

June 11th, 2019

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 – Major Alteration to an Approved Conditional Use  
Paragon Place at Bear Claw Way – Building #4: 9604 Wilrich Street**

Ms. Heather Stouder:

The following is submitted together with the applications, filing fees, and plans for Plan Commission, Urban Design Commission 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  
4100 N. Calhoun Rd. Suite 300  
Brookfield, WI. 53045  
(262) 790-1480  
Contact: Josh Pudelko, M.S., P.E.  
Email: [JPudelko@Trioeng.com](mailto:JPudelko@Trioeng.com)

*AG Architecture*  
Role: Architect  
1414 Underwood Avenue  
Wauwatosa, WI. 53213  
(414) 431-3131  
Contact: John Cronin, AIA  
Email: [JJCron@AGarch.com](mailto:JJCron@AGarch.com)

*Garland Alliance, Inc.*  
Role: Landscape Architect  
5707 6<sup>th</sup> Avenue  
Kenosha, WI. 53140  
(414) 688-1641  
Contact: Tim Garland  
Email: [GarlandAlliance@gmail.com](mailto:GarlandAlliance@gmail.com)

*Paragon Place at Bear Claw Way LLC*  
Role: Owner  
660 W. Ridgeview Drive  
Appleton, WI. 54911  
Contact: Ryan McMurtrie  
Email: [RMcMurtrie@UFGGroup.net](mailto:RMcMurtrie@UFGGroup.net)

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

The Paragon Place at Bear Claw Way Residential Building Complex is located on the west side of Madison within the south-central portion of the Elderberry Neighborhood, directly north of the Blackhawk Church and west of the Woodstone single-family development, on property generally addressed as 9603 Paragon Street, Middleton, WI. 53562. The site is currently zoned SR-V2.

The existing Conditional Use Permit currently provides for the construction of a clubhouse and 145 apartments in 4 buildings on 2 lots totaling 386,616 square feet (8.88 acres):

- Building #1 (*southeast corner*) was completed in 2017 and consists of 39 units
- Building #2 (*northeast corner*) was completed in 2018 and consists of 35 units
- Building #3 (*northwest corner*) will open this summer, and consists of 39 units
- Building #4 (*southwest corner*) is currently approved to consist of 32 units

The section of Bear Claw Way between Wilrich Street and Elderberry Road was completed in 2017. Paragon Street was partially constructed in 2017, and extended to the west in 2018 to intersect with Chaska Drive (*which was also constructed in 2018*).

United Financial Group, Inc. (UFG) is seeking approval of a Major Alteration to the Existing Conditional Use Permit with regard to Building #4 (9604 Wilrich Street). Construction on Building #4 is planned to start in the spring of 2020, to provide for a summer 2021 opening.

**Neighborhood Input:**

The Pre-application Notification was provided to both representatives of the Elderberry Neighborhood Association and the District Alder on March 20<sup>th</sup>, 2019. In addition, a neighborhood meeting was held at the Blackhawk Church on Tuesday, June 4<sup>th</sup> to ensure the neighbors had the opportunity to review the plans and ask questions prior to the formal submittal. A copy of both the Pre-Application Notification and the postcard that was sent out to the neighbors have been included with this submittal.

**Proposal Description:**

Building #4 is currently approved as a straight, 32-unit building that transitions from 3 stories to 2 stories at the end units, and is planned to be positioned slightly east of the southwest corner of the site. The proposed alteration, which is in accordance with the comments received from multiple staff agencies on August 16<sup>th</sup>, 2018, entails modifying the location, architecture and footprint of building #4 to frame the site more effectively, and increases the number of units from 32 to 45. All SR-V2 zoning district requirements continue to be easily met.

In addition to providing the opportunity for a strong corner element to activate the intersection of Wilrich Street and Chaska Drive, the L-shaped footprint of the revised design is more complementary with the three existing buildings, and allows the interior surface parking to be less visible from Chaska Drive. The proposed façade materials have been consciously placed to provide contrast with building #1 to the east and building #3 to the north, and continue to consist of 3 colors of brick, one type of full-bed-depth stone, pre-cast concrete, and Longboard aluminum siding.

**Development Data:**

*Site Data:*

Lot Area:	386,616 square feet (8.88 acres)
Dwelling Units:	158 units (Building #4 increased to 45 from 32)
Lot Area/Unit:	2,447 (2,000 required)
Density:	17.79 units/acre
Useable Open Space:	87,708 (79,000 required)
Useable Open Space/Unit:	555 square feet (500 required)
Lot coverage:	48.1% (60% maximum)

*Vehicle Parking:*

Surface Parking stalls:	149 (includes 10 accessible stalls)
<u>Underground Parking stalls:</u>	<u>167 (includes 4 accessible stalls)</u>
Total Parking stalls:	316 or 2.00/unit (2.5 maximum)

*Bicycle Parking:*

Surface guest stalls:	27 (16 required)
<u>Underground:</u>	<u>168 (158 required)</u>
Total Bicycle Stalls:	195

*Building Area:* 240,613 (0.62 FAR)

*Building Height:* 3 stories of housing (U/G parking exposed on north side)

*Dwelling Unit Mix:*

One Bedroom:	50
<u>Two Bedroom:</u>	<u>108</u>
Total Dwelling Units:	158

**Concluding Statements:**

UFG is a family-owned organization with more than 40 years of experience owning and operating apartment communities, and currently has a portfolio of more than 3,500 units within the state of Wisconsin. The Paragon Place Subdivision, as is true with all UFG developments, is wholly owned by the McMurtrie-Salmon families, and all construction and property management services are provided by United Financial Group, Inc.

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

Sincerely,

*Ryan McMurtrie*

Ryan McMurtrie

EVP, Director of Development