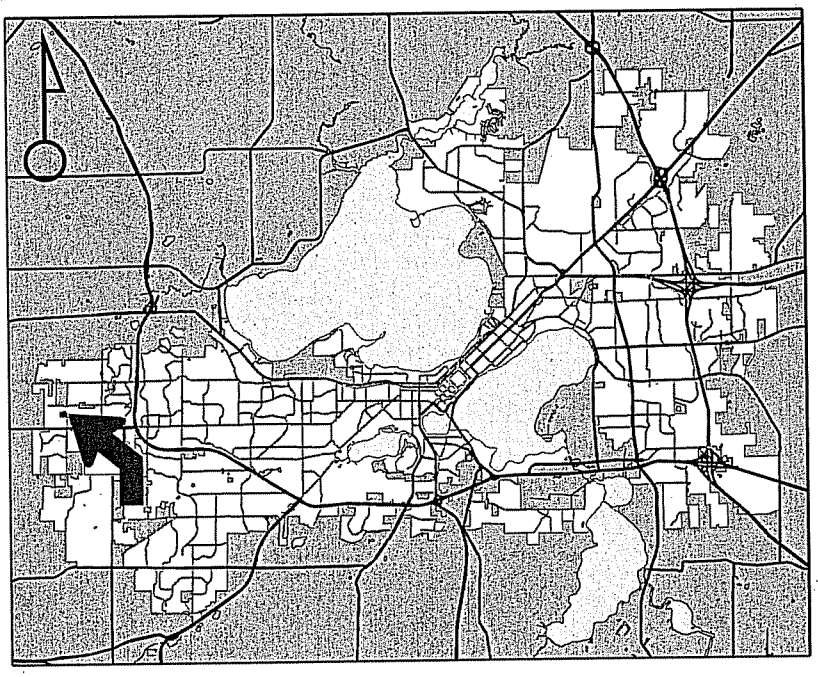
# City of Madison

## Proposed Conditional Use



Location
9603 Paragon Street

Project Name
Paragon Place at Bear Claw Way

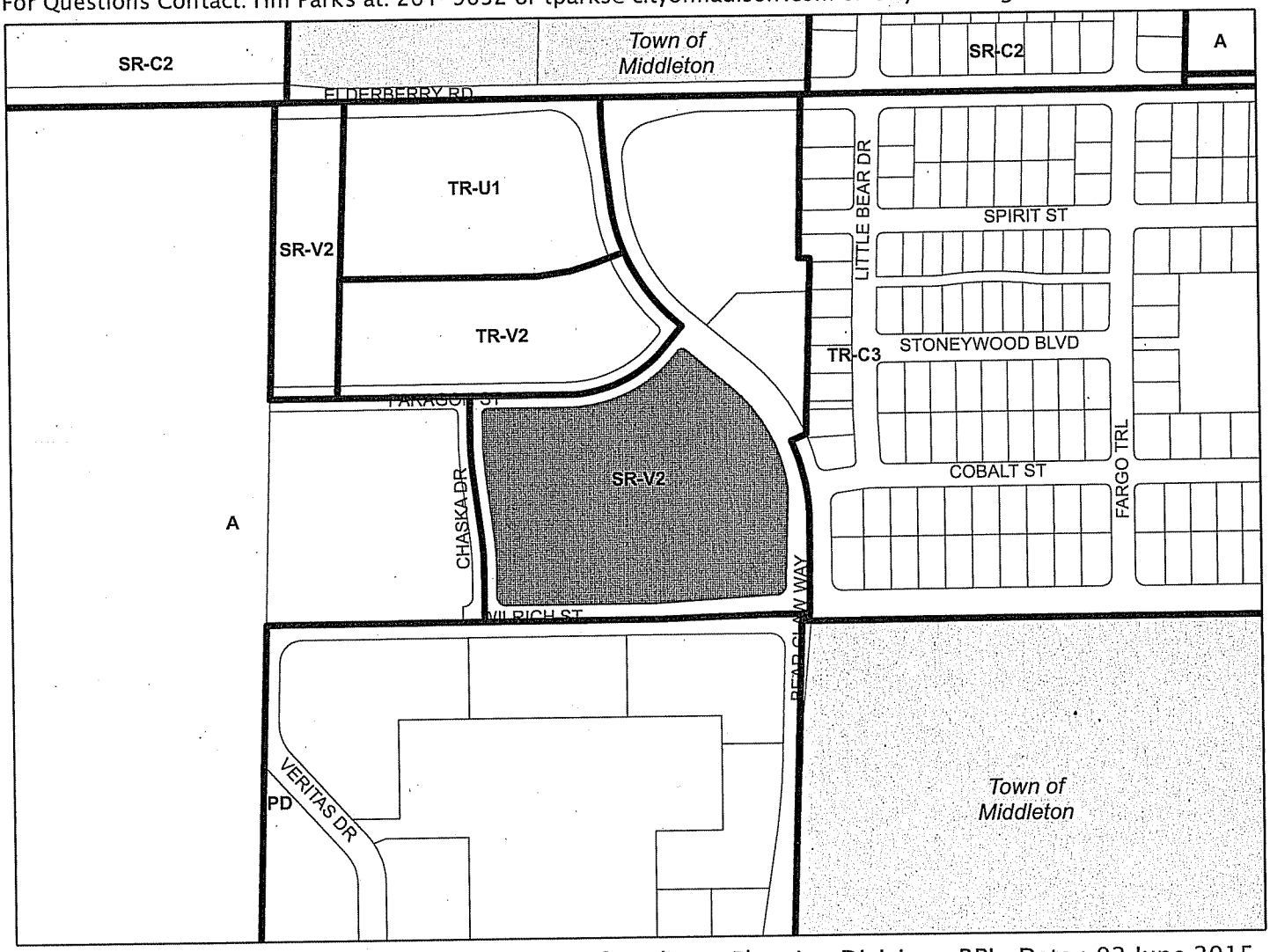
Applicant
Ziegler at Elderberry LLC/
Ryan McMurtrie - United Financial Group

Existing Use
Vacant land

Proposed Use
Construct residential building complex containing 145 apartments in 4 buildings

Public Hearing Date
Plan Commission
08 June 2015

For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635

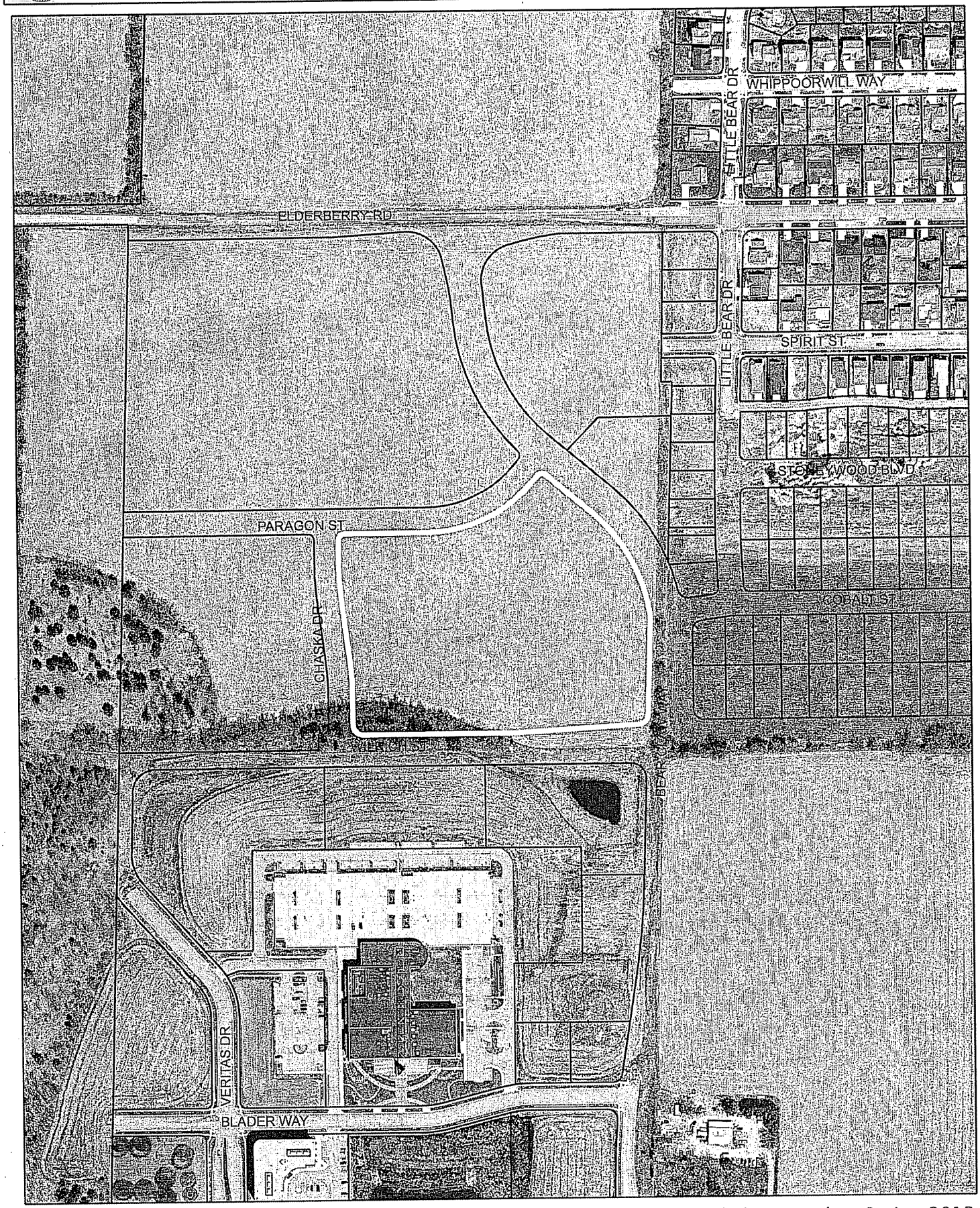



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 02 June 2015

# City of Madison

## 9603 Paragon Street




Date of Aerial Photography : Spring 2013

# LAND USE APPLICATION

CITY OF MADISON

**215 Martin Luther King Jr. Blvd; Room LL-100**
**PO Box 2985; Madison, Wisconsin 53701-2985**
**Phone: 608.266.4635 | Facsimile: 608.267.8739**

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at: www.cityofmadison.com/developmentcenter/landdevelopment

