

March 19<sup>th</sup>, 2019

Ms. Heather Stouder  
Department of Planning & Community & Economic Development  
City of Madison  
215 Martin Luther King Jr. Blvd., Suite 017 (Level Zero "0")  
Madison, Wisconsin 53703

RE: **Letter of Intent - Zoning Map Amendment & Preliminary/Final Plat Amendment:  
*Paragon Place Subdivision: 303 Bear Claw Way, 304 Bear Claw Way, 9703 Paragon Street***

Ms. Heather Stouder:

The following is submitted together with the applications, filing fees, and plans for Plan Commission, Common Council and staff review.

**Project Team:**

*United Financial Group, Inc.*  
Role: Applicant/Construction Manager  
660 W. Ridgeview Drive  
Appleton, WI. 54911  
(920) 968-8137  
Contact: Ryan McMurtrie  
Email: [RMcMurtrie@UFGGroup.net](mailto:RMcMurtrie@UFGGroup.net)

*Trio Engineering*  
Role: Civil Engineer  
12660 W. North Avenue, Building D  
Brookfield, WI. 53005  
(262) 790-1480  
Contact: Josh Pudelko, M.S., P.E.  
Email: [JPudelko@Trioeng.com](mailto:JPudelko@Trioeng.com)

*AG Architecture*  
Role: Architect  
1414 Underwood Avenue  
Wauwatosa, WI. 53213  
(414) 431-3131  
Contact: John Cronin, AIA  
Email: [JJCron@AGarch.com](mailto:JJCron@AGarch.com)

*Garland Alliance, Inc.*  
Role: Landscape Architect  
5707 6<sup>th</sup> Avenue  
Kenosha, WI. 53140  
(414) 688-1641  
Contact: Tim Garland  
Email: [GarlandAlliance@gmail.com](mailto:GarlandAlliance@gmail.com)

*Ziegler at Elderberry LLC*  
Role: Owner of 303 Bear Claw Way &  
9703 Paragon Street  
660 W. Ridgeview Drive  
Appleton, WI. 54911  
Contact: Ryan McMurtrie  
Email: [RMcMurtrie@UFGGroup.net](mailto:RMcMurtrie@UFGGroup.net)

*Ziegler at Elderberry II LLC*  
Role: Owner of 304 Bear Claw Way  
660 W. Ridgeview Drive  
Appleton, WI. 54911  
Contact: Ryan McMurtrie  
Email: [RMcMurtrie@UFGGroup.net](mailto:RMcMurtrie@UFGGroup.net)

**Introduction:**

The Paragon Place subdivision is located on the west side of Madison within the south-central portion of the Elderberry Neighborhood, directly north of the Blackhawk Church and west of the Woodstone single-family development. United Financial Group, Inc. (UFG) is seeking approval for Addition NO. 1 to the Paragon Place Preliminary Plat and Final Plat, as well as a zoning map amendment of the parcel located in the southwest portion of the Paragon Place Subdivision. The area subject to the rezoning request contains 295,407 square feet (6.7816 acres).

**Project Description & Schedule:**

The Preliminary Plat & Final Plat amendments (*Addition NO. 1*) apply to 303 Bear Claw Way, 304 Bear Claw Way, and 9703 Paragon Street, and would result in the Paragon Place Subdivision consisting of the following lots and proposed uses:

- Lot 1 & 2 of CSM #14165: Paragon Place at Bear Claw Way (*unaffected by Addition NO. 1*)
- Lots 2, 3, 4, and 9: Age-restricted 55+ rental residences (*Highlands Community*)
- Lots 5 and 6: Row houses (*Addition to Paragon Place at Bear Claw Way*)
- Lot 7: Apartments (*Addition to Paragon Place at Bear Claw Way*)
- Lot 8: Townhomes (*Addition to Paragon Place at Bear Claw Way*)

The request to rezone 9703 Paragon Street (*contains lots 7 and 8*) from Agricultural to SR-V2 will provide for the development of additional high-end rental residences, is consistent with the direction received from planning and zoning staff, conforms to the recently adopted Elderberry Neighborhood plan, and matches the parcels to the east which contain the existing Paragon Place at Bear Claw Way complex. To ensure all neighbors had the opportunity to ask questions and view plans related to these requests for approval, an informal neighborhood Open House was held at the Blackhawk Church on November 27<sup>th</sup>, 2018. A copy of the postcard sent out to neighbors has been included with this submittal.

**Existing Site Conditions & Project Schedule/Phasing Plan:**

The section of Bear Claw Way between Wilrich Street and Elderberry Road was completed in 2017, and separates 303 Bear Claw Way from 304 Bear Claw Way. Paragon Street was partially constructed in 2017, and extended to the west in 2018 to intersect with Chaska Drive (*which was also constructed in 2018*). The three parcels subject to these requests for approval do not contain any structures at this time, and the infrastructure will continue to be constructed in phases as development occurs.

**Concluding Statements:**

UFG is a family-owned organization with more than 40 years of experience owning and operating apartment communities in Wisconsin, and currently has a portfolio of more than 3,500 units (*primarily age-restricted 55+ developments*), all within the state of Wisconsin. The Paragon Place Subdivision, as is true with all UFG developments, will be wholly owned by the McMurtrie-Salmon families, and all construction and property management services will be provided by United Financial Group, Inc.

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

Sincerely,

*Ryan McMurtrie*

Ryan McMurtrie