

May 19, 2021

City of Madison - Planning Department and Plan Commission
Madison Municipal Building, Suite 017
Attn. Colin Punt, Planner
215 Martin Luther King Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
Email Address: PCApplications@cityofmadison.com

(and)

City of Madison - Urban Design Commission (UDC)
Madison Municipal Building, Suite 017
Attn. Janine Glaeser, Urban Design Commission Secretary
215 Martin Luther King Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
Email Address: UDCAplications@cityofmadison.com

**RE: Letter of Intent - Joint Application Submittal for UDC and Plan Commission Review
Land-Use and UDC Applications
Olin Avenue Mixed-Use Development
222 - 232 Olin Avenue, Madison, WI 53713**

Dear Members of the Urban Design Commission, Plan Commission and City Staff,

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

PROJECT TEAM:

Owner: **McGrath Property Group**, 730 Williamson Street, Suite 150, Madison, WI 53703
Architect: **JLA Architects + Planners**, 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 Coliseum Bar and Wonder Bar buildings are currently located. The project as proposed would have approximately 290 residences with 15,985 sf of commercial/retail space that could include restaurants, offices, and/or retailers that embrace and support the project and the neighborhood. McGrath Property Group is a long-term holder 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 with its proximity to bike/pedestrian paths and bus stops for promoting the use of carbon free transportation (biking/walking) as well as encourage 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 fits the vision of the **Destination District** planning process. The project as proposed is eighteen stories in height. Portions of the building steps back, after four stories and again after fourteen stories along John Nolen Drive. In addition, a single-story main entrance is designed along Olin Avenue to scale the building down to the southwest.

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 that will be demolished prior to construction. The remainder of the site is predominantly asphalt parking lot. Photographs of the existing buildings are attached (Exhibit A).

A summary of how the development proposal addresses the district criteria is as follows:

- Building Height: 18 Stories / 201' tall.
- Building Location and Orientation: The building is designed to take advantage of views while engaging the street level experience along E. Olin Ave.
- Building setback and stepback: Building setbacks are between 2' and 4' on streets, 15'-9" at adjacent lot and a 20' rear setback. Building is to step back above 4th and 14th floors on the east-northeast building side along, adjacent to John Nolen Drive.
- Parking and Service Areas: There are a total of 336 covered parking spaces (47 within a first floor/ lower level open parking structure) for 290 dwelling units and 15,985 sf (gross) of commercial space.
- Off-Street Loading: There are two (2) off-street loading zones accessed from E. Olin Avenue and hidden behind a grade level wing wall.
- Landscaping and Open Space: Approximately 11,180 sf of common amenity terrace space, plus private balconies as well as well landscaped perimeter is provided.
- Outdoor Dining: The grade level patio adjacent to the first floor commercial space is envisioned to be used as an outdoor dining space as an accessory use to the first floor commercial tenant(s).
- Building Massing and Articulation: The building has been designed to maximize efficiency and quality of views from the dwelling units with the orientation of the common terraces facing east-northeast & north-northwest. Commercial spaces will front south-southeast. Building articulation is enhanced by multiple step-backs, material changes, balcony designs, and projected bays and roof lines.
- Materials and Colors: Material palate is very clean with a blended brick masonry, White brick, lite and dark metal panels.
- Windows and Entrances: Window frames are to be clear anodized in color. Bird glass will be provided where required by code. The primary residential and commercial entrances will be accessed from E. Olin Avenue and will be separated by a covered turn-around/drop-off zone. Parking structure windows will be a translucent material (Kalwall or equivalent).

- Signage: A traditional signage band is provided above the parking and pedestrian entry canopy above the first floor windows. Additional signage is found on the south commercial space façade and on the main marquee wall along East Olin Avenue.

NEIGHBORHOOD INPUT:

We do not believe that the property sits within the limits of a formal neighborhood association, however, we have worked with the Alders to set up two neighborhood meetings. The Alder was notified in writing of this project on March 11, 2021. A District 14 Neighborhood Meeting was conducted on May 5, 2021 and a Bay Creek Neighborhood Meeting on May 13, 2021. We will continue to meet on an as-needed basis as the final details of the project are worked through.

ARCHITECTURE:

The building is designed with a contemporary aesthetic - building scale, massing and material palate are appropriate for meeting masterplan expectations for both the Olin Neighborhood area and greater South Madison area. This building will be built with high-quality exterior material systems that are responsive to tall-building technical considerations. The material palate primarily consists of utility brick and metal panel (both composite panel and a single-ply system). The building is L-shaped, with the leg of the 'L' being 14-floors and the main bar of the 'L' at 18 floors (including mechanical penthouse). The commercial and residential parking entries are separate and both accessed from Olin Avenue. The main entry lobby and building amenity/support spaces are accessed from the commercial parking entry with its drop-off/pick up drive at the building entry. Exterior spaces include a plaza that is immediate to the office/retail space (at the tip of the Olin Avenue and John Nolen Drive intersection), a fenced dog exercise area at the NW corner of the site, an Entertainment Suite on the first Floor a rooftop terrace (at the 5th floor) that is adjacent to a community room and fitness center and another community room with outside space at the 14th Floor.

