



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
 PO Box 2985; Madison, Wisconsin 53701-2985  
 Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>November 20, 2014</u>	<input type="checkbox"/> Informational Presentation <input type="checkbox"/> Initial Approval <input checked="" type="checkbox"/> Final Approval
UDC Meeting Date: <u>December 3, 2014</u>	
Combined Schedule Plan Commission Date (if applicable): _____	

1. Project Address: 222 W. Gorham Street, Madison WI  
 Project Title (if any): HopCat - madison

2. This is an application for (Check all that apply to this UDC application):

- New Development     Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)  
 Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)  
 Suburban Employment Center (SEC) or 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 Planned Residential Complex

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)     Street Graphics Variance\* (public hearing-\$300 fee)  
 Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

- Please specify: \_\_\_\_\_

CITY OF MADISON  
 9:30 a.m.  
 NOV 24 2014  
 Planning & Community  
 & Economic Development

3. Applicant, Agent & Property Owner Information:

Applicant Name: Dan Henriksen  
 Street Address: 100 Grandville Ave, Suite 30  
 Telephone: (616) 458-5554 Fax: (616) 458-4054

Company: Henriksen Architecture LLC  
 City/State: Grand Rapids, MI Zip: 49508  
 Email: dan@henriksenarchitecture.com

Project Contact Person: \_\_\_\_\_  
 Street Address: Same as above  
 Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Company: \_\_\_\_\_  
 City/State: Same as above Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_

Project Owner (if not applicant): BarFly Ventures  
 Street Address: 7 Tonia SW, Suite 200  
 Telephone: (616) 965-9780 Fax: (616) 965-9796

City/State: Grand Rapids, MI Zip: 49503  
 Email: mike@barflyventures.com

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin on 11/3/2014  
(name of staff person) (date of meeting)

B. 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 S. Henriksen

Relationship to Property: Architect

Authorized Signature: [Signature]

Date: 11/19/2014



**MICHIGAN**

100 Grandville, Suite 030  
Grand Rapids, MI 49503

**ARIZONA**

18650 N. Thompson  
Peak Pkwy  
#2074 Scottsdale, AZ  
85255

**616.458.5554**

**Project Description:**

BarFly Ventures, located in Grand Rapids Michigan, is planning to remodel the entire building at 222 W. Gorham Street in downtown Madison, Wisconsin.

They plan to create a venue called HopCat which will be their fifth location in the Midwest. The project will consist of a 7600 square foot first floor remodel and a new second floor of 2100 square feet for a total of 9700 square feet.

The exterior will be reimaged, with the new second level partially viewed from the street. The center atrium will be reworked into a glass stair that will lead patrons to the new second level.

HopCat will serve food and alcoholic beverages. Their focus is on serving quality food and multiple draft beer selections to a diverse clientele. HopCat was envisioned, designed, stocked and staffed with one mission in mind: to bring its guests great beer. Striving each day to be the best beer bar in the world, HopCat specializes in local beer and breweries, but also offers a wide range of regional craft brew, global beer, and a large Belgian selection. The original HopCat opened in Grand Rapids in 2008, and has been recognized by Beer Advocate as the "Third Best Beer Bar on Planet Earth".

The goal is to begin construction as soon as possible with an opening in the spring of 2015.

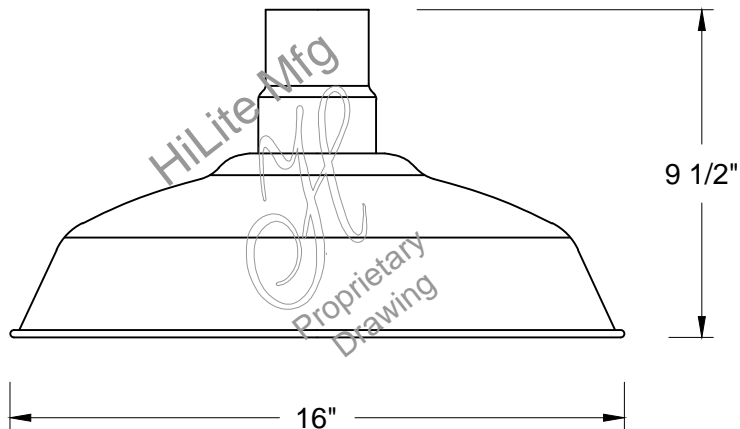


# HI-LITE MFG. CO., INC

13450 Monte Vista Avenue  
Chino, California 91710  
Telephone: (909) 465-1999  
Toll Free: (800) 465-0211  
Fax: (909) 465-0907  
web: www.hilitemfg.com  
e-mail: sales@hilitemfg.com

## H-15116 Warehouse Shade Collection

Job Name: \_\_\_\_\_  
Type: \_\_\_\_\_  
Quantity: \_\_\_\_\_



**FINISH** -Multi-stage pretreatment procedure using materials of polyester/polished powder coat, baking enamel liquid, raw metals, and galvanized finishes.

Standard Finishes are: 91(Black), 93(White), 95(Dark Green), 96(Galvanized), BR47(Powder Coat Rust), BK01(Black Texture), GN20(Powder Coat Patina).

Upgraded Finishes are: 29, 66, 82, 90, 92, 94, 97, 99, 100, 103, 104, 105, 110, 112, 113, 114, 115, 117, 118, 119, 120, 127, 128, 129, 133, 134, 135, 136, 138, 139, 140, 11, 98, 101, 102, 137, 121, 122, 123, 124, 125, 126, 01, 22, 25, 33, 77, 89, 24, 44, 48, 49, 15, 16, 55.

(Custom finishes available).

For interior finish of fixture refer to color chart on pages 344-348.

