

# LANDMARKS COMMISSION APPLICATION

LC

Complete all sections of this application, making sure to note the requirements on the accompanying checklist (reverse).

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call (608) 266-4635

City of Madison  
Planning Division  
215 Martin Luther King Jr Blvd, Ste 017  
PO Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



## 1. LOCATION

Project Address: 415 E WASHINGTON AVE, MADISON WI 53718 Aldermanic District: \_\_\_\_\_

## 2. PROJECT

Project Title/Description: GREAT WHALE TATTOO

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

- Alteration/Addition to a building in a Local Historic District or Designated Landmark (specify)\*\*:
  - Mansion Hill
  - Third Lake Ridge
  - First Settlement
  - University Heights
  - Marquette Bungalows
  - Landmark
- Land Division/Combination in a Local Historic District or to Designated Landmark Site (specify)\*\*:
  - Mansion Hill
  - Third Lake Ridge
  - First Settlement
  - University Heights
  - Marquette Bungalows
  - Landmark
- Demolition
- Alteration/Addition to a building adjacent to a Designated Landmark
- Variance from the Historic Preservation Ordinance (Chapter 41)
- Landmark Nomination/Rescission of Historic District Nomination/Amendment  
*(Please contact the Historic Preservation Planner for specific Submission Requirements.)*
- Other (specify):

Registrar #:  DATE STAMP  <b>CITY OF MADISON</b>  <b>OCT 8 2019</b> 12:57 <b>Planning &amp; Community &amp; Economic Development</b>	Preliminary Zoning Review  Zoning Staff Initial:  Date: / /
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## 3. APPLICANT

Applicant's Name: TIM BRADLEY Company: GREAT WHALE TATTOO

Address: 415 E WASHINGTON AVE MADISON WI 53718  
Street City State Zip

Telephone: 608-609-7363 Email: tbradleytattoo@gmail.com

Property Owner (if not applicant): MOD HUR LLC

Address: 37 OLD SHORE RD MADISON WI 53704  
Street City State Zip

Property Owner's Signature: [Signature] Date: 10/7/2019

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.

## 4. APPLICATION SUBMISSION REQUIREMENTS (see checklist on reverse)

All applications must be filed by 12:00 pm on the submission date with the Preservation Planner, the Department of Planning & Community & Economic Development, Planning Division, located at 215 Martin Luther King Jr Blvd, Suite 017. Applications submitted after the submission date or incomplete applications will be postponed to the next scheduled filing time. Submission deadlines can be viewed here: <https://www.cityofmadison.com/dpced/planning/documents/2019-LCMeetingScheduleDates.pdf>

To Whom it may concern.

We at Great Whale Tattoo and Piercing Company are very excited to move into our new space and update the outside of the building to reflect the care and excitement we intend to bring to the location. We feel strongly about our visual presence, as our business is based around art and the visual medium. We also feel strongly about our neighborhood, we have been a business in this location approximately (across the street) for 5 years, and we truly believe that we exist in a special part of town, and are committed to being a positive, visually pleasing part of this community. We believe that the signage that we are adding is tasteful, representative of us as a business, and follows the guidelines set forth by the city.

**Hanging Detached Sign: Already existing: changing copy - vinyl**

Our proposal is to use the currently existing structure for the hanging sign in the yard of the property, and just switch out the copy. We believe the black background with illuminated white lighting will not only look nice, but also fit the guidelines better than the previous sign. The sign is 48 inches wide by 29.5 inches tall. We would like to paint the pole and remove the exterior lighting on the sign to improve the overall look

**Street Facing Wall sign: Adding - Vinyl sign, professionally installed by Mueller Graphics Barneveld, WI Created by Cutting Edge Sign and Graphics of Madison, WI.**

We would like to do a simple square sign approximately 8 feet by 8 feet. We would like to use our navy blue color on this sign as the background with white text. We feel its less intense than black and will blend nicely with the houses existing color and the neighborhood around, but will also be very visible. The sign will be a lightweight vinyl and will be installed professionally at approximately 14 feet to the top.

**Door Graphic: Vinyl sticker**

Our door is 75.5 inches by 36 inches. We'd like to do a plain white graphic with our logo and business information totalling 20 inches by 18 inches centered in the top 1/2 of the door.

**- Great Whale Tattoo**

**Owner: Tim Bradley**

**cell: 608-609-7363**

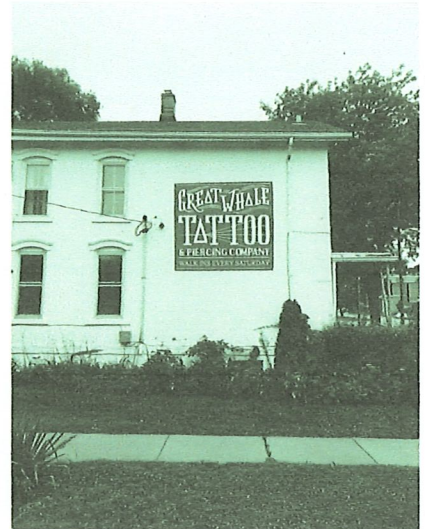
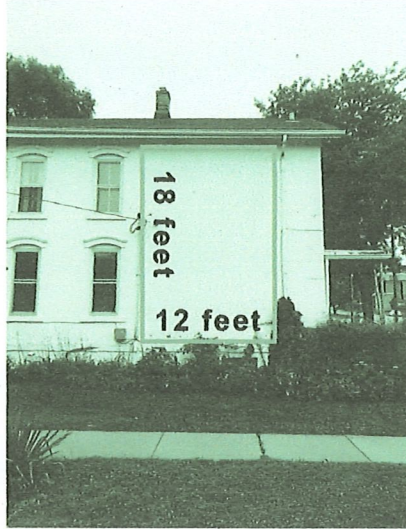
**work: 608-620-1977**

sign dimensions: 8 ft x 8 ft  
hung approximately at 14 feet

current



signable area



current



signable area



keeping existing hardware  
repaint pole, remove lights  
sign is internally lit



current



signable area  
3 feet



vinyl graphic  
20 x 18 inches

