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 7/26/23 2:42 p.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): 402 West Gorham Street, Madison, WI 5370333

Title: Riley ' s Wines of the World Addition

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

UDC meeting date requested August 16, 2023

New development

Alteration to an existing or previously-approved development

✔ XInformational

Initial Approval

Final Approval

3. Project Type

Project in an Urban Design District

✔ XProject 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 Riley ' s L Property, LLC

Company Riley ' s Wines of the World

Street address 402 West Gorham Street

City/State/Zip Madison/WI/53703

Telephone 608-257-0400

Email matt@rileyswines.com

Project contact person Marc Schellpfeffer

Company CaS4 Architecture, LLC

Street address 4414 Regent Street; Suite 102

City/State/Zip Madison/WI/53705

Telephone 608-709-1250

Email marc@cas4arch.com

Property owner (if not applicant) _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

CāS4 architecture, llc

City of Madison– Urban Design Commission
Department of Planning and Economic Development
215 Martin Luther King Jr. Blvd., Suite LL100
Madison, WI 53703

Re Riley's Wines of the World Addition – Letter of Intent

Dear Commission Members,

Riley's Wines of the World, located at 402 W. Gorham Street, is looking to create a third-floor addition over a portion of the current footprint of the existing structure. This addition will provide an open office environment that will allow all non-retail staff that is currently spread throughout the first and second floors of the building to be housed in a central space to assist in providing more security to private information as well as allow for more efficiencies within the day-to-day working environment.

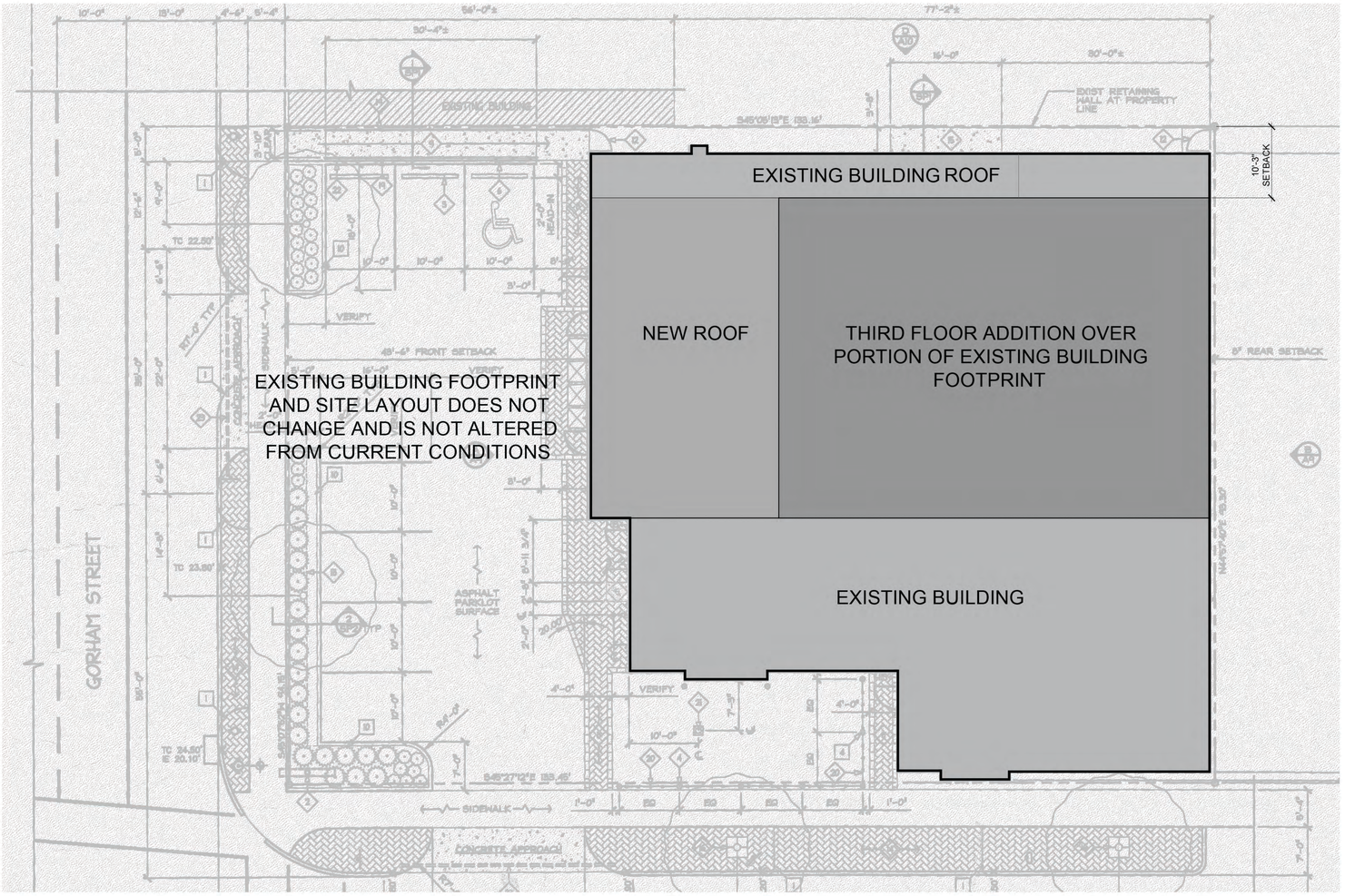
The addition creates roughly 2,900 gsf of open office workspace along with restrooms and a small break area/kitchenette for staff to utilize. As part of the project, we are also taking the opportunity to increase the street presence of the overall entry to the building while opening the retail space to create a higher volume of space that introduces more natural light into the overall first floor retail footprint. As the neighborhood around Riley's has changed over the years this additional presence on the street helps to fill in the urban fabric of a height that is comparable to their neighbors. The current building utilizes a mix of burnished block in two sizes and colors, a split faced block, EIFS, and glazing as part of the overall exterior composition. The original building along with the two previous additions in 1989 and 2001 have created an overall composition that is more of a collage of forms and materials. The new addition looks to bring a calming and increased presence to the entry and building massing as it fronts both Broom Street and W. Gorham Street.

