



City of Madison Planning Division
215 Martin Luther King Jr. Blvd. | Room LL.100 | P.O. Box 2985 | Madison, WI 53701-2985

Madison Landmarks Commission
APPLICATION

23433

1. LOCATION

Project Address: 722 Williamson St / 300 S Livingston Aldermanic District: #6

2. PROJECT

Date Submitted: 09/19/11

Project Title / Description: 5 Story-39 Unit Apartment

This is an application for: (check all that apply)

- Alteration / Addition to a Designated Madison Landmark
- Alteration / Addition to a building adjacent to a Designated Madison Landmark
- Alteration / Addition to a building in a Local Historic District (specify):
 - Mansion Hill
 - University Heights
 - Third Lake Ridge
 - Marquette Bungalows
 - First Settlement
- New Construction in a Local Historic District (specify):
 - Mansion Hill
 - University Heights
 - Third Lake Ridge
 - Marquette Bungalows
 - First Settlement
- Demolition
- Variance from the Landmarks Ordinance
- Referral from Common Council, Plan Commission, or other referral
- Other (specify): _____

3. APPLICANT


Applicant's Name: Marty Rifken Company: The Rifken Group, LTD

Address: 14 W, Mifflin St. #300 City/State: Madison, WI Zip: 53703

Telephone: 608.258.4640 E-mail: marty@rifken.com

Property Owner (if not applicant): _____

Address: _____ City/State: _____ Zip: _____

Property Owner's Signature:  Date: 9-19-11

GENERAL SUBMITTAL REQUIREMENTS

Twelve (12) collated paper copies and electronic (.pdf) files of the following: (Note the filing deadline is 4:30 PM on the filing day)

- Application
- Brief narrative description of the project
- Scaled plan set reduced to 11" x 17" or smaller pages. Please include:
 - Site plan showing all property lines and structures
 - Building elevations, plans and other drawings as needed to illustrate the project
 - Photos of existing house/building
 - Contextual information (such as photos) of surrounding properties
- Any other information that may be helpful in communicating the details of the project and how it complies with the Landmarks Ordinance, including the impacts on existing structures on the site or on nearby properties.

Questions? Please contact the
Historic Preservation Planner:
Amy Scanlon
Phone: 608.266.6552
Email: ascanlon@cityofmadison.com

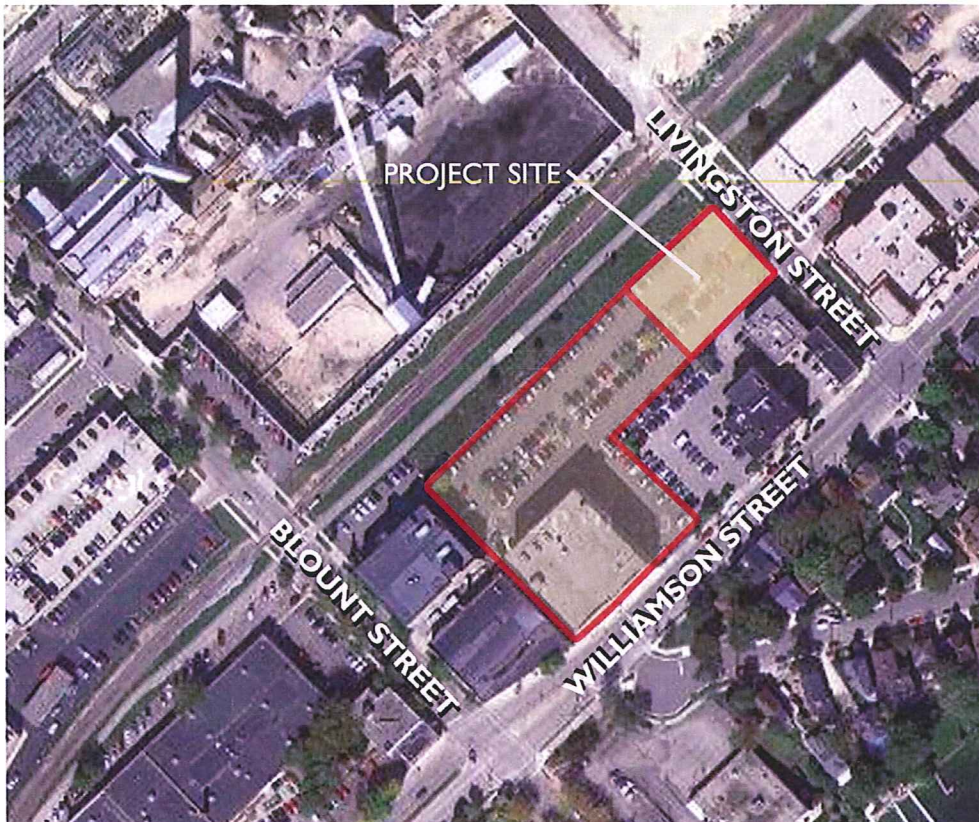
NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

