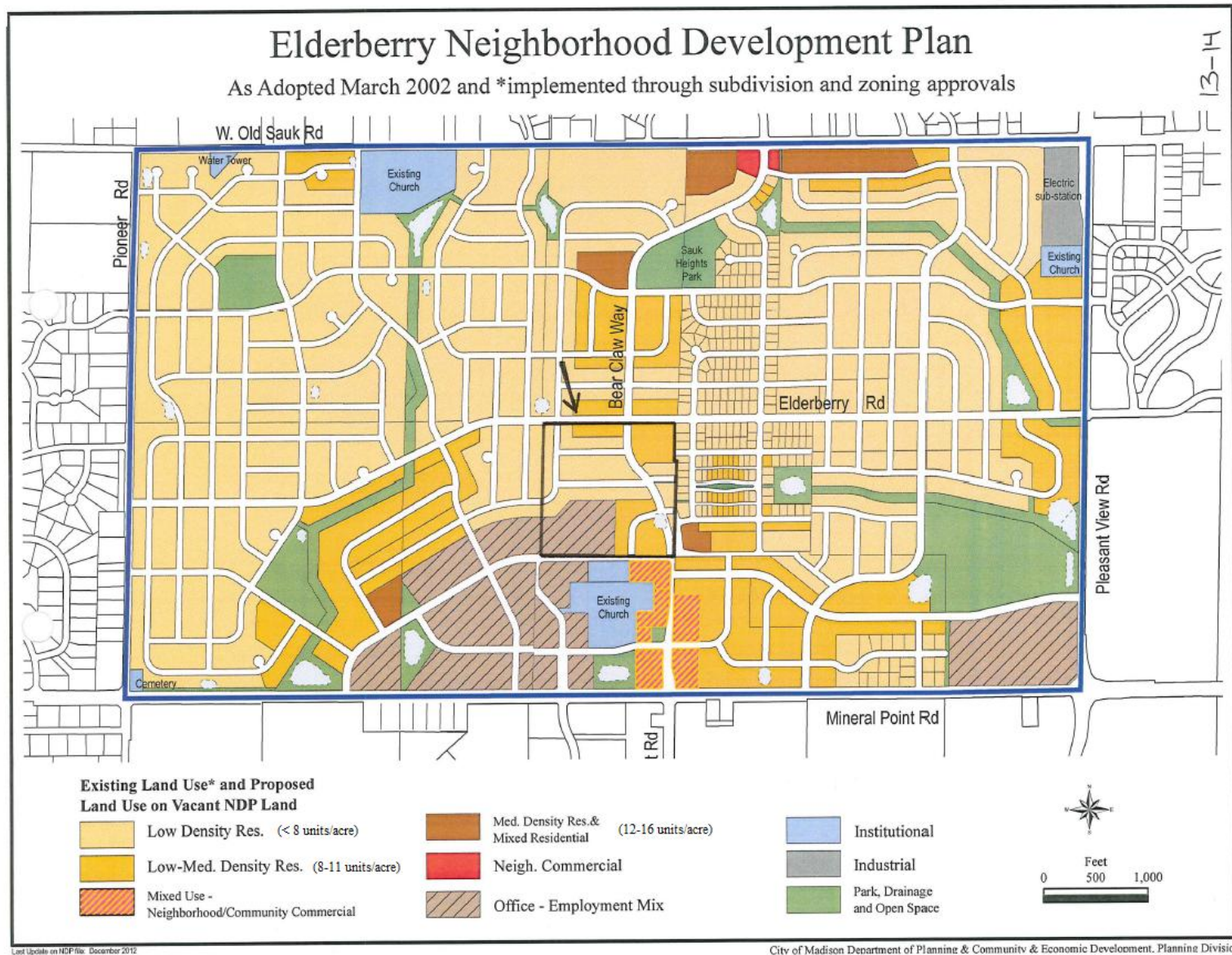
I'm recommending option 1 or 2. If you choose option 3, I would love to hear the rationale.

You're probably wondering, "Why didn't you contest this through the plan commission?" We tried and we think they made a mistake and now we're asking you to fix it.

