
BASEMENT
$100-$250K
Shorewood Townhome Transitional Makeover

PROJECT BACKGROUND

This lower-level renovation was the continuation of a thoughtfully phased transformation of the home. Not long before this project, the homeowners had completed significant updates to their upper level, including the kitchen and primary bathroom. That prior renovation established a strong foundation of trust and a clear understanding of the homeowners' lifestyle, priorities, and aesthetic preferences. It also created an opportunity to ensure continuity of craftsmanship, material quality, and design language throughout the home as the lower level was reimagined.

The goal of this renovation was to transform an underutilized and dated basement into a more functional extension of the home—one that better supported family gatherings, overnight guests, and everyday entertaining. The existing lower level lacked cohesion, had inefficient use of space, and did not reflect the warmth, usability, or elevated detailing found in the recently updated upper levels. The challenge was to create a lower-level environment that felt intentionally connected to the rest of the home while improving function, storage, and overall livability.



Basement $100K - $250K

CHALLENGES

One of the primary challenges was reworking multiple disconnected spaces into a cohesive lower-level retreat without increasing the home's footprint. The design needed to maximize functionality while maintaining strong visual continuity between gathering spaces, the fireplace feature wall, wet bar, and guest bathroom.

A major focus of the renovation was improving the great room and entertainment areas to create a more family-friendly environment. The previous lower level felt segmented and lacked a strong central gathering point.

SOLUTIONS

The fireplace was redesigned to become a stronger architectural focal feature, helping anchor the room while introducing warmth, texture, and visual balance.

Large-format porcelain tile was incorporated across the fireplace surround, bringing durability and a refined modern finish. That same material was strategically extended into the wet bar flooring, reinforcing continuity and creating a stronger relationship between the entertaining zones





Basement $100K - $250K

CHALLENGE

The wet bar required thoughtful planning to improve both practicality and integration. It needed to serve as a convenient entertaining area while feeling naturally connected to the surrounding architecture rather than appearing as a separate addition.

SOLUTIONS

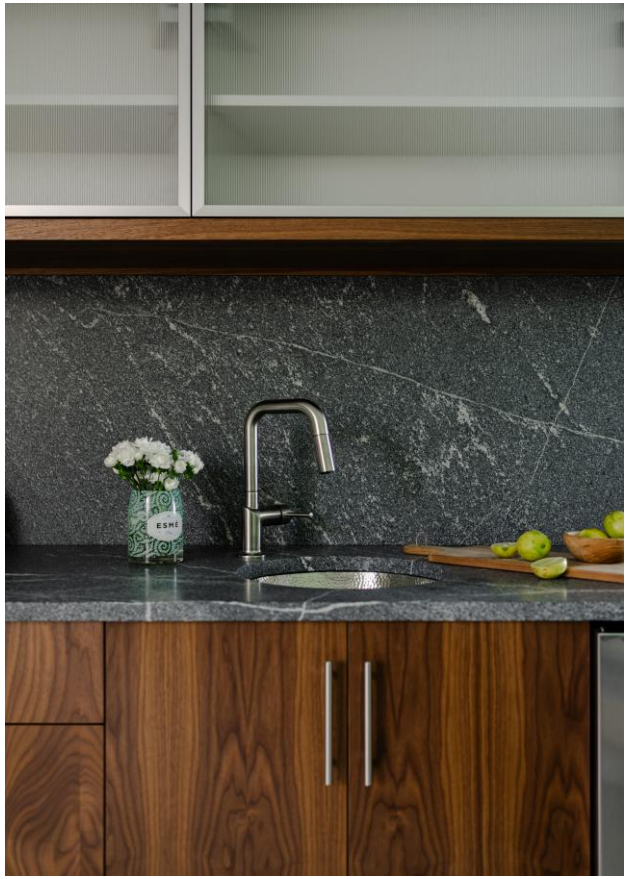
We removed two perpendicular walls that were making an alcove for the previous cabinets. This allowed us to make the cabinet storage space wider and open the sightline through the bar to make the space feel more open and like a built-in hutch.

