

AGENDA # 6

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION	PRESENTED: December 3, 2014	
TITLE: 222 West Gorham Street – Addition and Exterior Remodel of an Existing Building in the Downtown Core. 4 th Ald. Dist. (36334)	REFERRED:	
	REREFERRED:	
	REPORTED BACK:	
AUTHOR: Alan J. Martin, Secretary	ADOPTED:	POF:
DATED: December 3, 2014	ID NUMBER:	

Members present were: Richard Wagner, Chair; Melissa Huggins, Cliff Goodhart, Dawn O’Kroley, Richard Slayton, John Harrington, and Lauren Cnare.

SUMMARY:

At its meeting of December 3, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of an addition and exterior remodel of an existing building in the Downtown Core located at 222 West Gorham Street. Appearing on behalf of the project were Dan Henrickson, Chris Knape and Todd Jindra, all representing HopCat. Henrickson gave a brief overview of the company, noting that every location is different in design to fit in with the City in which it’s located. Plans to activate the building include adding a second level where “Bop” was located, the existing entry element will be closed off and relocated to the right-of-way and will house the stairway, the existing façade limestone will become red brick and metal features will be incorporated to break up the façade. The main sign would be roughly 55 square feet; the Secretary noted that the sign package is in compliance with code and the Downtown Design Zones.

Comments and questions from the Commission were as follows:

- Taking this is State Street and understanding the historic 20-30-foot wide segments on State Street and the different entrances and storefronts, by taking a two tenant first floor retail space and converting it into a single tenant on the first floor, going from two entrances to one entrance, I think we’re doing a disservice to activating the street life, which I know is a mission of yours. I think the 2nd story addition on this building is fantastic, I just don’t know that going from two active storefronts to one on the first floor is worth that compromise. If your 2nd floor plan was a full floor plate you could have your individual entry and keep a second tenant space. Because of its adjacency to State Street that’s the one major issue I have with it.
 - I understand that. One of the things we did on this side to try to bring out the activity and provide some balance was to have collapsing windows that will open up to bring the outside activity inside and vice versa. This is a \$2.3 Million investment in this building, it’s essentially a gut remodeling and in terms of the financial feasibility of building out the rest of the 2nd floor for our use, it really gets difficult financially to do that.

- I appreciate what you said but there's not a whole lot of activity there right now, and there hasn't been for quite a few years. I think given the product you're selling and the demographic, you're going to have a lot of activity, people sitting in the windows. But I just can't help but see that this is an entrance here, and I'm wondering if you didn't bring that curtain wall all the way down to the sidewalk, some base to it that tells you "don't come in here." I see that and it's saying "entrance" to me. Something to bring the two together.
 - We do have the opportunity to modify that. I like that idea.
- If you could take the beer cooler and slide it back, you could get an active storefront, and maybe one nice seating area.
 - We should have explained that better. This window where the beer cooler is, is actually a centerpiece of our design. As you walk down the street, we'll have elemental lighting inside of the case.

ACTION:

On a motion was made by Huggins, seconded by Harrington, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion required adding a base treatment to the glass storefront stair in order to define that it is no longer an entrance.