Plan commission members expressed hesitation with the building details yet they still voted for the increased zoning designation. This was a fact commission member Michael Heifetz eloquently stated when he asked his colleagues, 'To be clear, you're asking them to change their plans but you're going to approve their zoning request anyway?' That's what I'm asking you to fix.

Thank you,

Perry Pawelka  
Lost Meadow Road  
Madison, WI 53562



Calculations on page 1 based on:

UFG document stating 31.5 residential acres, 38 acres overall

At most, 50% of the residential area is marked for low-medium ..... 15.75 acres \* 11 units/acre = 173 units

That leaves 50% of the residential area is marked low ..... 15.75 acres \* 8 units/acre = 126 units

299 units / 31.5 acres = 9.5 units/acre called for in plan (7.9 if you include office area)





**DEVELOPMENT SUMMARY**

- PROPERTY AREA = 38.16 ACRES (EXCLUDING NORTHSOUTH ROW.)
- FUTURE COMMERCIAL - EMPLOYMENT WITH POSSIBLE RESIDENTIAL BUFFER = 8.70 ACRES
- RESIDENTIAL AREA = 31.48 ACRES
- NET RESIDENTIAL AREA = ±24.68 ACRES

1. ELDERLY BUILDING WITH UNDERGROUND PARKING & ELEVATORS  
1 - 137 UNIT = 137 UNITS
  2. SENIOR TOWNHOMES WITH TWO CAR GARAGES  
3 - 8 UNIT/BLDG = 24 UNITS
  3. CONDOMINIUMS (EAST & WEST)  
3 - 2-UNIT & 5 - 4-UNIT = 28 UNITS
  4. PRIVATE ENTRY, DIRECT ENTRY GARAGE, ROWHOUSE:  
3 - 8-UNIT, 2 - 7-UNIT & 3 - 5-UNIT = 53 UNITS
  5. ELEVATOR, UNDERGROUND PARKING, RENTAL RESIDENCE:  
4 - 38 UNIT/BLDG = 152 UNITS
- TOTAL UNITS = 384 UNITS
- NET RESIDENTIAL DENSITY = 15.56 UNITS/ACRE  
- TOTAL SITE DENSITY = 10.08 UNITS/ACRE

**PARKING SUMMARY**

- ELDERLY APARTMENTS:  
UNDERGROUND = 137  
SURFACE = 50  
TOTAL = 187 (1.38/UNIT)
- SENIOR TOWNHOMES:  
GARAGE = 48  
TOTAL = 48 (2/UNIT)
- ELEVATOR, UNDERGROUND PARKING, RENTAL RESIDENCE:  
UNDERGROUND = 144  
SURFACE GARAGES = 54  
SURFACE = 88  
TOTAL = 286 (1.99/UNIT)
- ROWHOUSE:  
GARAGE = 108  
TOTAL = 108 (2/UNIT)

NOTE: VISITOR PARKING FOR SENIOR TOWNHOMES & ROWHOUSES IS PROVIDED IN DRIVEWAY IN FRONT OF EACH UNITS GARAGE.

