

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:

Date Received 8/3/26 8:42 a.m. ☐ Initial Submittal
Paid ☐ Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed Land Use Application and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.
Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.
Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site): 222 E Olin Ave
Title: 222 E Olin

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

UDC meeting date requested August 19, 2026
☒ 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)
☐ Modifications of Height, Area, and Setback
☐ Sign Exceptions as noted in Sec. 31.043(3), MGO

Other

☐ Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name	Dan Kennelly / Olin Nolen LLC	Company	Olin Nolen, LLC
Street address	808 O'Sheridan Street	City/State/Zip	Madison, WI 53715
Telephone	608-217-7470	Email	dan@rangehillpartners.com
Project contact person	Dan Kennelly	Company	Range Hill Partners
Street address	808 O'Sheridan Street	City/State/Zip	Madison, WI 53715
Telephone	608-217-7470	Email	dan@rangehillpartners.com
Property owner (if not applicant)	250 E Olin LLC		
Street address	730 Williamson St. #150	City/State/Zip	Madison, WI 53703
Telephone	608-616-0705	Email	info@mcgrathpropertygroup.com

URBAN DESIGN COMMISSION APPROVAL PROCESS



Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Modification requests)
- Initial Approval. Applicants may, at their discretion, request Initial Approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the Initial Approval must be addressed at this time.

Presentations to the Commission

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

UDC

The items listed below are minimum application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- ☒ Locator Map
- ☒ 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)
- ☒ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☒ Site Plan
- ☒ Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

*** All plans must be legible, including the full-sized landscape and lighting plans (if required)*

2. Initial Approval

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- ☐ Landscape Plan and Plant List (*must be legible*)
- ☐ Building Elevations in **both** black & white and color for all building sides, including material and color callouts
- ☐ PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- ☐ Grading Plan
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- ☐ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- ☐ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials
- ☐ Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications criteria is required)
- ☐ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- ☐ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- ☐ Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- ☐ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- ☐ Illustration of the proposed signage that meets [Ch. 31, MGO](#) compared to what is being requested
- ☐ Graphic of the proposed signage as it relates to what the [Ch. 31, MGO](#) would permit

5. Required Submittal Materials

☒ Application Form

- 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.

☒ 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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

☒ Development Plans (Refer to checklist on Page 4 for plan details)☐ Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)☒ Electronic Submittal

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

☒ 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.

6. Applicant Declarations

- Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jessica Vaughn on 05/12/2026 and 5/26/2026.
- 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 Dan Kennelly / Olin Nolen LLC Relationship to property Under Contract to Purchase

Authorizing signature of property owner  Date 7/28/2026

7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

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

- ☐ Urban Design Districts: \$350 (per [§33.24\(6\) 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 Sign Modifications (of 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



August 3, 2026

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

Re: Letter of Intent – 222 E. Olin Avenue

Dear Jessica and Members of the Urban Design Commission:

On behalf of Range Hill Partners, we are pleased to submit plans for the redevelopment of 222 E. Olin Avenue. The 1.5-acre site is located at the intersection of John Nolen Drive and East Olin Avenue within Urban Design District No. 1 (UDD 1). The proposed mixed-use development will replace two vacant and deteriorating commercial structures with a seven-story mixed-use building containing apartments, commercial space, resident amenity areas, outdoor terraces, green roofs, and integrated structured parking.

Project Team

- **Developer:** Range Hill Partners
- **Architect:** Potter Lawson
- **Civil Engineer:** Vierbicher
- **Landscape Architect:** Olson Toon
- **General Contractor:** McGann Construction

Project Overview

The property currently contains two vacant two-story commercial buildings (the former Coliseum Bar and former Wonder Bar) as well as large surrounding surface parking lots. The site has remained underutilized for several years despite occupying one of Madison's most prominent gateway locations. The proposed redevelopment will transform this vacant property into a vibrant mixed-use development. The project includes:

- 191 apartments
- 1,600 square feet of ground-floor commercial space
- A two-story parking structure integrated within the building and extensive bike parking areas
- Resident amenities including a fitness center, coworking space, outdoor terraces, a club room, dog wash, and dog run
- A new multi-use bicycle and pedestrian path connection along the rear of the site that will ultimately connect to the Wingra Creek Path