**MOUNTING** - Cord, Stem, Arm, and Flush mounting available.

**ACCESSORIES** - CGU(Cast Guard and Glass), LCGU(Large Cast Guard and Glass), WGU(Wire Guard and Glass), LWGU(Large Wire Guard and Glass), ARN(Acorn Globe), LARN(Large Acorn Globe), WGR(Wire Guard), SK(Swivel Knuckle) and FX(Flexible tubing for cord mounted fixture only) available.

**REFLECTOR** - Heavy duty, spun shade, aluminum 6061-0 and/or 1100-0, galvanized 22 gauge, steel 20/22 gauge, copper 032/040 and brass 032/040 construction. Dependant on finish.

**SOCKETS/LAMPS** - Available in:

Incandescent

- rated 200 watt max/120 volt, medium base.

Compact Fluorescent(CFL)

- rated 13/18/26/32/42/57 watt max/120/277 volt, GX24Q base.

Metal Halide(MH)

- rated 35/50/70/100/150/175 watt max/120/208/240/277 volt, medium base, 4KV socket.

High Pressure Sodium(HPS)

- rated 50/70/100/150 watt max/120/277 volt, medium base.

Light-Emitted Diode (LED)

- rated 20w or 30w LED. See LED specifications for complete part number.

MADE IN THE U.S.A.

Suitable for wet location.  
(Except when cord mounted)



**IES ROAD REPORT**

**PHOTOMETRIC FILENAME : H-15116 100W MH.IES**

**DESCRIPTIVE INFORMATION (From Photometric File)**

IESNA:LM-63-1995  
[TEST] 20092  
[MANUFAC]HI-LITE MANUFACTURING - WAREHOUSE  
[LUMCAT]H-151-16  
[LUMINAIRE]WITH WHITE INTERIOR AND CLEAR RIBBED GLASS JAR LENS  
[LAMP]ONE VENTURE 100 WATT MH LAMP  
[LAMPCAT]MH100W/U. LUMEN RATING = 9000 LMS.  
[OTHER]LAMP OPERATING AT 100 WATTS

**CHARACTERISTICS**

IES Classification	Type V
Longitudinal Classification	Short
Cutoff Classification	Semi-Cutoff
Total Rated Lamp Lumens	9000
Maximum Candela	1521
Maximum Candela Angle	0H 45V
Maximum Candela At 90 Degrees Vertical	99.4 (1.10% Lamp Lms)
Maximum Candela At 80 Degrees Vertical	1030.4 (11.45% Lamp Lms)
Downward Total Efficiency	83.3%

IES ROAD REPORT  
PHOTOMETRIC FILENAME : H-15116 100W MH.IES

CANDELA TABULATION

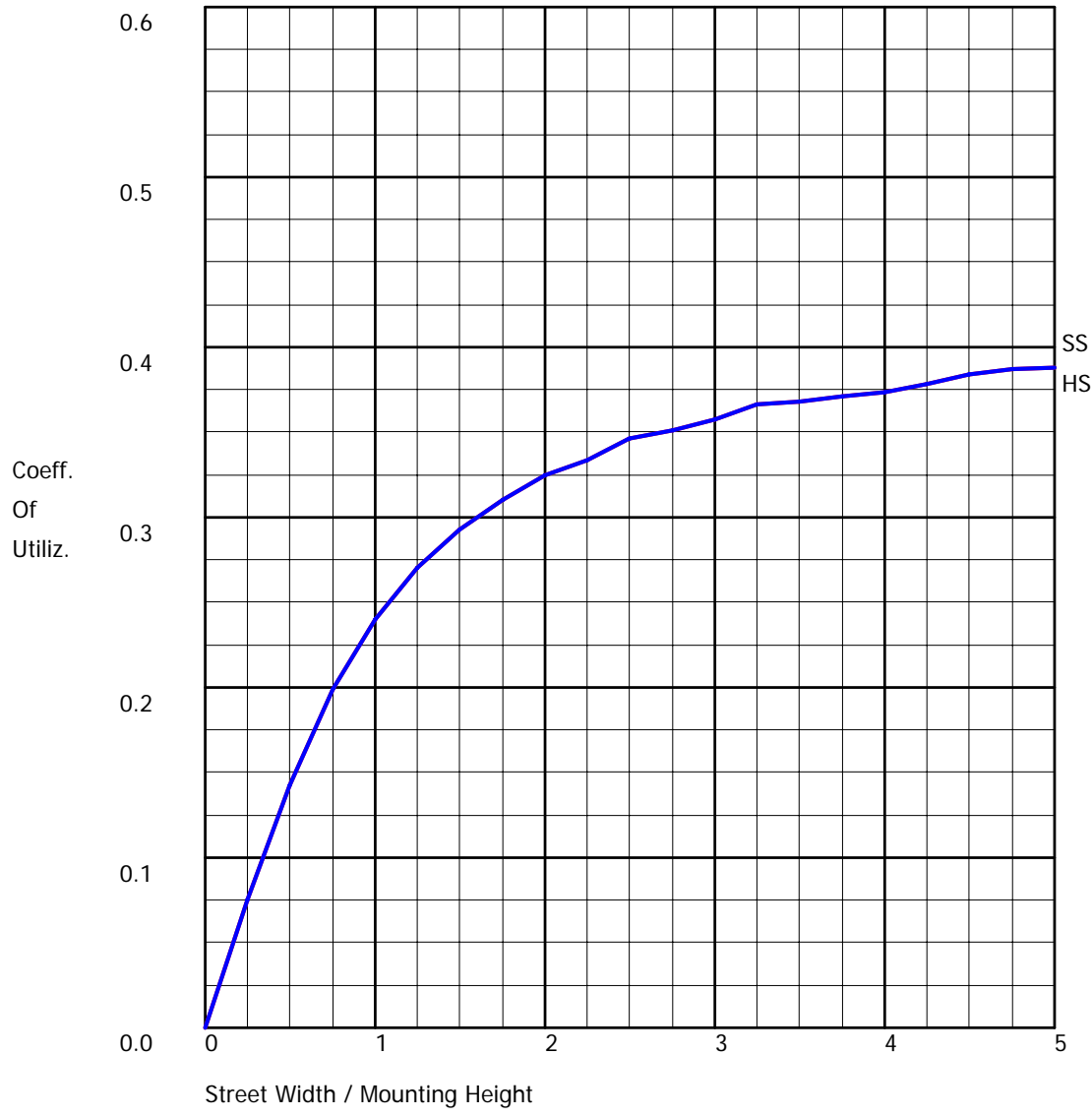
Vert. Angles	Horizontal Angles
	<u>0</u>
0	1368.3
2.5	1419.2
5	1468.5
7.5	1483.6
10	1511.4
12.5	1519.4
15	1475.5
17.5	1448.4
20	1457.5
22.5	1461
25	1447.5
27.5	1423.9
30	1404.1
32.5	1379.4
35	1390.7
37.5	1384.7
40	1452.6
42.5	1518.9
45	1521
47.5	1485.8
50	1401.3
52.5	1320.4
55	1262.4
57.5	1222.3
60	1195.1
62.5	1175.9
65	1157.6
67.5	1147.6
70	1137.7
72.5	1119.3
75	1094.4
77.5	1066.6
80	1030.4
82.5	980.2
85	877.9
87.5	481
90	99.4
92.5	21.9
95	12.2
97.5	9.5
100	7.8
102.5	6.1
105	2.8
107.5	0.7
110	0
112.5	0
115	0.1
117.5	0
120	0.1
122.5	0.1
125	0
127.5	0.1
130	0.1

