

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>2.26.2014</u>	<input checked="" type="checkbox"/> Action Requested
UDC MEETING DATE: <u>3.5.2014</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

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PROJECT ADDRESS: 702 WILLIAMSON STREET

ALDERMANIC DISTRICT: #6 - MARSHA A. DUMMEL

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
BLOUNT STREET, LLC ELBERG ANDERSON, INC.

P.O. Box 2077 MADISON, WI 53701 1 NORTH PILCHER ST.
MARTIN F. RIFKEL, MANAGING MEMBER MADISON, WI 53703

CONTACT PERSON: MARTIN F. RIFKEL

Address: P.O. Box 2077
MADISON, WI 53701

Phone: 608.258.4640

Fax: _____

E-mail address: MARTY@RIFKEL.COM

- TYPE OF PROJECT:
(See Section A for:)
- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
 - Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
 - Planned Residential Development (PRD)
 - New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
 - School, Public Building or Space (Fee may be required)
 - New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
 - Planned Commercial Site
- (See Section B for:)
- New Construction or Exterior Remodeling in C4 District (Fee required)
- (See Section C for:)
- R.P.S.M. Parking Variance (Fee required)
- (See Section D for:)
- Comprehensive Design Review* (Fee required)
 - Street Graphics Variance* (Fee required)
 - Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

Project:

Commercial and Multi-Family housing Development

Location:

702-706 Williamson Street

Project Description:

Martin Rifken of The Rifken Group, Ltd. is in the process of submitting an application to the City of Madison to demolish the one-story commercial building located at 702-706 Williamson Street (northeast corner of South Blount Street and Williamson Street). The building was constructed in 1926 but has been extensively remodeled throughout the years, most recently in 1998 and 2007.

In its place, under current plans, the development group would like to construct a new six-story building with approximately 7,500 square feet of commercial space on the first floor (ground level) and five stories (58 units) of apartments on the upper floors. There would also be a lower level garage with 42 parking stalls on the site. In addition to the underground parking, the development group would own a 30-stall surface parking lot across the street at 651 E. Wilson Street.

Project Zoning:

Design Guidelines & Criteria for Preservation

Williamson Street - 600- 1100 blocks

Better Urban Infill Development Program II

- BUILD Area - Zone III
 - New building height
 - Not to exceed 54 feet or five stories.
 - Structured Parking bonus
 - Architectural Massing - building step back

City of Madison Zoning District

- Commercial and Mixed-Use District
 - TSS - Traditional Shopping District
 - Maximum Height - 3 stories / 40 feet
 - Building height exceeding maximum may be allowed with conditional use approval.

Contextual Information:



