

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District 6/13/22
11:42 a.m. **RECEIVED**

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 4205 Portage Road

Title: The Winston

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested June 29

- ☐ New development ☐ Alteration to an existing or previously-approved development
☒ Informational ☐ Initial approval ☐ Final approval

3. Project Type

- ☐ Project in an Urban Design District
☐ Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
☐ Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
☐ Planned Development (PD)
☐ General Development Plan (GDP)
☐ Specific Implementation Plan (SIP)
☒ Planned Multi-Use Site or Residential Building Complex

Signage

- ☐ Comprehensive Design Review (CDR)
☐ Signage Variance (i.e. modification of signage height, area, and setback)
☐ Signage Exception

Other

- ☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Terrence Wall
Street address 1818 Parmenter St.
Telephone 608-826-4000

Project contact person Nick Patterson
Street address 1818 Parmenter St.
Telephone 608-220-8940

Property owner (if not applicant) Interstate Overlook, LLC
Street address 1818 Parmenter St.
Telephone 608-826-4000

Company T. Wall Enterprises Development, LLC
City/State/Zip Middleton, WI 53562
Email legal@twallenterprises.com

Company T. Wall Enterprises Development, LLC
City/State/Zip Middleton, WI 53562
Email nick@twallenterprises.com

City/State/Zip Middleton, WI 53562
Email legal@twallenterprises.com

5. Required Submittal Materials

☐ Application Form☐ Letter of Intent

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
- For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.

☐ Development Plans (Refer to checklist on Page 4 for plan details)☐ Filing fee☐ Electronic Submittal*☐ Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Heather Stouder, Kevin Firchow, & Jenny Kirchgatter on June 2nd.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration. Interstate Overlook, LLC

Name of applicant Terrence Wall, president of I+M Manager Relationship to property Owner

Authorizing signature of property owner  Date June 13, 2022

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

☒ Urban Design Districts: \$350 (per §35.24(6) MGO).☐ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)☐ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



T. Wall Enterprises
Mgt LLC

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

June 20, 2022

RE: Informational Presentation – 4205 Portage Road

Dear Commission Member:

The Winston at Churchill, LLC (“The Winston”) is pleased to present a proposal for a multi-family development located at 4205 Portage Road, in East Madison. The Winston is hereby requesting an informational meeting with UDC for a conditional use permit to develop a multi-family community at a time when the City of Madison is desperately short of housing, in particular the ‘missing middle’.

The Winston is proposing the following:

1. **Additional Housing:** This development will provide approximately 500 units, an average of 50 units per year over the next 10 years. This proposal is the missing middle; it is neither low nor high income. This development will contain units that are of high quality with a variety of unit types ranging from studios for individuals on a budget, but also one, two, and three-bedroom units for families and individuals 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 built-out 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 that will house hundreds of current and future Madison residents that will help 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 in 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 Winston is considered TR-U1.) The earth tone color palette, traditional and contemporary materials, and arrangement defines the scale and aesthetic that is

Creating Places Where People Interact®

P.O. Box 620037 Middleton, WI 53562 608-345-0701 terrence@twallenterprises.com



T. Wall Enterprises
Mgt LLC

complementary to the overall context and urban district design approach. Natural stone, wood, fiber cement siding, and architectural metal panels all contribute to the overall quality of construction and design. The overall master plan focused on creating an inner courtyard of greenspace and parking. This design approach creates a street-friendly presence and screened parking areas.

Development Overview

Building Name	STUDIO	1 BD / 1 BATH	2 BD / 2 BATH	3 BD / 2 BATH	Total Units	Total Parking	Total Bike Parking
Building A	39	50	24	5	118	136	133
Building B1	35	44	22	5	106	127	115
Building B2	31	40	18	4	93	119	101
Building C	31	36	12	8	87	110	92
Building D	31	32	16	4	83	102	90
Total	167	202	92	26	487	594	531

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 the Churchill neighborhood, East Madison, and the greater Madison metro.

Thank you for your consideration.

Sincerely,

Nick Patterson
Representative of Interstate Overlook, LLC

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P.O. Box 620037 Middleton, WI 53562 608-345-0701 terrence@twallenterprises.com

