

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____

Project # _____

DATE SUBMITTED: <u>August 10, 2011</u>	Action Requested
UDC MEETING DATE: <u>August 17, 2011</u>	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 722 Williamson Street

ALDERMANIC DISTRICT: District #6 -Marsha Rummel

OWNER/DEVELOPER (Partners and/or Principals)

ARCHITECT/DESIGNER/OR AGENT:

Marty Rifken-The Rifken Group, LTD

Knothe & Bruce Architects, LLC

14 W Mifflin St # 300

7601 University Avenue, Suite 201

Madison, WI 53703

Middleton, Wisconsin 53562

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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 50,000 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)

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





Aerial

Livingston Street

July 21, 2011

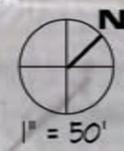
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& BRUCE
architects



FLOOR 1 - 5,365 RETAIL 66F
 28 COVERED PARKING STALLS
 18 SURFACE PARKING STALLS

FLOOR 2-5 - 33,544 66F RESIDENTIAL
 39 UNITS

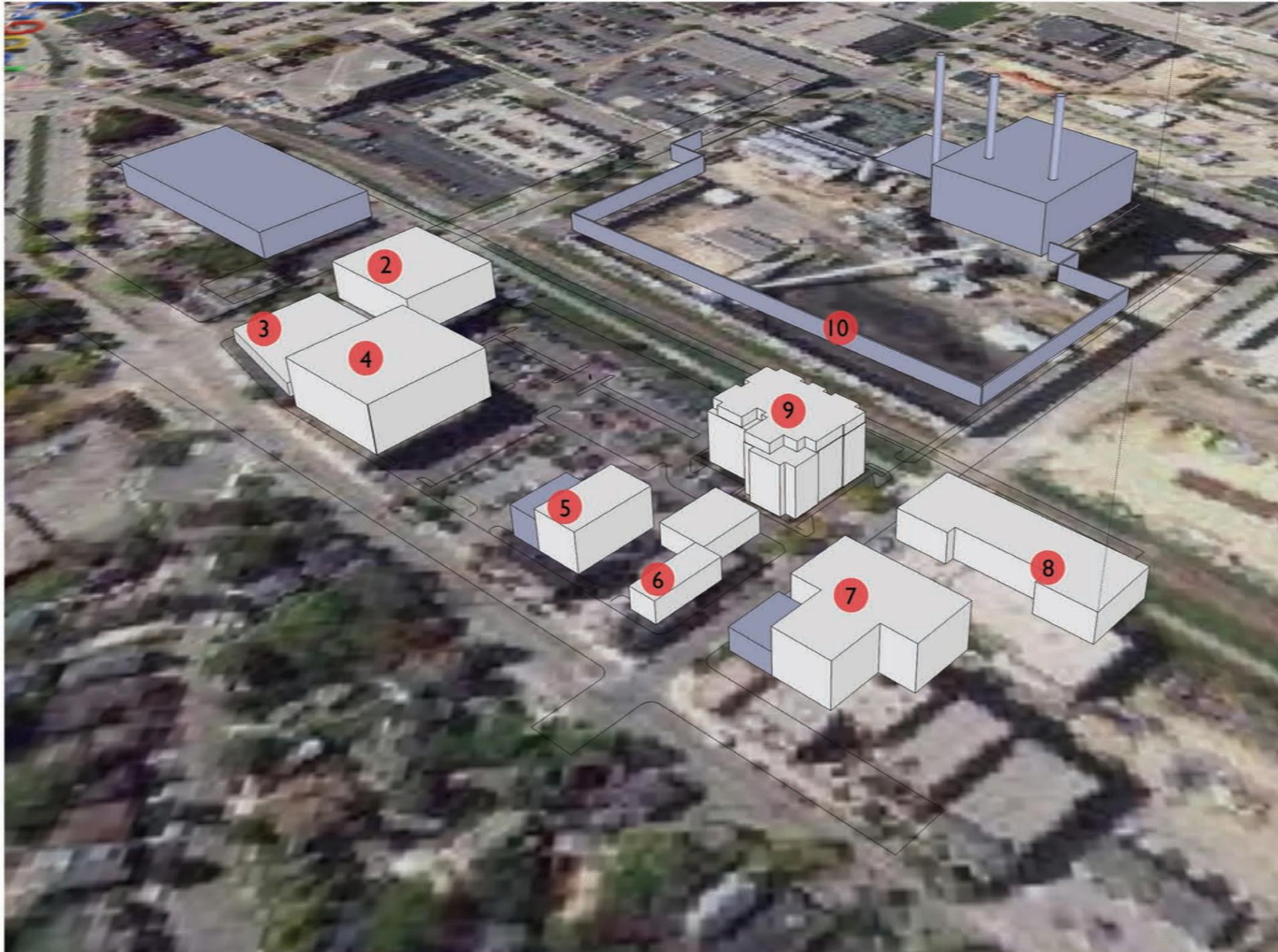
UNIT MIX:
 8 - EFFICIENCY
 23 - ONE BEDROOMS
 8 - TWO BEDROOMS



Site Plan
Livingston Street

July 21, 2011





- 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

2



3



4



5



6



7



8



10



Livingston Street

July 21, 2011

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& BRUCE**
architects



Elevations
Livingston Street

July 21, 2011



Elevations

Livingston Street

July 21, 2011



Development is compatible with volume and height of existing structures with prominence of the 4-story brick elements and the recess of the 5th story.



Development is designed to fit in with the rhythm of existing building masses and spaces that is reflective of the historic Industrial Development of the community.

Development is designed with a flat roof and is compatible with those of the buildings and environment within its visually related area
Example: all adjacent structures designed with a flat roof

Development materials of brick, metal panel and precast base are compatible with those used in the buildings and environment within its visually related area.

Livingston Street

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