

April 11, 2022

\*\*\* VIA E-MAIL \*\*\*

City of Madison  
Madison Municipal Building, Suite 017  
Attn. Heather Stouder  
215 Martin Luther King Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985

**RE: Letter of Intent – Land Use Application  
E. Olin Avenue Mixed-Use Development  
222 – 232 Olin Avenue, Madison, WI 53713**

Dear Ms. Stouder,

The following is submitted for review by City Staff, the Urban Design Commission, the Planning Commission and the Common Council for consideration.

**PROJECT TEAM:**

**Owner: McGrath Property Group**, 730 Williamson Street, Suite 150, Madison, WI 53703  
**Design Architect: Eastman Lee Architects**, 3730 N. Lake Shore Dr. 7A, Chicago, IL 60613  
**Architect of Record: JLA Architects**, 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 250 E. Olin Avenue (currently addressed 222–232 E. Olin Avenue) where the existing Coliseum Bar and Wonder Bar are currently located. The project as proposed would have approximately 192 residences, 225 parking stalls and 13,506 sf of grade level commercial/retail space that would likely be marketed to offices and/or retailers as opposed to restaurant uses.

McGrath Property Group is a long-term investor 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 be a post-tensioned concrete structure and clad in high-quality materials. This location is ideal for a mixed-use development as proposed, with its proximity to bike/pedestrian paths and bus stops, for

promoting the use of carbon free transportation (biking/walking) as well as encouraging 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 complies with the recently adopted ***South Madison Plan*** and compliments the vision of the ***Destination District*** planning process. The project as proposed is twelve stories in height and includes leaving the Wonder Bar building where it currently sits.

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 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 (the Coliseum Bar and the Wonder Bar). The Coliseum Bar will be demolished and the Wonder Bar will remain (although the rear wood sided addition will be removed). The remainder of the site is predominantly asphalt parking lot. Photographs of the existing buildings are included in the submitted plans.

**CERTIFIED SURVEY MAP (CSM):**

A new Certified Survey Map (CSM) will be prepared and submitted on 5/2/22 to subdivide the property into two Lots. The main lot will contain the new project and the second lot will contain the existing Wonder Bar building. Cross-Lot easements will be created for Vehicular/Pedestrian access, utilities and maintenance purposes. The intent is to maintain ownership of both Lots long term.

**WONDER BAR:**

The Wonder Bar will remain in its current location, however the wood-clad addition (walk-in freezer) attached to the rear of the building will be removed as part of this project. Additionally, once a Tenant is secured in the future - restoration/remodeling permits will be obtained for site improvements and to update the building as needed for the future Tenant's use.

**ARCHITECTURE:**

Sited at the convergence of East Olin Avenue and John Nolen Drive, the architectural design is rooted in the unique layered nature of the site, lending prominence to the area as a dynamic gateway to the City of Madison. The massing is comprised of a series of volumes that express the layers of building program within, sliding past one another in response to the site. The massing is scaled in response to the varied context, stepping down in height along the adjacent streets, and providing an outdoor terrace overlooking Lake Monona. The parking garage is concealed within, treated as an integral component of the architectural expression.

A timeless and contemporary quality to the architecture is achieved through careful consideration of proportion, daylight, views, and integrity of materials. A refined material palette

of light-colored brick paired with vertically slatted metal panels creates a rich contrast in both texture and color while complementing the surrounding landscape.

Windows are placed to frame views to the lake, parks, and city beyond, while also located with care to be safe for migrating birds. Windows of varying widths impart a residential scale to the façades while also reflecting the dynamic nature of the site. The vertical arrangement of window openings provides a contrast to the horizontal nature of the building, while also communicating the plan arrangement of apartments within. A subtle shift in the windows creates a tiered arrangement of floors that provides a transitional scale to the façades as the building height increases.

Balconies are precisely located throughout the building, elongated at corner units to lend a dynamic quality and to provide shading. Partially inset balconies are distributed to impart a vertical articulation to façades and help reduce the overall scale. A thoughtful and energetic approach to the design allows the building to become an inspiring backdrop for the residents within, while also acting as a sensitive interface between the city and the environment.

### **STORMWATER MANAGEMENT:**

Nearly all of the existing site is covered by impervious area such as asphalt, rooftops, and sidewalks. Furthermore, there are no existing stormwater management practices; all runoff drains over the surface eventually making its way to City sewer untreated. Our new project will reduce the impervious area on site and incorporate many features that dramatically improve the current runoff patterns. This design is advancing and we expect to incorporate the following:

1. Runoff will be collected in a controlled environment on site and routed thru stormwater Best Management Practices prior to discharging to the City storm sewer.
2. Green roofs may be provided to minimize the quantity of water going to the City storm sewer.
3. A rain garden will collect runoff from the rear of the site and promote infiltration.
4. An underground wet detention tank may be used to collect run off from the main driveway/loading area at the SW corner of the site - this tank reduces peak runoff rate and settles out solids and pollutants.
5. The proposed project will meet or exceed State and City requirements for redevelopment including peak rate reduction, runoff volume reduction, and sediment control.