IES ROAD REPORT  
PHOTOMETRIC FILENAME : H-15116 100W MH.IES

CANDELA TABULATION - (Cont.)

132.5	0
135	0.1
137.5	0
140	0.1
142.5	0
145	0
147.5	0
150	0
152.5	0
155	0
157.5	0
160	0
162.5	0
165	0
167.5	0
170	0.1
172.5	0
175	0.1
177.5	0
180	0

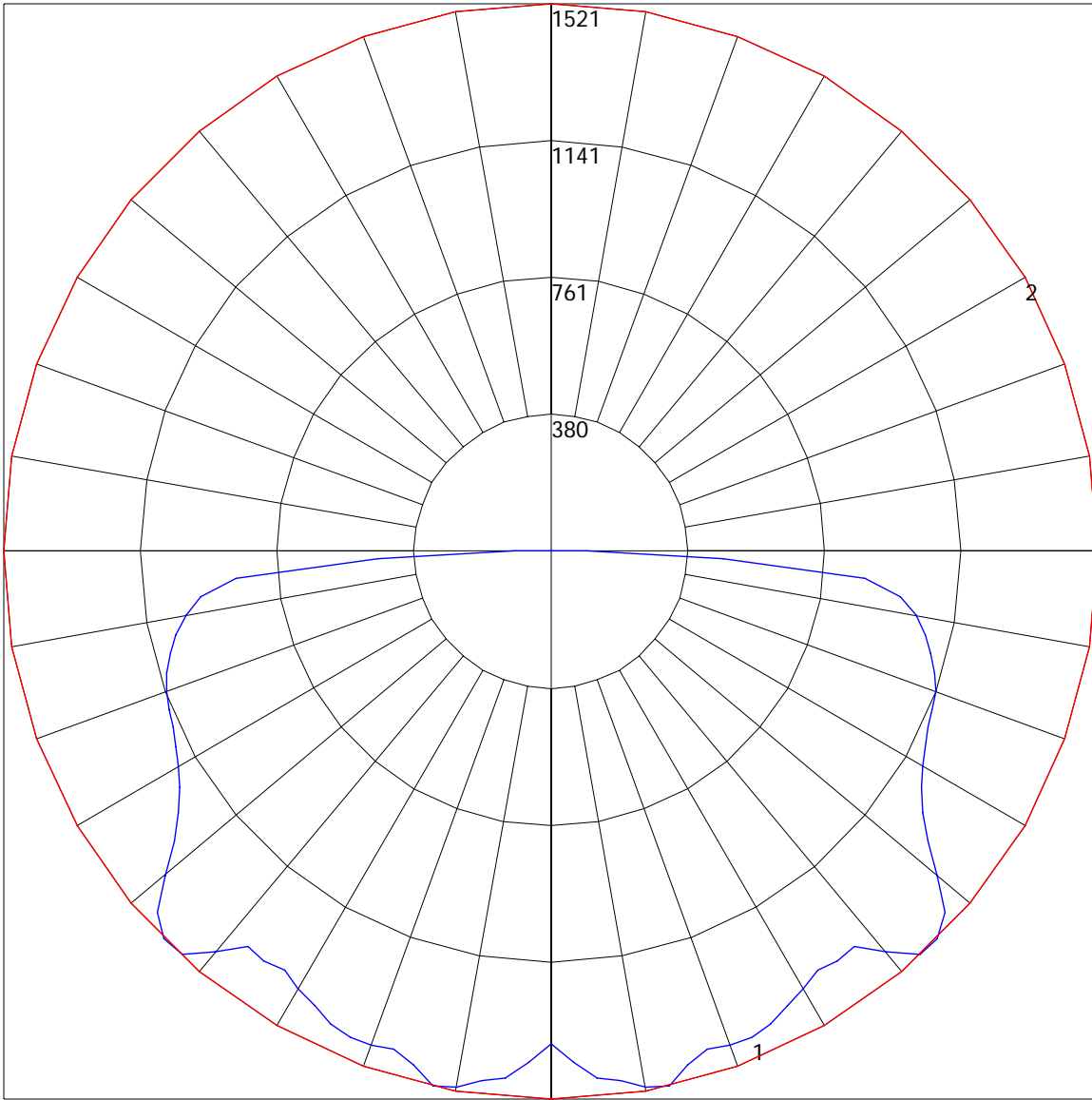
**COEFFICIENTS OF UTILIZATION**



**FLUX DISTRIBUTION**

	Lumens	Percent Of Lamp
Downward Street Side	3747.7	41.6
Downward House Side	3747.7	41.6
Downward Total	7495.4	83.3
Upward Street Side	15.2	0.2
Upward House Side	15.2	0.2
Upward Total	30.4	0.3
<b>Total Flux</b>	<b>7525.8</b>	<b>83.6</b>

