



April 20th, 2026

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

RE: **Letter of Intent – Herring Property Subdivision
Subdivision Application for a proposed Preliminary Plat (update)**

Dear Mr. Parks:

The following is submitted together with the application, review fee and plans for Plan Commission, Common Council and Staff review.

Project Team:

Arden Property Group Inc.
Role: Applicant/Construction Manager
660 W. Ridgeview Drive
Appleton, WI. 54911
(920) 968-8137
Contact: Ryan McMurtrie
Email: RMcMurtrie@ArdenPropertyGroup.com

Trio Engineering
Role: Civil Engineer
19035 W. Capitol Dr #200
Brookfield, WI. 53045
(262) 790-1480
Contact: Nick Duerr, P.E.
Email: NDuerr@Trioeng.com

Potter Lawson
Role: Architect
749 University Row Unit 300
Madison, WI. 53705
(608) 274-2741
Contact: Kirk Biodrowski
Email: KirkB@PotterLawson.com

Saiki Design
Role: Landscape Architect
1110 S. Park St.
Madison, WI. 53715
(608) 251-3600
Contact: Christopher Sina, PLA, ASLA
Email: CSina@Saiki.Design

United Herring Land LLC
Role: Property Owner
327 N. Roger St.
Kimberly, WI. 54136
(920) 968-8100
Contact: Ryan McMurtrie (representative)
Email: RMcMurtrie@ArdenPropertyGroup.com

Herring Investment I LLC
Role: Property Owner
660 W. Ridgeview Dr.
Appleton, WI. 54911
(920) 968-8100
Contact: Ryan McMurtrie (representative)
Email: RMcMurtrie@ArdenPropertyGroup.com

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:

Arden Property Group Inc. (APG) originally obtained approval for the Herrling Property Preliminary Plat on June 12th, 2019 (*included with submittal as a reference*) and is now seeking approval of a Preliminary Plat that has been refined in accordance with City Staff feedback. The revised Herrling Property preliminary plat now excludes the lands that are part of the Westwind Subdivision. CSM #16502 divided the lands within the proposed Herrling Property Preliminary Plat into 3 parcels, which have the following addresses:

- *Owner: Herrling Investment I LLC*
 - 251/0708-204-0093-8
 - 404 N. Sugar Maple Ln
 - 62.619 acres
 - Outlot 1
- *Owner: United Herrling Land LLC*
 - 251/0708-204-0095-4
 - 401 N. Sugar Maple Ln
 - 0.1735 acres
 - Outlot 3
- *Owner: United Herrling Land LLC*
 - 251/0708-204-0094-6
 - 402 Tawny Elm Pkwy
 - 21.6541 acres
 - Outlot 2

Please note the required Report of Title and supporting documents are labeled with either a 404, 401, or 402.

The existing zoning classifications and proposed uses of the lots comprising the preliminary plat are summarized below:

| Lot Number | Existing Zoning Classification | Proposed Use |
|------------------------|--------------------------------|--------------------------------------|
| 1, 2, 4, 5, 6, 7 | TR-U1 | Rental Residences |
| 3 | SR-V2 | Rental Residences |
| 8, 9 | TR-U1 | Age-restricted 55+ Rental Residences |
| 10, 11 | SR-C3 | Single-family housing lots |
| 12, 13, 14, 15, 16 | TR-V2 | Age-restricted 55+ Rental Townhomes |
| 17 | SR-V2 | Age-restricted 55+ Rental Residences |
| 18, 19 | TR-V2 | Rental Townhomes |
| 20, 21, 22, 23, 24, 25 | TR-C3 | Single-family housing lots |

| Outlot Number | Existing Zoning Classification | Proposed Use |
|---------------|--------------------------------|---------------------------------------|
| 1, 2, 4 | TR-U1 | Storm Water Area |
| 3 | TR-U1 | Regional Storm Water Area |
| 5, 6, 7 | PR (Parks and Recreation) | Neighborhood Park & Greenway Corridor |
| 8 | TR-V2 | Surface Drainage |

Existing Site Conditions & Project Schedule/Phasing Plan:

The site subject to the requested land division does not contain any structures and is currently being used for agricultural purposes. The development timeline has not been defined, but development would likely begin at the southeast 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
Chief Executive Officer

660 West Ridgeview Drive | Appleton, WI 54911
Phone: 920-968-8100 | Fax: 920-731-1696