- CLUBHOUSE: 26

#### ELDERBERRY NEIGHBORHOOD DEVELOPMENT PLAN EXCERPTS

##### Plan Goals & Objectives:

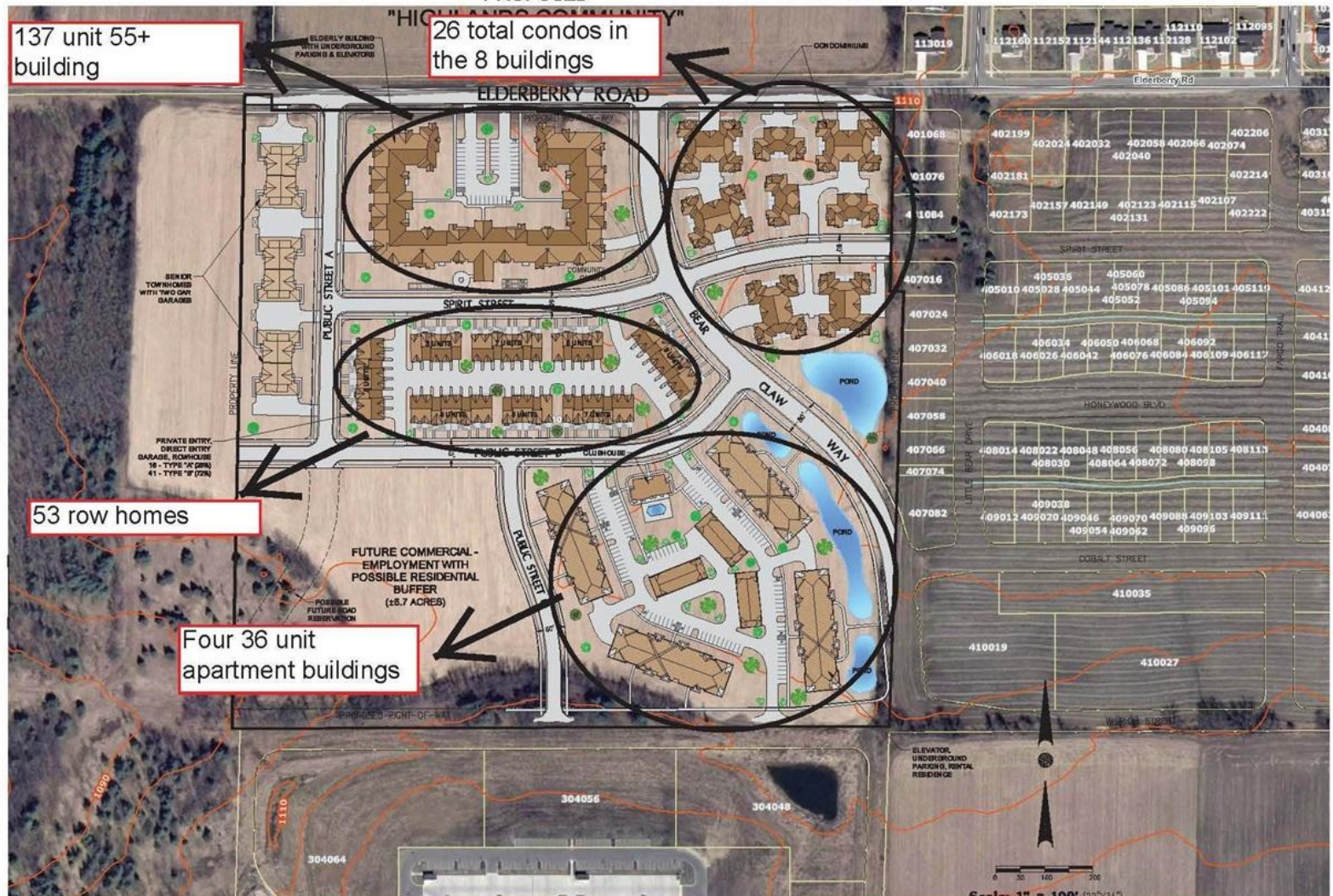
- Encourage a mix of land uses and land use patterns within the neighborhood.
- Encourage a broad range of housing types, densities, forms, prices and mix within the neighborhood and provide this range to all parts of the neighborhood.
- It is proposed that a variety of housing types and densities be provided in all parts of the neighborhood. However, most of the medium and low-medium density housing is proposed at locations relatively close to the commercial centers or to major parks or open spaces, so that walking distances to neighborhood activity centers are minimized for the largest number of residents.
- The proposed public street network is designed to create relatively small blocks and high degree of interconnectivity. In general, it is recommended that both multi-family and single family developments seek to work with the recommended street system.

## CONCEPT PLAN #22

### PROPOSED

This Concept Plan reflects several items discussed at the 10/4/12 meeting with the City of Madison and incorporates the central area Rowhouses designed by AG Architecture.

by  
**UNITED FINANCIAL GROUP, INC.**  
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Annotated UFG Proposal Map