

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 _____

Urban Design District _____

Submission reviewed by _____

Legistar # _____

2/21/22
11:06 a.m.



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: 222-232 E. Olin Avenue, Madison, WI 53713

Title: Olin Avenue Mixed-Use Development

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

UDC meeting date requested March 9, 2022

- 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 Lance McGrath
Street address 730 Williamson Street, Suite 150
Telephone 608-616-0705

Company McGrath Property Group
City/State/Zip Madison, Wisconsin 53703
Email lance.mcgrath@mcgrathpropertygroup.com

Project contact person Jennifer Camp
Street address 800 West Broadway, Suite 200
Telephone 608-210-1232

Company JLA Architects
City/State/Zip Monona, WI 53713
Email jcamp@jla-ap.com

Property owner (if not applicant) _____
Street address _____ **City/State/Zip** _____
Telephone _____ **Email** _____

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, Colin Punt and Kevin Firchow on 10/25/2021.
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.

Name of applicant Lance McGrath Relationship to property Contract Owner
 Authorizing signature of property owner  Date 2/21/22

7. Application Filing Fees

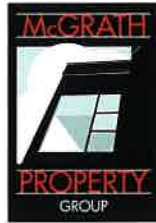
Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable 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



February 21, 2022

*** VIA E-MAIL ***

City of Madison
Madison Municipal Building, Suite 017
Attn. Kevin Firchow, Urban Design Commission Secretary
215 Martin Luther King Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
Email Address: UDCapplications@cityofmadison.com

**RE: Letter of Intent – UDC Informational Presentation
E. Olin Avenue Mixed-Use Development
222 – 232 Olin Avenue, Madison, WI 53713**

Dear Mr. Firchow,

The following is submitted for review by City Staff and the Urban Design Commission, for consideration.

PROJECT TEAM:

Owner: *McGrath Property Group*, 730 Williamson Street, Suite 150, Madison, WI 53703
Design Architect: *Eastman Lee Architects*, 3730 N. Lake Shore Dr. 7A, Chicago, IL 60613
Architect of Record: *JLA Architects*, 800 West Broadway - Suite 200, Monona, WI 53713
Civil/Landscape: *Vierbicher*, 999 Fourier Drive, Suite 201 Madison, WI 53717

PROJECT OVERVIEW:

McGrath Property Group is proposing a multi-family/commercial mixed-use project, to be located at 222–232 E. Olin Avenue where the existing Coliseum Bar and Wonder Bar are currently located. The project as proposed would have approximately 200 residences with 13,524 sf of grade level commercial/retail space that would likely be marketed to offices and/or retailers as opposed to restaurant uses. McGrath Property Group is a long-term investor and develops to build, professionally manage and retain ownership of their projects. As such, an incredible amount of thought/design has been placed into ensuring the project is respectful to its prominent location - which can be considered a gateway site to downtown Madison. The building will have a post-tensioned concrete structure and clad in high-quality materials. This location is ideal for a mixed-use development as proposed, with its proximity to bike/pedestrian paths and bus stops, for promoting the use of carbon free transportation (biking/walking) as well as encouraging the use of public transit. In addition, we intend on offering numerous electrical car charging stations within the project with the ability to expand over time as we see demand increase. The project we are working towards complies with the recently adopted **South**

Madison Plan and compliments the vision of the **Destination District** planning process. The project as proposed is twelve stories in height and includes leaving the Wonder Bar building where it currently sits.

A new Certified Survey Map (CSM) will be prepared and submitted concurrently with the Land Use application to subdivide the property into two Lots. The main lot will contain the new project and the second lot will contain the existing Wonder Bar building. Cross-Lot easements will be created for access purposes. The Wonder Bar will be renovated as needed at a future date once a new Tenant is obtained for that building.

Specific building areas and other pertinent information is provided in the attached drawings.

SITE:

The project is located on an approximately 1.5-acre site at 222 E. Olin Avenue and 232 E. Olin Avenue, in the 14th Aldermanic District. It is currently zoned Suburban Employment District (SE) and it will need to be rezoned to Traditional Employment District (TE). The site resides in Urban Design District No. 1 and is being designed to comply with the requirements of this district.