Design

The proposed development aligns with the intent of the Urban Design District's guidelines by introducing a thoughtfully-designed contemporary building on this prominent site. The building's exterior is composed of high-quality, durable materials including masonry, fiber cement panels, and metal panels. Careful attention is given to every elevation to ensure a strong architectural presence from all viewpoints. The façades are articulated through a combination of varied materials, recesses, and projections, creating visual interest and character. The building's massing is further refined through distinct volumes that break down the overall scale, resulting in a well-proportioned composition. Landscape details are still being designed, but the project will feature extensive green roofs and integrated ground-level landscaping around the building's perimeter to enhance the property and surrounding streetscape.

Staff and Neighborhood Engagement

The development team has worked closely with City staff throughout the planning process. Preliminary meetings were held with Planning Division staff on May 12 and May 26, followed by meeting with the Development Assistance Team (DAT) on June 11. The City and project team held a virtual neighborhood meeting on June 29 and the development team has had numerous one-on-one conversations with neighbors at in-person meetings and via email.

Consistency with Adopted Plans

The proposed redevelopment is consistent with the City's adopted plans and policies for the area. The property is designated Regional Mixed-Use by the Madison Comprehensive Plan and the project aligns with that designation. Further, the development supports long-term plans for South Madison including the evolving vision for the Alliant Energy Center district. The project also serves as an important gateway to the future Madison LakeWay and will enhance the visual quality of this prominent entrance into Downtown.

Thank you for your consideration of this proposal. We appreciate the Commission's time and look forward to discussing our plans.

