

Honor Our Old Landmarks by Encouraging the Building of Future Landmarks

I would like to address the Rifken mix use proposal for 306 Livingston St. I live with my family at 731 Williamson Street. I own and manage Ground Zero Coffee across the parking lot from the proposed building site. I am also the current chair of the Preservation and Development Committee (P&D) of the Marquette Neighborhood Association (MNA).


The P&D committee met with Marty Rifken and his architect Randy Bruce several months ago. At that time we encourage them to design a building that was firmly rooted in the twenty first century. We also asked them to honor that Willy Street views itself as being eclectic and free-wheeling. We also informed them that we had no intention to engage in "design by committee" if they developed a strong whole design.

The design they presented to MNA was solid. There was no concern expressed about massing or height. The one concern was parking along the bike path that has since been removed from plan. The project received the MNA stamp of approval.

Speaking personally, I would liked to have seen an even more dynamic twenty first century rooted design. But I also appreciate in Madison currently that is setting the bar pretty high and there is much uncertainty whether such designs can get city approval.

Because of my personal experience in building my family residence in a historical district, I know that the Third Lake Ridge ordinance does allow the building of potential future landmark buildings that are firmly rooted in this exciting new century's architecture. I would hope that the commission has it sights on the future and encouraging the building of future Landmarks along with its core mission of protecting our great older buildings.

Thank you for your consideration,



Lindsey Lee