

January 8<sup>th</sup>, 2024

Ms. Heather Stouder  
Department of Planning & Community & Economic Development  
City of Madison  
215 Martin Luther King Jr. Blvd., Suite 017 (Level Zero "0")  
Madison, Wisconsin 53703

RE: **Letter of Intent – Certified Survey Map:  
Herring Property Subdivision  
10252 Mineral Point Road  
Madison, WI. 53593**

Ms. Heather Stouder:

The following is submitted together with the applications, filing fees, and plans for Plan Commission, Common Council and staff review.

**Project Team:**

*United Financial Group, Inc.*  
Role: Applicant/Construction Manager  
660 W. Ridgeview Drive  
Appleton, WI. 54911  
(920) 968-8137  
Contact: Ryan McMurtrie  
Email: [RMcMurtrie@UFGGroup.net](mailto:RMcMurtrie@UFGGroup.net)

*Trio Engineering*  
Role: Civil Engineer & Surveyor  
12660 W. North Avenue, Building D  
Brookfield, WI. 53005  
(262) 790-1480  
Contact: Grady Gosser, PLS  
Email: [GGosser@Trioeng.com](mailto:GGosser@Trioeng.com)

*Potter Lawson*  
Role: Architect  
749 University Row Unit 300  
Madison, WI. 53705  
(608) 274-2741  
Contact: Kirk Biodrowski  
Email: [kirkb@potterlawson.com](mailto:kirkb@potterlawson.com)

*Saiki Design, Inc.*  
Role: Landscape Architect  
1110 S. Park St  
Madison, WI. 53715  
(608) 251-3600  
Contact: Jared Vincent  
Email: [JVincent@saiki.design](mailto:JVincent@saiki.design)

United Herring Land LLC\*  
Role: Landowner  
660 W. Ridgeview Dr.  
Appleton, WI. 54911  
Contact: Ryan McMurtrie  
Email: [RMcMurtrie@UFGGroup.net](mailto:RMcMurtrie@UFGGroup.net)

\*Please note the Applicant is not the current landowner. The Applicant will serve as construction manager for the current owner and future entity completing the 1031 exchange into proposed Outlot 1.

**Introduction:**

The Herrling Property is located on the west side of Madison within the southwest portion of the Elderberry Neighborhood, directly northeast of the intersection of Pioneer Road and Mineral Point Road.

**Project Description & Schedule:**

United Financial Group, Inc. (UFG) is seeking approval of a Certified Survey Map (CSM) that would divide the parcel located at 10252 Mineral Point Road (Outlot 1 of CSM #15568) into 3 undevelopable Outlots to provide for a 1031 exchange.

The existing zoning classifications and proposed uses of the 3 proposed Outlots summarized below are a function of the Preliminary Plat that was approved on June 12<sup>th</sup>, 2019:

Lot Number	Proposed Zoning Classification	Proposed Use
122-127	SR-C2	Single-Family housing lots
132-133	SR-C3	Single-Family housing lots
128-131, 146	TR-V2	Age-restricted 55+ Townhomes
134, 142	TR-U1	Age-restricted 55+ Rental Residences
135-138, 140-141	TR-U1	Rental Residences
139	SR-V2	Rental Residences
143	SR-V2	Age-restricted 55+ Rental Residences
144-145	TR-V2	Rowhouses

Outlot Number	Proposed Zoning Classification	Proposed Use
4	TR-V2	Surface Drainage
5-7	PR (Parks and Recreation)	Neighborhood Park & Greenway Corridor
8	TR-U1	Regional Storm Water Area

A copy of the approved Preliminary Plat with an overlay reflecting the proposed CSM has been included with this submittal.

**Existing Site Conditions & Project Schedule/Phasing Plan:**

The site subject to the requested land division does not contain any structures, other than the sanitary sewer main installed in 2019, and is currently being used for agricultural purposes. The phasing schedule is not currently defined, but development is tentatively planned to start at the southern portion of the site directly north of Mineral Point Rd.

Thank you for taking the time to review and consider our proposal.

Sincerely,

*Ryan McMurtrie*

Ryan McMurtrie  
President & Chief Executive Officer