There are currently two, 2-story structures on site (the Coliseum Bar and the Wonder Bar). The Coliseum Bar will be demolished and the Wonder Bar will remain. The remainder of the site is predominantly asphalt parking lot. Photographs of the existing buildings are included in the submitted plans.

ARCHITECTURE:

Sited at the convergence of East Olin Ave and John Nolen Drive, the design response is rooted in the unique nature of the site, lending prominence to the building as a gateway to the City of Madison. The massing is carefully layered and scaled to respond to the varied context on all sides, stepping down in height along streets while relating to the adjacent Wonder Bar, and providing an outdoor terrace overlooking Lake Monona and Olin Park. The parking garage is concealed within, treated as an integral component of the architectural expression.

A timeless and contemporary quality to the architecture is achieved through careful consideration of proportion, daylight, views, and integrity of materials. A refined material palette of light-colored brick paired with vertically slatted metal panel creates a rich contrast in texture and color while complementing the surrounding landscape. Windows are placed to frame views to the lake, parks, and city.

Balconies are precisely located throughout the building, inset along the northeast elevation to maximize daylight and views for neighboring units, while projecting on the southwest elevation to provide shade from the southern sun and creating a dynamically changing display of shadows throughout the day. A serene approach to the design allows the building to become an understated backdrop for the residents within, while acting as a sensitive interface between the city and the environment.

STORMWATER MANAGEMENT:

Nearly all of the existing site is covered by impervious area such as asphalt, rooftops, and sidewalks. Furthermore, there are no existing stormwater management practices; all runoff drains over the surface eventually making its way to City sewer untreated. Our new project will reduce the impervious area on site and incorporate many features that dramatically improve the current runoff patterns. This design is advancing and we expect to incorporate the following:

1. Roof runoff will be collected in a controlled environment and immediately routed to the City storm sewer to preserve capacity of City street inlets.
2. Green roofs may be provided to minimize the quantity of water going to the City storm sewer.
3. A rain garden will collect runoff from the rear of the site and promote infiltration.
4. An underground wet detention tank may be used to collect run off from the main driveway/loading area at the SW corner of the site - this tank reduces peak runoff rate and settles out solids and pollutants.
5. The proposed project will meet or exceed State and City requirements for redevelopment including peak rate reduction, runoff volume reduction, and sediment control.
 - a. Runoff volume for the site is expected to be reduced by nearly 10% simply due to the reduction of impervious area. This exceeds the 5% required by the City.

SUSTAINABLE FEATURES:

Developments such as our proposed project are a very sustainable way to develop a City. The following is a list of some of the benefits:

1. This project creates residential density in an area near job centers that reduces the miles driven on our roads.
2. The project is located adjacent and near multiple Metro bus stops.
3. The Project is located very near to the Capital City Trail and the Wingra Creek ped/bike paths.
4. Private waste/recycling collection is utilized -v- 200 collections from individual homes.
5. One water and sewer connection -v- 200 from individual homes.
6. The mixed use component is "parking-friendly". The Commercial Tenant employees can share parking spaces with the residential Tenants. Reducing the overall need for parking.

DARK SKY FEATURES:

The project will feature the following Dark Sky initiatives:

1. Window coverings will be provided in all units.
2. Community room lighting will have occupancy sensors
3. Exterior lighting will be limited to that required by code and shielded when ever possible
4. No lighting will be provided on Tenant balconies.

SOLAR READY CONSTRUCTION:

We are evaluating solar panels for the project and may also make it "Solar-Ready" by providing the necessary conduits, electrical improvements and structural upgrades needed. We can not

commit to implementing this since we may not have enough roof top space for it to work effectively . We will continue to evaluate this as the project advances.

EV CHARGING FACILITIES:

We will be providing multiple EV Charging Stalls and will have many EV ready stalls - more than required by code.

TRANSPORTATION DEMAND MANAGEMENT PLAN (TDMP):

Our Traffic Engineering firm (KL Engineering) completed the TDMP for the project and we scored 40 points (25 minimum required). We are also providing more bike parking than required and a bike maintenance station in the project. We will also explore a bike sharing station as the project progresses.