Along Broom Street we are removing the two shed roofs and reducing their elevation to the datum of the current heightened roof line at the west corner of the Broom Street elevation. The main body of the work for the project is along W. Gorham Street.

The composition of the elevation at W. Gorham Street is extending the existing burnished block vertically as well as incorporating a warm white colored composite metal panel at the entry level massing to provide for a greater street presence as well as work to provide a high clerestory window that allows for natural light to penetrate deep into the retail space at the first floor. The introduction of a projected canopy that runs the length of the building elevation is articulated in a charcoal grey and helps to tie the overlapping form of the brick and metal back to the main existing vertical element of the elevation while providing much needed cover at the entry doors to the store. The third-floor addition form is rendered in a warm white vertical box ribbed metal panel to complement the 16x16 warm burnished block color. This lighter panel along with the large glass storefront condition provide for an open office environment that is filled with natural light and looking back into the ever-changing neighborhood. The incorporation of a metal accent band of charcoal grey at the third-floor glass storefront condition conceals structure while helping tie new composition together by echoing the banding at the entry canopy. Below the new office storefront, the punched openings replace the existing clerestory windows and continue to provide natural light into the second-floor retail space that overlooks the first-floor retail space. The third-floor form is held back from the neighboring property line to the West to keep the addition out of the required setback as well as work with the existing building structure.

Marc Schellpfeffer, AIA
Partner

MDS/pmc
Copied File



1 C100 EXISTING BUILDING SITE LAYOUT
SCALE: 1/8" = 1'-0"

CāS4 architecture, llc
4414 Regent Street, Ste. 102
Madison, WI 53705

Riley's Wines of the World Addition
402 W. Gorham Street
Madison, WI 53703

Project #: 23008.00

Design Development

Issued for:

No.	Description	Date
1	Final Plan Concept	06-09-2023

Drawn by: CaS4 Architecture
Checked by: CaS4 Architecture

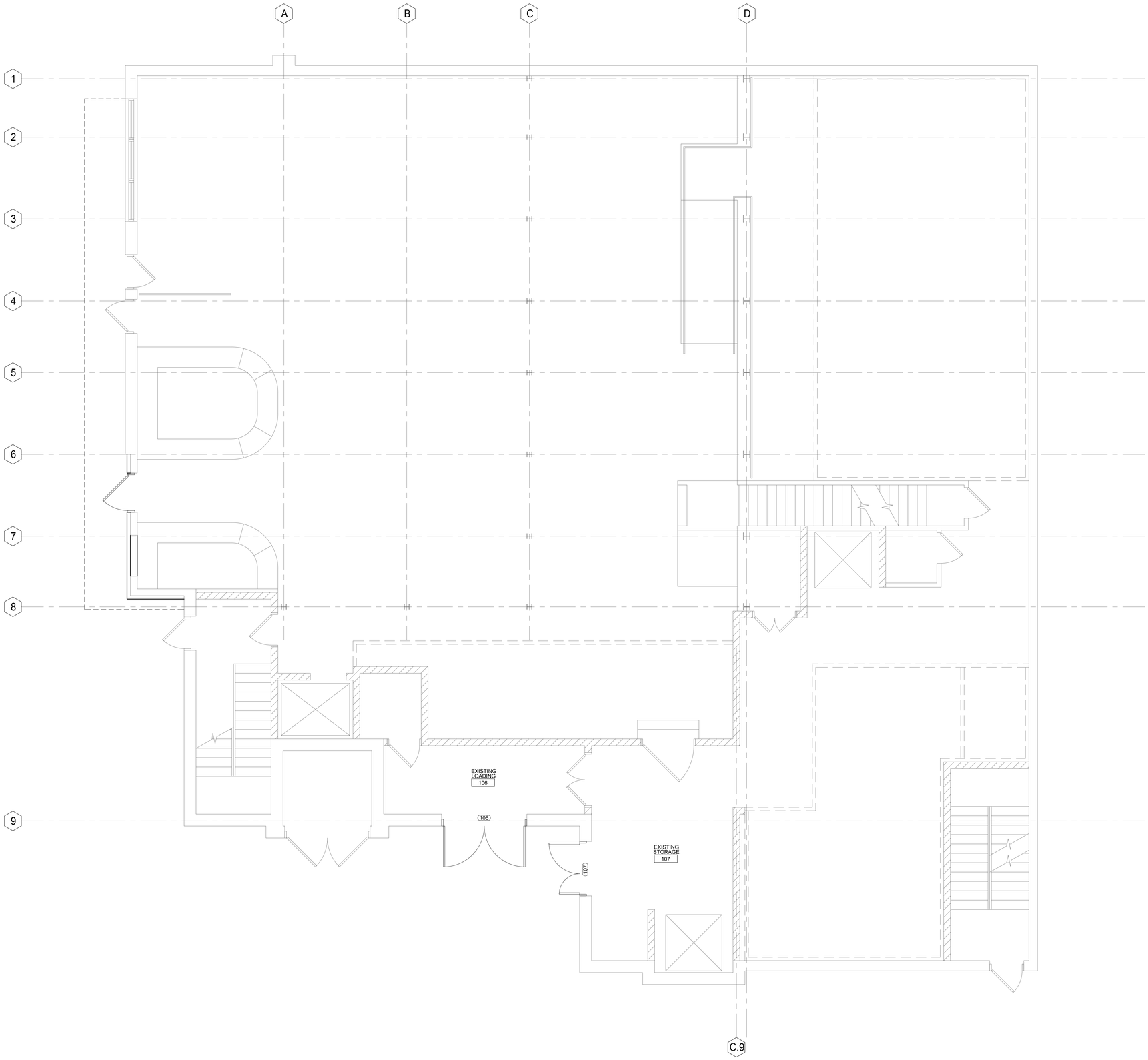
EXISTING BUILDING SITE LAYOUT

C100

NOT FOR CONSTRUCTION

/Volumes/01 Project Folders/23008.00 – Riley's Wine/02 Drawings/23008_AFP01.dwg

Project Name: Riley's Wines of the World Addition
Project #: 23008.00



1 A101 FIRST FLOOR PLAN
SCALE: 1/4"=1'-0"

0' 4' 8' 16'