North Overhead View



Northwest Corner Facing East



Southeast Corner Facing West



Southwest Corner Facing East



Southwest Corner Facing North





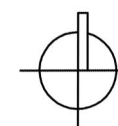
JLA
ARCHITECTS

WINSTON AT CHURCHILL

RENDERED MASTERPLAN

JUNE 10, 2022

1"=100' @ 11x17



T. Wall Enterprises
Development, LLC



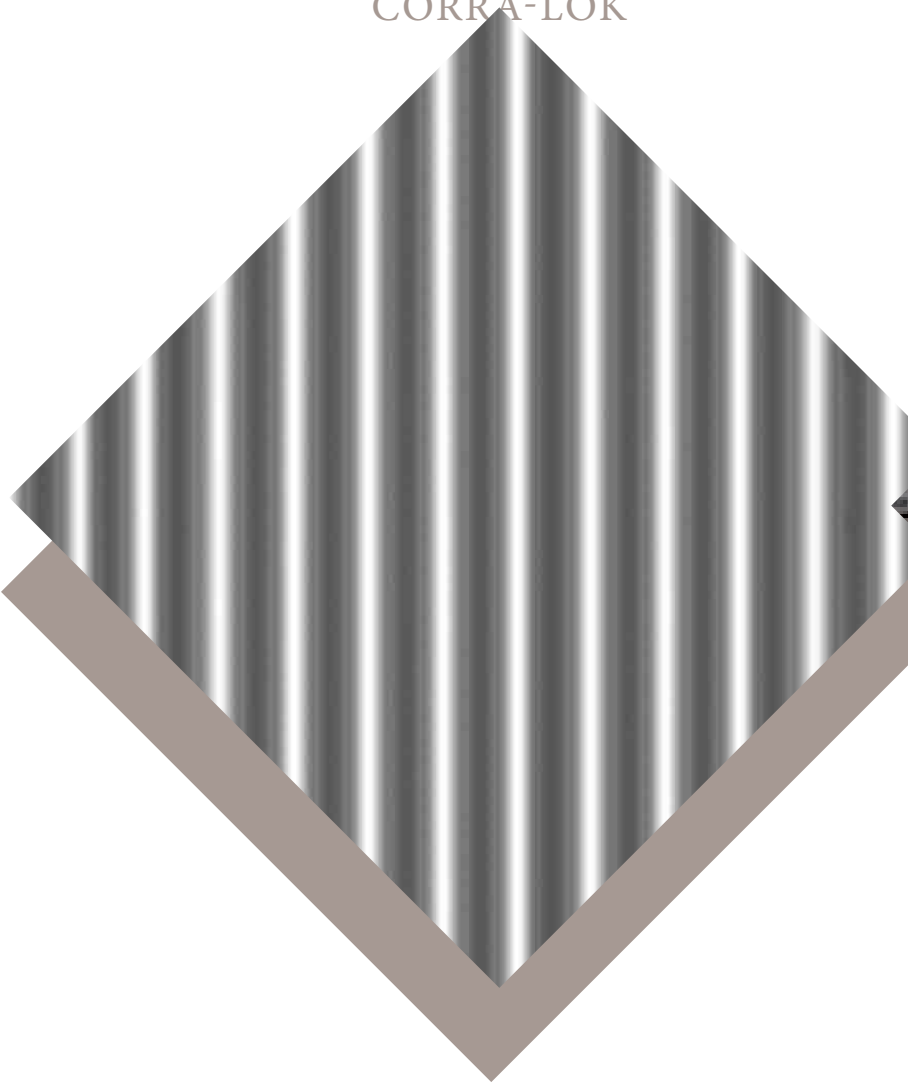








SILVER CORRUGATED PANEL
ATAS INTERNATIONAL, INC -
CORRA-LOK



DRY STACKED STONE
HALQUIST - STAKLEDGE



WOOD BEAMS &
COLUMNS



TEAK SIDING
ULTRASHIELD



WALNUT SIDING
ULTRASHIELD



ARCTIC WHITE SIDING
JAMESHARDIE



WINSTON @ CHURCHILL

MATERIAL BOARD

ALL BUILDINGS																														
BUILDING NAME	STUDIO			1 BEDROOM				1BR +	2BR	2BR+				2BR + DEN	3 BEDROOMS		(1) TOTAL UNITS	(1) TOTAL BEDROOMS	(3) RESIDENTIAL NET AREA LEASABLE	(4) GROSS AREA (S.F.)	EFFICIENCY	(5) PARKING AREA (S.F.)	(6) COVERED PARKING	SURFACE PARKING	PARKING RATIO		BIKE PARKING	BIKE PARKING RATIO		
	A1	A2	A3	B1	B2	B3	B4	B5	D1	D2	D3	D4	D5	E1	F1	F2									PER UNIT	PER BR		PER UNIT	PER BR	
BEDROOMS	1	1	1	1	1	1	1	1	2	2	2	2	2	2	3	3														
AREA (S.F.)	517	585	550	670	700	778	760	840	1,227	1,040	0	1,190	1,200	1,332	1,300	1,338														
WEST PARCEL																														
Building 'A'	39	0	0	0	0	40	5	5	14	5	0	0	0	5	0	5	118	152	95,011	109,800	86.5%	22,400	64	72	1.15	0.89	133	1.13	0.88	
Building 'B1'	35	0	0	0	0	40	0	4	18	4	0	0	0	0	0	5	106	138	85,511	110,350	77.5%	25,350	72	55	1.20	0.92	115	1.08	0.83	
SUB-TOTAL	74	0	0	0	0	80	5	9	32	9	0	0	0	5	0	10	224	290	180,522	220,150	82.0%	47,750	136	127	1.17	0.91	248	1.11	0.86	
EAST PARCEL																														
Building 'B2'	31	0	0	0	0	36	0	4	14	4	0	0	0	0	0	4	93	119	74,085	87,400	84.8%	22,400	64	55	1.28	1.00	101	1.09	0.85	
Building 'C'	31	0	0	0	0	32	0	4	8	4	0	0	0	0	0	8	87	115	68,963	80,000	86.2%	20,000	56	54	1.26	0.96	92	1.06	0.80	
Building 'D'	31	0	0	0	0	28	0	4	12	4	0	0	0	0	0	4	83	107	65,407	77,200	84.7%	19,300	52	50	1.23	0.95	90	1.08	0.84	
SUB-TOTAL	93	0	0	0	0	96	0	12	34	12	0	0	0	0	0	16	263	341	208,455	244,600	85.2%	61,700	172	159	1.26	0.97	283	1.08	0.83	
TOTALS	167	0	0	0	0	176	5	21	66	21	0	0	0	5	0	26	487	631	388,977	464,750	83.7%	109,450	308	286	1.22	0.94	531	1.09	0.84	
PERCENT	34.3%	0.0%	0.0%	0.0%	0.0%	36.1%	1.0%	4.3%	13.6%	4.3%	0.0%	0.0%	0.0%	1.0%	0.0%	5.3%	799 Average N.S.F. per unit										355 Average S.F. per space			
	34.3%			41.5%				17.9%						1.0%	5.3%															

MIX 4

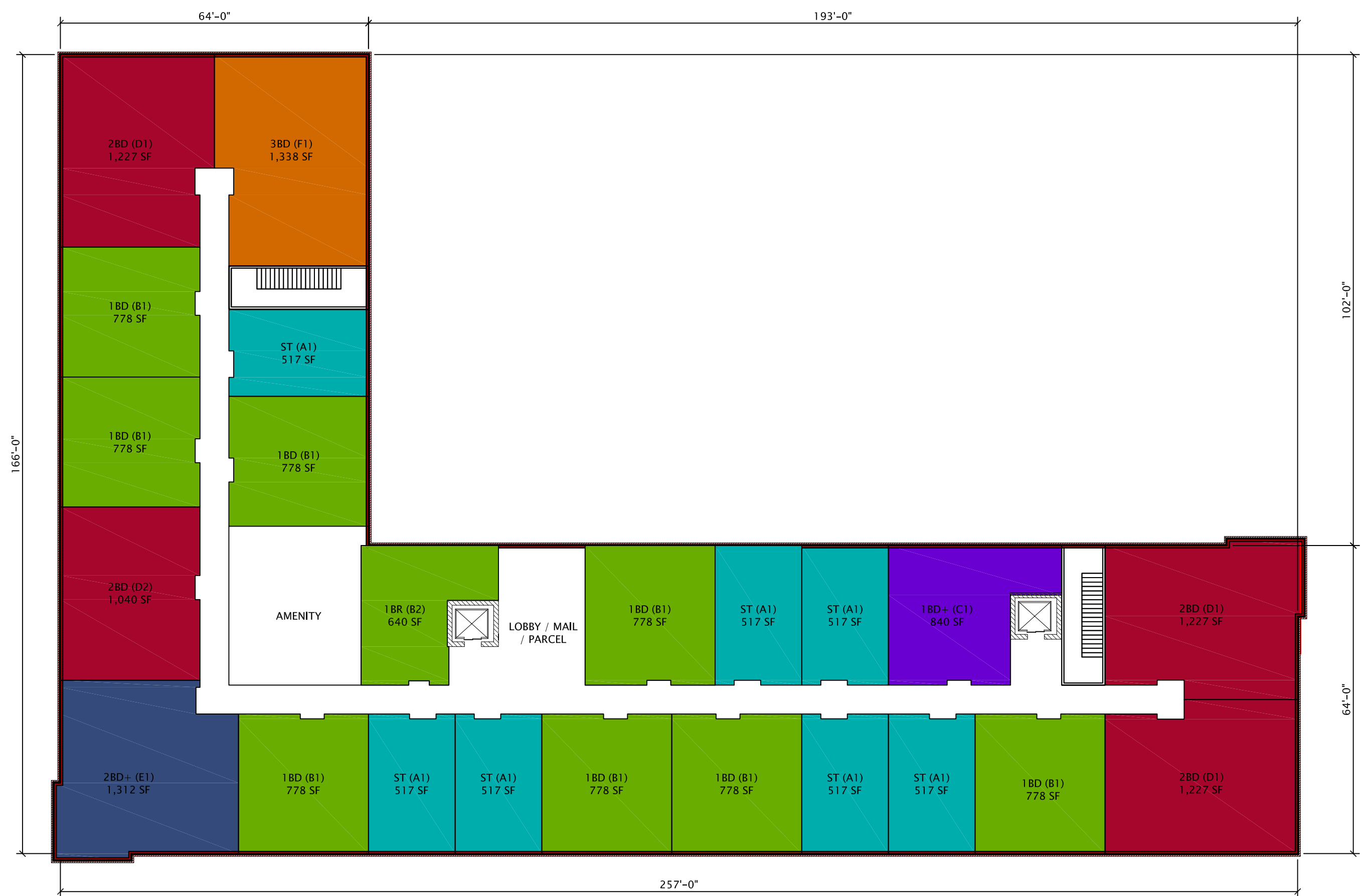
ALLOWABLE DENSITY 3.18 Acres (Does not include West Creekwood Lane)
ALLOWABLE UNITS 70 Units Per Acre
DESIGN DENSITY 222.6 Total Units
70.44 Units Per Acre