GREEN CONSTRUCTION FEATURES:

The following green construction features will be implemented:

- Post-Tensioned Concrete construction with metal stud walls - very little wood lumber used.
- Construction Waste Recycling
- Continuous exterior building insulation
- Energy efficient windows
- Low-e glazing
- Daylighting
- Use of fly ash in concrete
- Use of low VOC materials, paints & adhesives
- Use of formaldehyde-free materials
- Energy star rated appliances
- High recycled content of structural steel, steel reinforcing & light gauge framing

BUILDING MECHANICAL SYSTEMS:

- Central HVAC System (Water Source Heat Pumps)
- High Efficient boilers (95%+)
- Variable frequency drive on cooling tower fan motor for efficiency
- Mechanically ventilated spaces (units)
- Water source heat pumps in units
- Provisions for water source heat pumps in commercial areas
- High-efficiency water heaters (94%) & re-circulation system
- Reduced flow plumbing fixtures
- LED lighting throughout project
- Lighting controls
- High-efficiency ceiling fans
- Occupancy sensors
- Programmable thermostats
- Electric car charging stations & EV Ready stalls for future charging stations
- Central exhaust systems for dryers
- Central exhaust systems for bath fans

NEIGHBORHOOD INPUT:

The property does not sit within the limits of a formal neighborhood association, but we have had several neighborhood meetings in the past and will be working with Alders Carter and Evers to set up additional neighborhood meetings for their districts. We will continue to meet on an as-needed basis as the final details of the project are worked through.

REFUSE & RECYCLING:

Garbage and recycling containers serving the building will be in an enclosed room in the grade level parking area on the west side of the building. A private collection service will be utilized at a frequency appropriate for required volume.

PROJECT SCHEDULE:

February 24, 2022: DAT Meeting
March 9, 2022: Urban Design Commission - Informational Presentation
April 11, 2022: Land Use Application Submittal date
June 1, 2022: Urban Design Commission - Initial and Final Approval
June 13, 2022: Plan Commission
June 21, 2022: Common Council
September 5, 2022: Start Construction
April 1, 2024: Certificate of Occupancy

Please feel free to contact me if additional information is needed.

Sincerely,

McGrath Property Group

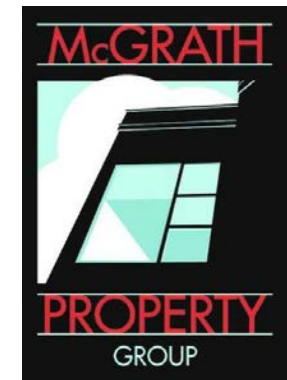


Lance T. McGrath, P.E.
Owner – McGrath Property Group

Cc: Kevin Firchow, City of Madison
Email Address: kfirchow@cityofmadison.com
Colin Punt, City of Madison
Email Address: cpunt@cityofmadsion.com
Alder Sheri Carter, City of Madison
Email: district14@CityofMadison.com
Alder Tag Evers, City of Madison
Email: district13@cityofmadison.com

