



City of Madison  
Madison Municipal Building  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53703

November 28, 2022

RE: The Winston – Conditional Use for a Multi-Family Development

Dear Commission and Committee Member:

Winston at Churchill, LLC (“The Winston”) submitted a proposal for a multi-family development located at 4205 Portage Road in August. We received zoning comments from staff and design feedback from the Urban Design Commission in October. The Winston is pleased to present an updated proposal for a multi-family development that addresses the feedback we have received.

The Winston is proposing the following for the neighborhood and the city:

1. **Additional Housing:** This development will provide 483 units. This proposal is the missing middle-income housing; it is not low income, but it is not high income either. This development will contain units that are of high quality with a variety of unit types. Plenty of studios for individuals on a budget, but also one’s, two’s, and three-bedroom units for people who need more space.
2. **Tax Base:** The property, which was formerly located in the Town of Burke, is now serviced by the City of Madison. The property is currently not an income producing property for the City of Madison but when developed will provide an additional \$50 million in additional tax base. Which equates to more than \$1 million in taxes per year that go to the City and school district.
3. **Revitalize East Madison:** The Winston will create a diverse community which will bring in individuals that will help to build up East Madison. Individuals that will bolster the local workforce of American Center, UW Health, East Towne Mall, and the East Washington corridor. In turn, The Winston will bring millions of dollars of discretionary income to support local businesses that have been struggling from the aftermath of Covid.

4. **Thoughtful Design:** An incredible amount of thought and design has been placed to ensure the development is respectful to the scale and character of a traditional urban district. The earth tone color palette, traditional and

contemporary materials, and arrangement defines the scale and aesthetic that is complementary to the overall context and urban district design approach. The development received great feedback from Urban Design Committee in an informational meeting. The development has addressed that feedback with a more simplified façade, reduced material variations, and reduced the size of timbers and brackets at the corner elements. Natural stone, wood, fiber cement siding, and architectural metal panels will contribute to the overall quality of construction and design. The overall master plan focuses on creating an inner courtyard with greenspace and screened parking. This design approach creates a street friendly presence and additional screening of parking areas.

5. **Signage:** Each building is proposed with mounted vertical and/or horizontal signage. The signage will be a complimentary material to the building façade and materials. A monument sign is shown on the corner of Portage Road and Diloreto Avenue and another monument sign on the corner of Portage Road and West Creekwood Lane.

### **Development Overview**

Building Name	STUDIO	1 BD / 1 BATH	2 BD / 2 BATH	3 BD / 2 BATH	Total Units	Total Parking
Building A	40	39	25	4	108	112
Building B	16	27	32	3	78	78
Building C	35	36	16	8	95	98
Building D	31	32	16	4	83	105
Building E	51	44	21	3	119	158
<b>Total</b>	<b>173</b>	<b>178</b>	<b>110</b>	<b>22</b>	<b>483</b>	<b>551</b>

### **Changes to address UDC & staff feedback**

1. **Zoning:** Staff requested that dwelling units be decreased on Lots 1 and 2 to 186 dwelling units but more units can be added to Lots 3 and 4 per open space requirements. (Initially, the development contained 220 units on Lots 1 and 2.) The dwelling units have been reduced to 186 dwelling units on Lots 1 and 2 and increased from 264 to 297 dwelling units on Lots 3 and 4.
2. **Bicycle Parking:** The amount of bicycle parking has increased to meet parking requirements.
3. **Landscaping:**
  - a. Planting beds have been simplified with angles that better frame the buildings.
  - b. Additional plant species have been added to create a more diverse landscape plan.
  - c. Existing Spruce trees along the interstate will be transplanted and maintained along the interstate. The existing Spruce trees are fully grown and will provide a denser buffer than the White Pines originally proposed.
4. **Wall Pack/Louvers:** Wall packs and HVAC Louvers have been relocated for the purpose of integrating them into doors and windows of unit patios. Louvers located at patios will be framed out to match the shape and size of patio doors and match the color of surrounding building materials. The louvers will be shielded by the balconies. Wall packs will be framed with the windows to better integrate to the façade.

### **Project Team**

**Owner/Developer:**

Winston at Churchill, LLC  
1818 Parmenter St., Ste 400  
Middleton, WI 53562

**Architect:**

JLA Architects  
800 W Broadway, Ste 200  
Monona, WI 53713

**Civil Engineer:**

Vierbicher Associates  
999 Fourier Dr, Ste 201  
Madison, WI 53717

**Geotechnical Engineer:**

CGC, Inc  
2921 Perry St  
Madison, WI 53713



**Landscape Architect:**

Bruce Company  
2830 Parmenter St.  
Middleton, WI 53562

This is a very exciting undertaking and is a step in the right direction to close the housing gap in the City of Madison. The Winston is a major investment in the community that will provide benefits to East Madison and the greater community.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'Nick Patterson', with a long horizontal flourish extending to the right.

Nick Patterson  
Project Manager  
T. Wall Enterprises Development, LLC