MIX 3

ALLOWABLE DENSITY 6.65 Acres (Does not include West Creekwood Lane)
ALLOWABLE UNITS 40 Units Per Acre
DESIGN DENSITY 266.0 Total Units
39.55 Units Per Acre

PARKING NOTES:
PARKING RATIOS DO NOT INCLUDE PARKING ON DILOREETO AVENUE OR WEST CREEKWOOD LANE.
INCLUDING THE (32) SPACES ON CREEKWOOD LANE WOULD RESULT IN A PARKIG RATIO OF 1.30 PER UNIT AND 1.01 PER BEDROOM.
OR
COUNTING THE (25) 3BR UNITS AS 2BR UNITS WOILD RESULTING A PARKING RATIO OF 1.24 PER UNIT AND 1.00 PER BEDROOM.



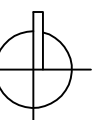


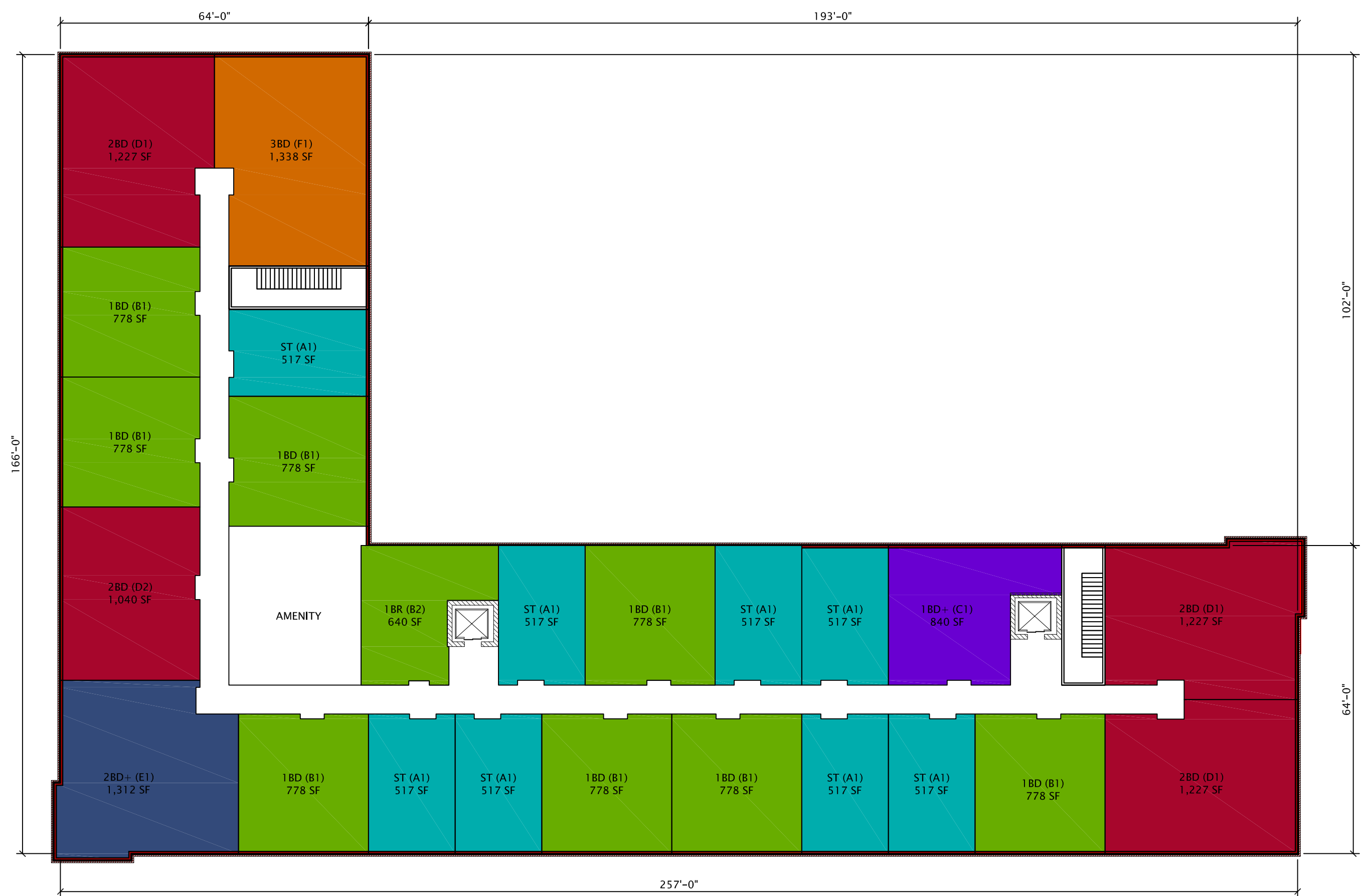
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ARCHITECTS

WINSTON @ CHURCHILL PHASE 1

CONCEPTUAL BUILDING 'A' & 'B2'