OLIN AVENUE MIXED-USE DEVELOPMENT

222-232 EAST OLIN AVENUE
MADISON, WISCONSIN



UDC INFORMATIONAL SET

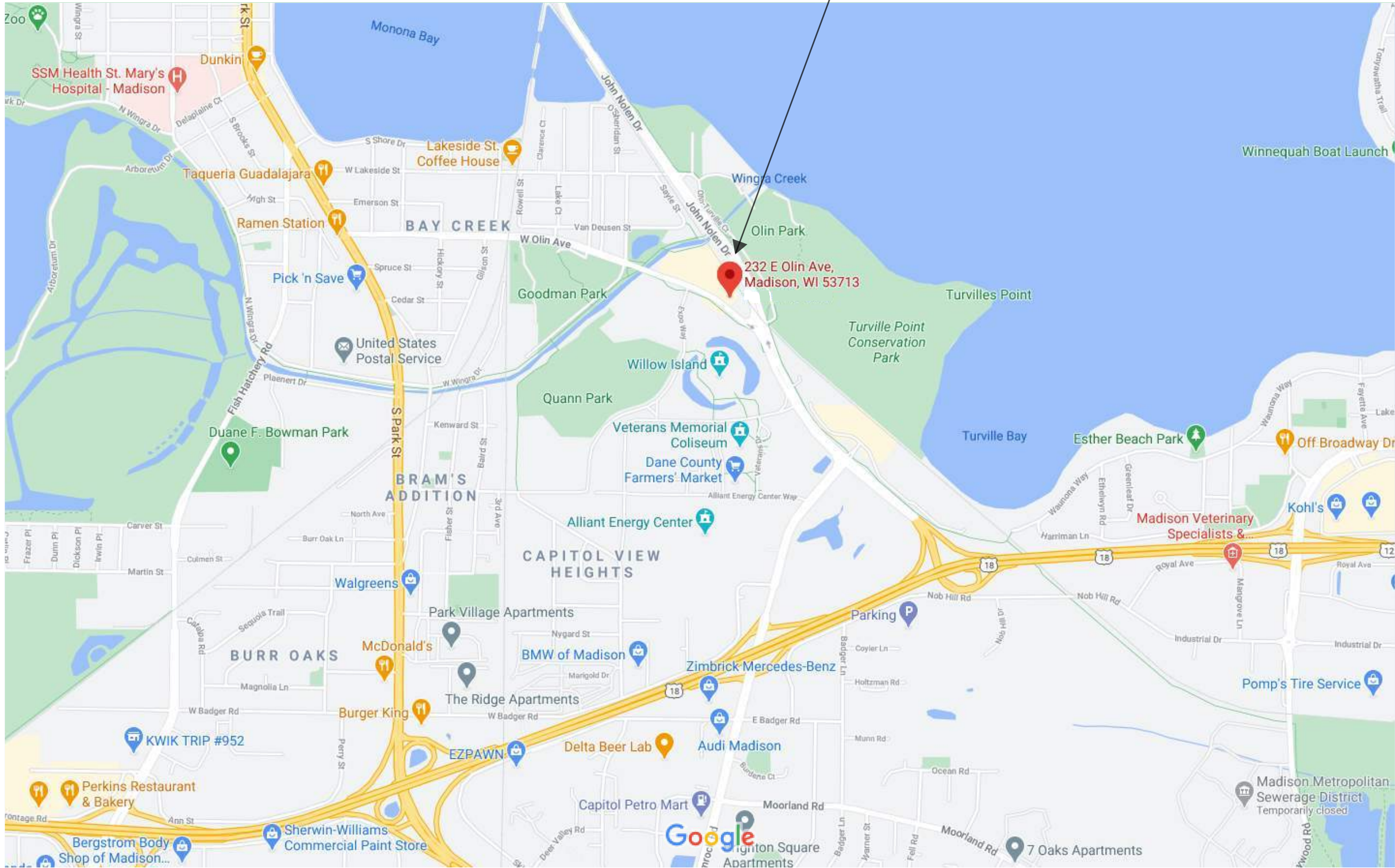
FEBRUARY 21, 2022



JLA
ARCHITECTS

JLA PROJECT NUMBER: 21-1201

222-232 E. OLIN AVENUE
MADISON, WI 53713

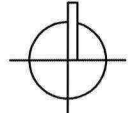


