

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION

PRESENTED: July 20, 2015

TITLE: 216 State Street – Orpheum Theater – Designated Landmark – Reconstruction of Orpheum sign and exterior alteration to Johnson Street doors. 4th Ald. Dist.
Contact: Arlan Kay, KONTEXT Architects, LLC

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Amy Scanlon, Secretary

ADOPTED: July 20, 2015 **POF:**

DATED: July 20, 2015

ID NUMBER: 39363

Members present were: Stu Levitan, Chair; Jason Fowler, Marsha Rummel, and Michael Rosenblum.

SUMMARY:

Staff explained that the existing sign is nonconforming and would not be allowed to be repaired and reinstalled according to the sign code. Staff explained that the sign is an integral historic architectural feature of this landmark building and that the Landmarks Ordinance provides language that allows the Director of Building Inspection to waive standards in the sign code for the purposes of historic preservation.

Amy Hasselman, registering in support and wishing to speak.

Arlan Kay, registering in support and wishing to speak.

Hasselman provided images of the historic sign and the existing sign. She explained that the design of the proposed sign is based on historic images.

Hasselman and Kay explained the details of the project. The proposed sign is currently 50 feet tall, but as the sign design is further refined, the height may increase slightly. Levitan explained that the height of the original was approximately 63 feet.

The proposed sign would use warm tone LED bulbs instead of incandescent bulbs and that the sign panel will be aluminum instead of steel. The proposed sign will be painted.

Staff explained that generally the proposed sign needs to be slightly taller to provide the historically correct amount of “white space” and hang down past the building cornice to match the historic images. In addition, the shape of the O should be taller with vertical sides.

Hasselman and Kay explained the proposed alteration to the Johnson Street elevation. The six existing doors will be replaced with five doors of equal door widths. The two sets of paired doors will have fixed astragals. The doors will have a burgundy finish.

Gus Paras, registering in support and available answer questions.

ACTION:

A motion was made by Rosenblum, seconded by Fowler, to approve the certificate of appropriateness for the reconstruction of the historic sign and the certificate of appropriateness for the exterior alterations related to the Johnson Street doors. The motion passed by voice vote.