



PREPARED FOR THE URBAN DESIGN COMMISSION

Project Address: 222-232 E Olin Avenue
Application Type: New Mixed-Use Building Located in Urban District (UDD) No. 1
Legistar File ID # [70106](#)
Prepared By: Jessica Vaughn, AICP, UDC Secretary

Background Information

Applicant | Contact: Lance McGrath, McGrath Property Group

Project Description: The applicant is providing an Informational Presentation for the redevelopment of the existing Coliseum Bar and construction of a mixed-use project with approximately 200 residences with 13,524 square-feet of at-grade commercial/retail space. The adjacent “Wonder Bar” is not a part of this application. As part of the development proposal, the project site will be rezoned from Suburban Employment to Traditional Employment.

Approval Standards: The project site is located within Urban Design District No. 1, as such, the Urban Design Commission (UDC) will be an **approving body** on this request. The UDC shall review the proposed project using the design standards and guidelines for that district in [Section 33.24\(8\)](#), MGO.

Summary of Design Related Plan Recommendations: The project site is also 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.

Summary of Design Considerations

Staff recommends that the UDC provide feedback on the development proposal regarding the aforementioned standards related to the items noted below. As part of this review, staff recommends consideration be given to the following:

- **Development Compatibility and Integration.** While the Wonder Bar is not part of the current development proposal, given the shared access and interconnectivity between the project site and the Wonder Bar site, consideration should be given to how the two sites relate to each other in terms of design, accessibility, open space, back-of-house operations, parking, etc. Staff also notes there is a unique opportunity to also orient the building’s architecture and open space programming to engage the proposed multi-use path along the site’s northeast side.

Staff requests the Commission’s feedback on the integration and engagement of the multi-use path, as well as the Wonder Bar site with the redevelopment of the project site.

- **Building Entry Orientation and Ground Level Activation.** As noted on the floor and site plan, the main building residential entry is located at the southwest corner of the building, setback from the street with limited window openings located along the street frontage. The balance of the ground level has only limited window openings. Staff requests the Commission’s feedback on the building’s relationship to the street, including creating more visual interest and architectural detail.

- **Building Design and Materials.** The overall proposed building design and material palette are relatively simple and clean in nature, though staff believes modifications could improve the buildings connection to the street. Staff requests the Commission's feedback on the overall building composition and material palette as it relates to minimizing blank walls along the pedestrian level, including the future multi-use path. Staff further requests the Commission's feedback related to the building's proportions and articulation, including vertical/horizontal elements, especially along the ground floor, size and rhythm of windows and private balconies, creating positive termination at the top of the building, etc. In pre-application discussions, staff requested the applicant look for ways to increase the vertical articulation or modulation of the facades, including breaking down the longer, lower level projecting element along Olin Avenue.

Finally, Staff notes the building material standards per UDD No. 1 state that *"metal shall not be used as an exterior material for building, except as an integral part of a design of exceptional merit."*