MAY 4, 2022
1"=20' @ 11x17



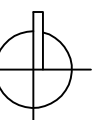


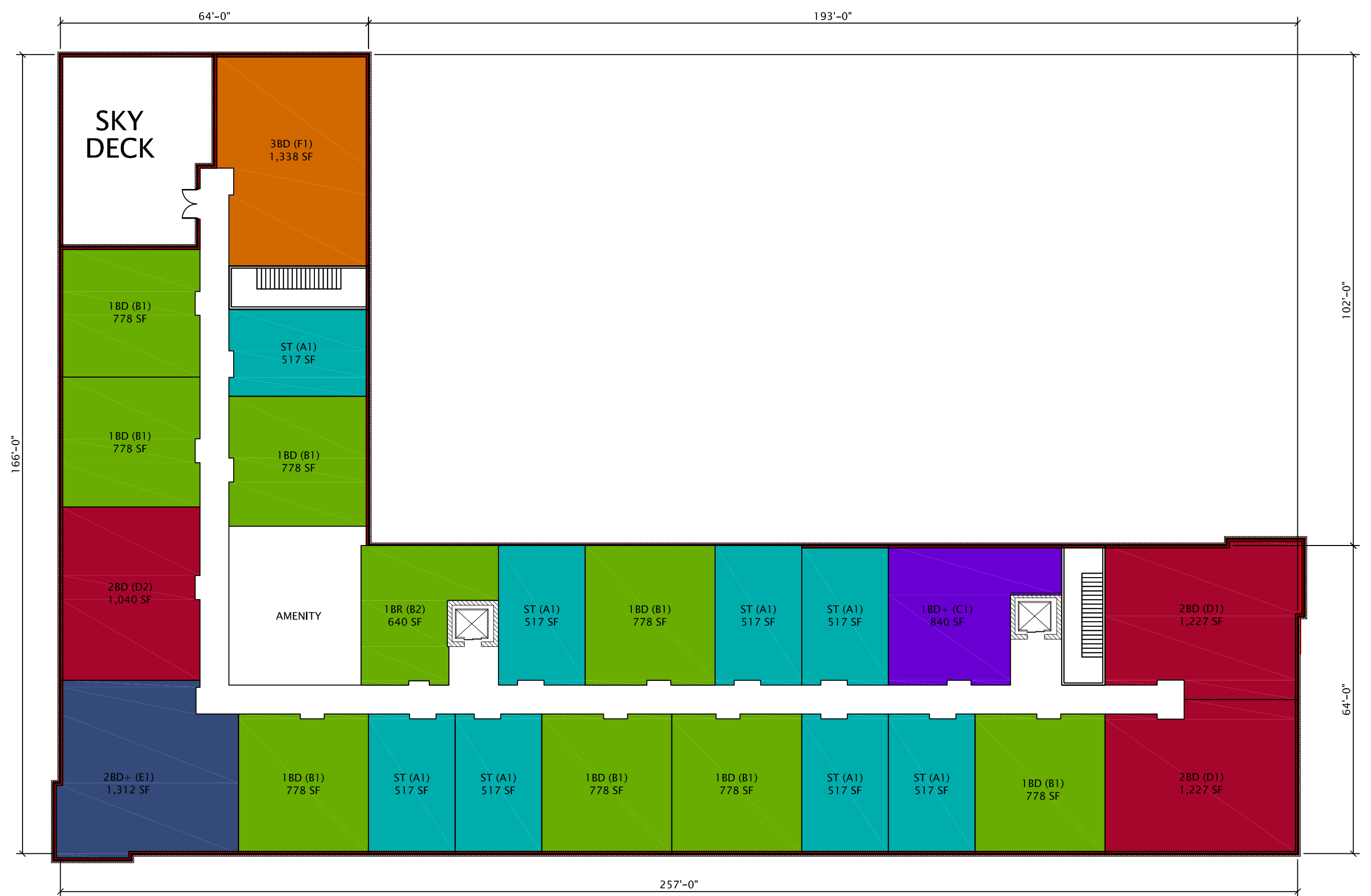
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WINSTON @ CHURCHILL PHASE 1

CONCEPTUAL BUILDING 'A' & 'B2' UPPER LEVEL PLAN

MAY 4, 2022
1"=20' @ 11x17



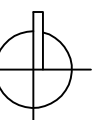


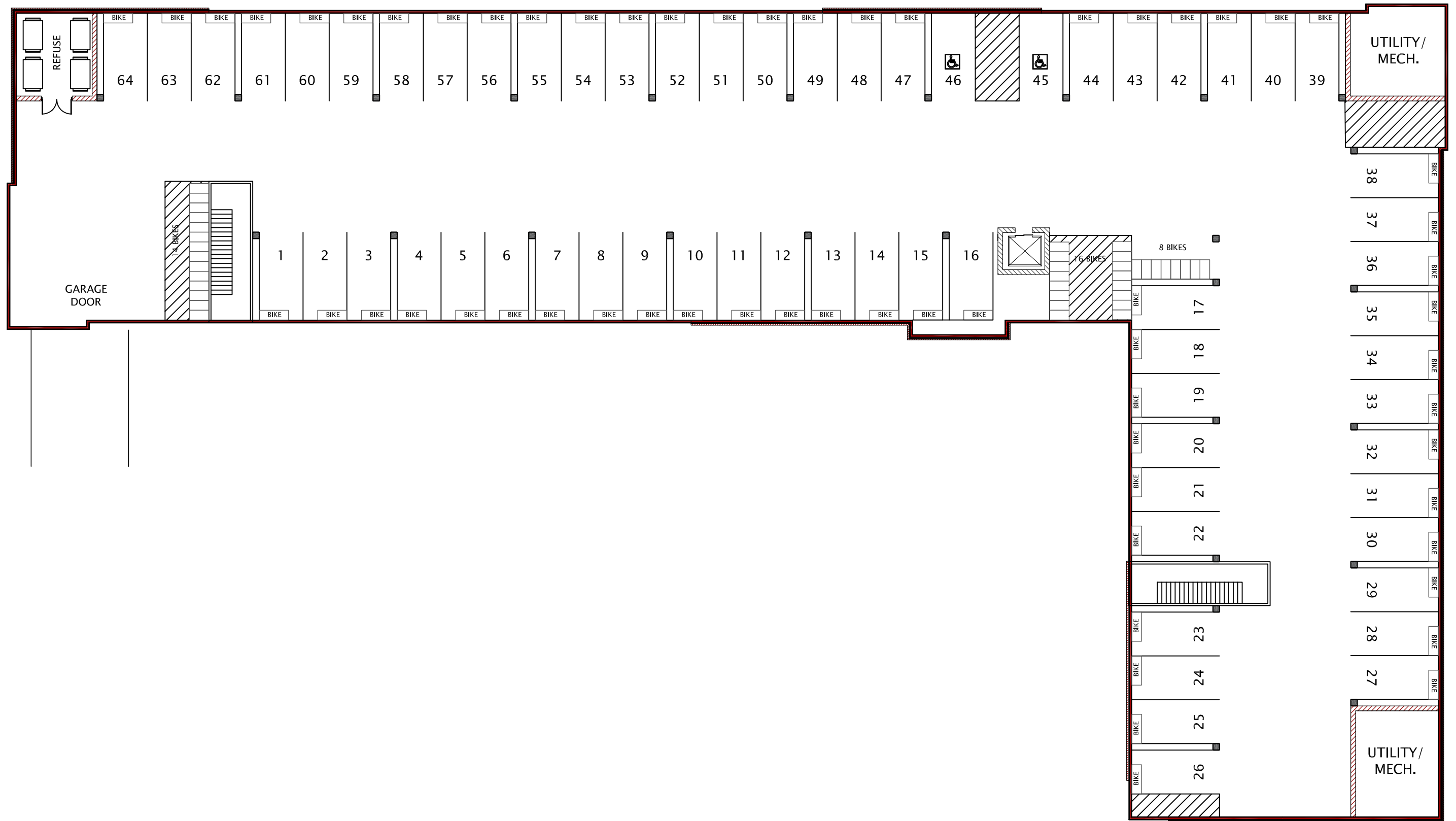
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WINSTON @ CHURCHILL PHASE 1

