

June 8, 2018

Ms. Heather Stouder  
Director – Department of Planning & Development  
126 S. Hamilton Street  
Madison, WI. 53703

RE: Elderberry Neighborhood Plan Update – United Financial Group, Inc. Developments

Dear Ms. Stouder:

United Financial Group, Inc. (“UFG”) currently controls ≈177 acres in the Elderberry Neighborhood. Approximately 40 acres are located north of Blackhawk Church, and ≈137 acres are located directly northeast of the intersection of Mineral Point Road and Pioneer Road. Both of these areas are delineated on the attached exhibit.

This letter and the attached exhibit explain and reflect UFG’s proposed modifications to the latest iteration of the update to the Elderberry Neighborhood Development Plan. UFG respectfully requests this letter and the attached exhibit be included in the packets of the Plan Commissioners for the June 18<sup>th</sup> Plan Commission meeting.

- **137 Acres directly northeast of Mineral Point Road/Pioneer Road:**
  - **Request: Change two parcels from Housing Mix 2 to Housing Mix 3, and one parcel from Housing Mix 1 to Housing Mix 2**
    - UFG plans to develop an age-restricted 55+ senior community on these lots, which has been consistently communicated to Planning staff. UFG currently owns and operates 11 age-restricted senior communities comprising nearly 3,000 units, all of which are located in Wisconsin. Four of the 11 communities consist of 500+ units.
    - These three lots are the best location for the future 55+ senior community because they are removed from the traffic and noise issues concentrated along Mineral Point Rd. and adjacent to the planned park. In addition, UFG has learned through 30+ years of experience that it is ideal to transition from single family homes to single-story 55+ senior townhomes to 55+ senior buildings with elevators to multifamily communities.

- Based on the current housing mix classifications, these 3 lots would only provide for a maximum of ≈190 units, which would not be enough to warrant the multi-million dollar amenity package that UFG typically incorporates into their senior developments.
  - The amenity package for this community is planned to include an indoor pool with rooftop deck, multiple fitness centers and gathering spaces, game rooms, guest suite, theater room, hair salon, and underground parking with a dog wash and a bike parking/maintenance area.
- **Request: Transition from “Sugar Maple Ln.” to “Schewe Rd.” at Elderberry Rd. instead of Mineral Point Rd.**
  - UFG is concerned the inconsistent pronunciation or spelling of “Schewe Rd.” could prevent future residents from effectively communicating their location to life safety professionals and guests.
- **40 Acres north of Blackhawk Church:**
  - **Request: Remove section of Lakota Lane that extends through the southwest parcel**
    - This section of road:
      - Does not align with the existing section of Veritas Rd.
      - Is inconsistent with the approved Plats.

Thank you for your time in reviewing our request. Please feel free to call (920) 968-8137 with any questions.

