



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 222-232 East Olin Avenue
Application Type: New Mixed-Use Building in UDD No. 1 – Informational Presentation
Legistar File ID # [68422](#)
Prepared By: Kevin Firchow, Acting UDC Secretary

Background Information

Applicant | Contact: Lance McGrath, McGrath Property Group | Jennifer Camp, JLA Architects + Planners

Project Description: The applicant is providing an informational presentation for a revised redevelopment concept which is now comprised of a 12-story mixed-use building containing approximately 258 residential units and 18,808 square feet of commercial/retail space. The project includes 308 covered parking stalls and two off-street loading zones. The existing Wonder Bar will be relocated on-site and repurposed as part of this proposed development.

Project Schedule:

- The applicant anticipates filing a formal land use application in the near future.
- The Plan Commission and Common Council “Placed on File” various requests related to the previous 18-story proposal on this site. Information regarding the UDC’s Review of that request can be found in City Legislative File [64920](#). Note, the UDC granted initial approval at its July 14, 2021 meeting.

Approval Standards:

Upon formal submittal, the UDC would be **approving body** on this request. The site is located 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\(8\)](#).

Summary of Design Considerations and Recommendations

Planning Division staff recommends that the UDC provide feedback based on the aforementioned standards for UDD 1.

Summary of Design Considerations

Staff requests that the UDC include feedback on the following considerations as part of this informational review regarding this revised redevelopment proposal.

- **Building Prominence, Height, and Long Views.** The proposed development is located at a highly visible location along an entryway into Downtown and it will be a prominent structure due to its height. While shorter than the previously concept, considering the site’s multiple long views, including those from John Nolen Drive and Olin Avenue, it remains a prominent location. Staff request that the UDC provides feedback and findings on how this development and its composition responds to its prominent location.
- **Building Materials.** The facades include metal panels and the “Building Design” requirements of UDD 1 (MGO 33.24(8)(c)(6)a.v) states, “Metal shall not be used as an exterior material for building, except as an integral part of a design of exceptional merit.” To approve metal, the UDC would need to make a specific finding.

- **Articulation of John Nolen Drive Façade.** The applicant has also revised this elevation and staff requests that the UDC provides feedback and findings related to the updated building elevations facing John Nolen Drive.
- **Articulation, Activation, and Loading along Olin Avenue.** Staff requests that the UDC provides findings on the building elevation facing Olin Avenue regarding the visibility and character of the residential and commercial entries as well as loading zone area locations.