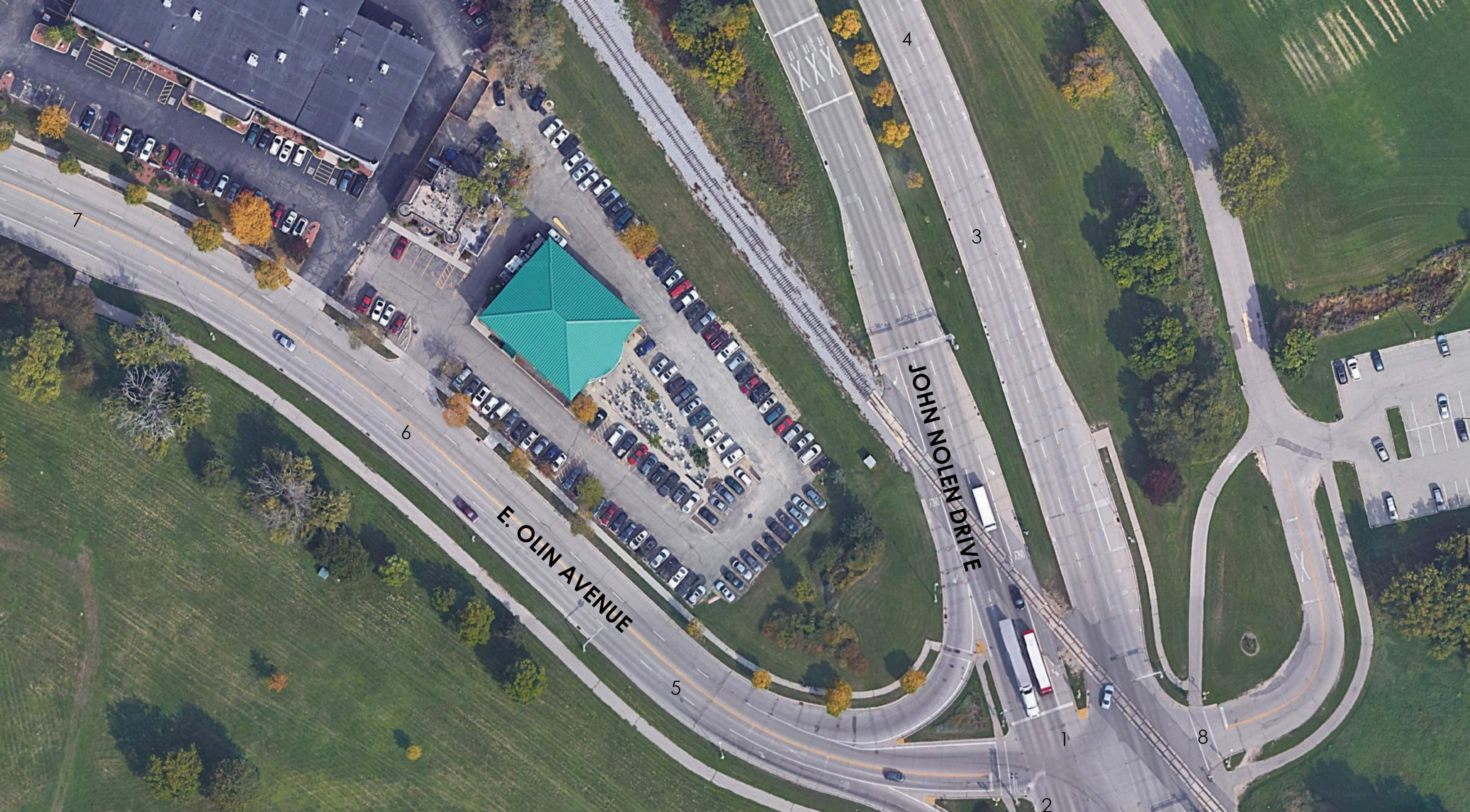
JLA
ARCHITECTS

OLIN AVENUE MIXED-USE DEVELOPMENT - UDC INFORMATIONAL SET

CONCEPTUAL PLANS - LOCATOR MAP

FEBRUARY 21, 2022





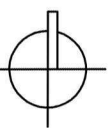
JLA
ARCHITECTS

OLIN AVENUE MIXED-USE DEVELOPMENT - UDC INFORMATIONAL SET