**FOR OFFICE USE ONLY:**
Amt. Paid 1750.00 Receipt No. 2785-0002
Date Received 4/8/15
Received By JLL
Parcel No. 0708-213-0601-0
Aldermanic District 9-Paul Skidmore
Zoning District SR-V2
Special Requirements OK
Review Required By:
☒ Urban Design Commission ☐ Plan Commission
☐ Common Council ☐ Other: _____

Form Effective: February 21, 2013

**1. Project Address:** 9603 Paragon Street, Madison, WI. 53562

**Project Title (if any):** Paragon Place at Bear Claw Way

**2. This is an application for** (Check all that apply to your Land Use Application):

- ☐ **Zoning Map Amendment from** _____ to _____
- ☐ **Major Amendment to Approved PD-GDP Zoning** ☐ **Major Amendment to Approved PD-SIP Zoning**
- ☐ **Review of Alteration to Planned Development (By Plan Commission)**
- ☑ **Conditional Use, or Major Alteration to an Approved Conditional Use**
- ☐ **Demolition Permit**
- ☐ **Other Requests:** _____

**3. Applicant, Agent & Property Owner Information:**

**Applicant Name:** Ryan McMurtrie, Vice President-Development Company: United Financial Group, Inc.
Street Address: 660 W. Ridgeview Drive City/State: Appleton/Wisconsin Zip: 54911
Telephone: (920) 968-8100 Ext. 137 Fax: (920) 731-1696 Email: RMcMurtrie@UFGroup.net

**Project Contact Person:** Ryan McMurtrie, Vice President-Development Company: United Financial Group, Inc.
Street Address: 660 W. Ridgeview Drive City/State: Appleton/Wisconsin Zip: 54911
Telephone: (920) 968-8100 Ext. 137 Fax: (920) 731-1696 Email: RMcMurtrie@UFGroup.net

**Property Owner (if not applicant):** Ziegler at Elderberry LLC
Street Address: 660 W. Ridgeview Drive City/State: Appleton/Wisconsin Zip: 54911

**4. Project Information:**

Provide a brief description of the project and all proposed uses of the site: 145 units of high-end market rate rate rental residences with a freestanding amenity building containing a pool.

Development Schedule: Commencement Phase One - 2016 Completion Phase One - 2017

## 5. Required Submittal Information

All Land Use applications are required to include the following:

☑ **Project Plans** including:*

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

**Provide collated project plan sets as follows:**

- ***Seven (7) copies*** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- ***Twenty Five (25) copies*** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- ***One (1) copy*** of the plan set reduced to fit onto 8 ½ X 11-inch paper

* For projects requiring review by the **Urban Design Commission**, provide ***Fourteen (14) additional 11x17 copies*** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

☑ **Letter of Intent: Provide one (1) Copy per Plan Set** describing this application in detail including, but not limited to:

- Project Team
- Existing Conditions
- Project Schedule
- Proposed Uses (and $ft^2$ of each)
- Hours of Operation
- Building Square Footage
- Number of Dwelling Units
- Auto and Bike Parking Stalls
- Lot Coverage & Usable Open Space Calculations
- Value of Land
- Estimated Project Cost
- Number of Construction & Full-Time Equivalent Jobs Created
- Public Subsidy Requested

☑ **Filing Fee**: Refer to the Land Use Application Instructions & Fee Schedule. Make checks payable to: *City Treasurer.*

☑ **Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to *pcapplications@cityofmadison.com*.

☑ **Additional Information** may be required, depending on application. Refer to the Supplemental Submittal Requirements.

## 6. Applicant Declarations

☑ **Pre-application Notification:** The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations **in writing** no later than **30 days prior to FILING this request**. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:

Alder Paul E. Skidmore of District 9 received a Pre-application Notification on March 9th, 2015.

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.

☑ **Pre-application Meeting with Staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

*Planning Staff:* Tim Parks *Date:* 8/8/12; 9/18/12; 10/4/12 *Zoning Staff:* Matt Tucker *Date:* 1/29/13

**The applicant attests that this form is accurately completed and all required materials are submitted:**

Name of Applicant Ryan McMurtrie, Vice President-Development, United Financial Group, Inc. Relationship to Property: Construction Manager for Property Owner

**Authorizing Signature of Property Owner** [signature] Date 4/2/15

Ziegler at Elderberry LLC By: United Apartments, Inc., manager
By: Judy Husar, Vice President

# LAND USE APPLICATION

*SUBMITTED – APRIL 8, 2015*


**Paragon Place at Bear Claw Way**
**9603 Paragon Street**
**Madison, Wisconsin**

Tax Parcel Number: 070821306010

Applicant: United Financial Group, Inc.
Contact: Ryan McMurtrie
Address: 660 W. Ridgeview Drive
Appleton, WI 54911
Phone: (920)968-8137

PARAGON PLACE

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Northeast Building (Building #1)...First & Second Floors...3/18/2015
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**LANDSCAPING:**
Landscape Worksheet...(2 pages)
Overall Landscape Plan...4/6/2015 L-1.0
Northeast Building (Building #1)...Foundation Landscape Plan...4/6/2015 L-1.1
Southeast Building (Building #2)...Foundation Landscape Plan...4/6/2015 L-1.2
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Landscape Plant List...4/6/2015 L-1.8

**LIGHTING:**
Fixture cutsheet: AVV30-20 Parking/Roadway (Type III)
Fixture cutsheet: AVV40-20 Forward Throw (Type IV)
Fixture cutsheet: PS Series Crown-Weld Poles
Photometric Lighting Site Plan

April 8th, 2014

Ms. Natalie Erdman
Director
Department of Planning & Community & Economic Development
City of Madison
215 Martin Luther King Jr. Blvd., Room LL 100
Madison, WI 53701

RE: **Proposed Paragon Place at Bear Claw Way – Letter of Intent**
**Conditional Use Permit**

Dear Ms. Erdman:

This Letter of Intent describes the Paragon Place at Bear Claw Way development plan, and is submitted together with the Land Use Application, filing fee, and required submittal items for Staff, Urban Design Commission, and Plan Commission consideration for approval of a conditional use permit.

The proposed development would include 145 units of high-end rental housing with upscale finishes and amenities which have been designed to provide for walkability and continuity with the Elderberry neighborhood. The intent is to begin constructing the 35-unit building in the northeast portion of the site and the centrally located Amenity Building in the spring of 2016.

United Financial Group, Inc. ("UFG") is a Wisconsin business founded in 1978, and its expertise is in the design, construction, ownership and operation of residential housing communities with a focus on the 55+ apartment market under the name Highlands Communities (HighlandsCommunities.com). Today, UFG operates a portfolio of over 3,400 living units in 16 locations throughout the Milwaukee metro market, Wisconsin Fox River Valley, North central Wisconsin, and is currently constructing the second building of a new market rate property at the Community of Bishops Bay in Middleton. UFG provides the following services exclusively to its affiliates: professional property management, financial planning, construction management and mortgage administration. UFG strives to provide residents with an exceptional value and a living experience that exceeds expectations. UFG has been in communications with city planning staff regarding the approximately 40 acres of land located at 9601 Elderberry Road since August of 2012, and closed the purchase of the land from the Ziegler family as Sellers on November 25, 2013. UFG has spent that time working to improve the site and building designs in response to staff's feedback. References and additional development experience are included in the application submittal. UFG has a solid reputation as prompt payers with construction subcontractors and vendors and has never missed a single payment or defaulted on any loan throughout its history. Please feel free to contact any of the banking and municipal contacts for references.

## Project Team

***Applicant***
United Financial Group, Inc.
660 W. Ridgeview Drive
Appleton, WI 54911

***Property Owner***
Ziegler at Elderberry LLC
660 W. Ridgeview Drive
Appleton, WI. 54911

***Agent:*** Ryan McMurtrie, Vice President-Development
United Financial Group, Inc., Construction Manager

***Design Team***

*Architect:*
AG Architecture
1414 Underwood Ave
Wauwatosa, WI 53213
Phone: (414)431-3131
John Cronin, AIA
Jjcron@Agarch.com

*Building Engineer:*
Schuler & Associates, Inc.
2711 N. Mason Street, Suite F
Appleton, WI 54914
Phone: (920)734-9107
Facsimile: (920)734-4610
Jeffrey T. Rustick, P.E.
JTR@Schulerassociates.net

*Landscape Architect:*
Garland Alliance, Inc.
P. O. Box 11913
Shorewood, WI 53211
Phone: (877)672-8687
Tim Garland, RLA
tim@gardensbygarland.com

*Site Engineer:*
Trio Engineering
1700 W. Capitol Drive
Brookfield, WI 53045
Phone: (262)790-1480
Mobile Phone: (414)801-2122
Facsimile: (262)790-1481
Josh Pudelko, M.S., P.E.
JPudelko@Trioeng.com

*General Contractor/Construction Manager*:
United Construction & Development division
United Financial Group, Inc.
660 W. Ridgeview Drive
Appleton, WI 54911
Phone: Toll-free 1-(877)968-8100
Facsimile: (920)731-1696
Bob Zoelle, Vice President-Construction
Direct Dial: (920)968-8104
BZoelle@UFGroup.net
Judy Husar, Vice President-Financial Operations
Direct Dial: (920)968-8105
JHusar@UFGroup.net
Ryan McMurtrie, Vice President-Development
Direct Dial: (920)968-8137
RMcmurtrie@UFGroup.net
Jon D. McMurtrie, Chairman
Direct Dial: (920)968-8101
JMcMurtrie@UFGroup.net

## EXISTING CONDITIONS

***Aldermanic District:*** District 9; Alder Paul Skidmore

***Notifications/Meetings***

| | |
|---|---|
| August 8, 2012 | Pre-application discussion with Planning and Engineering Departments |
| Sep. 18/Oct. 4, 2012 | Pre-application discussion with Planning Department |
| January 11, 2013 | Notice to Alder Skidmore |
| January 29, 2013 | Pre-application discussion with Planning and Zoning Departments |
| February 6, 2013 | Urban Design Commission Informational Presentation |
| March 4/7, 2013 | Neighborhood Informational Open House Meetings |
| May 6, 2013 | Plan Commission approval of requested rezoning |
| May 21, 2013 | Common Council approval of requested rezoning |
| Dec. 2013 – Jan. 2014 | Pre-application discussions with Planning and Engineering Departments |
| January 16, 2014 | Notice to Alder Skidmore |
| January 22, 2014 | Subdivision Application for Final Plat approval submitted |
| January 22, 2013 | Urban Design Commission Informational Presentation |
| March 7, 2014 | Conditional Use Permit Application submitted |
| May 1, 2014 | Neighborhood Informational Open House Meeting |
| May 7, 2014 | Urban Design Commission Formal Presentation |
| December 17, 2014 | Urban Design Commission Informational Presentation |
| March 9, 2015 | Notice to Alder Skidmore |
| March 31, 2015 | Neighborhood Informational Open House Meeting |

