

Dear City Council Members,

As residents in the Elderberry Neighborhood and we are writing to oppose the UFG Highlands development plan.

There are many subjective reasons to oppose their current plan but **one matter cannot be disputed: The density of housing in their proposal conflicts with the City's 2002 concept plan of the Elderberry Neighborhood.**

Please see page 2, which is a map provided by city staff May 9, 2013, and page 3 which is UFG's proposal. Even with estimates favorable to UFG:

- a) The city map shows a residential density plan of 9.5 units/acre and UFG is proposing 15.5 units/acre (**a 63% overage!**).
- b) Include the office section in gray (SW corner), which would be a cop-out because it's *already* marked non-residential, and UFG's proposal is still too dense. In this case, the city plan calls for 7.9 units/acre and UFG is proposing 10 units/acre.
- c) If the development passes as proposed, would future Councils continue to approve the higher density for the current undeveloped portions of the Elderberry Neighborhood, thereby negating the overall Elderberry Neighborhood plan that the existing residents believed in when they made their respective investments for their homes.

In addition, we understand the importance to the City of having a development without a subsidy and the accompanying tax revenues but are asking you to understand the need for fairness and integrity as it relates to following the Adopted 2002 Elderberry Neighborhood plan. We believe modifications to the proposed development will generate a significant increase in the tax base and subsequent tax collections while maintaining the integrity of the Adopted 2002 Elderberry Neighborhood plan.

Other issues which warrant consideration related to this development:

1. As the Elderberry Neighborhood currently stands, there is one controlled intersection which is at the intersection of Old Sauk Rd and Pleasant View Rd (NE corner of page 2). This is over 1 mile away from the proposed development. Has there been consideration of increasing this as the area becomes more developed. From personal experiences, the ability to make left hand turns is extremely difficult during peak travel times.
2. What is the impact of construction vehicles utilizing roads which were not intended for this heavy industrial use? Who will pay for the accelerated wear and tear of the main arteries in the neighborhood? We certainly do not believe it should be the neighbors (via special assessments) or via the City's annual capital budget (all property taxpayers in the City of Madison).

The decision before city council seems to come down to three simple options:

- 1) Will you ask UFG to scale back their plans to meet the Elderberry plan?
- 2) Will you ask UFG to locate elsewhere in the City to a different neighborhood concept plan that is expecting this kind of development?
- 3) Or will you change the rules after the fact and ask residents to live with a significant change concept prior to making their purchase in the Elderberry neighborhood.

We are advocating for option #1 or #2.

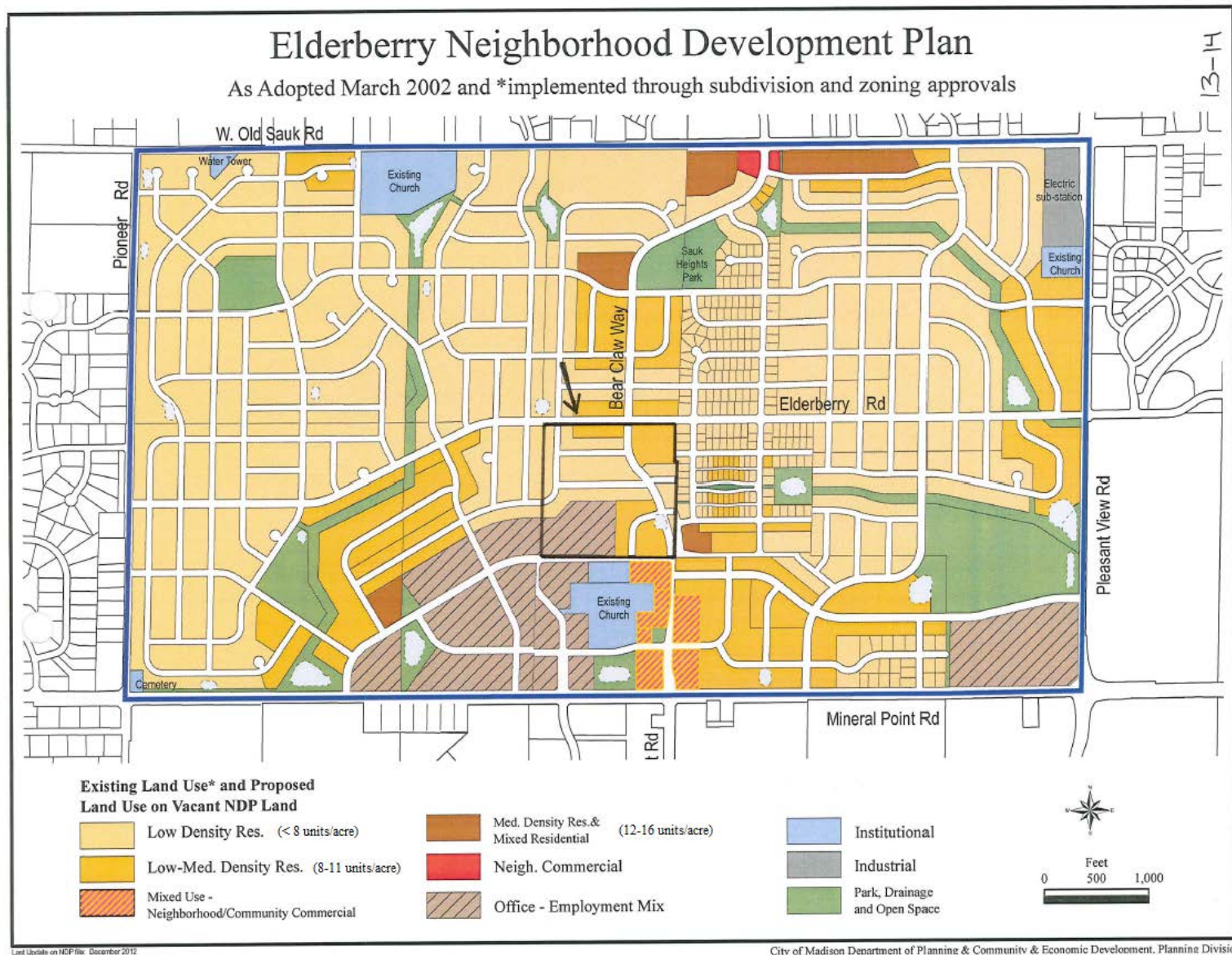
You're probably wondering, "Why didn't you contest this through the plan commission?" There were several residents who spoke in opposition on May 6 and believe the Plan Commission made an error and we're asking you to fix it.