IMMEDIATE SITE CONTEXT

FEBRUARY 21, 2022

1"=60' @ 11x17





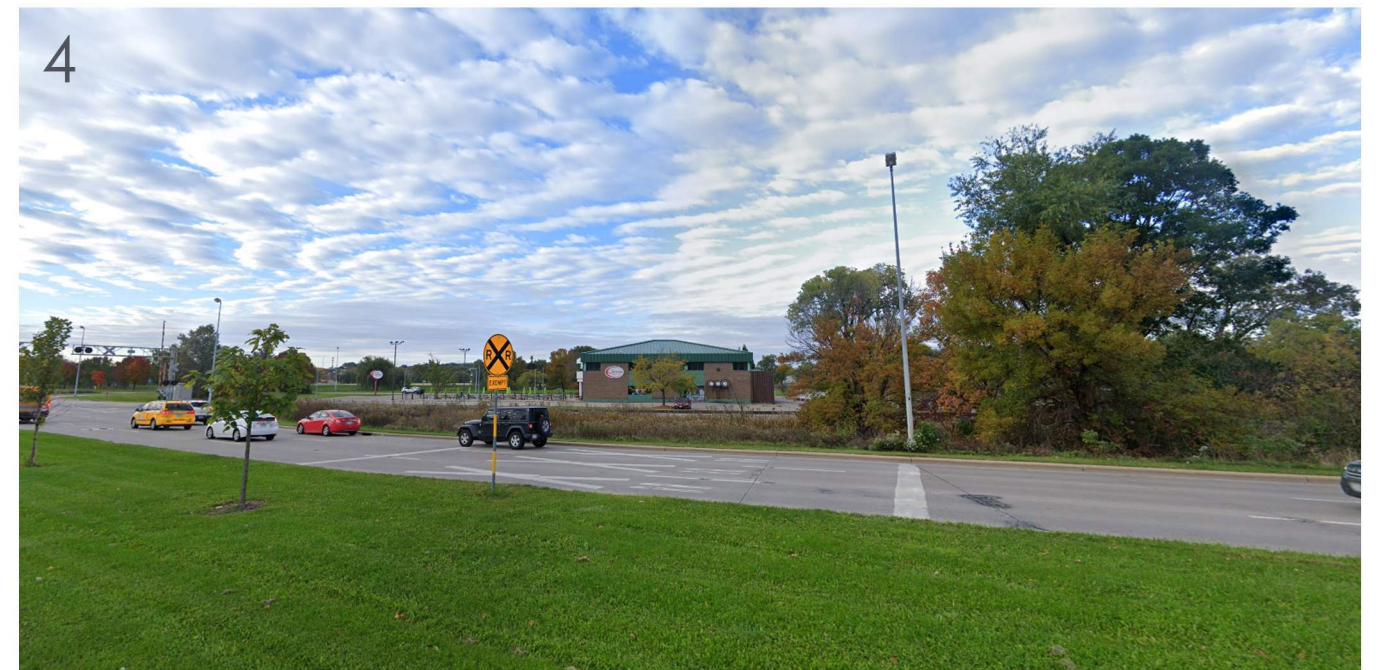
1: JOHN NOLEN DR - FACING NORTHWEST



2: JOHN NOLEN DR - FACING NORTHWEST



3: JOHN NOLEN DR - FACING SOUTHWEST



4: JOHN NOLEN DR - FACING SOUTHWEST