***Legal Description:*** See attached Exhibit A

***Square Footage (Acreage) of Site per Final Plat:*** 8.8 Acres (386,616 sf)

***Existing land use:*** Farm land, No Structures

***Existing Zoning:*** SR-V2

**School District:** Middleton-Cross Plains

***Adopted Neighborhood Plan:*** Elderberry Neighborhood Development Plan

***Development Schedule:*** 2016 Construction Start-Phase 1

## PROJECT DESCRIPTION

**Existing Site:** The Elderberry Neighborhood Development Plan, adopted in 2002, is bounded by Pioneer Road on the west, Mineral Point on the south, Pleasant View Road on the east, and Old Sauk Road on the north. UFG obtained approvals in May of 2013 for a preliminary plat and rezoning request for the land located at 9601 Elderberry Road, which is south of Elderberry Road within Phase II of the neighborhood plan. The preliminary plat divided the parcel into 7 lots. Lots 1, 3, 4 and 6 were rezoned to

SR-V2, lot 2 was rezoned to TR-U1, and lots 5 and 7 were rezoned to TR-V2. The Paragon Place at Bear Claw Way development plan is only applicable to Lot 6 (lot 1 of the Final Plat), which has 9603 Paragon Street as its address. 9603 Paragon Street neighbors the Woodstone Subdivision to the east, is bordered on the south by the Blackhawk Church Town Center Plat, and is southwest of the nearby Sauk Heights development. Lot 6 (lot 1) encompasses a total area of approximately 8.8 acres (386,616 sf) and is enclosed by Bear Claw Way to the east, Wilrich Street to the south, Chaska Drive to the west, and Paragon Street to the north. Access to lot 6 (lot 1) would be via Wilrich Street or Paragon Street, which both extend to the west off of Bear Claw Way. The portion of Bear Claw Way between Mineral Point Rd. and Elderberry Rd. will be constructed in the summer of 2015.

**General Project Description:** Guided by the goals and objectives of the Elderberry Neighborhood Development Plan, UFG's development team set out to create a cohesive residential site design. UFG has been in communication with City Planning staff and the Urban Design Commission since August of 2012, and has refined the Paragon Place at Bear Claw Way design in response to the feedback received. The Paragon Place concept plan for lot 6 consists of a total of 145 units contained within two 39-unit buildings, one 35-unit building, one 32-unit building, and a freestanding amenity building. The lot coverage percentage is 43.8%, which compares to the maximum lot coverage of 60%. There are 882 sq. ft. of usable open space per unit, which compares to the minimum requirement of 500 sq. ft. per unit. The buildings have been designed and oriented to create active street fronts which relate to the public sidewalks, enabling residents to easily walk throughout the community. The building locations were carefully planned to ensure most of the existing trees in the southwest portion of the site could be preserved, and to mitigate the appearance of the surface parking from the surrounding streets. The freestanding amenity building has been positioned to provide users with terminal views of green space and the water feature, while being centrally located to ensure easy access to all residents. The amenity building would contain a Strength/Cardio Fitness area, Fitness on Demand room, Sitting/Billiards room, Internet Cafe, Kitchen/Dining room, Game room, restrooms, and property management/leasing offices. The attached patio would have a pool, gas fire pit, and an area for grilling. All buildings contain an elevator, heated underground parking for cars and bikes, bike repair areas, dog washes, resident storage units, and internal refuse/recycling containers. Approximately 82% of the bike parking would be located in the underground parking within a secured area, while the remaining would be located on the surface in close proximity to both entrances of the rental residences and amenity building. Seven of the guest bicycle parking areas are located within 100' of each building's entrance to comply with the zoning code. These residences will consist of 35% 1,386+ sf 2 BR/2BA units, 40% 775+ sf 1 BR/1 BA units, and 25% 1,050+ sf 2 BR/2 BA units.

Although each building has its own identity, all 5 buildings relate to each other through time-enduring architecture and quality building materials. The exteriors would consist primarily of brick, full bed depth stone, Edwards cast stone, and Longboard aluminum siding. The size and types of windows used were consciously chosen to maximize natural light in the gathering areas and enhance the facades. Three of the buildings have "L-shaped" footprints, which allowed the lengths of the facades to be reduced considerably, and provided for the creation of strong corner elements which frame the site and serve as focal points for the street intersections to the northwest, northeast, and southeast of the site. The street-side principal entrances have been intentionally aligned with the courtyard entrances in buildings #1, #2, and #3 to allow connectivity between the courtyards and the surrounding neighborhood. Finally, the buildings have been designed to use building materials and architectural elements in a way to create the impression that each building consists of a series of smaller buildings being placed next to one another.

| | Building | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | #1 | | #2 | | #3 | | #4 | | | | |
| Unit Type | # of Units | # of BR's | # of Units | # of BR's | # of Units | # of BR's | # of Units | # of BR's | Total Units | % Mix | Total # of BR's |
| 1/1 | 16 | 16 | 12 | 12 | 12 | 12 | 18 | 18 | 58 | 40% | 58 |
| 2/2 | 6 | 12 | 12 | 24 | 12 | 24 | 6 | 12 | 36 | 25% | 72 |
| 2/2 corner | 13 | 26 | 15 | 30 | 15 | 30 | 8 | 16 | 51 | 35% | 102 |
| *Total Units:* | ***35*** | ***54*** | ***39*** | ***66*** | ***39*** | ***66*** | ***32*** | ***46*** | ***145*** | ***100%*** | ***232*** |

| Capacity For Places of Assembly (Amenity Building) | | |
|---|---|---|
| Room | Square Footage | Capacity |
| Fitness Rooms: | 1,009 | 20 |
| Other Common Areas: | 2,724 | 112 |
| Total: | 3,733 | 132 |

| Building Square Footages | | | | | | |
|---|---|---|---|---|---|---|
| | Basement | 1st Floor | 2nd Floor | 3rd Floor | Total of 1st, 2nd, & 3rd Floor | Total |
| **Northeast Building:** | 18,454 | 18,454 | 18,454 | 13,474 | 50,382 | 68,836 |
| **Southeast Building:** | 19,046 | 19,046 | 19,046 | 19,046 | 57,138 | 76,184 |
| **Northwest Building:** | 18,939 | 18,939 | 18,939 | 18,939 | 56,817 | 75,756 |
| **Southwest Building:** | 15,452 | 15,452 | 15,452 | 9,402 | 40,306 | 55,758 |
| **Amenity Building:** | N/A | 3,932 | N/A | N/A | 3,932 | 3,932 |
| **Total:** | 71,891 | 75,823 | 71,891 | 60,861 | 208,575 | 280,466 |

| Parking Summary (Cars) | | | | | | |
|---|---|---|---|---|---|---|
| **Code Requirement:** *Minimum = 1 Per Dwelling Unit; Maximum = 2.5 Per Dwelling Unit* | | | | | | |
| Rental Residences: | Number of Residences | Underground | Surface | Total | Total Per Dwelling Unit | Surface Handicapped Parking |
| | 145 | 155 | 123 | 278 | 1.92 | 10 |

| Parking Summary (Bikes) | | | | | | |
|---|---|---|---|---|---|---|
| **Code Requirement:** *1 Per Dwelling Unit up to 2 Bedrooms; 1/2 space per Additional Bedroom; 1 Guest Space Per 10 Dwelling Units* | | | | | | |
| **Rental Residences:** | **Number of Residences** | **Underground** | **Surface *(guest parking)*** | **Total** | **Total Underground Per Dwelling Unit** | **Total Guest Parking Per Dwelling Unit** |
| | 145 | 157 | 36 | 193 | 1.08 | 0.25 |

| | **Paragon Place - 145 Units** |
|---|---|
| **Hours of Operation:** | Monday - Friday: 9am - 5pm<br>Saturday: By Appointment |
| **Job Creation/Staffing:** | 1 Property Manager<br>1 Leasing Agent<br>1 Maintenance Person<br>1 Cleaner |

**Maintenance Equipment Storage and Snow Removal:** Designated maintenance equipment storage areas would be located within the underground parking garages of the Rental Residence Buildings. Snow storage areas are available throughout the site. The southwest corner of the site would be available for excess snow storage.

**Utilities**:

Sanitary Sewer:

The proposed Paragon Place at Bear Claw Way is situated in the Elderberry Neighborhood Sewer Area and receives sanitary sewer service from the Woodstone Subdivision located immediately east of the site. The development will connect to the proposed 10" diameter sanitary sewer that will be installed in Bear Claw Way, which connects to the existing 10" diameter sanitary sewer at the intersection of Bear Claw Way and Cobalt Street in the southeast corner of the development. The sanitary sewer system serving this development has adequate capacity to accommodate the peak sewer flows from the proposed development.

Watermain:

The proposed development includes a network of looped 8" diameter public watermains located in the public streets, connecting to the existing 8" diameter watermain stubs terminating along the west perimeter of the Woodstone Subdivision at Elderberry Road and Spirit Street. The proposed watermain is also planned to connect to the watermain that was extended to the southeast corner of the development by the Woodstone Subdivision. Fire hydrants are located at all street intersections, incrementally along larger blocks, and near main entrances to the residential rental residence buildings.

Storm Sewer:
The proposed development will install public storm sewer in the public streets to convey stormwater runoff to the wet detention pond located within a Public Stormwater Drainage Easement on the subject site (Lot 1 of the Paragon Place final plat). The configuration of the existing Public Stormwater Drainage Easement on the lot will be reconfigured to match the current proposed pond footprint. This wet detention pond will discharge via an outlet structure and storm sewer pipe to the infiltration basin proposed on the east side of Bear Claw Way. The outlet structure for the infiltration basin ultimately discharges to the stormwater drainage outlot in the southwest corner of the Woodstone Subdivision. Private storm sewer inlets will connect runoff from the various blocks within the development and will provide overflow runoff relief from any rain gardens and biofilters planned within the development.

Gas/Electric/Telephone Service:
Gas, electric and telephone service was extended to the eastern perimeter of the development by the Woodstone Subdivision. The proposed Paragon Place Property anticipates connecting to these services and extending through the limits of the phased development in accordance with plans to be developed by the utility service providers.

