

May 20<sup>th</sup>, 2019

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

RE: Planning Division Staff Report applicable to Herrling Property Subdivision  
10250 Mineral Point Road: Zoning Map Amendment and Preliminary Plat  
Legistar File ID#: 55574 and 55182

Mr. Timothy Parks:

We have reviewed the Planning Division Staff Report prepared for the Plan Commission Public Hearing on May 20<sup>th</sup>, 2019 at 5:45 pm and respectfully request this handout, which reflects our comments and concerns applicable to the Staff Report, be provided to the Plan Commissioners. I plan to read these comments during the Public Hearing as well.

- **Comments #2 and #3:**

- United Financial Group, Inc. has built, owned, and operated 55+ age-restricted rental communities for more than 30 years, and currently has a portfolio of ≈3,000 units in 12 communities, all within the state of Wisconsin. This experience has provided UFG with an understanding of the intricacies associated with this segment of the rental market.
- Typical residents of 55+ communities do not want to be directly against busy roads or active parks, which is why we targeted lots #134, #142, and #143 for the 55+ rental residences.
  - Lot #142 is particularly important for the development, as it is the only lot which caters to the specific living preferences of 55+ renters while concurrently being large enough to accommodate a contiguous building, which would provide residents with direct access to the amenities.
    - Unlike market-rate renters, 55+ residents are extremely averse to walking outside in the winter months. As a result, developments consisting of smaller, discrete buildings can lead to social isolation and an increased potential for injuries.
    - In addition, Lot #142 is adjacent to a main east-west collector street, and we feel the proposed TR-U1 zoning classification is appropriate for this location.
  - It should be noted that the south half of lot #134 is planned for Housing Mix 3 on the adopted Elderberry Neighborhood Development Plan, and Medium Residential on the 2018 Comprehensive Plan, which corresponds to the requested TR-U1 zoning classification.

- If lot #143 is zoned SR-V1 instead of the requested SR-V2, we would be forced to develop 8-unit townhomes instead of a contiguous building with an elevator and underground parking, which again, would prevent residents from having direct access to the amenities.
    - As noted in the staff report, UFG emphasized these issues during the amendment process for the Elderberry Neighborhood Plan in June of 2018.
    - As reflected on the color-coded zoning graphic provided with the application materials, UFG has consciously located age-restricted 55+ townhomes along the north property line to serve as a logical transition and buffer to the single-family homes to the north.
- **Comments #11 and #60:**
  - Requiring the greenway to be widened from 75' to 100' while prohibiting a reduction in the size of the park would make the depths of the parcels along the eastern edge of the subdivision less than the minimum recommended by our architectural consultants to develop Class-A residential buildings with underground parking, surface parking, and associated green space transitions.
  - Trio Engineering feels they can address the 500-year flow by either deepening the greenway, or incorporating a 25' feature within the boundaries of the park that would not conflict with the requirements outlined in comment #61, which ensure the lands dedicated for park purposes are suitable for park development.
- **Comments #13 and #38:**
  - These comments require us to acquire the public right of way necessary for the Elderberry Road connection lying beyond the eastern boundary of this subdivision, to extend Elderberry Road to the existing Elderberry Road at Burnt Sienna Drive with no Developer reimbursement for offsite costs, resulting in unjust enrichment of the adjacent parcel.
    - This condition of approval could prevent UFG from being able to comply with its contractual requirements for closing on the land purchase, and proceed with an orderly, phased development plan.
  - We respectfully request these comments be revised to correspond with comment #10, which requires future phasing plans be implemented in a way to ensure there is adequate access and circulation.
    - UFG understands portions of the Herrling Subdivision may not be developable until Elderberry Road is extended to the east. However, we don't want the future approval of the final plat to be contingent on an acquisition that is outside of our control.

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

Sincerely,

*Ryan McMurtrie*

Ryan McMurtrie  
EVP, Director of Development