JLA
ARCHITECTS

OLIN AVENUE MIXED-USE DEVELOPMENT - UDC INFORMATIONAL SET

EXISTING SITE PHOTOGRAPHS

FEBRUARY 21, 2022



5: E OLIN AVE - FACING NORTH



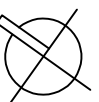
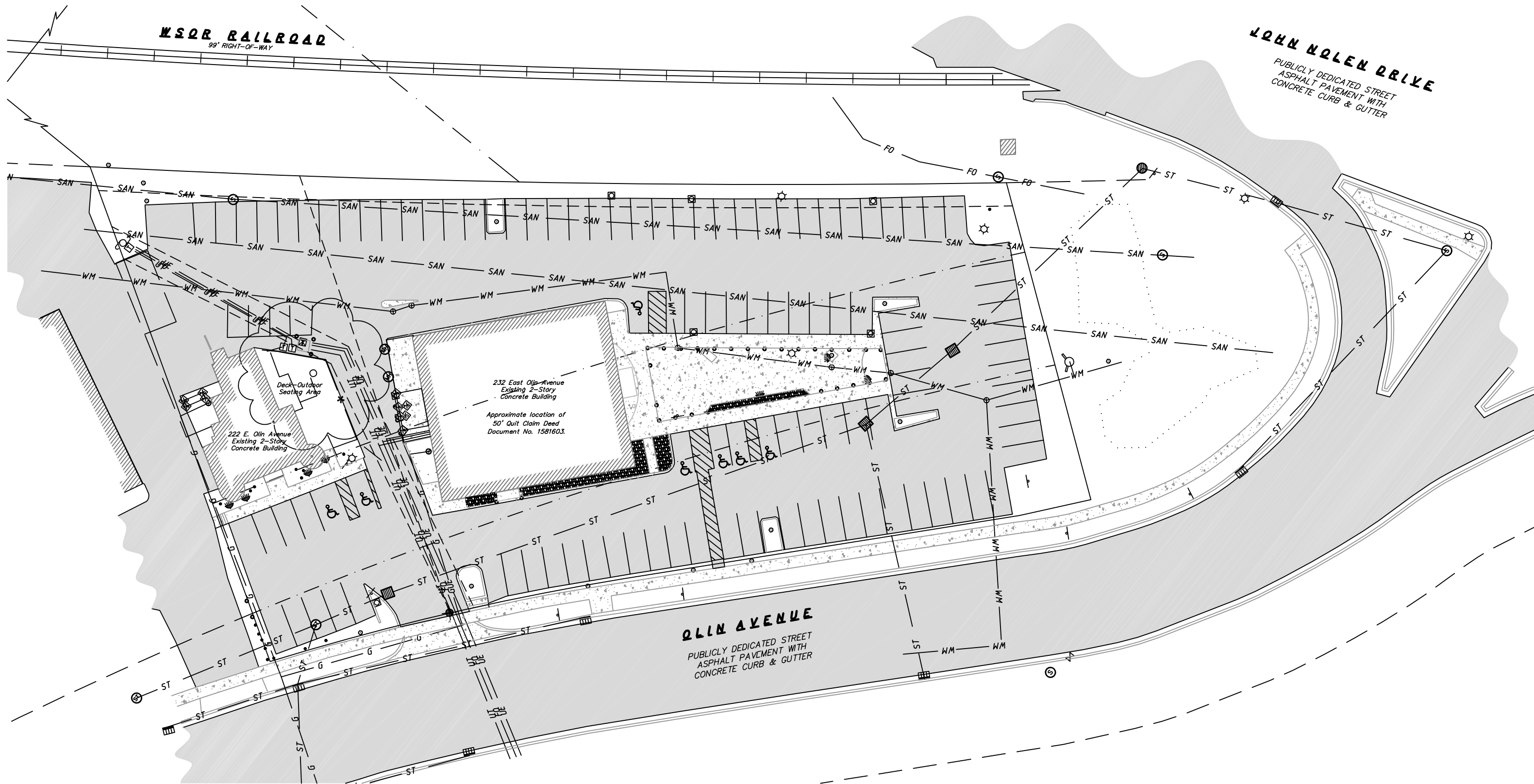
6: E OLIN AVE - FACING NORTHEAST