Sincerely,

Dan Kennelly
Range Hill Partners

222 East Olin Ave

UDC Informational Submittal

August 03, 2026



RANGE HILL
PARTNERS

**Potter
Lawson**

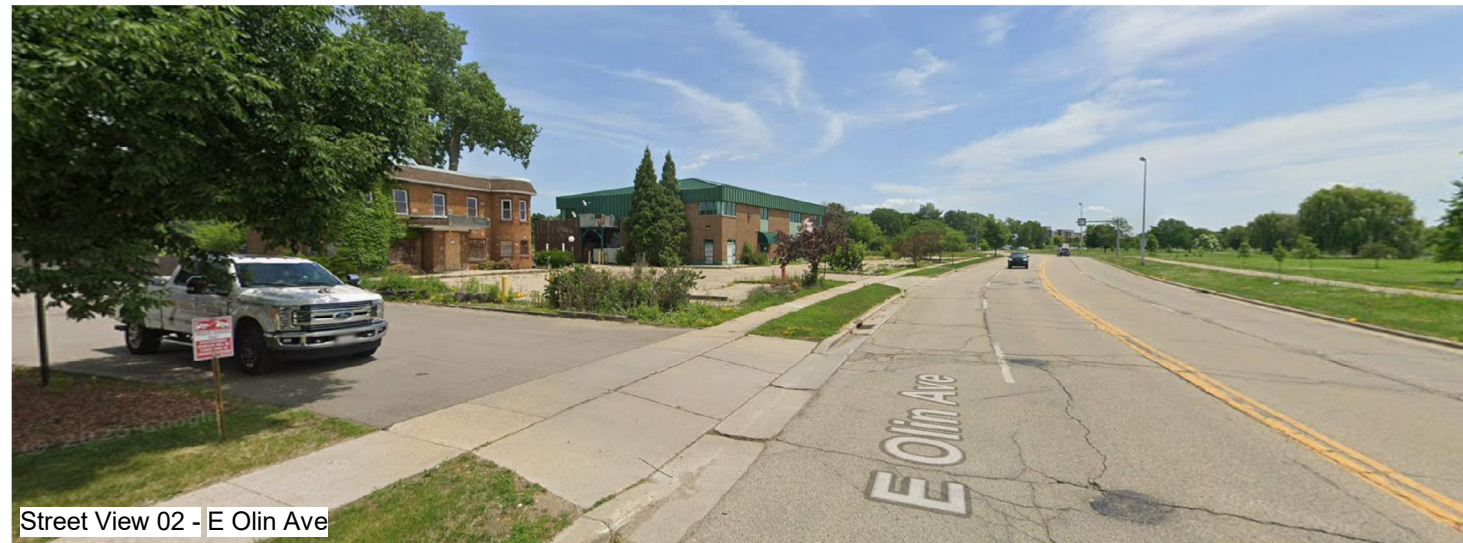
Success by **Design**



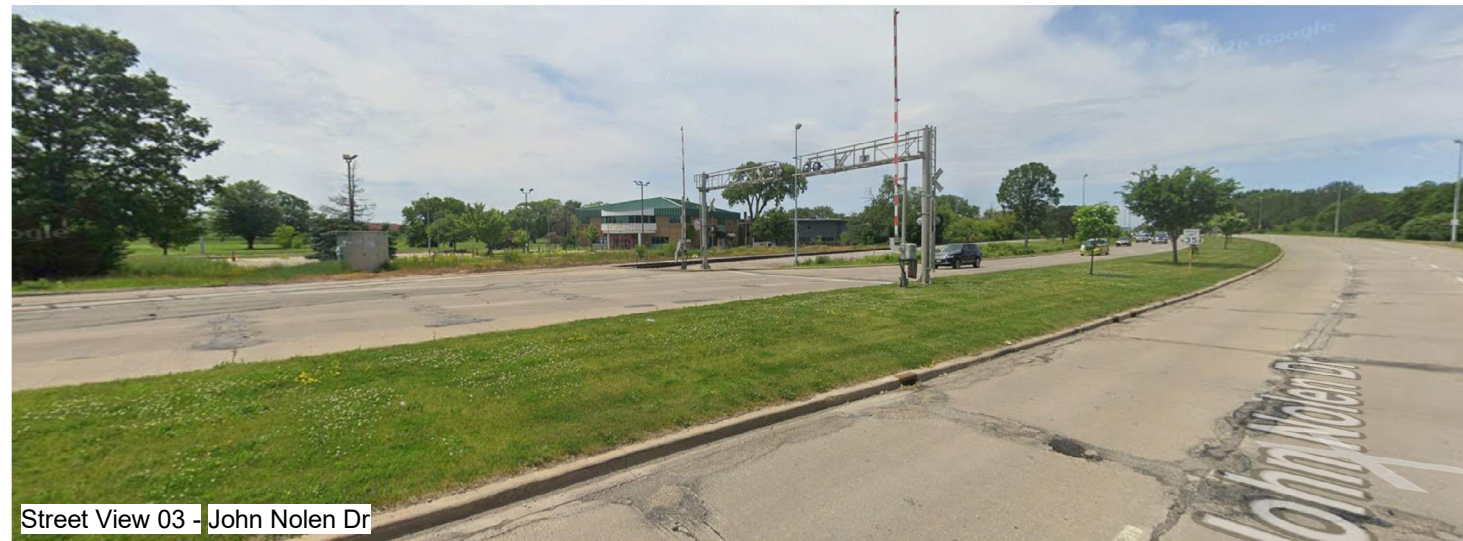
Site Locator
 Olin Avenue Redevelopment - 2026.12.00
 August 03, 2026