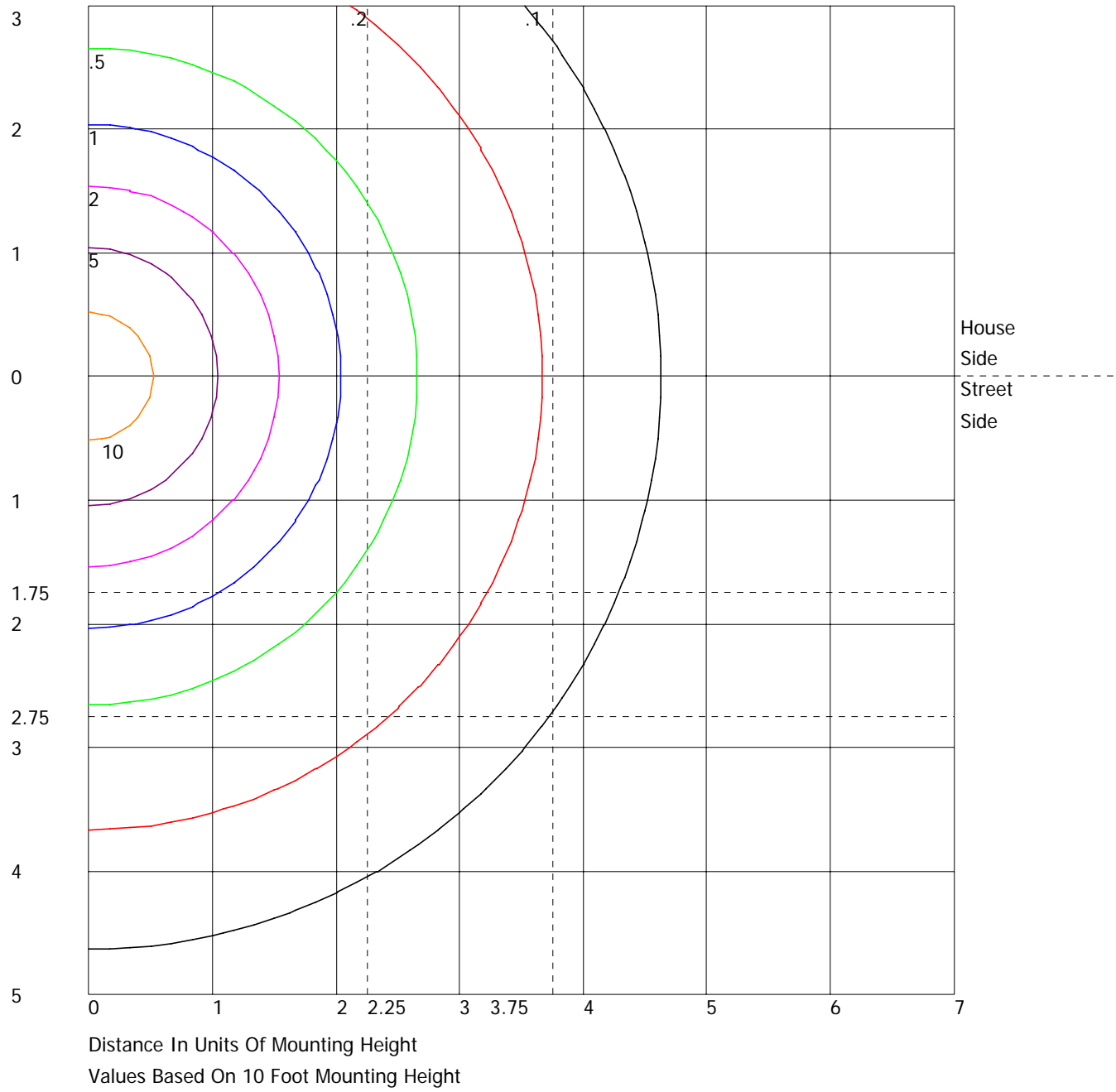
POLAR GRAPH

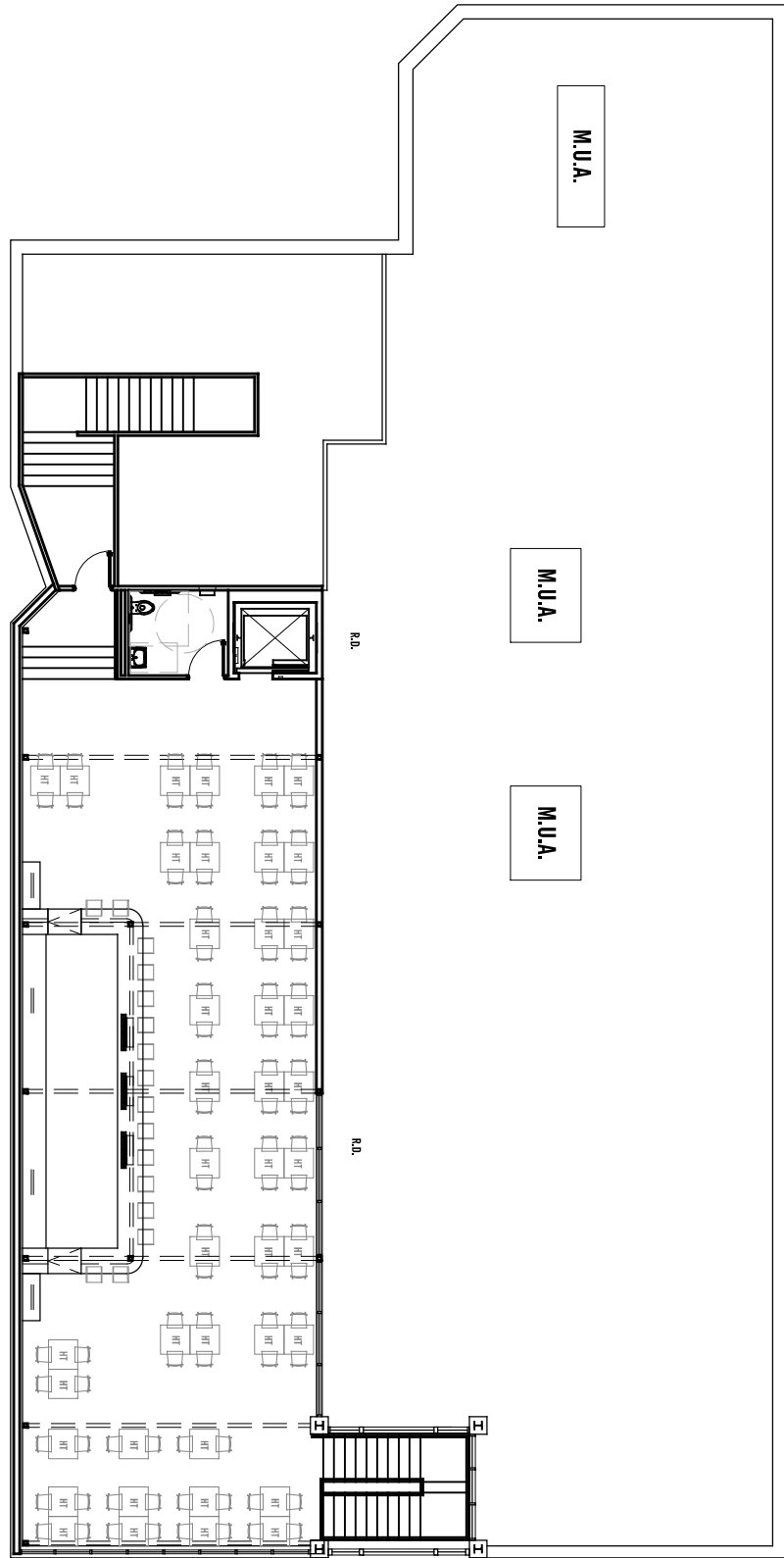



Maximum Candela = 1521 Located At Horizontal Angle = 0, Vertical Angle = 45  
# 1 - Vertical Plane Through Horizontal Angles (0 - 180) (Through Max. Cd.)  
# 2 - Horizontal Cone Through Vertical Angle (45) (Through Max. Cd.)