REFUSE & RECYCLING:

Garbage and recycling containers serving the building will be in an enclosed room adjacent to the south west parking entrance. Residential refuse chutes are located adjacent to the Elevator Core in the building and will be collected from the Refuse Room. A private collection service will be utilized at a frequency appropriate for required volume.

PROJECT SCHEDULE:

March 11, 2021: Written Notification to the District Alder
 March 25, 2021: Meeting with Urban Design Commission Staff
 April 1, 2021: DAT Meeting
 April 9, 2021: City's Demolition List serve
 April 15, 2021: Business Association Notification
 April 19, 2021: Landmarks Commission Meeting
 April 28, 2021: Urban Design Commission - Informational Presentation
 May 5, 2021: District 14 Neighborhood Meeting
 May 13, 2021: Bay Creek Neighborhood Meeting
 May 19, 2021: Joint Application Submittal (UDC and Land-Use Application)
 July 14, 2021: Urban Design Commission - Initial and Final Approval
 July 26, 2021: Plan Commission
 August 3, 2021: Common Council
 September 2021: Start Demolition/Construction
 August 2023: Certificate of Occupancy

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

Sincerely,

McGrath Property Group

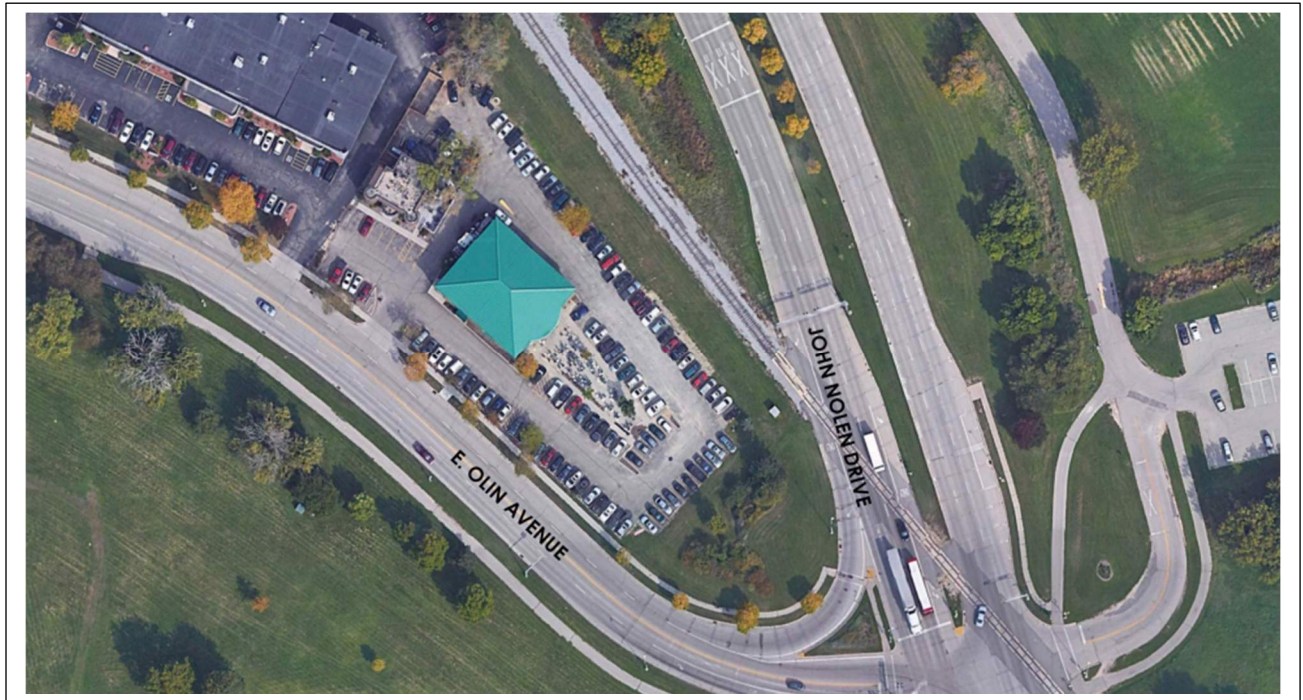
A handwritten signature in black ink, appearing to read "Lance T. McGrath". The signature is stylized with a large, sweeping "L" and a cursive "McGrath".

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

Enc: Exhibit A - Photographs of Existing Buildings
Land Use Application - Instructions & Form LND-A with Listed Submittal Materials
Land Use Application - Plan Sheet & Supplemental Submittal Requirements LND-B
Urban Design Commission Application UDC with Listed Submittal Materials
Urban Design Commission Approval Process UDC
Urban Design Development Plans Checklist UDC

Cc: Janine Glaeser, City of Madison
Email Address: jglaeser@cityofmadison.com
Colin Punt, City of Madison
Email Address: cpunt@cityofmadison.com
Alder Sheri Carter, City of Madison
Email Address: district14@CityofMadison.com

EXHIBIT A
Photographs of Existing Buildings



Aerial Site Plan



E. Olin Avenue – Facing East



E. Olin Avenue – Facing North



E. Olin Avenue – Facing Northeast



John Nolen Drive – Facing Northwest



John Nolen Drive – Facing Northwest (2)



John Nolen Drive – Facing Southwest



John Nolen Drive – Facing Southwest (2)



Olin – Turnville CT – Facing West