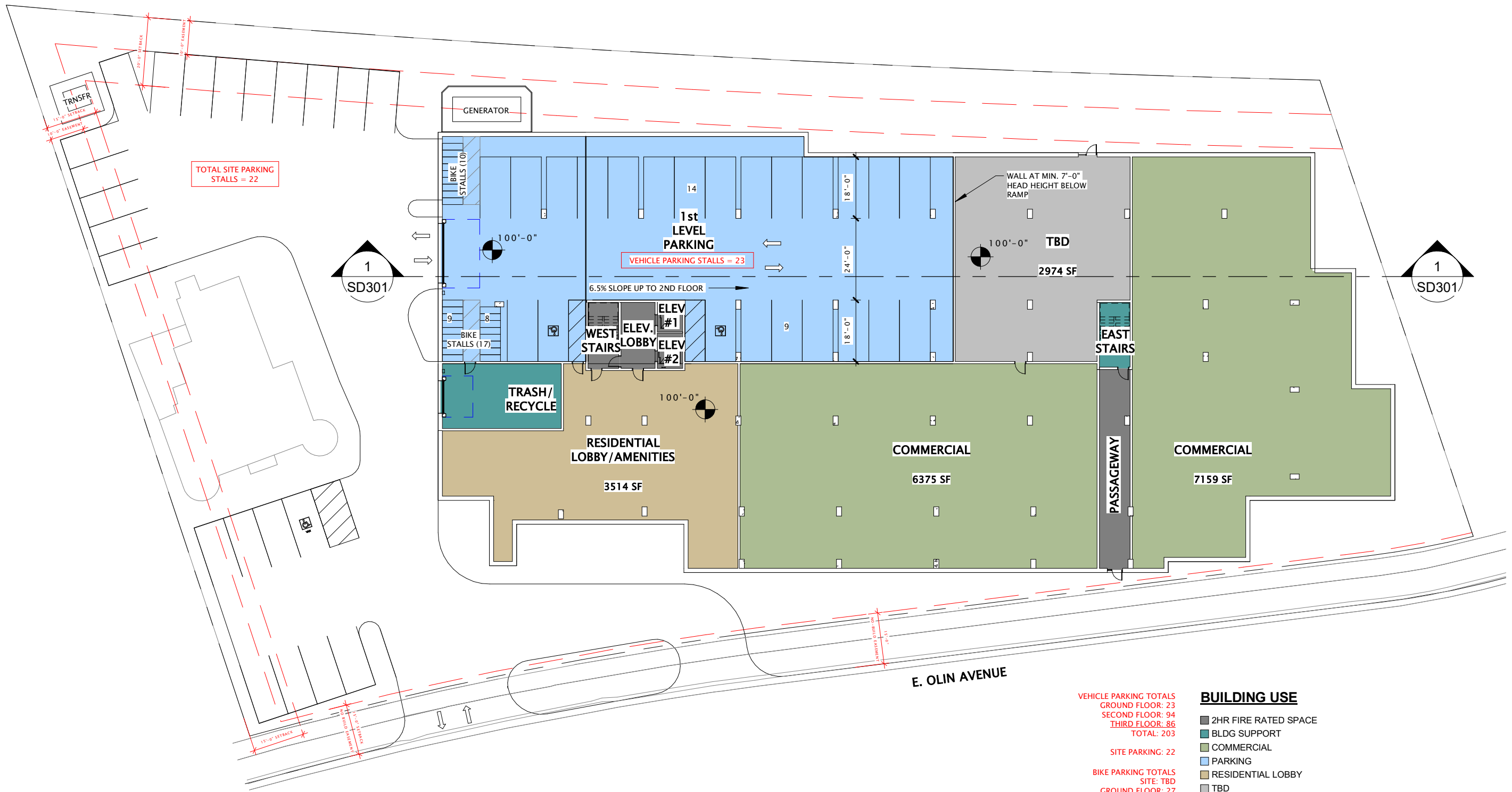


7: E OLIN AVE - FACING EAST



8: OLIN-TURNVILLE CT - FACING WEST





TOTAL SITE PARKING STALLS = 22

VEHICLE PARKING STALLS = 23

VEHICLE PARKING TOTALS
 GROUND FLOOR: 23
 SECOND FLOOR: 94
 THIRD FLOOR: 86
 TOTAL: 203

SITE PARKING: 22

BIKE PARKING TOTALS
 SITE: TBD
 GROUND FLOOR: 27
 SECOND FLOOR: 45
 THIRD FLOOR: 45
 TOTAL: 117

BUILDING USE

- 2HR FIRE RATED SPACE
- BLDG SUPPORT
- COMMERCIAL
- PARKING
- RESIDENTIAL LOBBY
- TBD





SOUTHEAST ELEVATION



NORTHWEST ELEVATION







OLIN AVENUE MIXED-USE DEVELOPMENT - UDC INFORMATIONAL SET
VIEW FROM SOUTHEAST

FEBRUARY 21, 2022



*Designed by:
Eastman Lee Architects*



OLIN AVENUE MIXED-USE DEVELOPMENT - UDC INFORMATIONAL SET
VIEW FROM NORTHEAST

FEBRUARY 21, 2022



*Designed by:
Eastman Lee Architects*



OLIN AVENUE MIXED-USE DEVELOPMENT - UDC INFORMATIONAL SET
VIEW FROM NORTHWEST

FEBRUARY 21, 2022



*Designed by:
Eastman Lee Architects*



OLIN AVENUE MIXED-USE DEVELOPMENT - UDC INFORMATIONAL SET
VIEW FROM SOUTHWEST

FEBRUARY 21, 2022