**Stormwater Management:** The existing site is relatively level with a discernable slope towards the southeast corner of the property, ultimately discharging to a drainage Outlot in the adjacent Woodstone subdivision. The proposed stormwater management plan will maintain the current site drainage patterns and will utilize a variety of stormwater management practices to achieve the desired goals. A wet detention pond and large infiltration basin will be located on opposing sides of Bear Claw Way; these practices will provide a majority of the sediment control, oil and grease control, peak runoff rate control, and infiltration/groundwater recharge for the development. The stormwater management plan also proposes the use of rain gardens near select buildings across the site to promote localized infiltration and groundwater recharge and the use of catch basin inserts in parking lot areas for oil and grease control. The Stormwater Management plan was submitted to the City engineering department on January 15th, and is currently being finalized to accommodate the summer 2015 construction of Bear Claw Way.

**Landscape:** The landscaping plan creates a sense of community for its residents. Layered plantings scaled to the particular building type allow the buildings to become part of the garden. Plants have been selected to create a cohesive assortment of natives accented with premier garden type plants. Standard "commercial" type plants were avoided. Ornamental grasses dominate the gardens, blurring the distinction between a manicured commercial look and a natural area. Rare and unique trees are planned for the street tree plantings. The result is a residential community that has an Arboretum type setting. Additional design features include bike racks, rain gardens, community raised garden beds, outdoor play areas, walking paths, benches, exercise areas and bird house/feeders.

**Signage:** A full masonry project identification signs is planned for the northeast portion of the site, just south of the intersection of Bear Claw Way and Paragon Street. Landscaping enhancements will complete the entrance presentation of the signage.

**Construction Management and Operating Plan:** The Paragon Place operating concept, marketing plan, and management plan, as well as the proposed phased construction of buildings are modeled after UFG's 11 other successful Highlands Communities. Construction will be done by UFG's construction division as it has been for over 30 years. The construction management team will include an on-site, full-time superintendent employee of UFG to effectively manage day-to-day activities of subcontractors and to work with UFG's property management team on transition of the completed project over the course of phased construction. An estimate of 30-40 construction jobs would be created. Construction would be staged in building phases over time, and the development is planned to be conventionally financed. Equity in the project is secured and would be provided by UFG principals, and construction financing is available under existing revolving loan agreements with US Bank, Bank First National and Associated Bank. UFG is experienced with its costs, methods of construction and market demand for their building product. The buildings will be professionally managed by UFG's management team that uses a well-developed and proven marketing approach in conjunction with their knowledge base of operations and systems for successful long-term operation.

The proposed hours of operation would be 9am – 5pm Monday through Friday, and by appointment on Saturday. The property would require one Manager, one Leasing Agent, one Maintenance person, and one Cleaning person once stabilized.

**Social and Economic Impacts:** This development will have a positive social and economic impact. The projected additional tax base would exceed $11,000,000 dollars, generating in excess of $240,000 of annual tax revenue. The 2014 assessed full value of the parcel was $98,283, generating net real estate taxes of $2,261. The estimated potential impact to the Middleton-Cross Plains School District at completion of the development is presently estimated at 0.6 to 0.7 children per residence, or approximately 87 to 102 children. It would be a positive financial impact to the community if the tax burden on the citizens were lessened by quality new development increasing the tax base. Local City of Madison residents would benefit by the contribution to the city real estate tax burden, the creation of business opportunities for supportive services, permanent employment of the Paragon Place at Bear Claw Way on-site maintenance, leasing, and administrative staff, and substantial construction employment created during the build out of the Highlands Community.

**Concluding Statements:** UFG is a 35-year experienced Wisconsin and Milwaukee-Metro operator of high-end rental communities. The strong financial structure of UFG has allowed continued development and expansion even during the period from 2008 - 2012 when construction and real estate financing was not available for many Wisconsin development opportunities. This proposed Paragon Place at Bear Claw Way, as is true with all UFG developments, will be wholly owned by the McMurtrie-Salmon principals of UFG and all construction and property management services will be provided by United Financial Group, Inc. Financial and community reference contacts have been provided in this submittal.

Thank you for your time in reviewing our proposal. Should you have any questions, please call toll-free at (877) 968-8100 ext. 137.

Sincerely,

Ryan McMurtrie
Vice President
Development
Extension 137

UNITED FINANCIAL GROUP, INC.

*March 2015*

## *CONSTRUCTION AND MANAGEMENT TEAM EXPERIENCE*

### *EXPERIENCE IN BUILDING, OWNING, AND OPERATING RESIDENTIAL APARTMENT COMMUNITIES*

United Financial Group, Inc. (UFG) is a Wisconsin business established in 1978 with its focus being in the design, construction, and operation of Wisconsin residential housing communities. Its primary emphasis is in the apartments and townhomes 55+ market under their Highlands Communities brand *(HighlandsCommunities.com)*. UFG is owned by Jon D. McMurtrie, Ryan J. McMurtrie, and Douglas D. Salmon. The company grew from 0 to 1500 housing units by 1988 and transitioned from acquisition to design and development in 1984. Today, UFG is responsible for the acquisition and/or construction and financing of over 3,500 housing units in 19 Wisconsin projects located in Brookfield, New Berlin, Appleton, Menomonee Falls, De Pere, Franklin, Green Bay, Weston (Wausau), Neenah, Mequon, Winneconne, and Middleton. As a hands-on owner and operator, UFG is committed to creating long-term investments and value in each community where it operates, which is validated by a successful track record and well-balanced expansion.

### *EXPERIENCE IN BUILDING, OWNING, AND OPERATING 55+ SENIOR COMMUNITIES*

The majority of UFG's construction during the last 27 years and planned for the future consists of their Highlands Communities apartments and townhomes 55+ portfolio located in 11 Wisconsin communities totaling 2,826 units this year that represents 90% of the 3,171 units designed, built, and operated by UFG. These 12 Highlands Communities are:

| | | Completed Units in Operation through 2015 | | | Approved Project Size |
|---|---|---|---|---|---|
| Brookfield Highlands | Brookfield, WI | 520 Units | | Opened 1989 | 520 Units |
| Parkwood Highlands | New Berlin, WI | 238 Units | | Opened 1989 | 238 Units |
| Ridgeview Highlands | Appleton, WI | 525 Units | | Opened 1993 | 585 Units |
| Wildwood Highlands | Menomonee Falls, WI | 367 Units | | Opened 1997 | 367 Units |
| Nicolet Highlands | De Pere, WI | 144 Units | | Opened 1999 | 144 Units |
| Foresthill Highlands | Franklin, WI | 286 Units | | Opened 2002 | 620 Units |
| Parkway Highlands | Green Bay, WI | 210 Units | | Opened 2002 | 417 Units |
| Highlands at Wildwood Lake | Menomonee Falls, WI | 148 Units | | Opened 2007 | 168 Units |
| Birchwood Highlands | Weston, WI (Wausau) | 152 Units | | Opened 2008 | 212 Units |
| Highlands At Mahler Park | Neenah, WI | 101 Units | | Opened 2009 | 191 Units |
| Highlands at Riverwalk | Mequon, WI | 96 Units | * | Opened 2013 | 96 Units |
| Highlands at River Crossing | Winneconne, WI | 39 Units | | Opened 2013 | 39 Units |
| **Total 55+ Wisconsin Communities** | | **2,826 Units** | * | | **3,597 Units** |

*Includes 58 total units in construction opening 2015

### *INTRODUCING PARAGON PLACE RESIDENTIAL APARTMENT COMMUNITIES*

During 2014, UFG introduced its new high-end market-rate product under the brand name, "Paragon Place" *(ParagonPlaceProperties.com)*. Paragon Place at the Community of Bishops Bay will consist of three buildings totaling 105 units when completed, and is located on a 3.18 acre site in the City of Middleton at the entrance to the Community of Bishops Bay. Each building will contain a variety of floor plan designs which include one bedroom/one bathroom units starting at 750 square feet, 1,150+ square foot two bedroom/two bathroom units, and 1,349+ square foot two bedroom/two bathroom corner units. The first building, which consists of 33 units and the amenity areas, opened on September 1st and reached full occupancy by December of 2014. The second phase, consisting of 36 units, is currently under construction and is planned to open July 1, 2015. The 3.18 acre site is adjacent to the Bishops Bay Community Golf Course and a future park. The Community of Bishops Bay is a master planned community encompassing 750 acres in the City of Middleton that will eventually include a variety of neighborhoods, housing types, recreational open spaces, preserved and enhanced environmental areas, and an urban town center. The operation and development of Paragon Place at the Community of Bishops Bay and all future Paragon Place properties will be modeled after UFG's 12 successful Highlands Communities. A future Paragon Place location, Paragon Place at Bear Claw Way, is being planned for 145 units on land located on the west side of Madison on a site zoned for 390 units and currently owned by UFG. The first phase of Paragon Place at Bear Claw Way is planned to start in the spring of 2016.

### *MANAGEMENT EXPERIENCE*

UFG now has a core home office staff of 19 associates with an average of 15 years of experience with UFG, exclusive of the on-site property management staff of about 200 full and part-time individuals. This multidisciplinary team exclusively services UFG and its affiliates providing professional property management; accounting, tax and financial planning; new development and construction management services; and mortgage administration. Half of the home office associates support the property management division and its accounting. The other half support development, construction management, finance, tax and financial planning.

UFG manages all 3,500+ housing units developed and owned by UFG described above. In addition to the experience of the principals Jon D. McMurtrie, Ryan J. McMurtrie, and Douglas D. Salmon, the management team has been effective in bringing on over 3,100 Wisconsin newly constructed housing units into successful operation.

Jon D. McMurtrie is age 62 and received a Bachelor of Business Administration Degree with a major in Accounting from the University of Wisconsin-Whitewater. Jon is a licensed Certified Public Accountant and has been involved in investments including investments in housing complexes since 1971. Douglas D. Salmon is age 75 and received his Bachelor of Business Administration Degree with a major in Economics from the University of Iowa. His business and investment experience includes ownership in housing since 1971. Ryan McMurtrie is a graduate of the University of Wisconsin-Madison with Real Estate and Finance degrees. He has two years of experience with Goldman Sachs Real Estate division in Dallas, Texas prior to return to United Financial Group in February, 2010. Ryan, age 30, serves as Vice President of Development at UFG and has been serving in all capacities for UFG affiliates for the past five years.