Overall Existing Site Plan

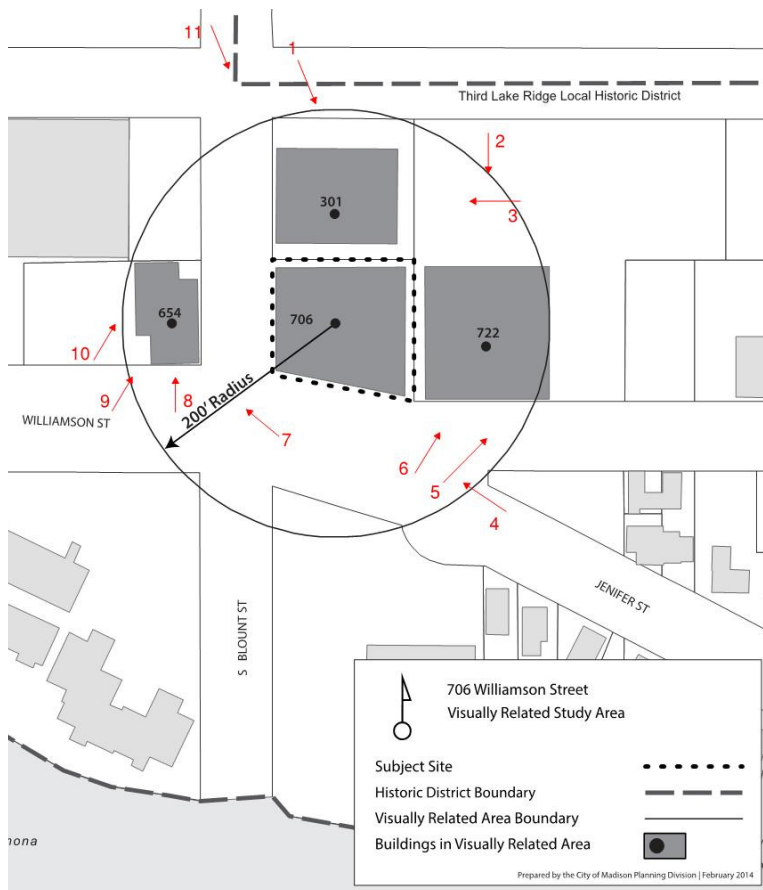


Photo Key Plan



Photo #1



Photo #2



Photo #3



Photo #4



Photo #5



Photo #6



Photo #7



Photo #8



Photo #9



Photo #10



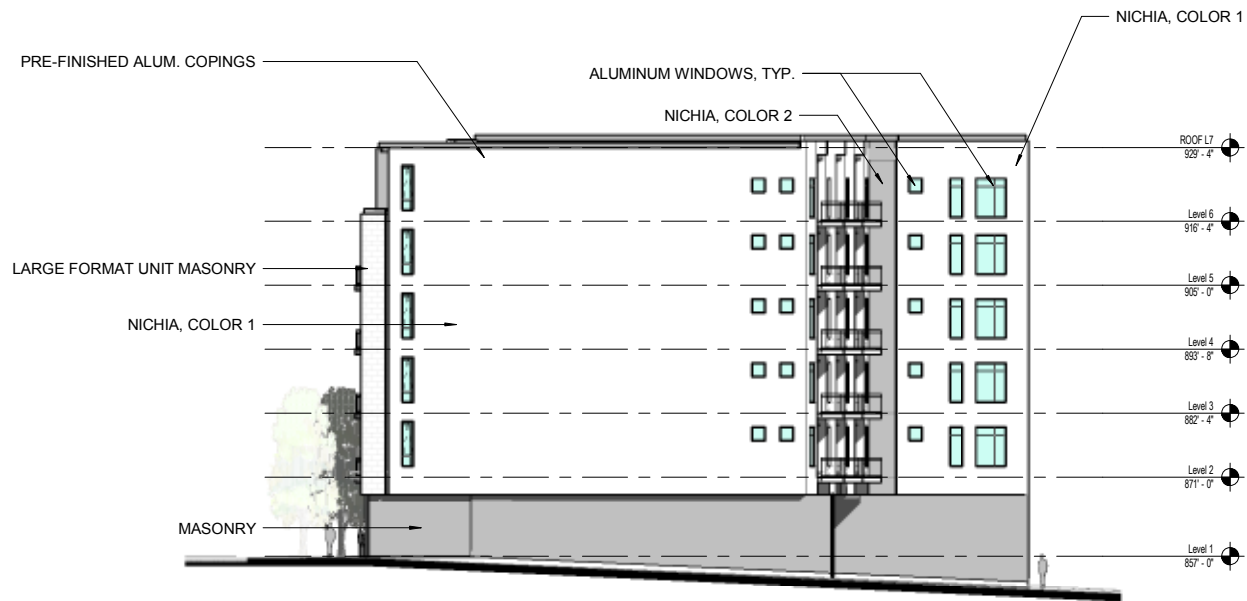
Photo #11



Schematic West Elevation



Schematic South Elevation



Schematic East Elevation



Schematic North Elevation



BLOUNT STREET ELEVATION



WILLIAMSON STREET ELEVATION



MILWAUKEE • MADISON • TUCSON

706 Williamson Street

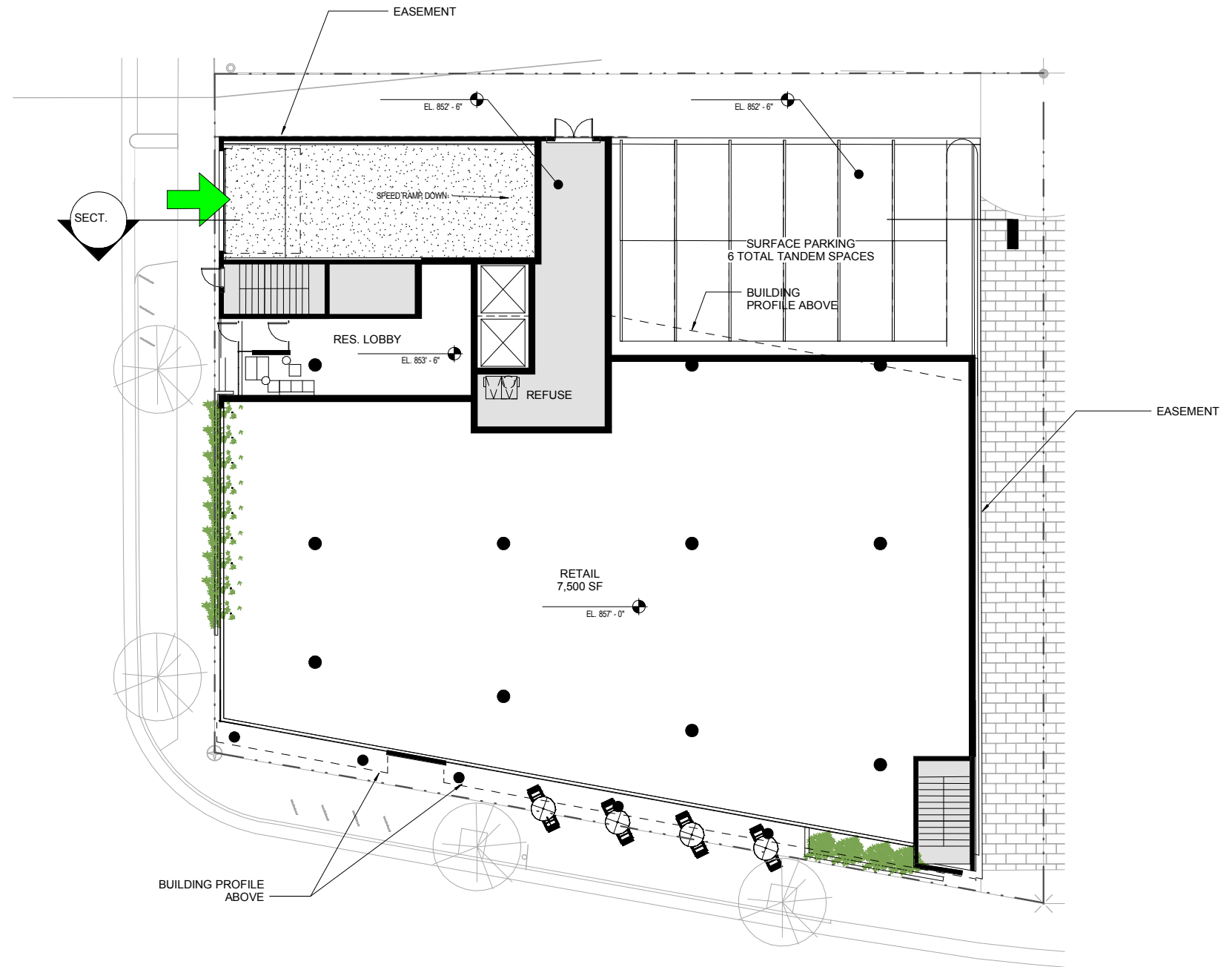
STREET ELEVATIONS

2/26/14

Engberg Anderson Project No. 142324.00



LOWER LEVEL PLAN A



LEVEL ONE PLAN A

OPTION A SUMMARY

I. PARKING:

LOWER LEVEL = 30 SPACES (2 TANDEM)
LEVEL ONE = 12 SPACES (6 TANDEM)

42 TOTAL PARKING SPACES

II. SF SUMMARY:

7,500 SF RETAIL AT LEVEL ONE

APARTMENT UNITS:

(4) TYPICAL FLOORS
(12) UNITS PER TYPICAL FLOOR
(1) PENTHOUSE FLOOR
(10) UNITS PER PENTHOUSE FLOOR

58 TOTAL UNITS





706 Williamson Street

Schematic Massing

2/26/14

Engberg Anderson Project No. 142324.00