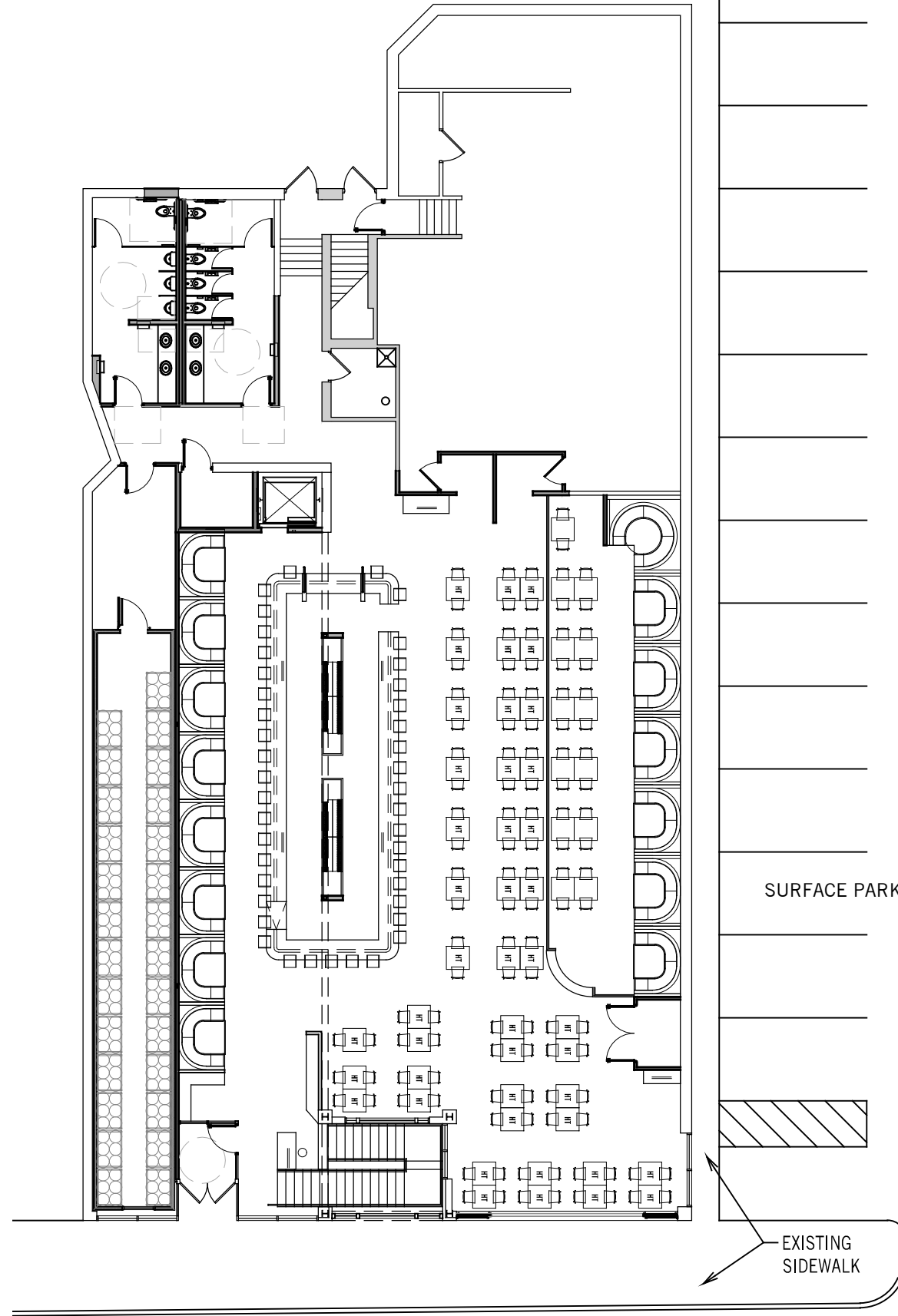



ISOFOOTCANDLE LINES OF HORIZONTAL ILLUMINANCE

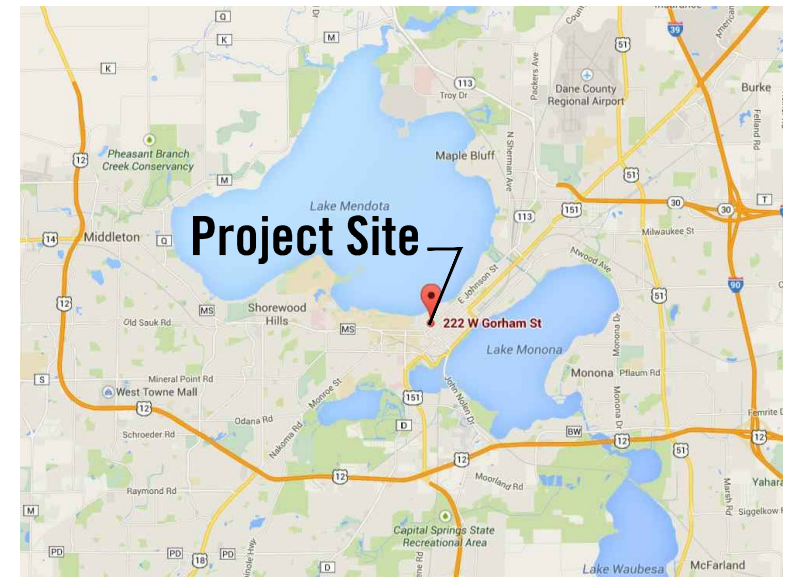