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402 W. Gorham Street
Madison, WI 53703

Project #: 23008.00

UDC Informational Presentation

Issued for:

No.	Description	Date
1	UDC Informational Submittal	07-31-2023

Drawn by: CaS4 Architecture
Checked by: CaS4 Architecture

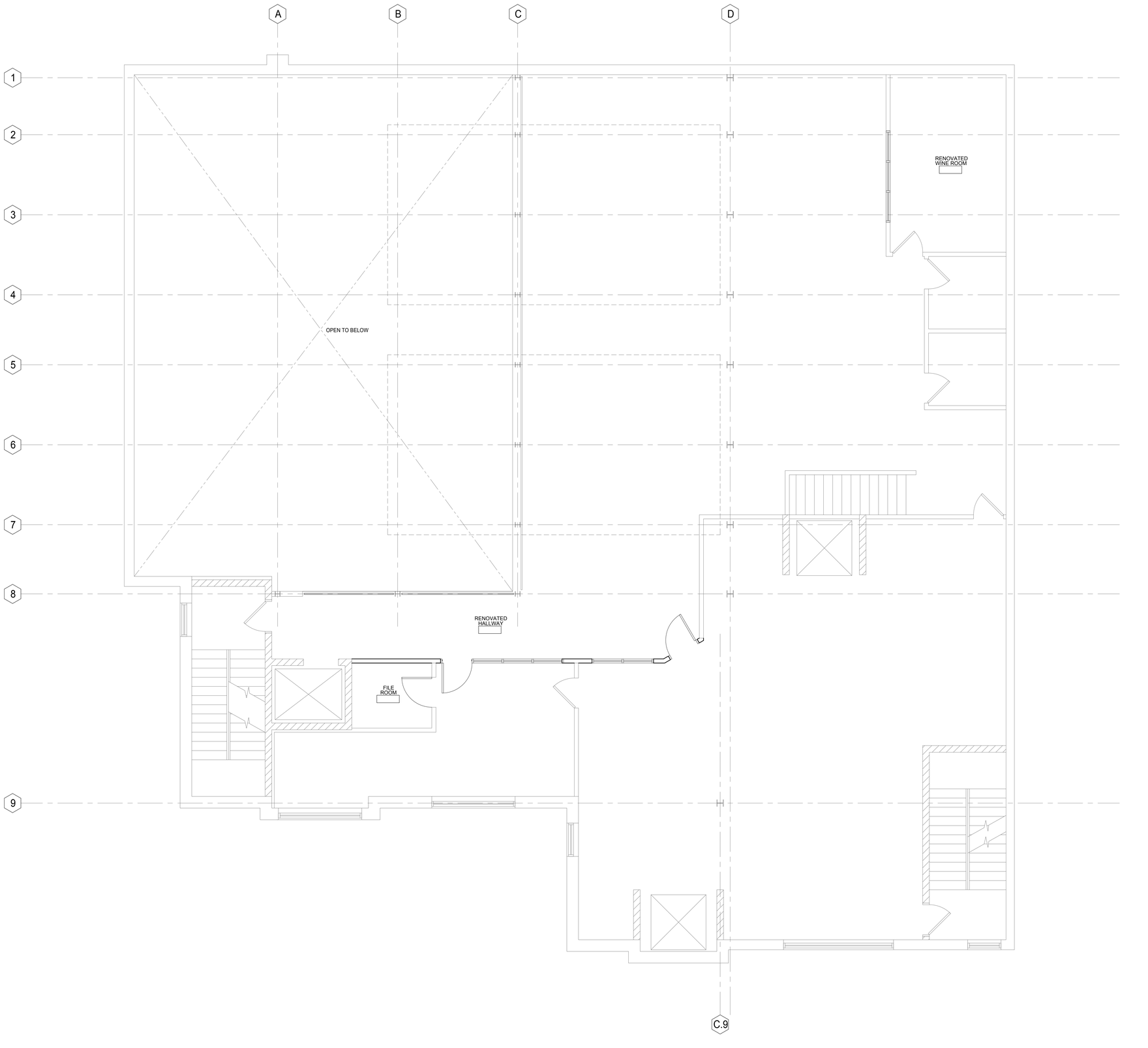
FIRST FLOOR PLAN

A101

NOT FOR CONSTRUCTION

Project Name: Riley's Wines of the World Addition
Project #: 23008.00

/Volumes/01 Project Folders/23008.00 – Riley's Wofl/02 Drawings/23008_AP01.dwg



1 A102 SCALE: 1/4"=1'-0"

SECOND FLOOR PLAN

0' 4' 8' 16'