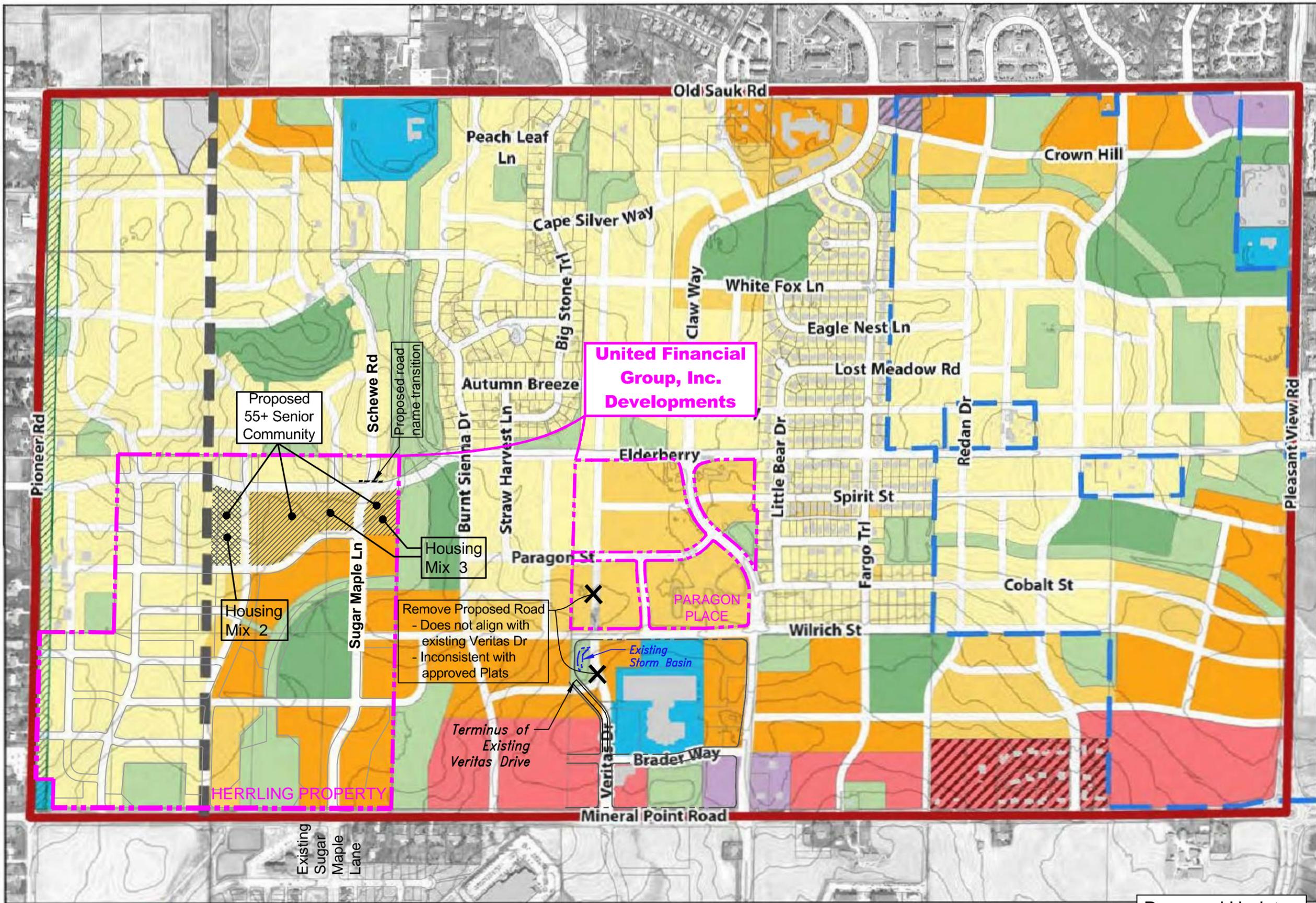
Sincerely,



Ryan McMurtrie  
Vice-President of Development

CC: Alder Paul Skidmore  
CC: Sharon Goss, President of Elderberry Neighborhood Association

Attached: Elderberry Neighborhood Map exhibit



Map 7:  
Future Land Use and  
Street Plan

Elderberry Neighborhood  
Development Plan Amendment  
May 2018

City of Madison Planning Division

- |   |                             |                                |  |
|---|-----------------------------|--------------------------------|--|
| Planning Area   | Housing Mix 1 (< 8 du/ac)   | Neighborhood Mixed Use Overlay | Utilities                                  |
| West Madison Ag Research Station                        | Housing Mix 2 (8-20 du/ac)  | Employment                     | Park                                       |
| 80' Landscape Buffer                                    | Housing Mix 3 (20-40 du/ac) | Employment Overlay             | Other Open Space and Stormwater Management |
| Transition Area Boundary (4 du/ac net max west of line) | Neighborhood Mixed Use      | Institutional                  |  |

Proposed Updates  
June 6, 2018

**DRAFT**