



Department of Planning & Community & Economic Development

Planning Division

Heather Stouder, Director

215 Martin Luther King Jr. Blvd. Ste 017

P.O. Box 2985

Madison, Wisconsin 53701-2985

Phone: (608) 266-4635

Fax (608) 266-6377

www.cityofmadison.com

April 6, 2022

To: Common Council
From: Tom Otto, Economic Development Specialist, Economic Development Division
Jessica Vaughn, Urban Design Commission Secretary, Planning Division
Re: Façade Grant for 319 State Street LLC dba The Soap Opera

Project Description

A Façade Grant application for replacement of the existing storefront doors at The Soap Opera, 319 State Street, was approved by the Façade Grant Team. The project is a replacement of existing storefront doors which are forty (40) years old, new hardware, and installation at an estimated cost of \$7,577.00 with the grant at 50% of project cost or approximately \$3,788.50.

Project Background

The existing doors are at the end of their useful life, do not close completely, and have damage including a broken window pane resulting from the recent racial justice protests. Supply chain issues with doors complicate both door choices and contractor availability. The owner's preference is to have glass panels on only the top portion of doors to reduce maintenance and repair expense. The original doors had glass panels on top and bottom of doors.

UDC Action

The Urban Design Commission (UDC) at their March 30, 2022, meeting made an advisory recommendation to use replacement doors with glass panes on both top and bottom panels of doors and reuse the existing or similar door hardware to maintain the commercial character of the storefront. The owner plans to reuse the existing hardware, however for maintenance reasons strongly prefers the single panel doors which have already been delivered and stained to match the existing wood within the storefront display.

Next steps

Assuming the Common Council concurs with the Owner, staff will approve Façade Grant and Minor Alteration for this project.