

January 21, 2014

Mr. Steven Cover
Director
Department of Planning & Community & Economic Development
City of Madison
215 Martin Luther King Jr. Blvd., Room LL 100
Madison, WI 53710

RE: **Paragon Place Concept Plan – Letter of Intent
Revised Preliminary Plat & Final Plat**

Dear Mr. Cover:

This Letter of Intent is submitted together with the applications, filing fees, and required submittal items for staff, plan commission, and common council consideration for approval of a revised preliminary plat and a final plat for 9601 Elderberry Road.

Introduction: United Financial Group, Inc. (“UFG”) is seeking approval of a revised preliminary plat to create seven (7) lots for the residential development components, one (1) outlot for storm water management and open space, and one (1) outlot for future commercial-employment with possible residential buffer contemplated in the southwest corner of the concept plan. UFG is seeking a simultaneous approval of a final plat to create one (1) lot for 146 units of high-end rental housing and one (1) outlot for storm water management and open space.

Applicant Background: 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 active senior living 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 under construction 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 June of 2012, and closed the purchase of the land from the Ziegler family as Sellers on November 20, 2013. UFG has spent that time working to refine the site and building designs in response to staff’s feedback to ensure the end result is a high-quality development that is consistent with the goals, objectives, policies, and recommendations of the Comprehensive Plan and Elderberry Neighborhood Development Plan.

Project Information

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: Bob Zoelle, Vice President-Construction

United Construction & Development division United Financial Group, Inc., Construction Manager

Design Team

Architect:

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

Building Engineer:

Schuler & Associates, Inc.
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Appleton, WI 54914
Phone: (920)734-9107
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Jeffrey T. Rustick, P.E.
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General Contractor/Construction Manager:

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United Financial Group, Inc.
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Phone: Toll-free 1-(877)968-8100
Facsimile: (920)731-1696
Bob Zoelle, Vice President-Construction
Direct Dial: (920)968-8104
BobZoelle@UFGGroup.net

Landscape Architect:

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

Judy Husar, Vice President-Financial Operations
Direct Dial: (920)968-8105
JHusar@UFGGroup.net
Ryan McMurtrie, Vice President-Development
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RMcmurtrie@UFGGroup.net

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. 9601 Elderberry Road 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. 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 seven residential lots, and two outlots. Lots 1, 3, 4 and 6 were rezoned to SR-V2, lot 2 was rezoned to TR-U1, and lot 5 was rezoned to TR-V2. However, the revised preliminary plat divides the parcel into 7 residential lots, one outlot for stormwater management, and one outlot for future development. Lots 1, 3, 4, and 6 remain SR-V2. Lot 5 was divided by the northern extension of Public Street C to form lots 5 and 7, both of which remain classified as TR-V2. Lot 7 is now defined as Outlot 2, and retains its agricultural zoning designation. The Paragon Place concept plan is only applicable to Lot 6 of the revised preliminary plat, or Lot 1 of the final plat. Lot 6 (lot 1 of final plat) encompasses a total area of approximately 8.9 acres and is enclosed by Bear Claw Way to the east, Wilrich Street to the south, Public Street C to the west, and Public Street B to the north. Access to lot 6 (lot 1 of final plat) would be via Wilrich Street or Public Street B, which both extend to the west off of Bear Claw Way. Bear Claw Way will be extended south in the future to make the connection at Mineral Point Road. The present use of the site is Agricultural, and no structures currently exist on the site. The site is located in the Middleton-Cross Plains School District.

Concept Plan Description: The Paragon Place concept plan for lot 6 (lot 1 of final plat) consists of a total of 146 units contained within two 32-unit buildings, one 44-unit building, one 38-unit building, and a freestanding amenity building. The buildings are oriented to create active street fronts that 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 water features, while being centrally located to ensure easy access to all residents. The amenity building would house a fitness center, business center, TV room, gathering room, kitchen/dining room, playroom/conference room, restrooms, property management office, leasing office, and pool. All buildings contain an elevator and heated underground parking for cars and bikes, as well as internal refuse/recycling containers. Shared building driveways provide residents access to the underground parking and allow for refuse collection. These residences will consist of 22% 1,360+ sq. ft. two bedroom/two bathroom units; 37% 775+ sq. ft. one bedroom units; and 41% 1,050+ sq. ft. two bedroom/two bathroom units. The exteriors will consist primarily of two different colors of brick, with full bed depth stone and fiber cement panel accents. Different styles of windows were incorporated into the architecture to provide variety and guarantee large amounts of natural light for all units. The buildings were designed to transition from 3-stories to 2-stories to moderate the massing of the buildings and appearance of the roof line. 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 and naturalized areas embrace the buildings, 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. The intent is to start construction of the 32-unit building in the southeast corner of Lot 6 (Lot 1 of the final plat) and the centrally located amenity building in the spring of 2015.

Operating Plan: The Paragon Place operating concept, marketing plan, and management plan, as well as the proposed phased construction of buildings is modeled after UFG's 11 other successful Highlands Communities. Construction will be done by UFG's construction division as it has been for over 25 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. UFG is experienced with its costs, methods of construction and market demand for their building product.

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 last five years when construction and real estate financing was not available for many Wisconsin development opportunities. This proposed Paragon Place Property, 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.

We look forward to continuing to work with City staff on this project. Should you have any questions, please call us at (920) 968-8100 ext. 105, 137, or 104.

Sincerely,



Ryan McMurtrie

Vice President of Development