

LANDMARKS COMMISSION APPLICATION

LC

Complete all sections of this application, including checklist on page 2.

To request an interpreter, translation, or accommodations, call (608)266-4910.

Para solicitar un intérprete, traducción o acomodaciones llame al (608)266-4910.

Koj muaj txoj cai tau txais kev txhais lus, kev pes lus los sis kev pab cuam txhawm rau kev tsis taus uas tsis muaj nqi rau koj: Xav paub ntiv tiv tauj rau (608)266-4910

如需口譯、翻譯或其他便利服務，請致電 (608)266-4910.

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: 823 Williamson Street

THIRD LAKE RIDGE
Alder District: _____

2. PROJECT

Project Title/Description: One non-illuminated wall sign

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

☐ New Construction/Alteration/Addition 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

☐ Development adjacent to a Designated Landmark

☐ Variance from the Historic Preservation Ordinance (Chapter 41)

☐ Landmark Nomination/Rescission or Historic District Nomination/Amendment
(Please contact the Preservation Planner for specific Submission Requirements.)

☐ Informational Presentation

☐ Other (specify): _____

DPCED USE ONLY	Registrar #:
	DATE STAMP

3. APPLICANT

Applicant's Name: Kathy Ottinger as agent Company: Rainbow Signs, Inc.

Address: 2404 Spring Ridge Drive Spring Grove, IL. 60081

Street

City

State

Zip

Telephone: 815.675,6750

Email: _____

Property Owner (if not applicant): Rajan Talwar

Address: 823 Williamson Street. Madison WI

Street

City

State

Zip

Property Owner's Signature: Rajan Talwar

Date: 7-2-2025

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 emailed by 12:00pm on the submission date with the Landmarks Commission. Applications submitted after the submission date or incomplete applications will be postponed to the next scheduled submittal date. Submission deadlines can be viewed here: https://www.cityofmadison.com/dpced/planning/documents/LC_Meeting_Schedule_Dates.pdf



CITY OF MADISON BUILDING INSPECTION DIVISION

215 Martin Luther King, Jr. Blvd., Suite 017 - PO Box 2984 Madison, WI 53701-2984
signpermits@cityofmadison.com - 608.266.4551 - <http://www.cityofmadison.com/dpced/bi/>

Sign Permit Application

OFFICE USE ONLY

Application Date _____
Approval Date _____
Approved by _____
Permit Fee _____
Receipt _____

Permit Number: ZON _____ -20 - _____

SPECIAL CONDITIONS:

☐ CDR # _____ ☐ UDC Other
☐ VARIANCE ☐ DC/UMX
☐ UDD # _____ ☐ Arch. Review
☐ Historic/Landmark ☐ PD # _____

APPLICANT: Use one application per sign. Complete all sections below that apply to the particular sign permit.

Installation Address 823 Williamson Street Zoning District HIS-TL-TSS
Business Name Willy Mart Group (2)
Owner of Sign (Name) Rajan Talwar
Address of Sign Owner 823 Williamson Street
Telephone of Sign Owner (951) 972-6655 Email [REDACTED]
Sign Contractor/Installer Rainbow Signs, Inc. Contact (Name) Kathy Ottinger
Address 2404 Spring Ridge Drive
Phone (815) 675-6750 Email [REDACTED]

Which of the following best describes the proposed work?

☒ New Sign ☐ Change of Copy ☐ Relocate on Lot
(Existing Tag/Permit # _____) (Existing Tag/Permit # _____)

Type of Sign (Check all that apply):

<input type="checkbox"/> Ground	<input type="checkbox"/> Non-Ground	<input type="checkbox"/> Canopy	<input type="checkbox"/> Banner (Wall only)
<input type="checkbox"/> Monument	<input checked="" type="checkbox"/> Wall	<input type="checkbox"/> Above	<input type="checkbox"/> Business Opening (30 Days)
<input type="checkbox"/> Pole	<input type="checkbox"/> Awning	<input type="checkbox"/> Below	<input type="checkbox"/> Decorative
<input type="checkbox"/> Portable	<input type="checkbox"/> Projecting	<input type="checkbox"/> Fascia	<input type="checkbox"/> Promotional
<input type="checkbox"/> Billboard (Advertising)	<input type="checkbox"/> Roof	<input type="checkbox"/> Misc.	
<input type="checkbox"/> Off-Premise Directional	<input type="checkbox"/> Above Roof		

Sides:

<input checked="" type="checkbox"/> 1	<input type="checkbox"/> External Illuminated	<input type="checkbox"/> Electronic Changeable Copy
<input type="checkbox"/> 2	<input type="checkbox"/> Internal Illuminated	<input type="checkbox"/> Manual Change of Copy
<input type="checkbox"/> Other _____	<input checked="" type="checkbox"/> Non-Illuminated	<input type="checkbox"/> Time & Temperature

Description of Text and Graphics of Sign:

Custom shaped aluminum pan sign with 1st surface graphics 2"D return

Existing Property Use	Proposed Property Use (if changed)
reatil conveyenant store	

PROPOSED GROUND SIGN INFORMATION - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height

Net Area Sign Dimensions	Net Area Square Feet	Gross Area Sign Dimensions	Gross Area Square Feet
1		1	
2		2	
3		3	
Total		Total	