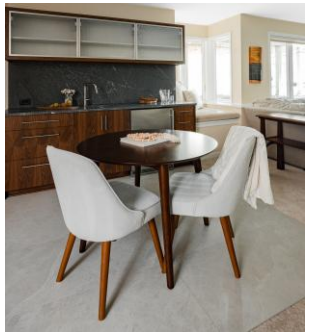
Installing top hinge cabinet continued the moder linear feel of the space while making these cabinets very accessible with room to move around the bar without a door hitting you or those you are entertaining. The art glass makes the space feel more open providing depth but keeps a bit of privacy if items start to appear un-tidy.

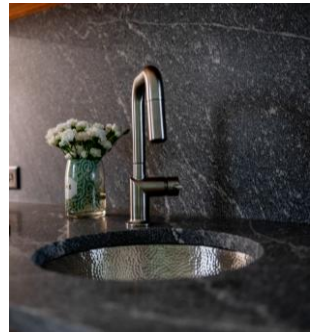
The floor was changed from carpet to wide format porcelain tile. This allows the homeowner to wipe up spills easily and to mimic the new fireplace design. The table will have multiple uses for craft and games, and the hard surface makes it obvious this is a separate function in an open floorplan.

Through careful layout planning and finish consistency, the space became both functional and visually cohesive.









Basement $100K - $250K

CHALLENGE

The guest bathroom presented one of the most significant design challenges due to its compact footprint and inefficient layout. Existing dead space limited storage and reduced usability.

SOLUTION

To maximize functionality, the linen closet was removed and the bathroom door location was shifted, allowing cabinetry to wrap around the room and significantly improve storage capacity while creating better flow.

CHALLENGE

Another challenge was incorporating plumbing infrastructure without sacrificing usable cabinet space or clean aesthetics.

SOLUTION

Plumbing was carefully concealed within cabinetry, preserving functionality while maintaining a seamless, furniture-like appearance.





Basement $100K - $250K

SOLUTION

Material detailing in the bath required precision and craftsmanship. Natural stone countertops were paired with a full-height backsplash, sequence-matched so the grain flowed continuously from horizontal to vertical surfaces.

This elevated the compact space while creating richness and continuity.

Custom cabinetry with furniture-grade walnut veneer doors and panels was also carefully sequence-matched, reinforcing a refined, tailored look.





Basement $100K - $250K

OVERALL UPGRADES

Throughout the lower level, the renovation transformed previously underutilized spaces into purposeful, highly functional living areas.

By solving layout inefficiencies, improving entertaining capabilities, maximizing hidden storage, and carrying forward the same thoughtful level of detail and continuity established in the earlier upper-level renovations, the lower level now feels like a natural extension of the home—warm, cohesive, and designed to better support modern family living.