Plan commission members expressed hesitation with the plan details yet they still voted for the increased zoning designation. This was a fact commission member Michael Heifetz eloquently stated when he asked his colleagues, 'To be clear, you're asking them to change their plans but you're going to approve their zoning request anyway?' That's what we are asking you to fix.

Thank you,

Dan Nelson & Ashley Fry
[REDACTED] Elderberry Rd
Madison, WI 53562
[REDACTED]

cc: All city council members



Calculations on page 1 based on:

UFG document stating 31.5 residential acres, 38 acres overall

At most, 50% of the residential area is marked for low-medium 15.75 acres * 11 units/acre = 173 units

That leaves 50% of the residential area is marked low 15.75 acres * 8 units/acre = 126 units

299 units / 31.5 acres = 9.5 units/acre called for in plan (7.9 if you include office area)



DEVELOPMENT SUMMARY
 - PROPERTY AREA = 38.16 ACRES
 (EXCLUDING NORTH/SOUTH ROW)
 - FUTURE COMMERCIAL - EMPLOYMENT WITH
 POSSIBLE RESIDENTIAL BUFFER = 8.70 ACRES
 - RESIDENTIAL AREA = 31.48 ACRES
 - NET RESIDENTIAL AREA = ±24.88 ACRES

1. ELDERLY BUILDING WITH UNDERGROUND PARKING & ELEVATORS
 1 - 137 UNIT = 137 UNITS
 2. SENIOR TOWNHOMES WITH TWO CAR GARAGES
 3 - 8 UNIT/BLDG = 24 UNITS
 3. CONDOMINIUMS (EAST & WEST)
 3 - 2-UNIT & 5 - 4-UNIT = 28 UNITS
 4. PRIVATE ENTRY, DIRECT ENTRY GARAGE, ROWHOUSE
 3 - 8-UNIT, 2 - 7-UNIT & 3 - 5-UNIT = 53 UNITS
 5. ELEVATOR, UNDERGROUND PARKING, RENTAL RESIDENCE:
 4 - 38 UNIT/BLDG = 144 UNITS
- TOTAL UNITS = 384 UNITS
 - NET RESIDENTIAL DENSITY = 15.56 UNITS/ACRE
 - TOTAL SITE DENSITY = 10.08 UNITS/ACRE

PARKING SUMMARY

- ELDERLY APARTMENTS:
 UNDERGROUND = 137
 SURFACE = 50
 TOTAL = 187 (1.38/UNIT)
 - SENIOR TOWNHOMES:
 GARAGE = 48
 TOTAL = 48 (2/UNIT)
 - ELEVATOR, UNDERGROUND PARKING, RENTAL RESIDENCE:
 UNDERGROUND = 144
 SURFACE GARAGES = 54
 SURFACE = 88
 TOTAL = 286 (1.99/UNIT)
 - ROWHOUSE:
 GARAGE = 108
 TOTAL = 108 (2/UNIT)
- NOTE: VISITOR PARKING FOR SENIOR TOWNHOMES & ROWHOUSES IS PROVIDED IN DRIVEWAY IN FRONT OF EACH UNITS GARAGE.
 - CLUBHOUSE: 28