PROPOSED NON-GROUND SIGN INFORMATION - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

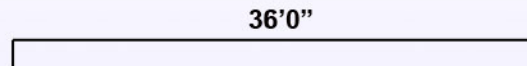
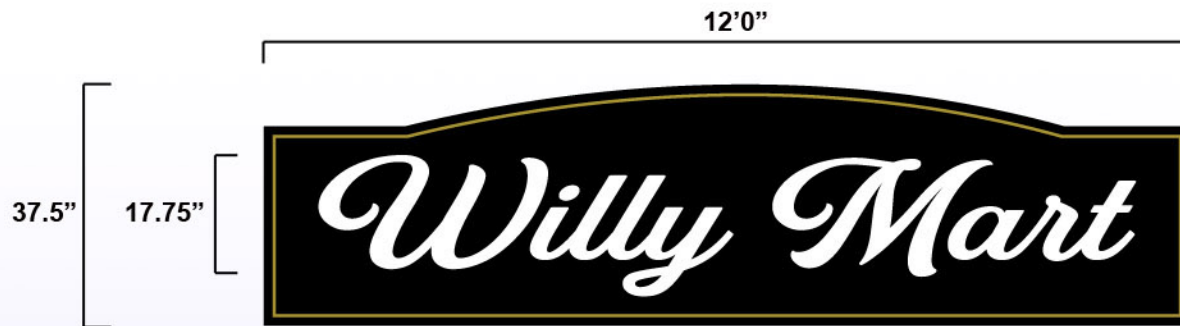
Net Area Sign Dimensions	Net Area Square Feet	Dimensions & Total Square Footage of Signable Area
1 3.125 x 12 =37.5	37.5	6'0" x 36'0"
2		Width of Tenant Space
3		36'0"
Total	37.5	

All signs are required to be compliant with the Madison General Ordinances. Be sure to include with the application:

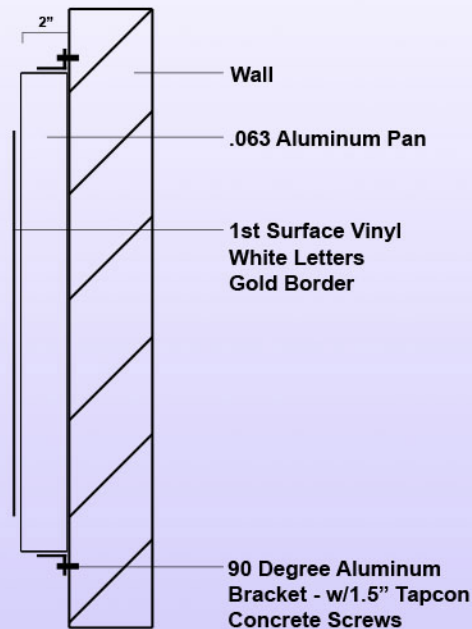
- ☒ Detailed drawings in full color of the proposed sign.
- ☒ Building elevation drawing showing the sign and all details/dimensions of the sign, signable area, and tenant space.
- ☒ Type of material being used and all dimensions of supports and footings.
- ☐ Clearance above ground (for awning/projecting/banner signs only).
- ☐ For Projecting Signs - Distance of projection from building face (6' max) and distance of sign projecting into the right-of-way (24" max).
- ☐ Type of lighting/illumination and method.
 - ☐ Include a night view for internally illuminated signs that appear to have light-colored copy on a dark or non-illuminated background.
- ☒ If the sign will be attached to a building, show the building roofline in relation to the wall on which the sign will be mounted.
- ☐ Pictures of any existing signs (with tag/permit #'s if possible).
- ☐ A site plan showing the size and location of existing signs, as well as showing the location of new or relocated sign.
- ☒ Acknowledgement from the property owner to erect the sign.

Any Missing Information Will Result in Delays to Your Application

FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO [MGO SECTION 31.041\(2\)](#)



SIDE DETAIL



2404 SPRING RIDGE DR.
SPRING GROVE, IL. 60081
PHONE: 815.675.6750

Willy Mart

Client

823 Williamson Street
Madison, WI

Location

Landlord

Cole

Designer

4872

Drawing

3-31-25

Date

X

Customer Approval

SIGN SPECIFICATIONS

TYPE: Aluminum Pan Sign w/1st Surface Custom Graphics

MOUNT: Direct To Fascia In Mortar Joints

PAN: .063 Aluminum Black - 2"D

GRAPHICS: 1st Surface 3M White Film & 3M Gold Film

LIGHTING: Goose Neck Fixtures(By Client)

ALL MOUNTS ARE CONCEALED & NON-CORROSIVE
ALL LETTERS ARE U.L. APPROVED

These plans are the exclusive property of Rainbow Signs Inc. and are the result of the original work of its employees. They are submitted to your company for the sole purpose of your consideration of whether to purchase these plans or to purchase from Rainbow Signs Inc. a sign manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company, or use of these plans to construct a sign similar to the one embodied here in, is expressly forbidden. In the event that such exhibition occurs, Rainbow Signs Inc. expects to be reimbursed \$2,000 in compensation for time and effort entailed in creating these plans.