



**Project Address:** 6303 Portage Road & 4821 Hoepker Road

**Application Type:** Informational Presentation for a Residential Building Complex  
**UDC will be an Advisory Body**

**Legistar File ID #:** [90093](#)

**Prepared By:** Jessica Vaughn, AICP, UDC Secretary

## Background Information

**Applicant | Contact:** MH Madison, LLC | Advenir Azora Development, LLC

**Project Description:** The applicant is proposing the construction of a collection of 200 single- and two-family units residential dwelling units on a roughly 27-acre parcel. The development will include private streets, detached garages, and a club house and pool.

**Project Background:** A similar development proposal was considered by the UDC, Plan Commission and Common Council in early 2025 (Legistar File IDs [86617](#) (UDC), and [86993](#) (rezoning), [86736](#) (preliminary plat)). Ultimately, the rezoning request was placed on file without prejudice, and the preliminary plat was rejected given the inconsistencies with the City's adopted plans for the project site, noting the inconsistency with the stormwater management and open space recommendation for portions of the subject site and the recommended street network.

While the programming for the site remains the same, including a variety of attached and detached residential units, the site plan has been updated to reflect more of the recommendations included in the city's adopted plan, including those related to stormwater management and future street network.

**Approval Standards:** The UDC will be an **advisory body** on this request. Pursuant to MGO 28.151, residential building complexes shall be reviewed by the Urban Design Commission pursuant to the provisions in Section 33.24(4)(c). Section 33.24(4)(c), Residential Building Complexes, states: *"The Urban Design Commission shall review the exterior design and appearance of all principal buildings or structures and the landscape plans of all proposed residential building complexes. It shall report its findings and recommendations to the City Plan Commission."*

**Adopted Plans:** The project site is located in the [Pumpkin Hollow Neighborhood Development Plan](#) (the "Plan") planning area. The Plan recommends both Housing Mix 1 (HM1) development, as well as Parks, Open Space and Drainage land uses for the project site. Housing Mix 1 is defined as Low Density Residential (0-15 dwelling units per acre) comprised of single-family detached homes, row/townhomes and duplexes. Overall, the residential building forms proposed **appear to be** generally consistent with the housing and relative density recommended for the HM1 land use recommendation.

In addition, as noted in the Plan, the development concept for Pumpkin Hollow envisions development that resembles Transitional Neighborhood Development design principles, including providing a variety of housing options, fostering a mix of land uses, appropriate land use transitions, a strong orientation to the street and encouraging an interconnected a "grid-like" street pattern. The proposed street network **appears to be** consistent with the plan recommendations.

Staff note that while the plans appear to be consistent with the adopted plan recommendations, ultimately plan consistency will be evaluated by the Plan Commission.

## Summary of Design Considerations

Staff recommends that the UDC provides feedback regarding the aforementioned standards, including comments related to the design considerations noted below.

- **Building Design and Materials.** As noted in the application materials, the architectural design is intended to represent a heterogeneous collection of cottage-style homes clad in materials and architectural details traditionally associated with single-family residential development, including timber brackets, balconies, porches, stoops, fiber cement siding, vinyl windows, etc. Staff requests the Commission's feedback on the overall building design and materials.

Because the proposed building designs have not been significantly modified from the previous proposal, for reference, generally and in summary, the Commission's previous Informational Presentation comments related to building design and materials are noted below:

- The Commission discussed the proposed building types and materials, noting that the designs look dated and foreign. Building designs appeared to be lacking refinement in how the materials come together, the façades appear to be flat and lacking any front porches or overhangs.
- The Commission noted that porches are so important to the design aesthetic, and in maintaining a positive orientation to the street.
- The Commission noted that unprotected front doors are not typically found in our area and climate.

- **Landscaping and Building Orientation Considerations.**

- Building Orientation. The proposed development is comprised of a seemingly "grid-like" network of public and private streets and "view corridors" (pedestrian pathways). Consideration should be given to maintaining a strong orientation to both the streets and pedestrian pathways, especially as it relates to building placement (i.e., minimizing setbacks and maintaining a consistent building rhythm), and building orientation and detailing (i.e., incorporating front porches or stoops, and minimizing/screening blank walls with windows, landscape, as well as incorporating amenities, including seating or shade structures, etc.).
- Landscape and Screening. As indicated on the site plan, there is a maintenance and refuse collection area located in the northeast corner of the site. Consideration should be given to the landscape and screening of this area, especially given the proximity of the adjacent residences. In addition, there are several surface parking areas located throughout the development. Consideration should be given to providing year-round screening of these areas.

Staff request the Commission's feedback as it relates to the proposed landscape plan and plant schedule in terms of providing year-round color, texture, especially as it relates to the "view corridors", and screening of service-oriented uses.