CONCEPTUAL BUILDING 'A' & 'B2' TOP FLOOR PLAN

MAY 4, 2022
1"=20' @ 11x17



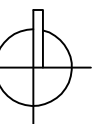


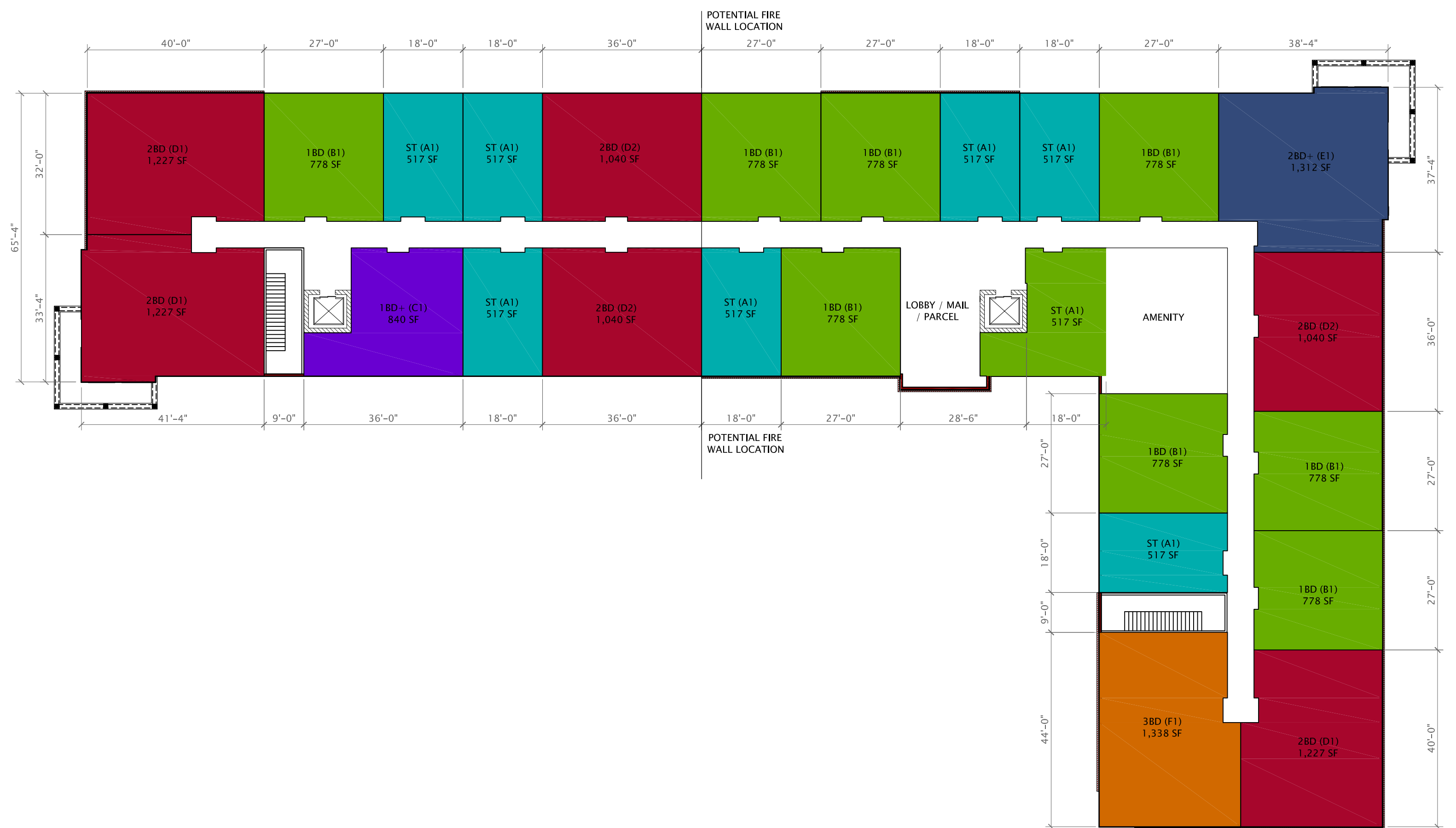
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WINSTON @ CHURCHILL PHASE 1