### **SUSTAINABLE FEATURES:**

Developments such as our proposed project are a very sustainable way to develop a City. The following is a list of some of the benefits:

1. This project creates residential density in an area near job centers that reduces the miles driven on our roads.
2. The project is located adjacent and near multiple Metro bus stops (pending route changes).
3. The Project is located very near to the Capital City Trail and the Wingra Creek ped/bike paths.
4. Private waste/recycling collection is utilized -v- 200 collections from individual homes.
5. One water and sewer connection -v- 200 from individual homes.

6. The mixed use component is “parking-friendly”. The Commercial Tenant employees can share parking spaces with the residential Tenants. Reducing the overall need for parking.

**DARK SKY FEATURES:**

The project will feature the following Dark Sky initiatives:

1. Window coverings will be provided in all units.
2. Community room lighting will have occupancy sensors
3. Exterior lighting will be limited to that required by code and shielded when ever possible
4. No lighting will be provided on Tenant balconies.

**SOLAR READY CONSTRUCTION:**

We are evaluating solar panels for the project and may also make it “Solar-Ready” by providing the necessary conduits, electrical improvements and structural upgrades needed. We can not commit to implementing this since we may not have enough roof top space for it to work effectively . We will continue to evaluate this as the project advances.

**EV CHARGING FACILITIES:**

We will be providing multiple EV Charging Stalls and will have many EV ready stalls - more than required by code.

**FUTURE BIKE PATH EASEMENT:**

We agree to provide a Twenty-Foot wide easement at the North West corner of the property for as shown on the project plans for a future City bike path connector intended to eventually connect thru adjacent properties to the Wingra Creek Ped/Bike Path. A sidewalk connector from the main bike room for our project is provided that connects to the future easement area.

**TRANSPORTATION DEMAND MANAGEMENT PLAN (TDMP):**

Our Traffic Engineering firm (KL Engineering) completed the TDMP for the project and we scored 40 points (25 minimum required). We are also providing more bike parking than required and a bike maintenance station in the project. We will also explore a bike sharing station as the project progresses.

**GREEN CONSTRUCTION FEATURES:**

The following green construction features will be implemented:

- Post-Tensioned Concrete construction with metal stud walls - very little wood lumber used.
- Construction Waste Recycling
- Continuous exterior building insulation
- Energy efficient windows
- Low-e glazing
- Daylighting
- Use of fly ash in concrete

- Use of low VOC materials, paints & adhesives
- Use of formaldehyde-free materials
- Energy star rated appliances
- High recycled content of structural steel, steel reinforcing & light gauge framing

**BUILDING MECHANICAL SYSTEMS:**

- Central HVAC System (Water Source Heat Pumps)
- High Efficient boilers (95%+)
- Variable frequency drive on cooling tower fan motor for efficiency
- Mechanically ventilated spaces (units)
- Water source heat pumps in units
- Provisions for water source heat pumps in commercial areas
- High-efficiency water heaters (94%) & re-circulation system
- Reduced flow plumbing fixtures
- LED lighting throughout project
- Lighting controls
- High-efficiency ceiling fans
- Occupancy sensors
- Programmable thermostats
- Electric car charging stations & EV Ready stalls for future charging stations
- Central exhaust systems for dryers
- Central exhaust systems for bath fans

**NEIGHBORHOOD INPUT:**

The property does not sit within the limits of a formal neighborhood association, but we have had several neighborhood meetings with both District 13 (Bay Creek Neighborhood near the site) and District 14 where the site resides. We will continue to meet on an as-needed basis as the final details of the project are worked through.

**REFUSE & RECYCLING:**

Garbage and recycling containers serving the building will be in an enclosed room in the grade level parking area on the west side of the building. A private collection service will be utilized at a frequency appropriate for required volume.

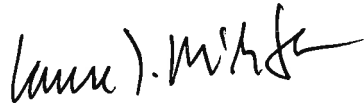
**PROJECT SCHEDULE:**

February 24, 2022: DAT Meeting  
 March 9, 2022: Urban Design Commission - Informational Presentation  
 April 11, 2022: Land Use Application Submittal date  
 June 1, 2022: Urban Design Commission - Initial and Final Approval  
 June 13, 2022: Plan Commission  
 June 21, 2022: Common Council  
 September 5, 2022: Start Construction  
 April 1, 2024: 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 fluid and cursive, with a long horizontal stroke extending to the right.

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

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