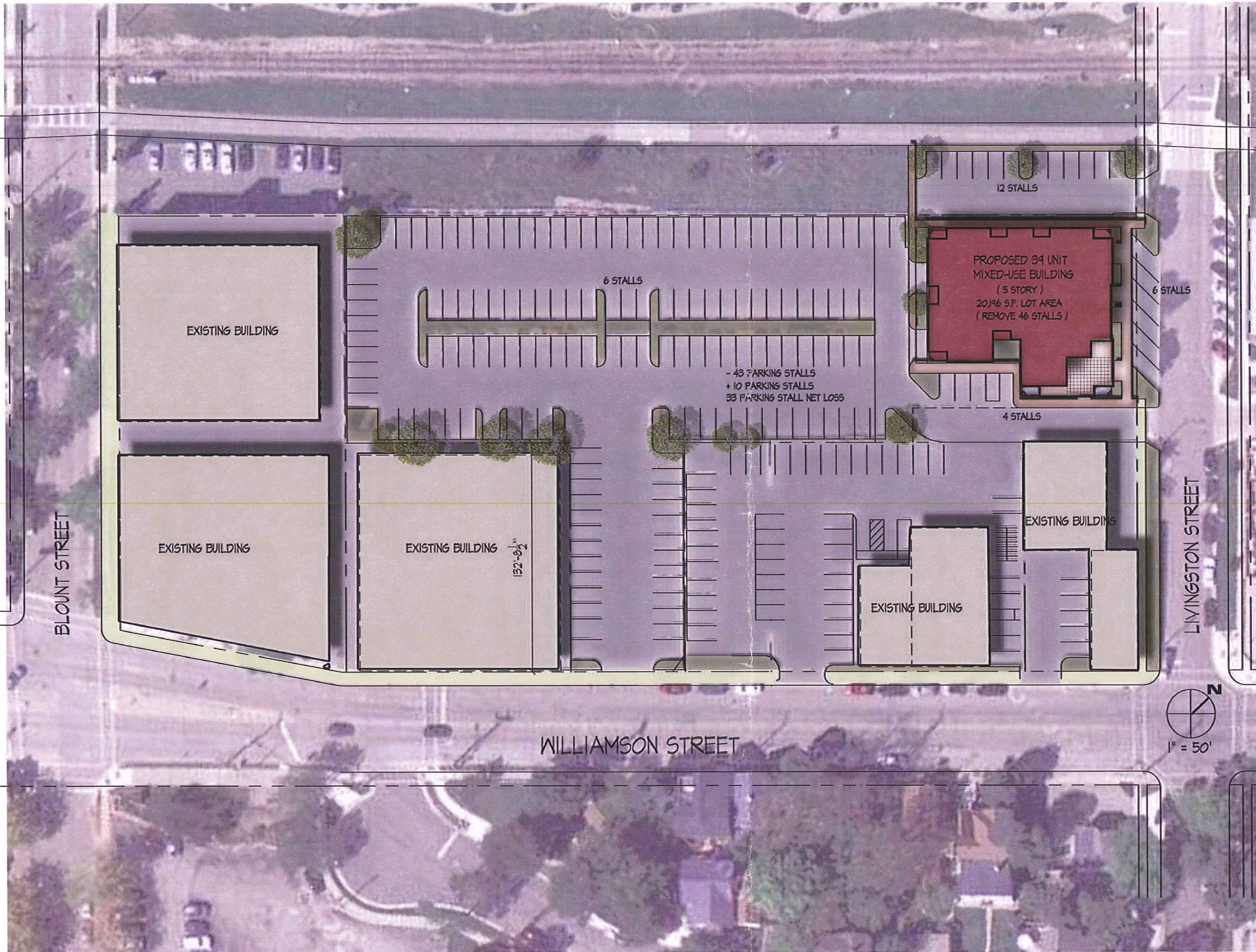
Description

August 10, 2011 – Informational UDC Submittal
Re: 722 Williamson Street

The proposed development is located at 722 Williamson Street and South Livingston Street in the Third Lake Ridge Historic District. Currently, the site is occupied by the Old Seeds Co Building, a 4 Story structure built in 1914. The remainder of the site is occupied by on grade parking. As part of this proposal, a CSM will be submitted to create two separate parcels; one exclusively for the development with the front yard facing Livingston Street.