CONCEPTUAL BUILDING 'B1' LL FLOOR PLAN

MAY 4, 2022
1"=20' @ 11x17



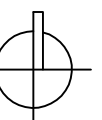


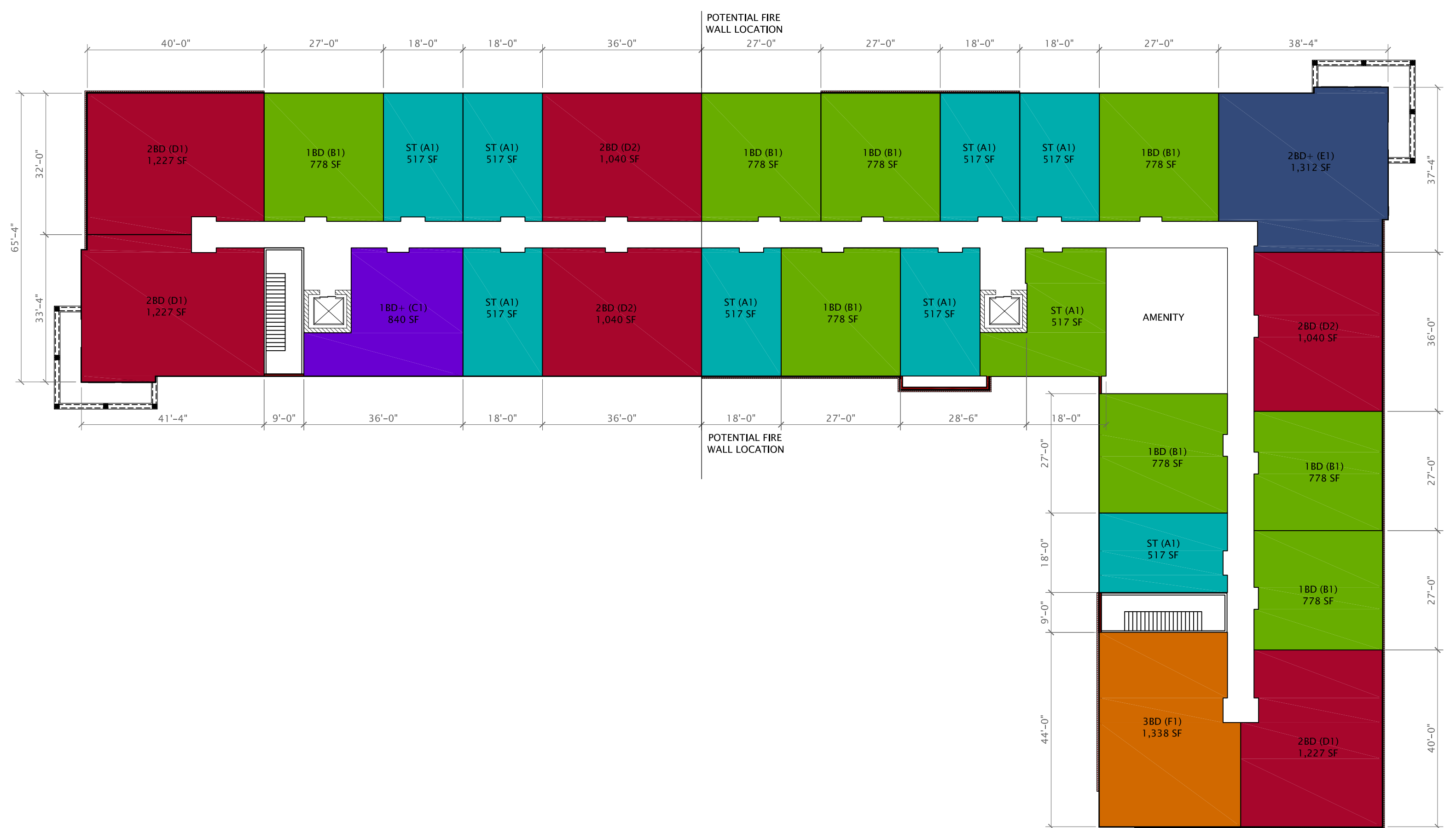
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WINSTON @ CHURCHILL PHASE 1