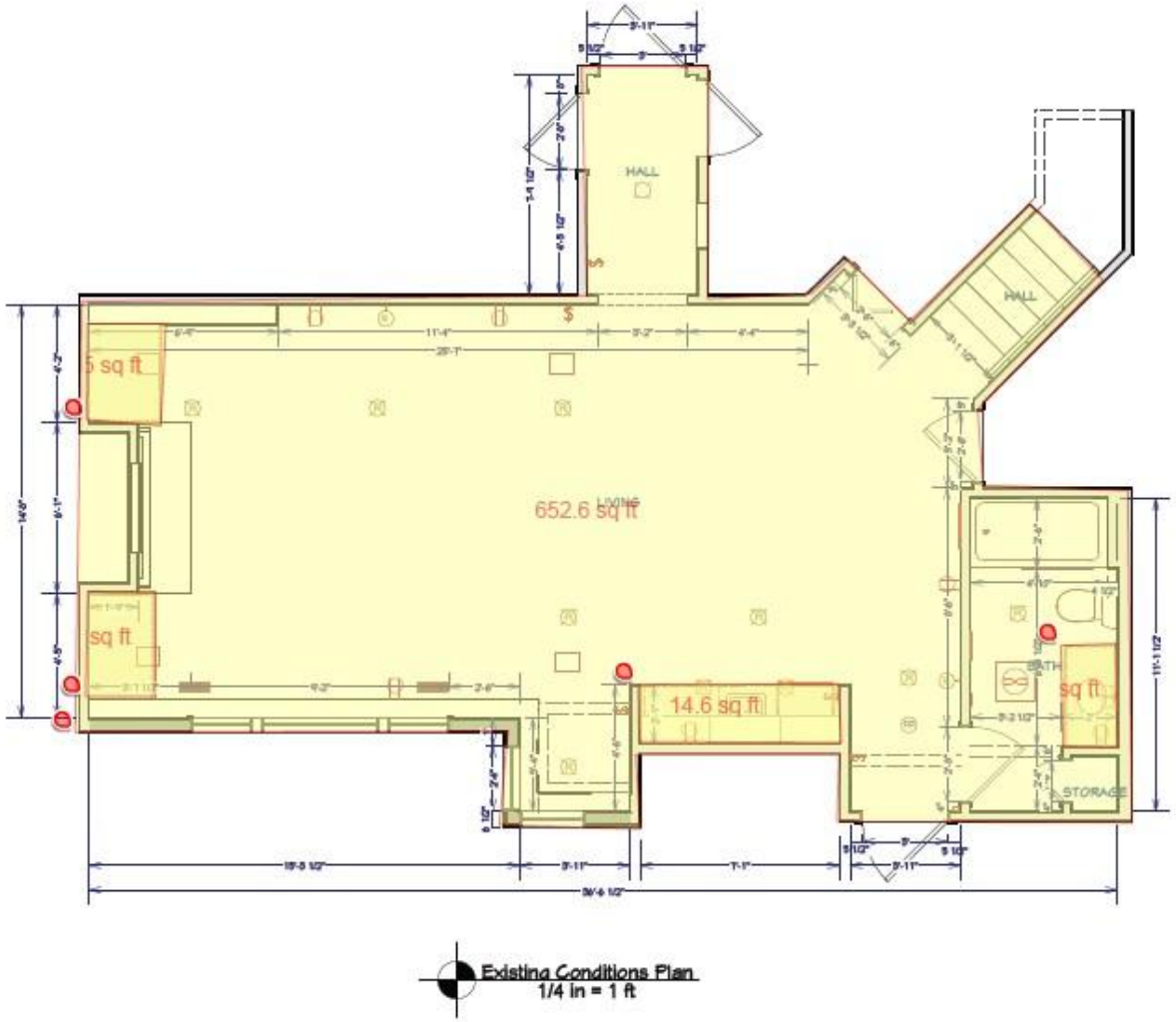


Basement $100K - $250K

BEFORE PLAN

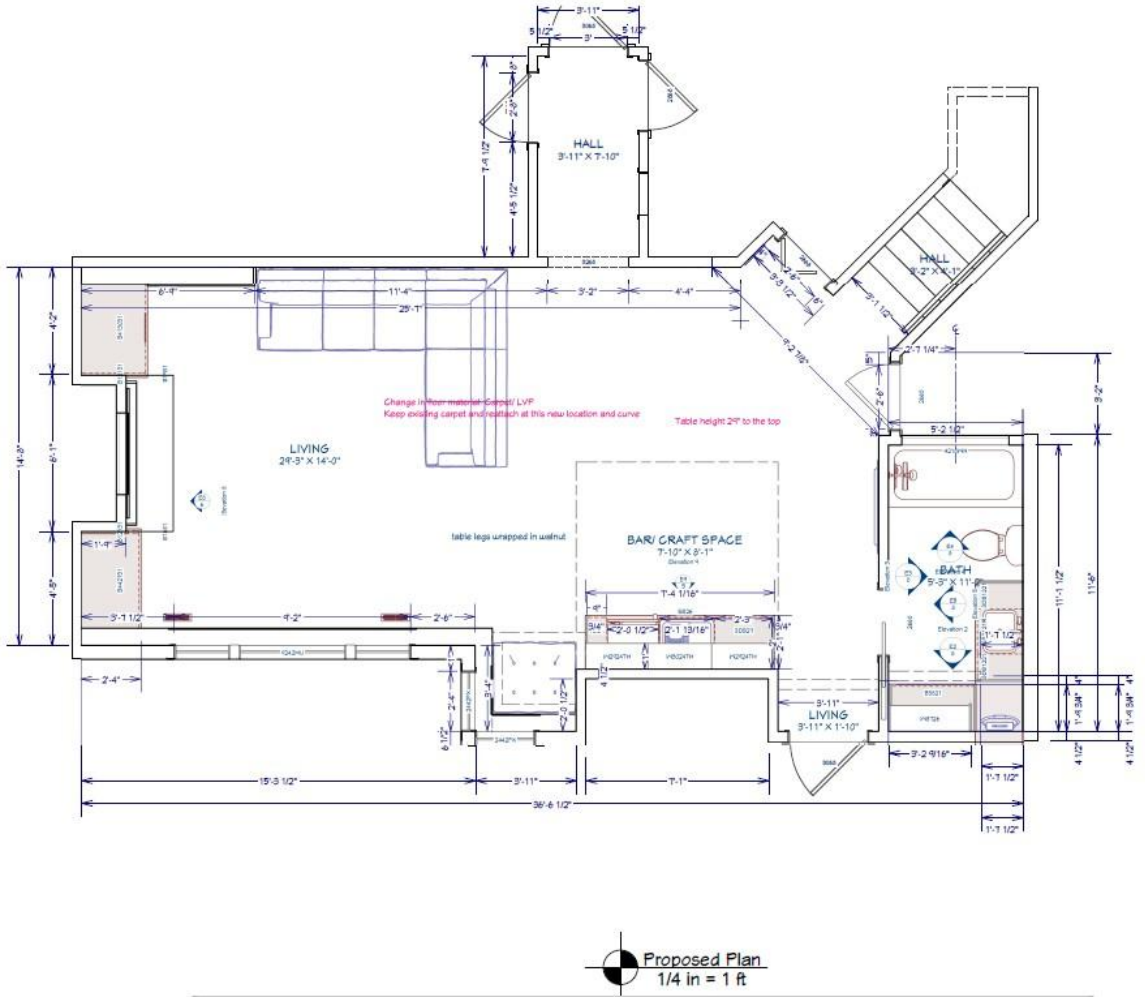
Basement $100K - $250K

BEFORE BASEMENT PLAN



AFTER PLAN

AFTER BASEMENT PLAN



Basement $100K - $250K

BEFORE PHOTOS









Basement $100K - $250K





Basement $100K - $250K

VERY HAPPY CLIENT/HOMEOWNER

“Absolutely outstanding!

We had the pleasure of working with _____on major renovation projects that included our kitchen, dining area, lower-level bar, and two bathrooms—and we couldn’t be happier with the results. From start to finish, the experience was seamless, professional, and even enjoyable!

PROJ MANAGER led the project with expert precision, keeping everything on track and making sure every detail was thoughtfully executed. FIELD SUPERVISOR was a powerhouse, ensuring the team stayed focused and productive every single day. CARPENTER’s craftsmanship was nothing short of masterful—his carpentry and finishing work brought our vision to life with stunning quality. And DESIGNER was a design genius, helping us refine our ideas into a cohesive, beautiful space that feels both timeless and personal.

The entire process ran on schedule and within budget, with any changes handled smoothly and transparently. Communication was crystal clear throughout, which made us feel confident and informed every step of the way.

We highly recommend _____to anyone considering a renovation. Their team is talented, trustworthy, and truly committed to excellence. .”