## LENDERS

| | | | |
|---|---|---|---|
| Mr. David L. Blohm, President<br>(920) 739-1040<br>**American National Bank-Fox Cities**<br>2200 N. Richmond Street<br>Appleton, WI 54911<br>Banking relationship since 1994 | Mr. Michael R. Finn, Senior Vice President-Market Manager<br>(414) 283-3338<br>Mr. Craig O. Henes, Vice President-Commercial Lending (414) 283-2244<br>**Associated Bank, N.A.**<br>330 E. Kilbourn Avenue,<br>Third Floor Tower Two<br>Milwaukee, WI 53202<br>Banking relationship since 1983 | Mr. Sean O'Brien, Director of Commercial Lending<br>(608) 267-1453<br>**Wisconsin Housing and Economic Development Authority**<br>P. O. Box 1728<br>Madison, WI 53701-1728<br>Lending relationship since 1983 | Mr. James M. Cope<br>Senior Vice President<br>(262)912-7071<br>**Walker & Dunlop**<br>142 E. Capitol Drive / Suite 200<br>Hartland, WI 53029<br>Lending relationship since 1994 |
| Mr. Michael J. Nickels, Regional Market President (920) 830-6020<br>Mr. Scott Gruenke, Relationship Manager (920) 453-5546<br>**US Bank, N.A.**<br>P. O. Box 2819<br>Appleton, WI 54913-2819<br>Banking relationship since 1984 | Mr. Michael P. Dempsey , Executive Vice President/COO<br>(920) 237-5126 ext. 3573<br>Ms. Joan Woldt, Regional President<br>(920) 237-5126 ext. 3603<br>**Bank First National**<br>Banking relationship since 2014 | Mr. Fred E. Welker IV<br>Mortgage and Real Estate Department<br>(336) 691-4641<br>**Lincoln Financial Group**<br>100 N. Greene Street<br>Greensboro, NC 27401<br>Lending relationship since 2012 | Mr. Peter Giles<br>Vice President, Multifamily Production and Sales<br>peter_giles@freddiemac.com<br>**Freddie Mac Central & Western Regions**<br>333 W. Wacker Drive, Suite 2500<br>Chicago, IL 60606<br>Lending relationship since 1985 |

## LAND SELLERS

| | | | |
|---|---|---|---|
| Leo A. and Carol K. Ziegler<br>5031 Church Road<br>Middleton, WI 53562<br>Sold 40 acres land in Madison 11/25/13 | Mr. Gerald Hemmerich<br>8462 Cty Hwy BC<br>Sparta, WI 54656<br>Sold 20 acres land in Menomonee Falls 08/27/97 | Ms.Paulette Manfrin<br>2301 Summit Avenue<br>Waukesha, WI 53186<br>(262) 650-9880<br>Sold 80 acres land in Menomonee Falls 04/18/95 | John and Robert Kukuwich<br>W245 S6015 Red Wing Drive<br>Waukesha, WI 53189<br>Sold 54 acres land in Franklin, WI 08/06/98 |

## GOVERNMENTAL AGENCIES APPROVING DEVELOPMENTS

| | |
|---|---|
| Mr. Robert Buckingham, Community Development Director<br>Town of Grand Chute, WI (920) 832-1599<br>Zoning and Site Plan Approvals – Ridgeview Highlands & single family plat<br>Zoning and Site Plan Approvals – Meadow Creek Townhomes | Ms. Jane F. Carlson, Town Clerk – Brookfield, WI<br>(262) 796-3788<br>Mr. Gary Lake, Development Services Administrator (262) 796-3790<br>Site Plan Approvals – Brookfield Highlands |
| Mr. Matt Carran, Director of Community Development<br>Village of Menomonee Falls, WI (262) 532-4274<br>Rezoning and Site Plan Approvals – Wildwood Highlands and Wildwood Lake | Mr. Greg Kessler, Director of Community Development, City of New Berlin, WI (262) 262-786-8610<br>Zoning and Site Plan Approvals – Parkwood Highlands and single family plat |
| Mr. Ken Pabich , Planning and Economic Development Director<br>City of De Pere, WI (920) 339-4043<br>Nicolet Highlands selected by De Pere's Redevelopment Authority from five competitive senior housing proposals | Mr. Rom Romeis, P.E., Asst. City Engineer, Franklin, WI<br>(414) 425-7510<br>Zoning and Site Approvals – Foresthill Highlands and single family plat<br>Single family subdivision completed and sold out during 2003. |
| Mr. Bill Lockery, Principal Planner<br>City of Green Bay, WI (920) 448-3407<br>Mr. Paul Neumeyer, Senior Planner (920) 448-3405<br>Zoning and Site Plan Approvals for Parkway Highlands | Mr. Chris Haese, Community Development Director<br>City of Neenah (920) 886-6125<br>Site Plan Approvals – The Highlands At Mahler Park |
| Mr. Daniel Guild, Administrator<br>Village of Weston (715) 359-6114<br>Ms. Jennifer Higgins, Director of Planning and Development (715) 241-2638<br>Site Plan Approvals – Birchwood Highlands | Ms. Kim Tollefson, Director of Community Development<br>City of Mequon (262) 236-2903<br>Mr. Jac Zader, Asst. Director of Community Development (262)236-2904<br>Site Plan Approvals - Highlands at Riverwalk |

# EXHIBIT "A"

## REQUEST FOR CONDITIONAL USE PERMIT: LOT 6 (LOT 1 ON FINAL PLAT)
## LANDS CURRENTLY ZONED:
## "SUBURBAN RESIDENTIAL – VARIED DISTRICTS" (SR-V2)

**LEGAL DESCRIPTION:**

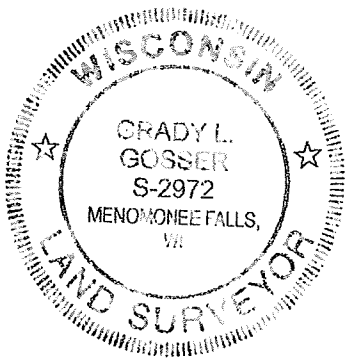
All that part of the Northeast 1/4 of the Southwest 1/4 of Section 21, Town 7 North, Range 8 East, in the City of Madison, Dane County, Wisconsin, now being more particularly bounded and described as follows:

Commencing at the South 1/4 corner of said Section 21; Thence North 01°55'07" East and along the East line of the said Southwest 1/4 Section, 1412.05 feet to a point; Thence North 88°04'53" West, 40.00 feet to the place of beginning of lands hereinafter described;

Thence Southwesterly 36.96 feet along the arc of a curve, whose center lies to the Northwest, whose radius is 25.00 feet, whose central angle is 84°42'32", and whose chord bears South 44°16'23" West, 33.69 feet to a point of tangency; Thence South 86°37'39" West, 302.58 feet to a point; Thence South 89°49'58" West, 375.62 feet to a point of curvature; Thence Northwesterly 39.27 feet along the arc of a curve, whose center lies to the Northeast, whose radius is 25.00 feet, whose central angle is 90°00'00", and whose chord bears North 45°10'02" West, 35.36 feet to a point of tangency; Thence North 00°10'02" West, 66.49 feet to a point of curvature; Thence Northwesterly 98.90 feet along the arc of a curve, whose center lies to the Southwest, whose radius is 780.00 feet, whose central angle is 07°15'54", and whose chord bears North 03°47'59" West, 98.83 feet to a point of tangency; Thence North 07°25'56" West, 143.46 feet to a point of curvature; Thence Northwesterly 90.83 feet along the arc of a curve, whose center lies to the Northeast, whose radius is 720.00 feet, whose central angle is 07°13'41", and whose chord bears North 03°49'05.5" West, 90.77 feet to a point of tangency; Thence North 00°12'15" West, 59.52 feet to a point of curvature; Thence Northeasterly 23.56 feet along the arc of a curve, whose center lies to the Southeast, whose radius is 15.00 feet, whose central angle is 90°00'00", and whose chord bears North 44°47'45" East, 21.21 feet to a point of tangency; Thence North 89°47'45" East, 200.72 feet to a point of curvature; Thence Northeasterly 302.02 feet along the arc of a curve, whose center lies to the Northwest, whose radius is 346.00 feet, whose central angle is 50°00'46", and whose chord bears North 64°47'22" East, 292.52 feet to a point of tangency; Thence North 39°46'59" East, 17.47 feet to a point of curvature; Thence Northeasterly 23.63 feet along the arc of a curve, whose center lies to the Southeast, whose radius is 15.00 feet, whose central angle is 90°15'17", and whose chord bears North 84°54'37.5" East, 21.26 feet to a point of tangency; Thence South 49°57'44" East, 144.82 feet to a point of curvature; Thence Southeasterly 301.55 feet along the arc of a curve, whose center lies to the Southwest, whose radius is 410.00 feet, whose central angle is 42°08'25", and whose chord bears South 28°53'31.5" East, 294.80 feet to a point; Thence South 01°55'07" West being parallel to and at a right angle distance of 40.00 feet from the said East line of the said Southwest 1/4 Section, 243.92 feet to the point of beginning of this description.

Said Parcel contains 386,616 Square Feet (or 8.8755 Acres) of land, more or less.

Date: 03/11/14




Grady L. Gosser, R.L.S.
Registered Land Surveyor, S-2972
**TRIO ENGINEERING, LLC**
17700 W. Capitol Drive
Brookfield, WI 53045
Phone: (262)790-1480 Fax: (262)790-1481

# CITY OF MADISON
# LANDSCAPE WORKSHEET

Section 28.142 Madison General Ordinance

Project Location / Address 9601 Elderberry Rd. Madison, WI

Name of Project Parigon Place - Elderberry Neighborhood

Owner / Contact HFG | Ryan McMurtrie

Contact Phone 920.968.8137 Contact Email RMcMurtrie@HFGroup.net

**** Landscape plans for zoning lots greater than ten thousand (10,000) square feet in size MUST be prepared by a registered landscape architect. ****

**Landscape Calculations and Distribution**

Required landscaped areas shall be calculated based upon the total developed area of the property. Developed area is defined as all parts of the site that are not left in a natural state within a single contiguous boundary, including building footprints, parking and loading areas, driveways, internal sidewalks, patios, and outdoor activity areas. Developed area does not include other land within required setbacks and natural areas on the same property that are left undisturbed.

(a) One (1) landscape unit shall be provided for each three hundred (300) square feet of developed area, with the exception of the IL and the IG districts as specified in (b) below.