 **UPPER LEVEL**  
1/16"=1'-0"



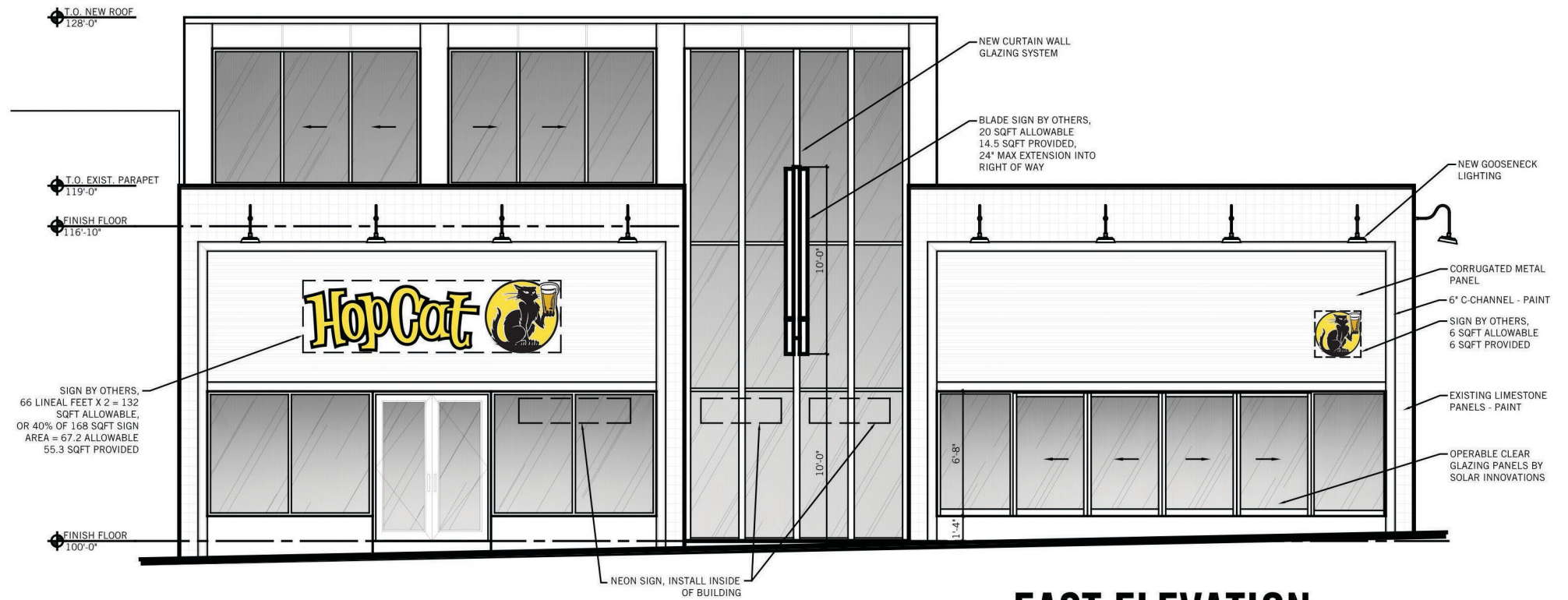
 **MAIN LEVEL**  
1/16"=1'-0"



