



Project Address: 222 E Olin Avenue

Application Type: Informational Presentation for a Mixed-Use Building in Urban Design District 1
UDC will be an Approving Body

Legistar File ID #: [94244](#)

Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Dan Kennelly, Olin Nolen, LLC and Range Hill Partners

Project Description: The applicant is proposing the construction of a 7-story mixed-use building comprised of 191 residential units and 1,600 square feet of ground floor commercial space. The development will be served by a two-story aboveground structured parking.

Approval Standards: The UDC will be an **approving body** on this request. The site is in Urban Design District 1 (UDD 1), which requires that the Urban Design Commission review the proposed project using the design standards and guidelines for that district in [MGO Section 33.24\(8\)](#).

Adopted Plan Recommendations: The project site is located within the [South Madison Plan](#) (the Plan) planning area. The Plan provides specific recommendations for development of the project site, including those that speak to maximum height/stories (12-story maximum), as well as identify future pedestrian and bike improvements that are applicable to the project site, including the extension of a path along the east property line.

Zoning Related Information: The project site is zoned Traditional Employment (TE), which has a maximum height limitation of five stories/68 feet, as well as site development standards that speak to the placement of parking and loading being generally located at the side of rear of the building, behind the front façade and a primary entrance being orientated towards the street. Staff note that, while the proposal generally **appears to be** consistent with these requirements, ultimately the Zoning Administrator will evaluate the proposal for consistency with the Zoning Code requirements.

Summary of Design Considerations

Staff recommend that the UDC provide feedback on the development proposal as it relates to the aforementioned standards and the design considerations noted below.

- **Building Entry Orientation and Ground Level Activation.** The development site will have frontage on Olin Avenue and a future bike path that will be located along the east side of the site. As such, consideration should be given to maintaining a positive orientation to both frontages by locating active building entrances on both sides of the building and by incorporating a richer level of architectural detailing along the building's ground floor.

As it relates to the Olin Avenue frontage, while there is a commercial space and common residential amenity spaces located along the ground floor that provides some level of street activation, the number of first-floor building entrances appear to be limited and setback between 15-25 feet from the street, recessed under the second floor and potentially more oriented towards the internal dropoff loop.

Regarding the east elevation, which is adjacent to the multi-use path; while there appear to be several building entrances along this elevation as well, they appear to be designed more as ancillary, back doors leading to internal hallways and parking. There are also significant blank walls along this elevation.

Staff request the Commission's feedback as it relates to the overall building orientation and ground level activation.

- **Building Design and Composition.** The UDD 1 Building Design requirements and guidelines generally speak to utilizing contemporary architecture and complementary detailing, high-quality design, as well as minimizing blank walls and utilizing the same level of design and detailing across all elevations.

Staff request the Commission's feedback as it relates to the overall building design and composition, especially as it relates to:

- The design of building components (top, middle, base) and their proportions, including as it relates to breaking down mass and scale (i.e., incorporating more interest in the roof line and/or breaking down the overall building length, balancing horizontal/vertical rhythm, etc.),
 - The integration of the second floor (structured parking) into the larger design and composition,
 - Design details and finish at the top of the building,
 - Utilizing four-sided architecture with the same level of design and detailing on all four sides of the building and as it relates to creating one cohesive architectural expression,
 - The design/detailing of the garage doors along Olin Avenue, where the building is closest to the street, including as it relates to the scale and height of the doors, as well as transparency and integration into the overall design, and
 - Minimizing blank walls, especially those along the east elevation, which face the bike path.
- **Exterior Materials.** The UDD 1, Building Design requirements speak to using low maintenance, durable and harmonious materials. In addition, UDD 1 also states that metal panel shall not be used except as an integral part of a design of exceptional merit.

As noted in the applicant's Letter of Intent, the material palette is intended to be comprised of high-quality, durable materials, including masonry, fiber cement panels, and metal panel. Staff request the Commission's feedback on the overall palette, and request the Commission make specific findings related to the use of metal panel and the same level of design/detailing across all elevations.