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Riley's Wines of the World Addition

402 W. Gorham Street
Madison, WI 53703

Project #: 23008.00

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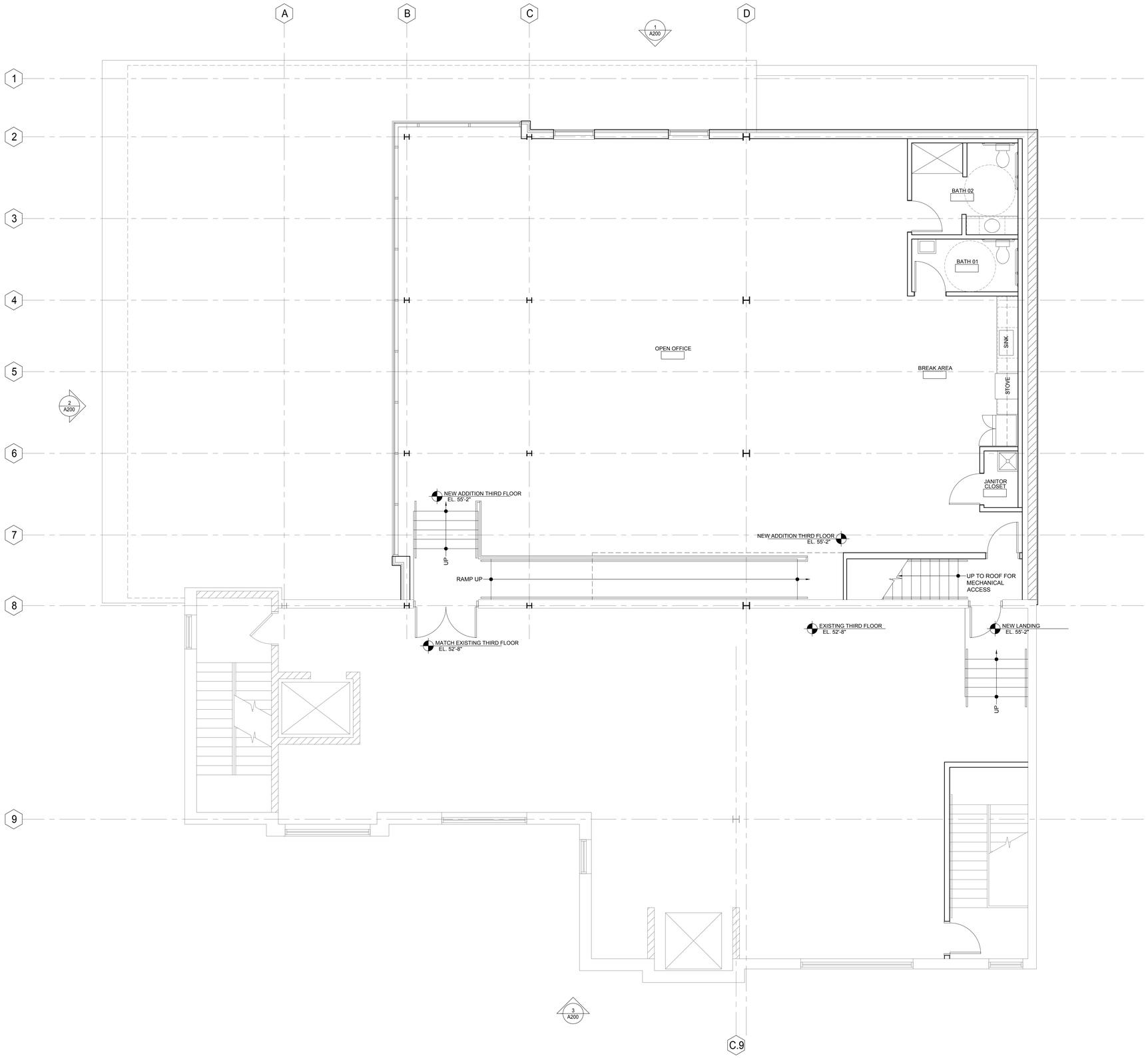
Drawn by: CaS4 Architecture
Checked by: CaS4 Architecture