Street View 01 - E Olin Ave



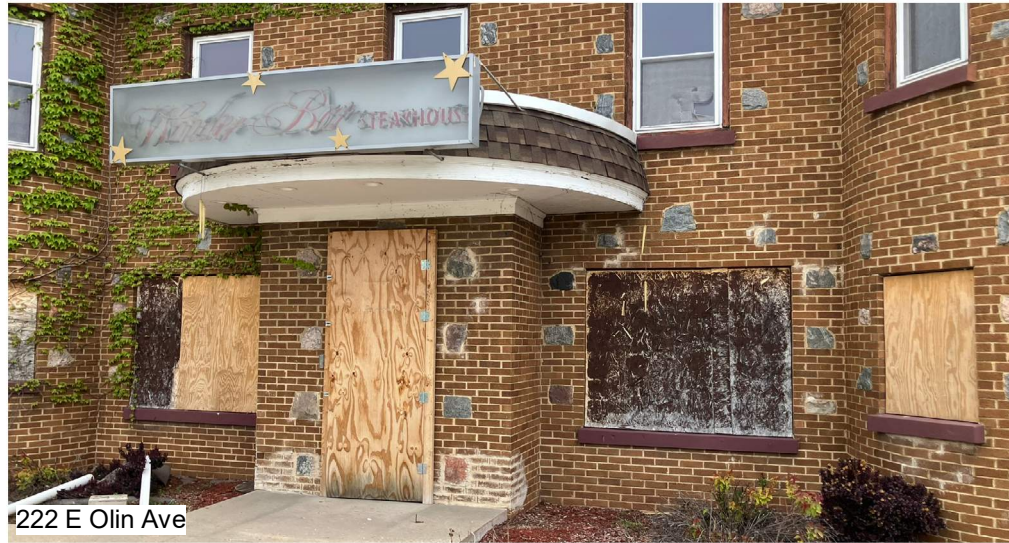
Street View 02 - E Olin Ave



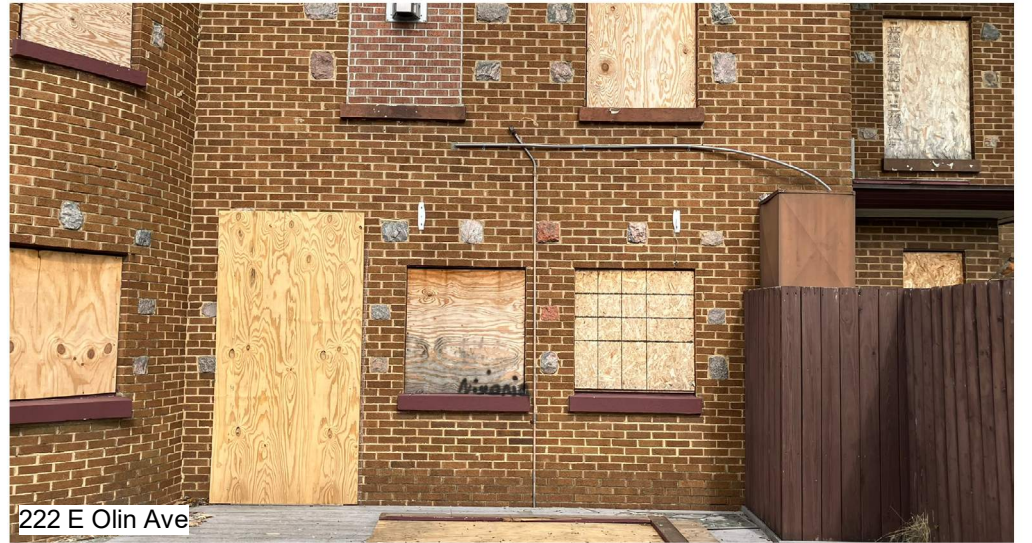
Street View 03 - John Nolen Dr



222 E Olin Ave



222 E Olin Ave



222 E Olin Ave



222 E Olin Ave



222 E Olin Ave



232 E Olin Ave



232 E Olin Ave



232 E Olin Ave



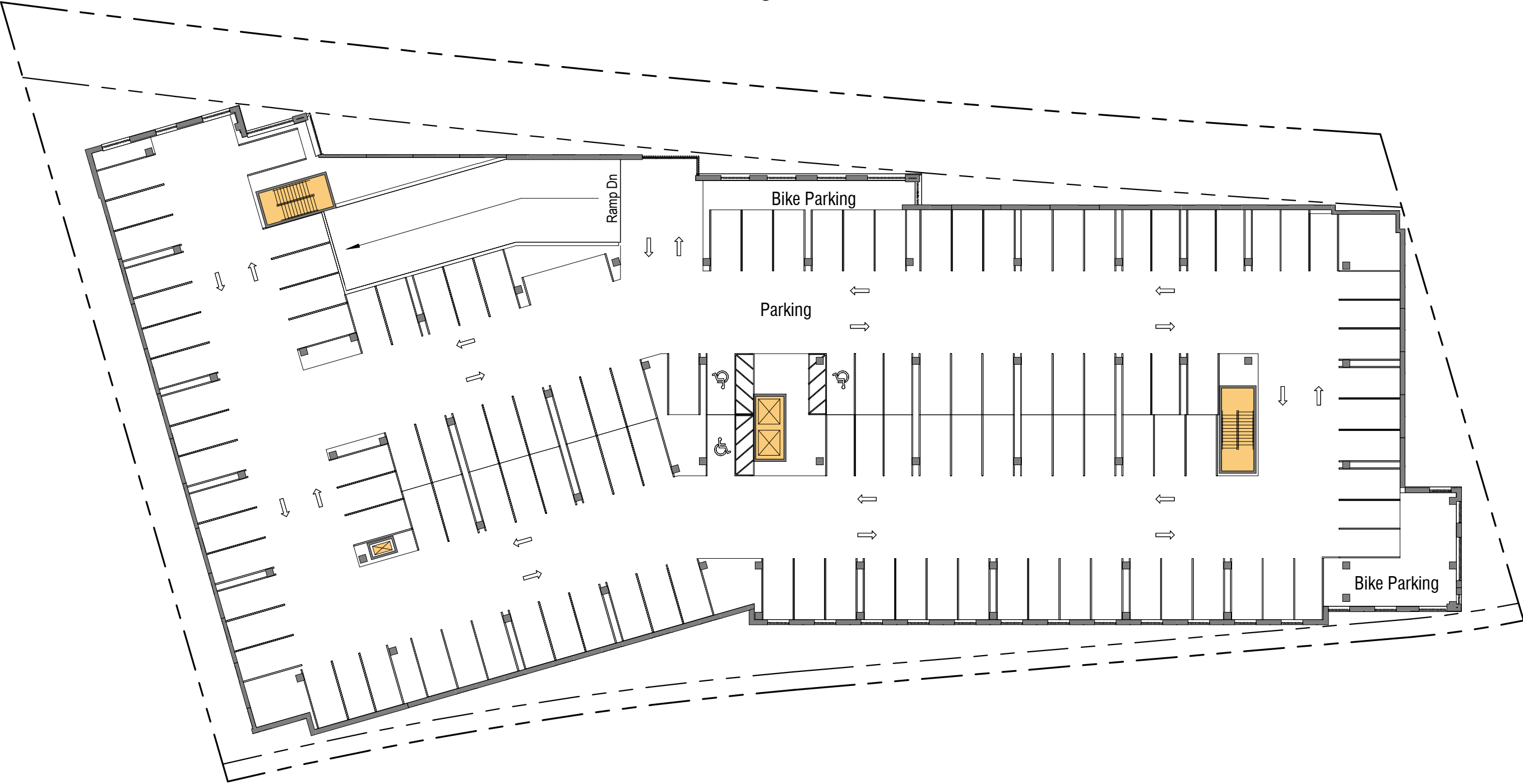
232 E Olin Ave



Existing Railroad ROW



Existing Railroad ROW



Olin Avenue



Existing Railroad ROW



Olin Avenue

Existing Railroad ROW



Olin Avenue





East Olin Ave - Southwest Perspective
Olin Avenue Redevelopment - 2026.12.00
August 03, 2026



East Olin Ave - South Perspective
Olin Avenue Redevelopment - 2026.12.00
August 03, 2026



East Olin Ave - Facade Detail
 Olin Avenue Redevelopment - 2026.12.00
 August 03, 2026



East Olin Ave - Southeast Perspective
Olin Avenue Redevelopment - 2026.12.00
August 03, 2026



John Nolen Dr - Southeast Perspective
Olin Avenue Redevelopment - 2026.12.00
August 03, 2026



John Nolen Dr - East Perspective
Olin Avenue Redevelopment - 2026.12.00
August 03, 2026



John Nolen Dr - Northeast Perspective
Olin Avenue Redevelopment - 2026.12.00
August 03, 2026



John Nolen Dr - Northeast Perspective
Olin Avenue Redevelopment - 2026.12.00
August 03, 2026



John Nolen Dr - North Perspective
Olin Avenue Redevelopment - 2026.12.00
August 03, 2026