**LOCATOR MAP**

NTS





## EAST ELEVATION

1/8"=1'-0"

NOTE:  
SOUTH AND WEST ELEVATIONS ARE TO  
REMAIN AS IS. NO NEW CONSTRUCTION.

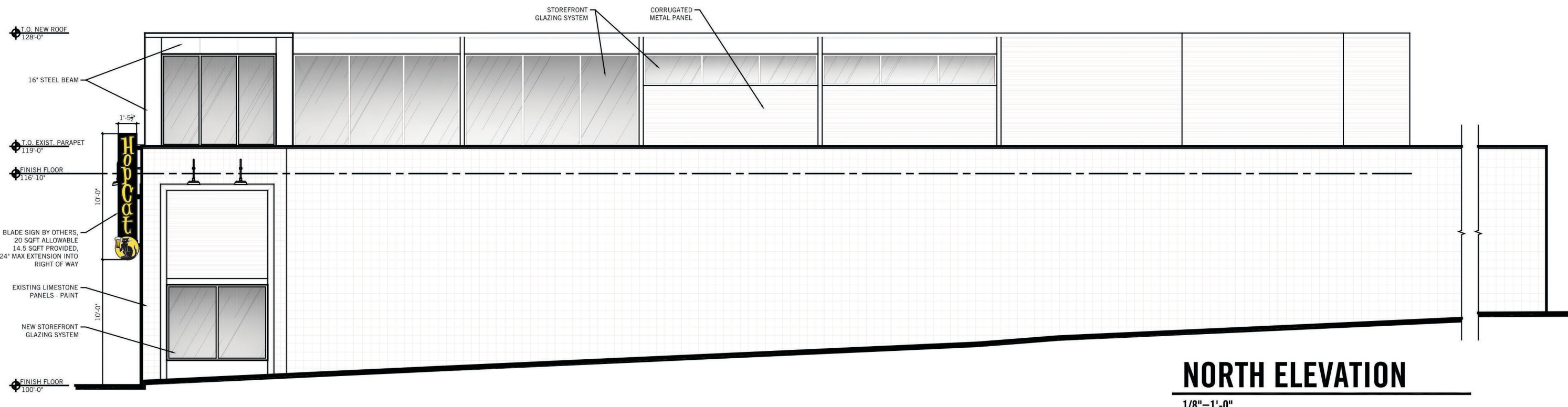


UDCA 11.20.14

DRAWN BY: IOC  
CHECKED: DSH

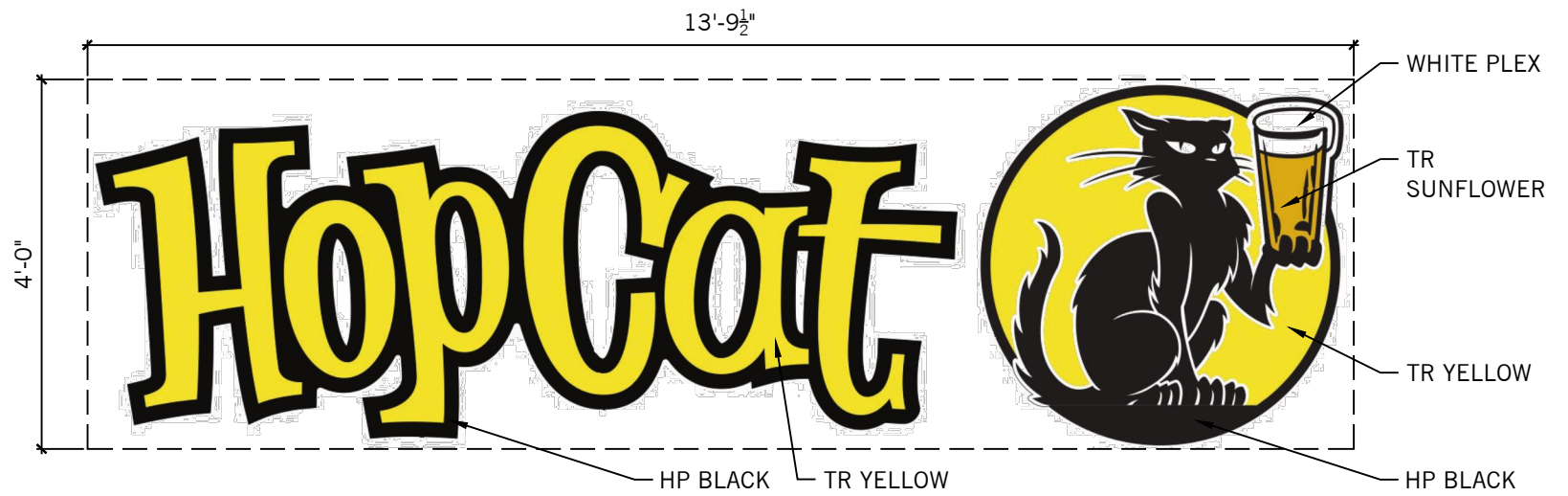
### EXTERIOR ELEVATIONS

PROJ. No. 140731



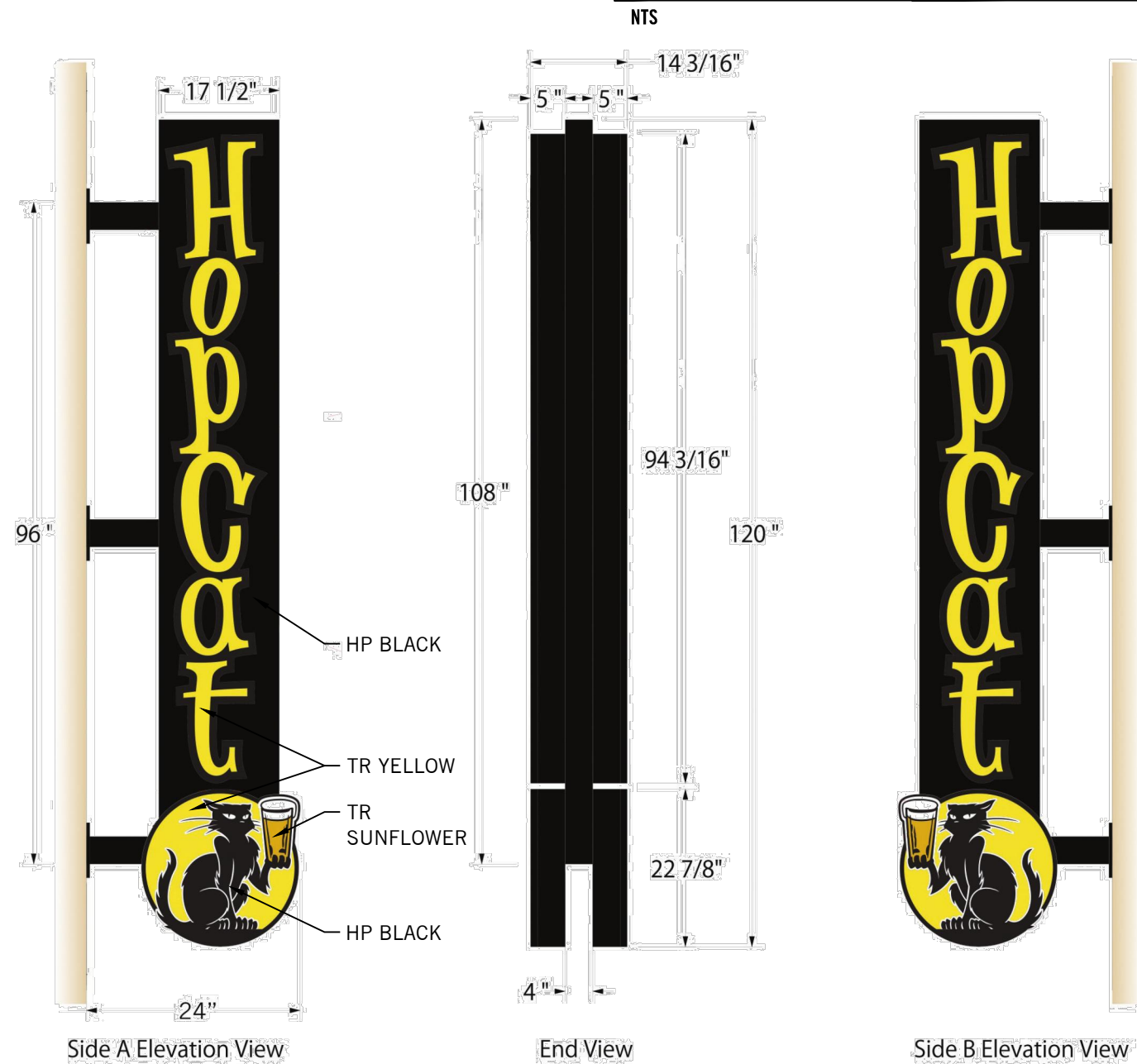
## NORTH ELEVATION

1/8"=1'-0"



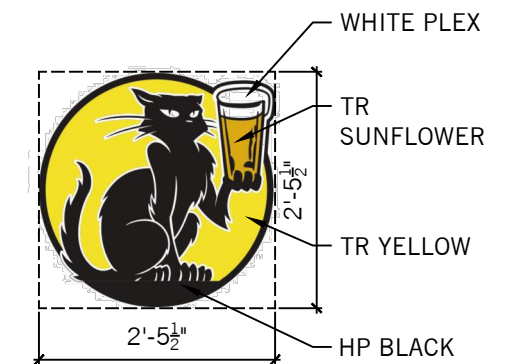
**SIGN 1 - WALL MOUNT**

132 SQFT ALLOWABLE  
55.3 SQFT PROVIDED



**SIGN 3 - BLADE**

20 SQFT ALLOWABLE  
14.5 SQFT PROVIDED,  
24\"/>



**SIGN 2 - WALL MOUNT**

6 SQFT ALLOWABLE  
6 SQFT PROVIDED





**VIEW 1**

DAY VIEW

**VIEW 2**

DAY VIEW



**VIEW 3**

NIGHT VIEW

**MICHIGAN**  
100 Grandville  
Suite 030  
Grand Rapids, MI  
49503

**ARIZONA**  
18650 N. Thompson  
Peak Pkwy  
#2074 Scottsdale, AZ  
85255

616.458.5554

**Hopcat - Madison**

222 W. Gorham St.  
Madison, Wisconsin



UDCA 11.20.14

DRAWN BY: IOC

CHECKED: DSH

**PERSPECTIVES**

PROJ. No. 140731