Locator Map





FLOOR 1 - 5,365 RETAIL 65F
 28 COVERED PARKING STALLS
 18 SURFACE PARKING STALLS

FLOOR 2-5 - 33,544 65F RESIDENTIAL
 34 UNITS

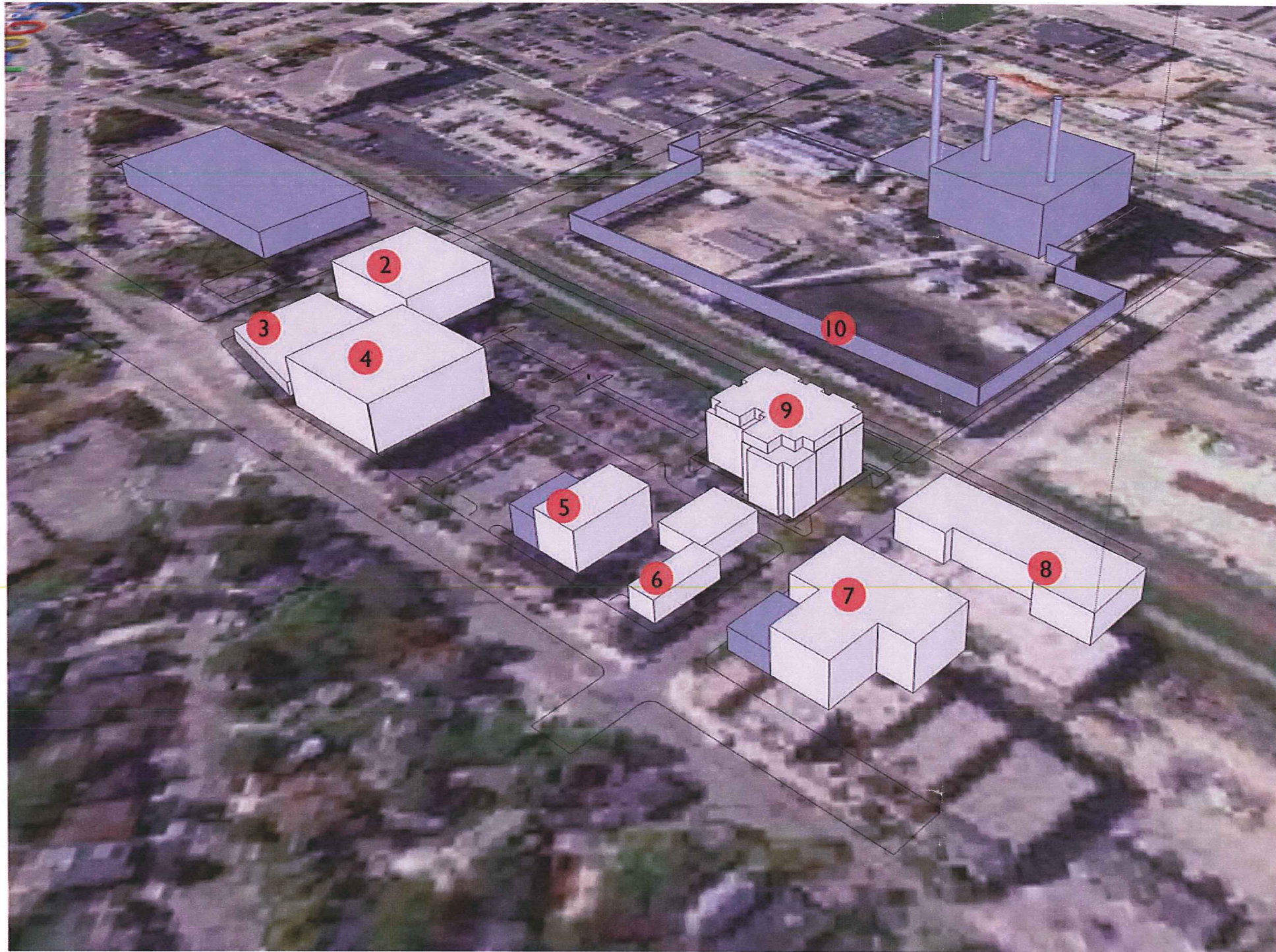
UNIT MIX:
 8 - EFFICIENCY
 23 - ONE BEDROOMS
 8 - TWO BEDROOMS

Site Plan

Livingston Street

July 21, 2011

KNOTHE
& BRUCE
architects



2. Harvester Plaza - 3 Stories
3. Community Treatment - 1 Story
4. Olds Building - 4 Stories
5. Madison Candy Company-Madison Landmark - 3 Stories
6. WI Council of the Blind - 2 Stories
7. Livingston Commercial Condos - 2,3,4-Stories
8. 301 S. Livingston St. - 2 Stories
9. Project Development - 5 Stories
10. MG&E - south wall approx. 3 Stories

Livingston Street

July 21, 2011

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architects

2



3



4



5



6



7



8



10



Livingston Street

July 21, 2011

**KNOTHE
& BRUCE**
architects



Elevations

Livingston Street

September 19, 2011



SIDE ELEVATION



REAR ELEVATION

Elevations

Livingston Street

September 19, 2011

KNOTHE
& BRUCE
architects