



September 28, 2023

City of Madison  
Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53701-2985

**RE: 4404 Hoepker Road – Letter of Intent**

To Whom it May Concern,

Wangard Development, LLC is intending to file three applications: one for a Zoning Map Amendment/Rezoning, one for Subdividing Land (Preliminary Plat), and one for Subdividing Land (Final Plat) for the property located at 4400 Hoepker Road property (Parcel No. 081009400988).

Wangard, plans to develop the corner (28.19 Acres Net) of an original 34.91-acre parcel located in the northwest corner of the intersection of Hoepker Road and Portage Road (See attached Preliminary Plat). Property is part of the city of Madison’s Pumpkin Hollow Neighborhood. Property is in the 17<sup>th</sup> Aldermanic District.

The Property

34.91 acres annexed into the City of Madison from the Town of Burke during the fall of 2022. The current zoning is A - Agricultural. The current use of the property is agricultural and natural area. There are no structures on the property. There are no wetlands on the property. There is no floodplain on the property.

Zoning

Following the recommendations of the Pumpkin Hollow Neighborhood Plan, we are proposing to rezone the property to TR-U1 (Traditional Residential – Urban 1 District) to allow a Residential Housing Mix that would provide the necessary density to support the potential Mixed Use Area as well as neighboring Commercial and Medical employers, and NMX (Neighborhood Mixed-Use District) to allow for the development of a mixed-use center as an engaging neighborhood destination as well as allow for automobile oriented neighborhood uses a bit west along Hoepker Road.

TR-U1 District will allow us to build three (3) different multifamily building types that range from 8 to 40-units per building and 2-4 floors per building, a clubhouse with management offices and a pool, and a property maintenance facility.

NMX District will allow us to develop a couple of neighborhood retail uses along Hoepker Road and a Mixed-Use building with up to 15,000 s.f. of retail, 80-units of multifamily with underground parking on the corner of Hoepker Road and Portage Road.

### Lots/Outlots

The Preliminary plat shows nine (9) new lots, three (3) Outlots and several new public roads with access points off of Portage Road, Hoepker Road and roads in between. Each of the lots that are between these roads will either be large enough for a single phase within our development or a phase may require a combination of lots. Each Outlot is intended to be developed as a greenway with trail, stormwater conveyance and natural areas. It has yet to be determined if these will be dedicated to the public or not.

Phase I, incorporating Lot 1, Lot 2, and Outlot 1 will allow us to develop the first stretch of road (~681') off Portage Road that will provide access to our first 150+/- units. Our Clubhouse facilities will utilize Hoepker Road for access. Outlot 1 will be protected and developed as a greenway with pedestrian trails, natural areas and stormwater conveyance. After the development of Phase I we will determine if our Outlots should be dedicated to the public or not.

### Phasing

We have found that multifamily mixed-use developments need to be developed in phases to properly gage the market. In addition, in order to have a successful retail component, we need “rooftops” or residential units to supply the necessary customer base. Over the years Wangard has used a 150-unit/year model and we see no reason why we wouldn’t continue with it here at Pumpkin Hollow and develop a couple phases of multifamily and then focus on the mixed-use component with the retail. If market forces change, so will we.

### Timing

Subject to more project details that will be provided as part of our various applications and Civil and Architectural submittals, etc., Wangard would like to start construction of Phase I during the fall of 2024 with first occupancy in the late spring of 2025.



## Contacts

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Engineer- GRAEF  
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Planner- Teska Associates  
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Respectfully Submitted,

***Mark C. Lake***

Mark C. Lake, AICP, Principal  
Wangard Development LLC

CC: File  
Alder Madison

Attachments: Pumpkin Hollow Preliminary Plat, Final Plat, Zoning Map Amendment Applications.