CONCEPTUAL BUILDING 'B1' 1ST FLOOR PLAN

MAY 4, 2022
1"=20' @ 11x17



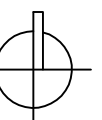


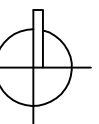
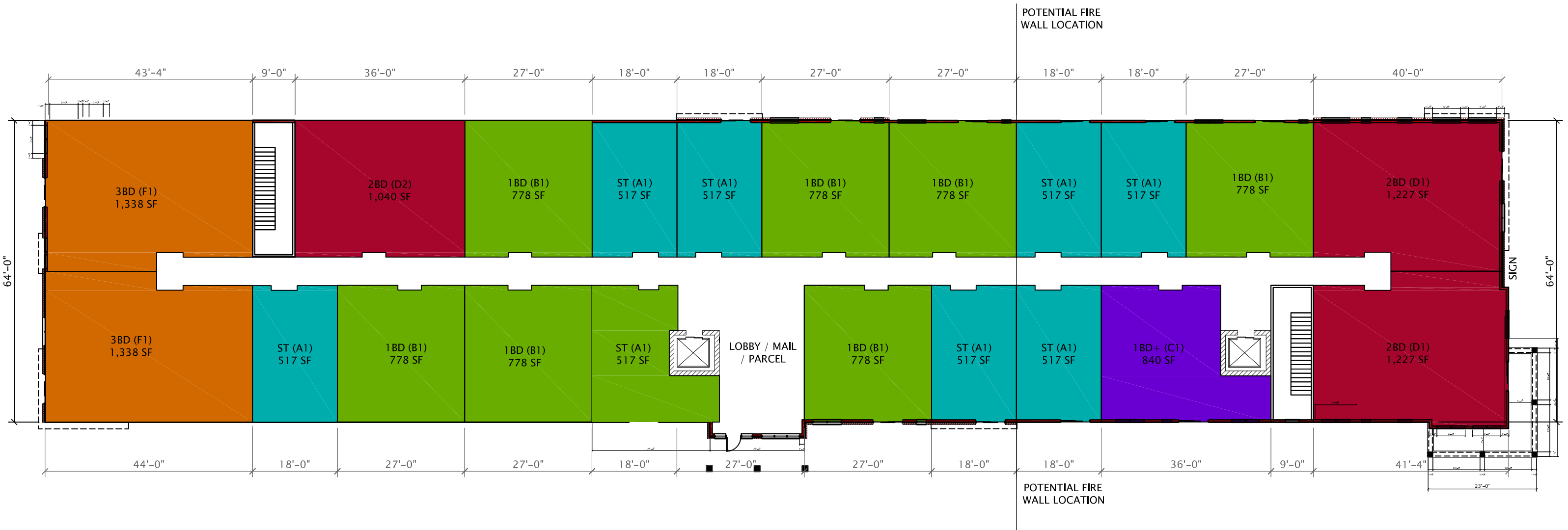
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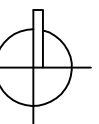
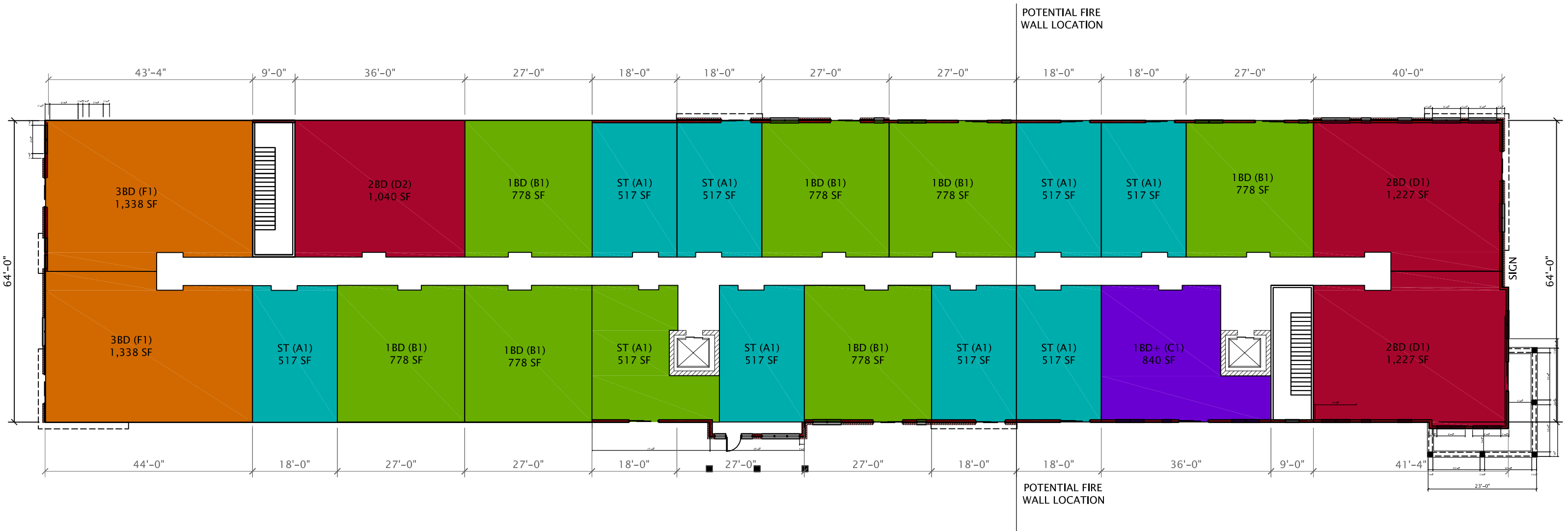
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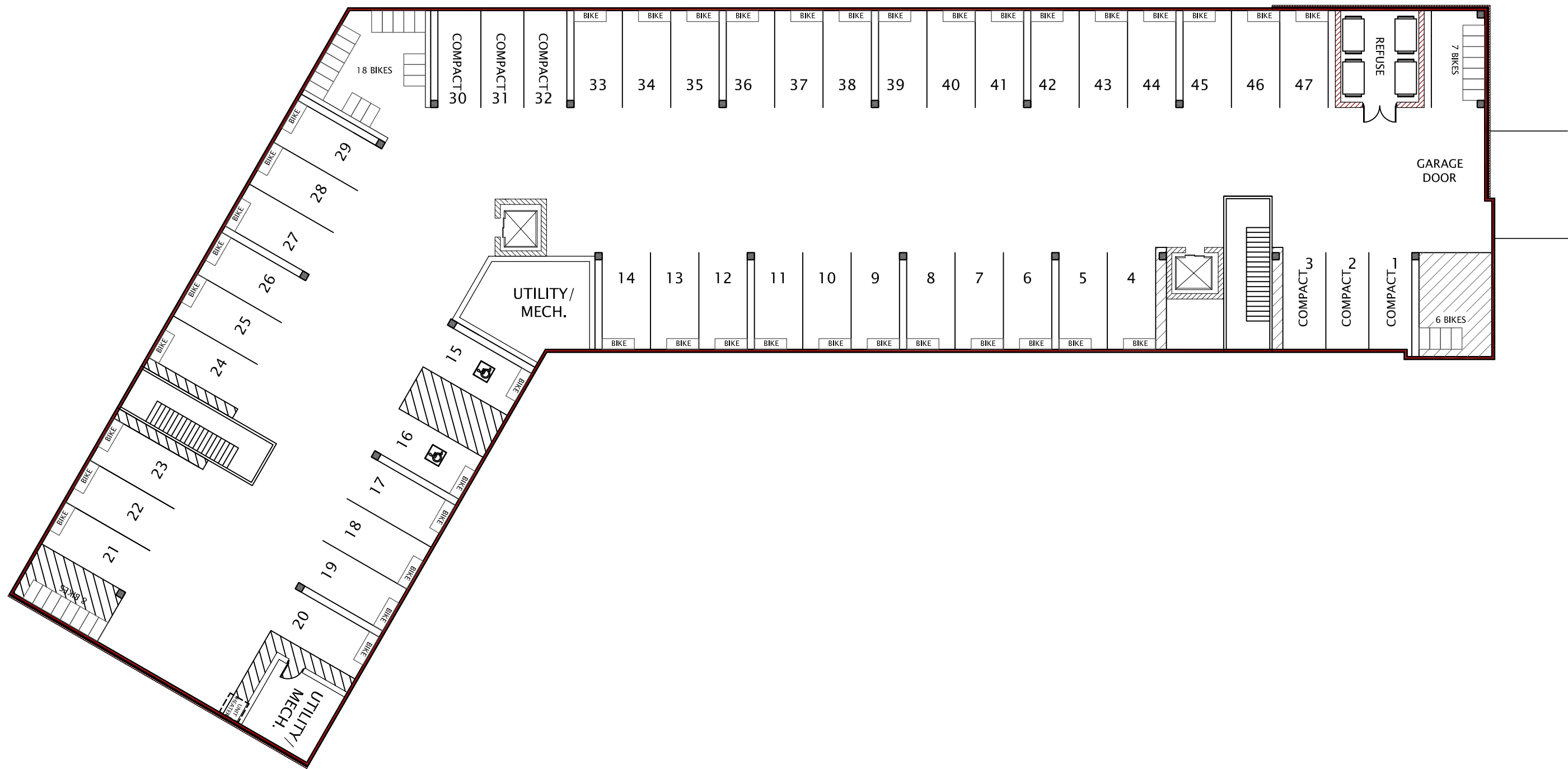
CONCEPTUAL BUILDING 'B1'