Total square footage of developed area 380,160

Developed area divided by three hundred (300) square feet = 1289 **Landscape Units**

(b) Within the Industrial – Limited (IL) and Industrial – General (IG) districts, one (1) landscape unit shall be provided for every six hundred (600) square feet of developed area.

Total square footage of developed area _____

Developed area divided by six hundred (600) square feet = _____ **Landscape Units**

(c) One landscape unit consists of five (5) landscape points. Landscape points are calculated as shown in the following table.

Landscape units multiplied by five (5) landscape points = 6445 **Total Points Required**

**Tabulation of Points and Credits**

Use the table to indicate the quantity and points for all existing and proposed landscape elements. **Calculations yielding a fraction up to one-half (1/2 or 0.5) shall be rounded down to the nearest whole number; fractions of more than one half (1/2) shall be rounded up.**

| Plant Type/ Element | Minimum Size at Installation | Points | Credits/ Existing Landscaping | | New/ Proposed Landscaping | |
|---|---|---|---|---|---|---|
| | | | Quantity | Points Achieved | Quantity | Points Achieved |
| Overstory deciduous tree | 2½ inch caliper | 35 | 20 | 700 | 161 | 5635 |
| Ornamental tree | 1 1/2 inch caliper | 15 | 10 | 150 | 80 | 1200 |
| Evergreen tree | 3 feet tall | 15 | | | 54 | 810 |
| Shrub, deciduous | 18" or 3 gallon container size | 2 | | | 412 | 824 |
| Shrub, evergreen | 18" or 3 gallon container size | 3 | | | 439 | 1317 |
| Ornamental grasses | 18" or 3 gallon container size | 2 | | | 3572 | 7144 |
| Ornamental/ decorative fencing or wall | n/a | 4 per 10 lineal ft. | | | | |
| **Sub Totals** | | | | 850 | | 18930 |

**Total Number of Points Provided** 17780

**Landscaping shall be distributed throughout the property along street frontages, within parking lot interiors, as foundation plantings, or as general site landscaping. The total number of landscape points provided shall be distributed on the property as follows.**

**Total Developed Area**

Required landscaped areas shall be calculated based upon the total developed area of the property. Developed area is defined as all parts of the site that are not left in a natural state within a single contiguous boundary, including building footprints, parking and loading areas, driveways, internal sidewalks, patios, and outdoor activity areas. Developed area does not include other land within required setbacks and natural areas on the same property that are left undisturbed.

**Development Frontage Landscaping**

Landscaping and ornamental fencing shall be provided between buildings or parking areas and the adjacent street(s), except where buildings are placed at the sidewalk. Landscape material shall include a mix of trees, shrubs and groundcover.

**Interior Parking Lot Landscaping**

The purpose of interior parking lot landscaping is to improve the appearance of parking lots, provide shade, and improve stormwater infiltration. ***All parking lots with twenty (20) or more parking spaces*** shall be landscaped in accordance with the interior parking lot standards.

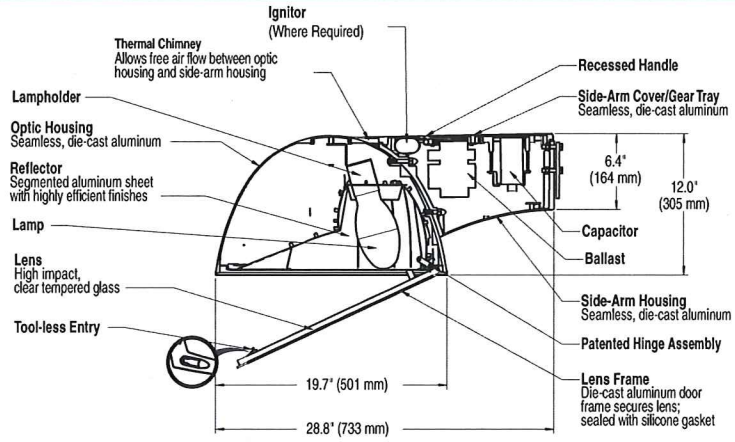
**Foundation Plantings**

Foundation plantings consist primarily of shrubs and native grasses, and shall be installed along building facades, except where building facades directly abut the sidewalk (a zero setback).

SIDE-ARM MOUNT

# AERODOME™ PARKING/ROADWAY (TYPE III)

**AVV30-20 SERIES**




Notes

**PARAGON PLACE AT BEAR CLAW**
**TYPE OA**

| | SPEC # | WATTAGE | CATALOG # |
|---|---|---|---|
| | | **PULSE START METAL HALIDE** | |
| ☐ | OA | 150W PSMH | AVV3(c)615-(a)(b) |
| ☐ | | 250W PSMH | AVV3(c)625-(a)(b) |
| ☐ | | 320W PSMH | AVV3(c)632-(a)(b) |
| ☐ | | 350W PSMH | AVV3(c)635-(a)(b) |
| ☐ | | 400W PSMH | AVV3(c)640-(a)(b) |
| | | **HIGH PRESSURE SODIUM** | |
| ☐ | | 150W HPS | AVV3(c)515-(a)(b) |
| ☐ | | 250W HPS | AVV3(c)525-(a)(b) |
| ☐ | | 400W HPS | AVV3(c)540-(a)(b) |

Specify (a) Voltage, (b) Options & (c) Mounting/Rotatable Optics.
Reduced envelope lamp; ED28 for 320 – 400W PSMH

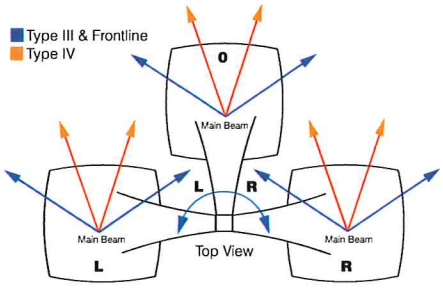
| (a) VOLTAGE SUFFIX KEY | |
|---|---|
| D | 120/277V |
| M | 120/208/240/277V (Standard) |
| T | 120/277/347V (Canada Only) |
| 1 | 120V |
| 2 | 277V |
| 27 | 277V Reactor (PSMH Only) |
| 3 | 208V |
| 4 | 240V |
| 5 | 480V |
| 6 | 347V (Canada Only) |

For voltage availability outside the US and Canada, see Bulletin TD-9 or contact your Ruud Lighting authorized International Distributor.

| (b) OPTIONS (factory-installed) | |
|---|---|
| -(a)F | Fusing |
| -(a)P | Button Photocell |
| -5P | External Photocell (for 480V) |

Specify (a) Single Voltage — See Voltage Suffix Key

| (c) MOUNTING/ROTATABLE OPTICS | |
|---|---|
| 0 | Standard Configuration |
| L | Rotated Left of Standard Configuration |
| R | Rotated Right of Standard Configuration |




## GENERAL DESCRIPTION

Parking lot and roadway full cutoff luminaire for HID lamp, totally enclosed. Housing is seamless, die-cast aluminum. Electrical components are heat-sinked and contained in mounting arm assembly (direct mount configuration). Lens assembly consists of tool-less quick release frame constructed of rigid aluminum and high-impact, clear-tempered glass lens. High-temperature silicone gasket seals lens from water and insects.

## FINISH

Exclusive Colorfast DeltaGuard® finish features an E-coat epoxy primer with medium bronze ultra-durable powder topcoat, providing excellent resistance to corrosion, ultraviolet degradation and abrasion. The finish is covered by our seven-year limited warranty.

## ELECTRICAL

Fixture includes clear, mogul-base lamp. 320 – 400W PSMH utilize the ED28 reduced envelope lamp. Pulse-rated porcelain enclosed, 4kv rated screw-shell-type lampholder with spring-loaded center contact. Lamp ignitor included where required. All ballast assemblies are high-power factor and use the following circuit type:

*277V Reactor*
150 – 400W PSMH

*HX — High Reactance*
150W PSMH

*CWA — Constant Wattage Autotransformer*
250 – 400W PSMH; 150 – 400W HPS

## LABELS

ANSI lamp wattage label supplied, visible during relamping. UL Listed in US and Canada for wet locations.

## PATENTS

US 4,689,729; D531,882; Canada 108888; Other Patents Pending

| ACCESSORIES: (field-installed) | |
|---|---|
| AVRP-3 | Round Pole Adaptor (fits 4" – 6" dia. pole) |
| SBL-AVV20C | External Full-Cutoff Shield |
| SBL-AVV20E | External Backlight Shield |





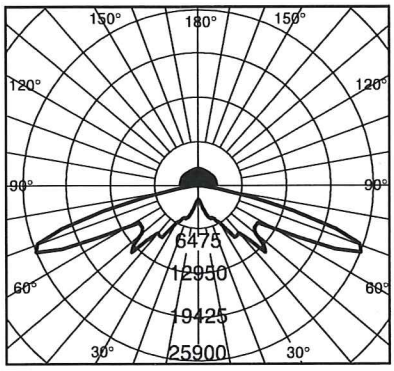
RUUD LIGHTING DIRECT

**AVV30-20 SERIES**

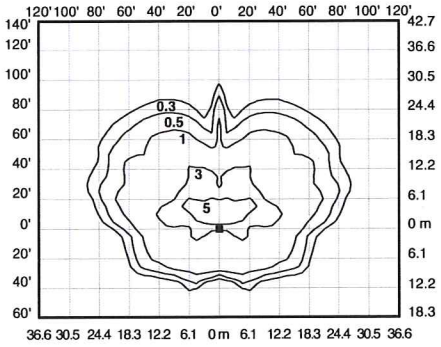
**SIDE-ARM MOUNT**

# AERODOME™ PARKING/ROADWAY (TYPE III)

Isofootcandle plots show initial footcandles at grade. (Footcandles ÷ 0.0929 = Lux)




Lighting Sciences Inc.
Certified Test Report No. LSI 23054
Candlepower distribution curve of 400W PSMH AeroDome Light.