ELDERBERRY NEIGHBORHOOD DEVELOPMENT PLAN EXCERPTS

Plan Goals & Objectives:

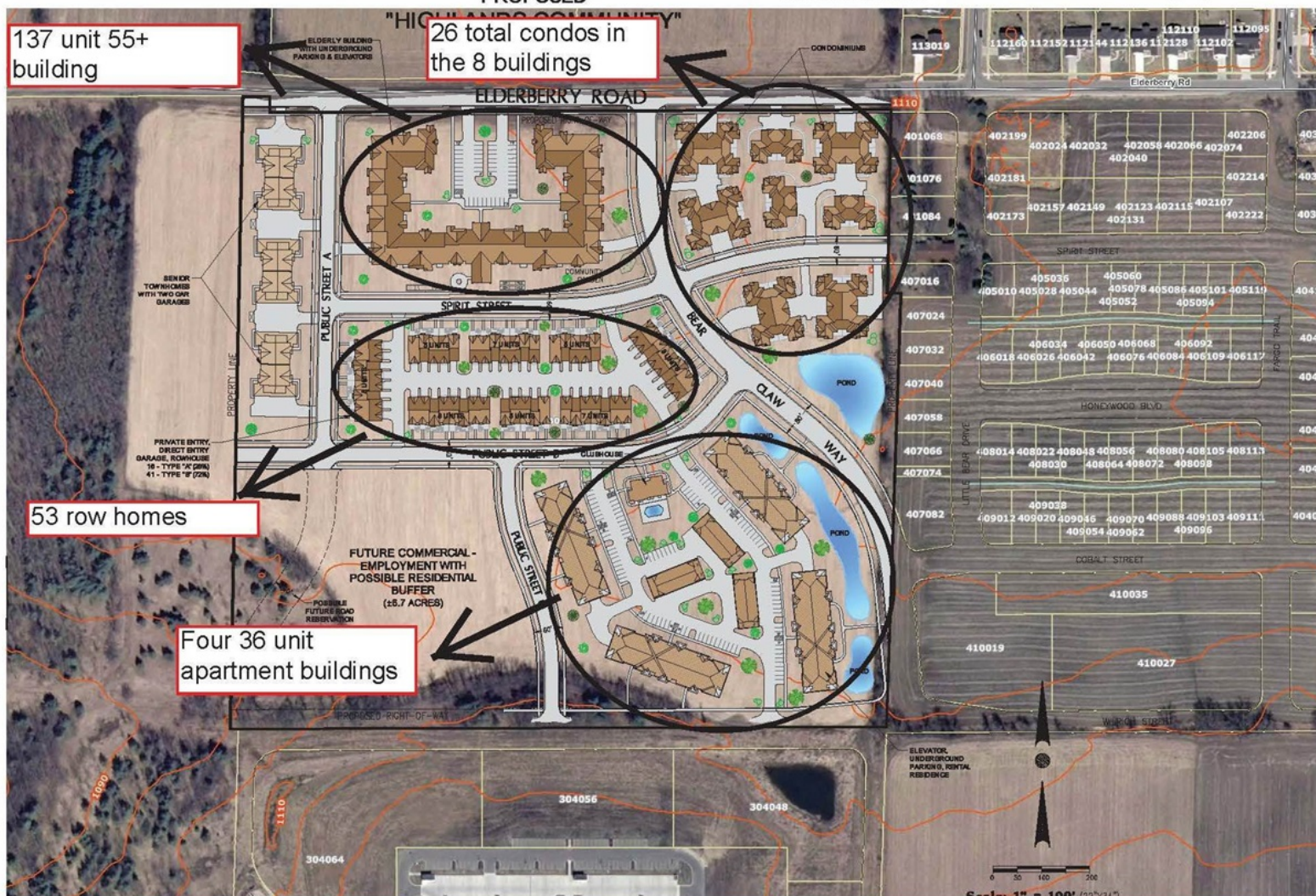
- Encourage a mix of land uses and land use patterns within the neighborhood.
- Encourage a broad range of housing types, densities, forms, prices and mix within the neighborhood and provide this range to all parts of the neighborhood.
- It is proposed that a variety of housing types and densities be provided in all parts of the neighborhood. However, most of the medium and low-density housing is proposed at locations relatively close to the commercial centers or to major parks or open spaces, so that walking distances to neighborhood activity centers are minimized for the largest number of residents.
- The proposed public street network is designed to create relatively small blocks and high degree of interconnectivity. In general, it is recommended that both multi-family and single family developments seek to work with the recommended street system.

CONCEPT PLAN #22

PROPOSED

This Concept Plan reflects several items discussed at the 10/4/12 meeting with the City of Madison and incorporates the central area Rowhouses designed by AG Architecture.

by
UNITED FINANCIAL GROUP, INC.
 660 W. Ridgeview Drive
 Appleton, WI 54911



Annotated UFG Proposal Map