SECOND FLOOR PLAN

A102

Project Name: Riley's Wines of the World Addition
Project #: 23008.00

/Volumes/01 Project Folders/23008.00 – Riley's Wold/02 Drawings/23008_AFP02.dwg



1 A103 THIRD FLOOR PLAN
SCALE: 1/4"=1'-0"

0' 4' 8' 16'

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/Volumes/01 Project Folders/23008.00 – Riley's Wine/02 Drawings/23008_AFP03.dwg

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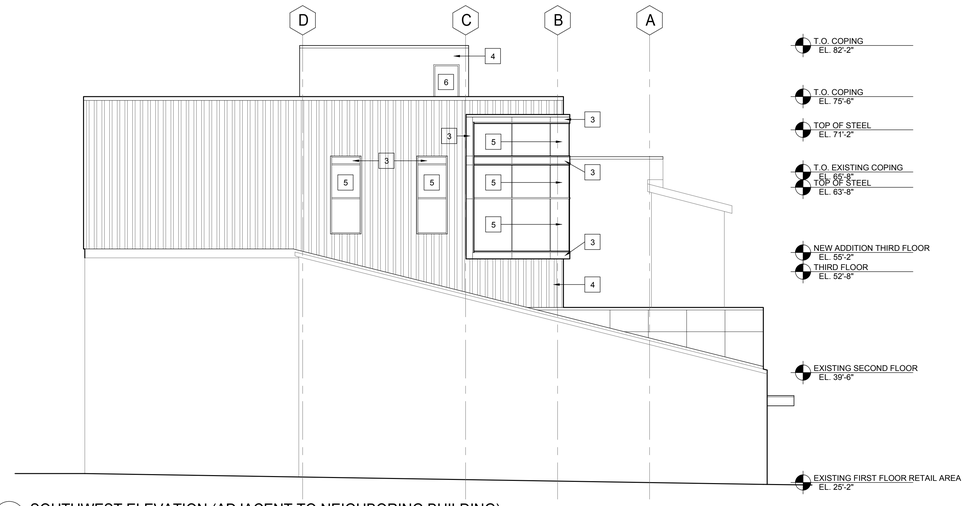
Drawn by: CaS4 Architecture
Checked by: CaS4 Architecture