Isofootcandle plot of 400W PSMH AeroDome Light at 25' (7.6 m) mounting height.
(Plan view)

RUUD LIGHTING DIRECT



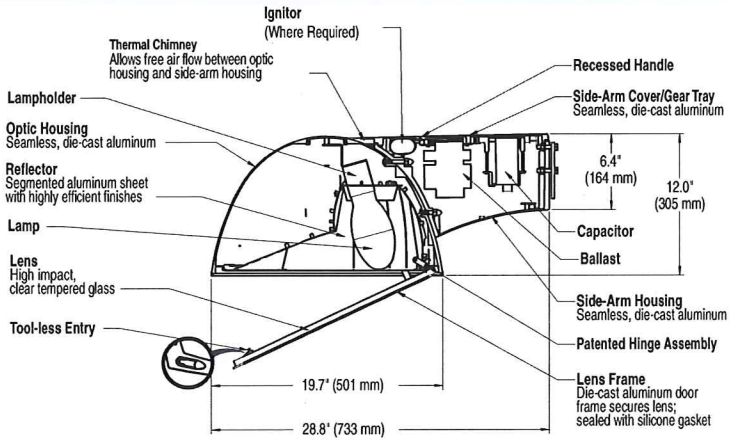
9201 Washington Avenue • Racine, Wisconsin 53406-3772 • PHONE: (800) 236-7000 • FAX: (800) 236-7500 • WEB: www.ruudlightingdirect.com

Rev. 05/02/12

SIDE-ARM MOUNT

# AERODOME™ FORWARD THROW (TYPE IV)

**AVV40-20 SERIES**




## Notes

**PARAGON AT BEAR CLAW TYPE OB**

| SPEC # | WATTAGE | CATALOG # |
|---|---|---|
| | **PULSE START METAL HALIDE** | |
| ☐ OB | 150W PSMH | AVV4(c)615-(a)(b) |
| ☐ | 250W PSMH | AVV4(c)625-(a)(b) |
| ☐ | 320W PSMH | AVV4(c)632-(a)(b) |
| ☐ | 350W PSMH | AVV4(c)635-(a)(b) |
| ☐ | 400W PSMH | AVV4(c)640-(a)(b) |
| | **HIGH PRESSURE SODIUM** | |
| ☐ | 150W HPS | AVV4(c)515-(a)(b) |
| ☐ | 250W HPS | AVV4(c)525-(a)(b) |
| ☐ | 400W HPS | AVV4(c)540-(a)(b) |

Specify (a) Voltage, (b) Options & (c) Mounting/Rotatable Optics.
Reduced envelope lamp; ED28 for 320 – 400W PSMH

| (a) VOLTAGE SUFFIX KEY | |
|---|---|
| D | 120/277V |
| M | 120/208/240/277V (Standard) |
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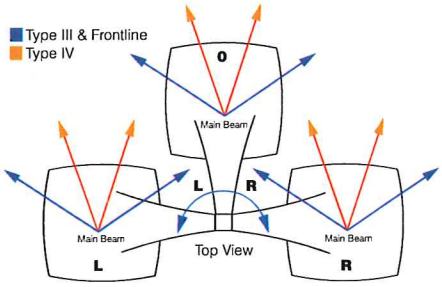
| 4 | 240V |
| 5 | 480V |
| 6 | 347V (Canada Only) |

For voltage availability outside the US and Canada, see Bulletin TD-9 or contact your Ruud Lighting authorized International Distributor.

| (b) OPTIONS (factory-installed) | |
|---|---|
| -(a)F | Fusing |
| -(a)P | Button Photocell |
| -5P | External Photocell (for 480V) |

Specify (a) Single Voltage — See Voltage Suffix Key

| (c) MOUNTING/ROTATABLE OPTICS | |
|---|---|
| O | Standard Configuration |
| L | Rotated Left of Standard Configuration |
| R | Rotated Right of Standard Configuration |




## GENERAL DESCRIPTION

Parking lot and roadway full cutoff luminaire for HID lamp, totally enclosed. Housing is seamless, die-cast aluminum. Electrical components are heat-sinked and contained in mounting arm assembly (direct mount configuration). Lens assembly consists of tool-less quick release frame constructed of rigid aluminum and high-impact, clear-tempered glass lens. High-temperature silicone gasket seals lens from water and insects.

## FINISH

Exclusive Colorfast DeltaGuard® finish features an E-coat epoxy primer with medium bronze ultra-durable powder topcoat, providing excellent resistance to corrosion, ultraviolet degradation and abrasion. The finish is covered by our seven-year limited warranty.

## ELECTRICAL

Fixture includes clear, mogul-base lamp. 320 – 400W PSMH utilize the ED28 reduced envelope lamp. Pulse-rated porcelain enclosed, 4kv rated screw-shell-type lampholder with spring-loaded center contact. Lamp ignitor included where required. All ballast assemblies are high-power factor and use the following circuit type:

*277V Reactor*
150 – 400W PSMH

*HX — High Reactance*
150W PSMH

*CWA — Constant Wattage Autotransformer*
250 – 400W PSMH; 150 – 400W HPS

## LABELS

ANSI lamp wattage label supplied, visible during relamping. UL Listed in US and Canada for wet locations.

## PATENTS

US 4,689,729; D531,882; Canada 108888; Other Patents Pending

| ACCESSORIES: (field-installed) | |
|---|---|
| AVRP-3 | Round Pole Adaptor (fits 4" – 6" dia. pole) |
| SBL-AVV20C | External Full-Cutoff Shield |
| SBL-AVV20E | External Backlight Shield |



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Rev. 05/02/12

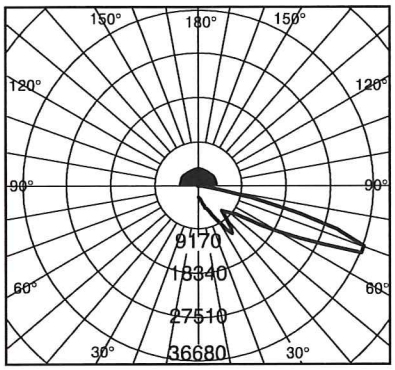
RUUD LIGHTING DIRECT

**AVV40-20 SERIES**

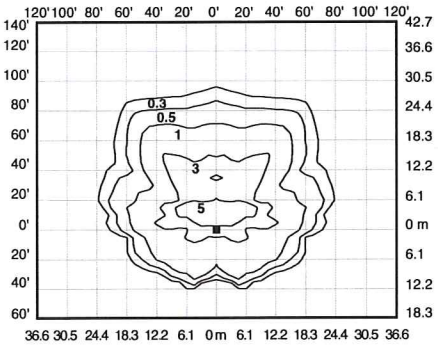
SIDE-ARM MOUNT

# AERODOME™ FORWARD THROW (TYPE IV)

Isofootcandle plots show initial footcandles at grade. (Footcandles ÷ 0.0929 = Lux)




**Lighting Sciences Inc.**
**Certified Test Report No. LSI 23057**
**Candlepower distribution curve of 400W PSMH AeroDome Light.**




**Isofootcandle plot of 400W PSMH AeroDome Light at 25' (7.6 m) mounting height. (Plan view)**

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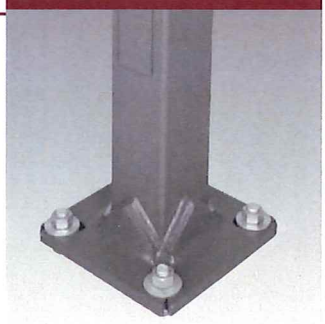
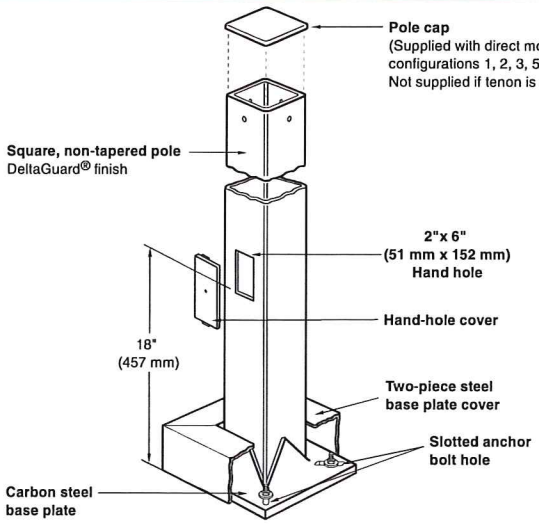
Rev. 05/02/12

PREMIUM STEEL

# CROWN-WELD® POLES

**PS SERIES**






TYPE AVV3

TYPE AVV4

POLE

Notes

| SPEC # | CATALOG # | POLE SIZE | |
|---|---|---|---|
| | **Square Steel Poles** | H (ft) x W (in) x Wall (in) | H (m) x W (mm) x Wall (mm) |
| ☐ SPEC # | PS3S10C(a)BZ | 10 x 3 x 0.125 | 3.0 x 76 x 3 |
| ☐ SPEC # | PS3S15C(a)BZ | 15 x 3 x 0.125 | 4.6 x 76 x 3 |
| ☐ SPEC # | PS3S20C(a)BZ | 20 x 3 x 0.125 | 6.1 x 76 x 3 |
| ☐ SPEC # | PS4S10C(a)BZ | 10 x 4 x 0.125 | 3.0 x 102 x 3 |
| ☐ SPEC # | PS4S12C(a)BZ | 12 x 4 x 0.125 | 3.7 x 102 x 3 |
| ☐ SPEC # | PS4S15C(a)BZ | 15 x 4 x 0.125 | 4.6 x 102 x 3 |
| ☐ SPEC # | PS4S17C(a)BZ | 17 x 4 x 0.125 | 5.2 x 102 x 3 |
| ☐ SPEC # | PS4S20C(a)BZ | 20 x 4 x 0.125 | 6.1 x 102 x 3 |
| ☐ SPEC # | PS4S22C(a)BZ | 22 x 4 x 0.125 | 6.7 x 102 x 3 |
| ☐ SPEC # | PS4S22S(a)BZ | 22 x 4 x 0.188 | 6.7 x 102 x 5 |
| ☐ SPEC # | PS4S25C(a)BZ | 25 x 4 x 0.125 | 7.6 x 102 x 3 |
| ☐ SPEC # | PS4S25S(a)BZ | 25 x 4 x 0.188 | 7.6 x 102 x 5 |
| ☐ SPEC # | PS4S27R(a)BZ | 27 x 4 x 0.125 | 8.2 x 102 x 3 |
| ☐ SPEC # | PS4S30R(a)BZ | 30 x 4 x 0.125 | 9.1 x 102 x 3 |
| ☐ SPEC # | PS4S30H(a)BZ | 30 x 4 x 0.188 | 9.1 x 102 x 5 |
| ☐ SPEC # | PS5S25S(a)BZ | 25 x 5 x 0.188 | 7.6 x 127 x 5 |
| ☐ SPEC # | PS5S30S(a)BZ | 30 x 5 x 0.188 | 9.1 x 127 x 5 |
| | PS6S30S(a)BZ | 30 x 6 x 0.188 | 9.1 x 152 x 5 |

Specify **(a)** pole configuration.