MAY 4, 2022
1"=20' @ 11x17







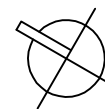


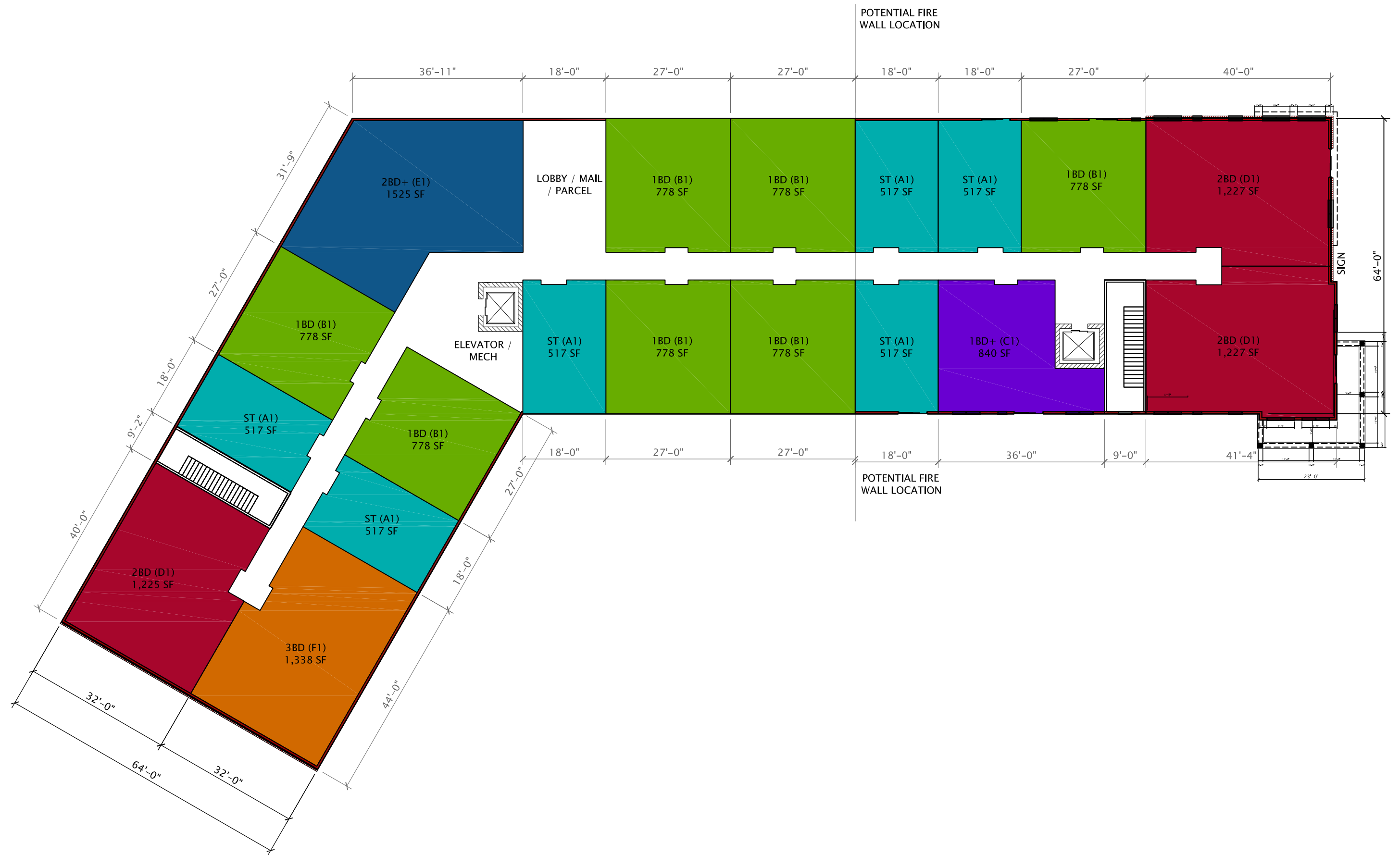
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WINSTON @ CHURCHILL PHASE 1

CONCEPTUAL BUILDING 'D' LL FLOOR PLAN

MAY 4, 2022
1"=20' @ 11x17



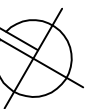


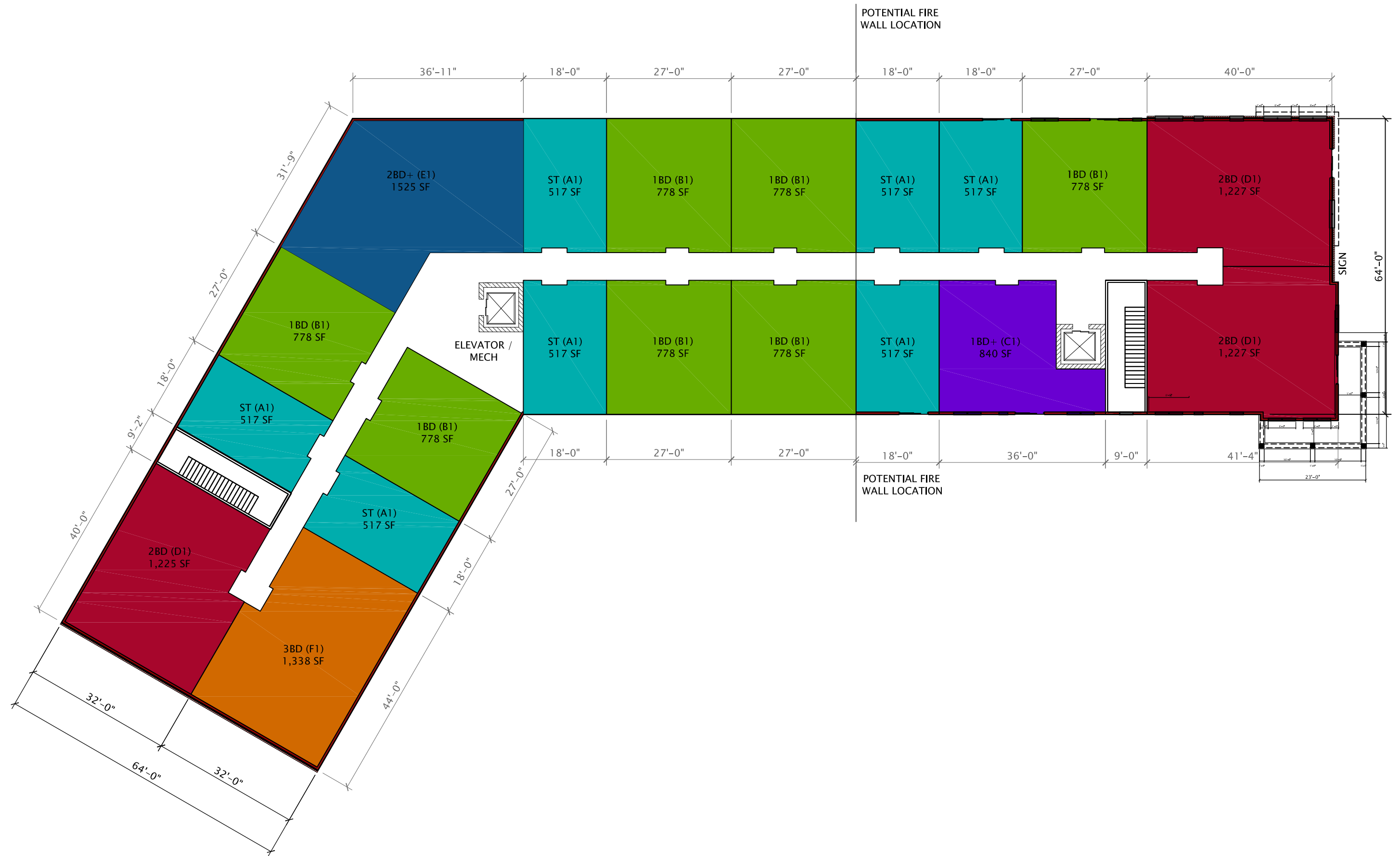
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WINSTON @ CHURCHILL PHASE 1

CONCEPTUAL BUILDING 'D' 1ST FLOOR PLAN

MAY 4, 2022
1"=20' @ 11x17





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WINSTON @ CHURCHILL PHASE 1

CONCEPTUAL BUILDING 'D'

MAY 4, 2022
1"=20' @ 11x17