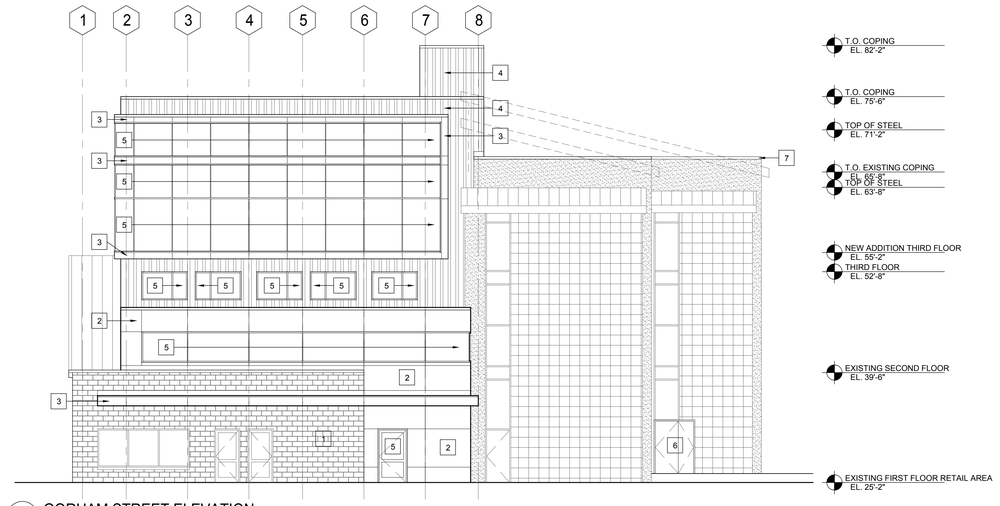
THIRD FLOOR PLAN

A103

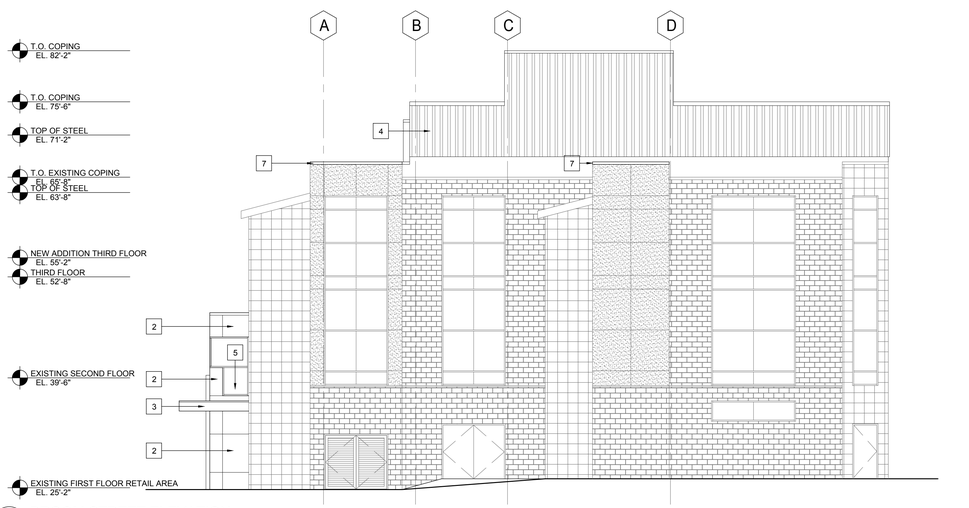
Project Name: Riley's Wines of the World Addition
Project #: 23008.00



1 / A200 SOUTHWEST ELEVATION (ADJACENT TO NEIGHBORING BUILDING)
SCALE: 1/8"=1'-0"



2 / A200 GORHAM STREET ELEVATION
SCALE: 1/8"=1'-0"



3 / A200 BROOM STREET ELEVATION
SCALE: 1/8"=1'-0"

ELEVATION KEYNOTE LEGEND

1. BURNISHED BLOCK TO MATCH EXISTING
2. COMPOSITE METAL PANEL - WARM WHITE
3. COMPOSITE METAL PANEL - DARK GREY
4. VERTICAL BOX RIB METAL PANEL - WARM WHITE
5. ALUMINUM STOREFRONT SYSTEM WITH INSULATED GLAZING MEETING BIRD GLASS REQUIREMENTS FOR FRIT PATTERN
6. INSULATED HOLLOW METAL DOORS - PAINTED
7. REMOVE SLOPED PARAPETS AND PROVIDE NEW ALUMINUM COPING TO MATCH EXISTING

CaS4 architecture, llc
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/Volumes/01 Project Folders/23008.00 – Riley's Wine/02 Drawings/23008_ELEVATIONS.dwg

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402 W. Gorham Street
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UDC Informational Presentation

Issued for:

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Checked by: CaS4 Architecture

BUILDING ELEVATIONS

A200

NOT FOR CONSTRUCTION

Project Name: Riley's Wines of the World Addition
Project #: 23008.00

1 A201 EXISTING BUILDING FROM GORHAM STREET
SCALE: NTS

2 A201 BUILDING ADDITION FROM GORHAM STREET
SCALE: NTS

3 A201 EXISTING BUILDING FROM GORHAM/BROOM CORNER
SCALE: NTS

4 A201 BUILDING ADDITION FROM GORHAM/BROOM CORNER
SCALE: NTS

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Madison, WI 53705

/Volumes/01 Project Folders/23008.00 – Riley's Wine/02 Drawings/23008_ELEVATIONS.dwg

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Checked by: CaS4 Architecture

BUILDING IMAGES

A201

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