## (a) POLE CONFIGURATION

| | | | |
|---|---|---|---|
| 1 | Single (direct mount) | 5 | Triple (direct mount) |
| 2 | Twin @ 180° (direct mount) | 6 | Quad (direct mount) |
| 3 | Twin @ 90° (direct mount) | T | Tenon (order tenon separately) |

For fixtures with fixed 20° mount, add prefix **2** to configuration numbers:
i.e. 21, 22, 23, 25 and 26.

## GENERAL DESCRIPTION

Non-tapered steel poles are supplied with welded base with cover, four galvanized anchor bolts, masonite mounting template and a pole cap (except tenon mount). Each bolt is provided with two washers and two nuts. Steel pole base has slotted holes. Per National Electrical Code requirements, pole is standard with a 2" x 6" (51 x 152 mm) hand hole, located 18" (457 mm) above bottom of pole base. A #10-32 stainless-steel weld stud with grounding lug is located inside pole, opposite hand hole; a hand hole cover is supplied but shipped separately. In addition, 4" x 27' and 4" x 30' poles include an internal 5/16" steel reinforced sleeve welded inside the bottom 24" of the pole, as well as a reinforcement welded around the hand hole for added strength. For EPA ratings, see "Windloading" sheet.

## PATENT

US 5,820,255; 6,640,517; Patent pending

## MATERIALS

Square, non-tapered pole of structural steel tubing (ASTM A 500); with a minimum yield strength of 46,000 p.s.i. Welded to a formed carbon steel base plate with a minimum yield strength of 36,000 p.s.i.

## FINISH

Exclusive Colorfast DeltaGuard® finish features an E-coat epoxy primer with medium bronze ultra-durable powder topcoat, providing excellent resistance to corrosion, ultraviolet degradation and abrasion. The finish is covered by our seven-year limited warranty.

## LABELS

Ruud Lighting square poles meet or exceed National Electrical Code Requirements. In the US, Ruud square poles are classified by Underwriters Laboratories Inc. for electrical ground bonding; in Canada, they are CSA certified for electrical ground bonding and structural strength.

## ACCESSORY

**Catalog # REC-GFIBZ (120V)**
Wet Listed In-use cover

**GFI Outlet Accessory**

9201 Washington Avenue Racine, Wisconsin 53406-3772 USA PHONE (262) 886-1900 FAX (262) 884-3309

**PS SERIES**

**PREMIUM STEEL**

# CROWN-WELD® POLES

**PS3S10C(a)BZ**
10' (3.0 m) x 3" (76 mm)
Wall thickness – 0.125" (3 mm)
Base plate – 10" (254 mm) square x 0.50" (13 mm) thick
Anchor bolts – 3/4"-10 x 18" (457 mm) + 3" (76 mm)
Bolt circle diameter – 10" (254 mm) 9.3" – 11"
(235 mm – 279 mm)
Maximum fixture weight – 250 lbs. (114 Kg)
Approximate shipping weight – 58 lbs. (26 Kg)

**PS3S15C(a)BZ**
15' (4.6 m) x 3" (76 mm)
Wall thickness – 0.125" (3 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 3/4"-10 x 18" (457 mm) + 3" (76 mm)
Bolt circle diameter – 10" (254 mm) 9.3" – 11"
(235 mm – 279 mm)
Maximum fixture weight – 250 lbs. (114 Kg)
Approximate shipping weight – 82 lbs. (37 Kg)

**PS3S20C(a)BZ**
20' (6.1 m) x 3" (76 mm)
Wall thickness – 0.125" (3 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 3/4"-10 x 18" (457 mm) + 3" (76 mm)
Bolt circle diameter – 10" (254 mm) 9.3" – 11"
(235 mm – 279 mm)
Maximum fixture weight – 250 lbs. (114 Kg)
Approximate shipping weight – 119 lbs. (54 Kg)

**PS4S10C(a)BZ**
10' (3.0 m) x 4" (102 mm)
Wall thickness – 0.125" (3 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 3/4"-10 x 18" (457 mm) + 3" (76 mm)
Bolt circle diameter – 10" (254 mm) 9.3" – 11"
(235 mm – 279 mm)
Maximum fixture weight – 350 lbs. (159 Kg)
Approximate shipping weight – 78 lbs. (35 Kg)

**PS4S12C(a)BZ**
12' (3.7 m) x 4" (102 mm)
Wall thickness – 0.125" (3 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 3/4"-10 x 18" (457 mm) + 3" (76 mm)
Bolt circle diameter – 10" (254 mm) 9.3" – 11"
(235 mm – 279 mm)
Maximum fixture weight – 300 lbs. (136 Kg)
Approximate shipping weight – 99 lbs. (45 Kg)

**PS4S15C(a)BZ**
15' (4.6 m) x 4" (102 mm)
Wall thickness – 0.125" (3 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 3/4"-10 x 30" (762 mm) + 3" (76 mm)
Bolt circle diameter – 10" (254 mm) 9.3" – 11"
(235 mm – 279 mm)
Maximum fixture weight – 350 lbs. (159 Kg)
Approximate shipping weight – 119 lbs. (54 Kg)

**PS4S17C(a)BZ**
17' (5.2 m) x 4" (102 mm)
Wall thickness – 0.125" (3 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 3/4"-10 x 30" (762 mm) + 3" (76 mm)
Bolt circle diameter – 10" (254 mm) 9.3" – 11"
(235 mm – 279 mm)
Maximum fixture weight – 300 lbs. (136 Kg)
Approximate shipping weight – 131 lbs. (59 Kg)

**PS4S20C(a)BZ**
20' (6.1 m) x 4" (102 mm)
Wall thickness – 0.125" (3 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 3/4"-10 x 30" (762 mm) + 3" (76 mm)
Bolt circle diameter – 10" (254 mm) 9.3" – 11"
(235 mm – 279 mm)
Maximum fixture weight – 350 lbs. (159 Kg)
Approximate shipping weight – 150 lbs. (68 Kg)

**PS4S22C(a)BZ**
22' (6.7 m) x 4" (102 mm)
Wall thickness – 0.125" (3 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 3/4"-10 x 30" (762 mm) + 3" (76 mm)
Bolt circle diameter – 10" (254 mm) 9.3" – 11"
(235 mm – 279 mm)
Maximum fixture weight – 310 lbs. (141 Kg)
Approximate shipping weight – 163 lbs. (74 Kg)

**PS4S22S(a)BZ**
22' (6.7 m) x 4" (102 mm)
Wall thickness – 0.188" (5 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 3/4"-10 x 30" (762 mm) + 3" (76 mm)
Bolt circle diameter – 10" (254 mm) 9.3" – 11"
(235 mm – 279 mm)
Maximum fixture weight – 310 lbs. (141 Kg)
Approximate shipping weight – 225 lbs. (102 Kg)

**PS4S25C(a)BZ**
25' (7.6 m) x 4" (102 mm)
Wall thickness – 0.125" (5 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 3/4"-10 x 30" (762 mm) + 3" (76 mm)
Bolt circle diameter – 10" (254 mm) 9.3" – 11"
(235 mm – 279 mm)
Maximum fixture weight – 350 lbs. (159 Kg)
Approximate shipping weight – 182 lbs. (83 Kg)

**PS4S25S(a)BZ**
25' (7.6 m) x 4" (102 mm)
Wall thickness – 0.188" (5 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 3/4"-10 x 30" (762 mm) + 3" (76 mm)
Bolt circle diameter – 10" (254 mm) 9.3" – 11"
(235 mm – 279 mm)
Maximum fixture weight – 350 lbs. (159 Kg)
Approximate shipping weight – 252 lbs. (114 Kg)

**PS4S27R(a)BZ**
27' (8.2 m) x 4" (102 mm)
Wall thickness – 0.125" (3 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 3/4"-10 x 30" (762 mm) + 3" (76 mm)
Bolt circle diameter – 10" (254 mm) 9.3" – 11"
(235 mm – 279 mm)
Maximum fixture weight – 280 lbs. (127 Kg)
Approximate shipping weight – 232 lbs. (105 Kg)

**PS4S30R(a)BZ**
30' (9.1 m) x 4" (102 mm)
Wall thickness – 0.125" (3 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 3/4"-10 x 30" (762 mm) + 3" (76 mm)
Bolt circle diameter – 10" (254 mm) 9.3" – 11"
(235 mm – 279 mm)
Maximum fixture weight – 315 lbs. (143 Kg)
Approximate shipping weight – 301 lbs. (137 Kg)

**PS4S30H(a)BZ**
30' (9.1 m) x 4" (102 mm)
Wall thickness – 0.188" (5 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 3/4"-10 x 30" (762 mm) + 3" (76 mm)
Bolt circle diameter – 10" (254 mm) 9.3" – 11"
(235 mm – 279 mm)
Maximum fixture weight – 340 lbs. (155 Kg)
Approximate shipping weight – 337 lbs. (153 Kg)

**PS5S25S(a)BZ**
25' (7.6 m) x 5" (127 mm)
Wall thickness – 0.188" (5 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 1"-8 x 36" (914 mm) + 4" (102 mm)
Bolt circle diameter – 10" (254 mm) 9.7" – 11.3"
(248 mm – 287 mm)
Maximum fixture weight – 450 lbs. (204 Kg)
Approximate shipping weight – 320 lbs. (145 Kg)

**PS5S30S(a)BZ**
30' (9.1 m) x 5" (127 mm)
Wall thickness – 0.188" (5 mm)
Base plate – 10" (254 mm) square x 0.750" (19 mm) thick
Anchor bolts – 1"-8 x 36" (914 mm) + 4" (102 mm)
Bolt circle diameter – 10" (254 mm) 9.7" – 11.3"
(248 mm – 287 mm)
Maximum fixture weight – 375 lbs. (170 Kg)
Approximate shipping weight – 379 lbs. (172 Kg)

**PS6S30S(a)BZ**
30' (9.1 m) x 6" (152 mm)
Wall thickness – 0.188" (5 mm)
Base plate – 12" (305 mm) square x 1" (25 mm) thick
Anchor bolts – 1"-8 x 36" (914 mm) + 4" (102 mm)
Bolt circle diameter – 11.5" (292 mm) 11.3" – 12.8"
(286 mm – 324 mm)
Maximum fixture weight – 525 lbs. (238 Kg)
Approximate shipping weight – 457 lbs. (207 Kg)

RUUD LIGHTING®
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