

May 20th, 2019

Mr. Timothy M. Parks
Department of Planning & Community & Economic Development
City of Madison
215 Martin Luther King Jr. Blvd., Suite 017 (Level Zero "0")
Madison, WI. 53703

RE: Planning Division Staff Report applicable to Herrling Property Subdivision
10250 Mineral Point Road: Zoning Map Amendment and Preliminary Plat
Legistar File ID#: 55574 and 55182

Mr. Timothy Parks:

We have reviewed the Planning Division Staff Report prepared for the Plan Commission Public Hearing on May 20th, 2019 at 5:45 pm and respectfully request this handout, which reflects our comments and concerns applicable to the Staff Report, be provided to the Plan Commissioners. I plan to read these comments during the Public Hearing as well.

- **Comments #2 and #3:**

- United Financial Group, Inc. has built, owned, and operated 55+ age-restricted rental communities for more than 30 years, and currently has a portfolio of ≈3,000 units in 12 communities, all within the state of Wisconsin. This experience has provided UFG with an understanding of the intricacies associated with this segment of the rental market.
- Typical residents of 55+ communities do not want to be directly against busy roads or active parks, which is why we targeted lots #134, #142, and #143 for the 55+ rental residences.
 - Lot #142 is particularly important for the development, as it is the only lot which caters to the specific living preferences of 55+ renters while concurrently being large enough to accommodate a contiguous building, which would provide residents with direct access to the amenities.
 - Unlike market-rate renters, 55+ residents are extremely averse to walking outside in the winter months. As a result, developments consisting of smaller, discrete buildings can lead to social isolation and an increased potential for injuries.
 - In addition, Lot #142 is adjacent to a main east-west collector street, and we feel the proposed TR-U1 zoning classification is appropriate for this location.
 - It should be noted that the south half of lot #134 is planned for Housing Mix 3 on the adopted Elderberry Neighborhood Development Plan, and Medium Residential on the 2018 Comprehensive Plan, which corresponds to the requested TR-U1 zoning classification.

