

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 ntxiv 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: 1138 WILLIAMSON STREET Alder District: 6

**2. PROJECT**

Project Title/Description: SIGN APPROVAL FOR RETAIL SPACE

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): SIGN APPROVAL

Legistar #:

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DATE STAMP

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DPCED USE ONLY

**3. APPLICANT**

Applicant's Name: NOSHEEN AJMAL Company: AMARA HOUSE

Address: 1138 WILLIAMSON ST MADISON WI 53703  
Street City State Zip

Telephone: [REDACTED] Email: [REDACTED]

Property Owner (if not applicant): \_\_\_\_\_

Address: \_\_\_\_\_  
Street City State Zip

Property Owner's Signature: Nosheen Ajmal Date: 6-16-26

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:

## Bailey, Heather

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**From:** nosheen ajmal [REDACTED]  
**Sent:** Tuesday, June 16, 2026 11:09 AM  
**To:** Madison Landmarks Commission  
**Subject:** SIGN APPROVAL - LETTER OF INTENT  
**Attachments:** Full\_Cut\_Sheet\_Revised.pdf; 1138\_WilliamsoStreetFacadesign.pdf; IMG\_0331.jpg; Sign app letter.pdf

Caution: This email was sent from an external source. Avoid unknown links and attachments.

To the Landmarks Commission,

I'm requesting approval to install a simple wood sign for my new retail store, Amara House, located at 1138 Williamson Street.

Amara House is an extension of my long-standing business, Art Gecko, which has operated in Madison for nearly 30 years. Similar to Art Gecko, the store will offer handcrafted jewelry, clothing, and artisan goods sourced directly from makers and small family businesses. In addition, Amara House will place a greater emphasis on home furnishings, housewares, furniture, and decorative objects.

The proposed sign was handcrafted in Bali by an artist with whom I have worked for many years. The sign reflects the handmade and artisanal nature of the products sold within the store and is intended to be a simple, attractive addition to the building.

The sign is approximately 36 inches wide by 20 inches high and will be mounted above the front entrance within the existing sign panel area. No significant alterations to the building are proposed as part of this installation. The sign will be attached to the existing wall surface and is designed to fit appropriately within the scale and character of the building.

My goal is to create a welcoming storefront that complements both the historic character of the property and the unique character of the Williamson Street neighborhood.

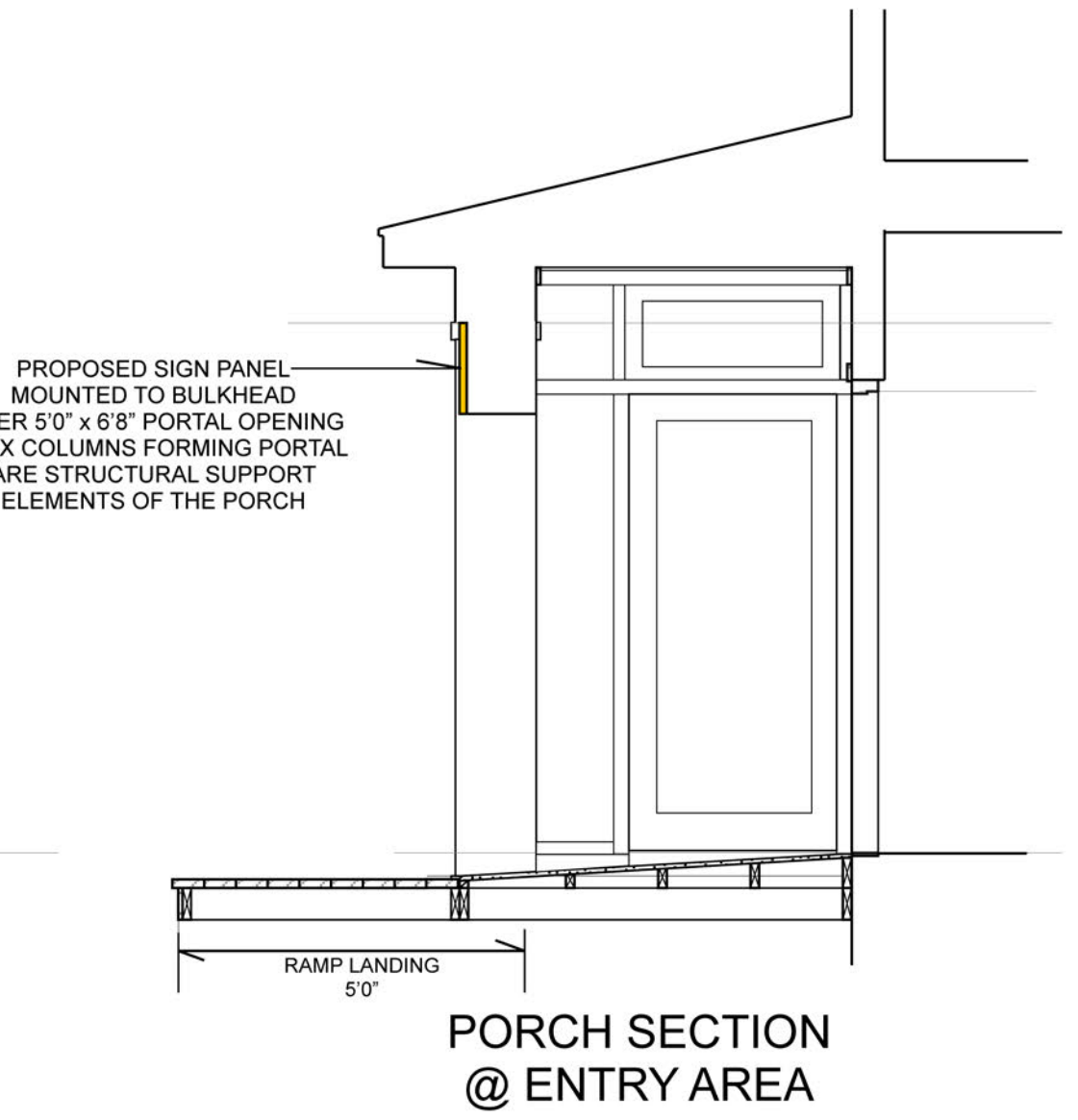
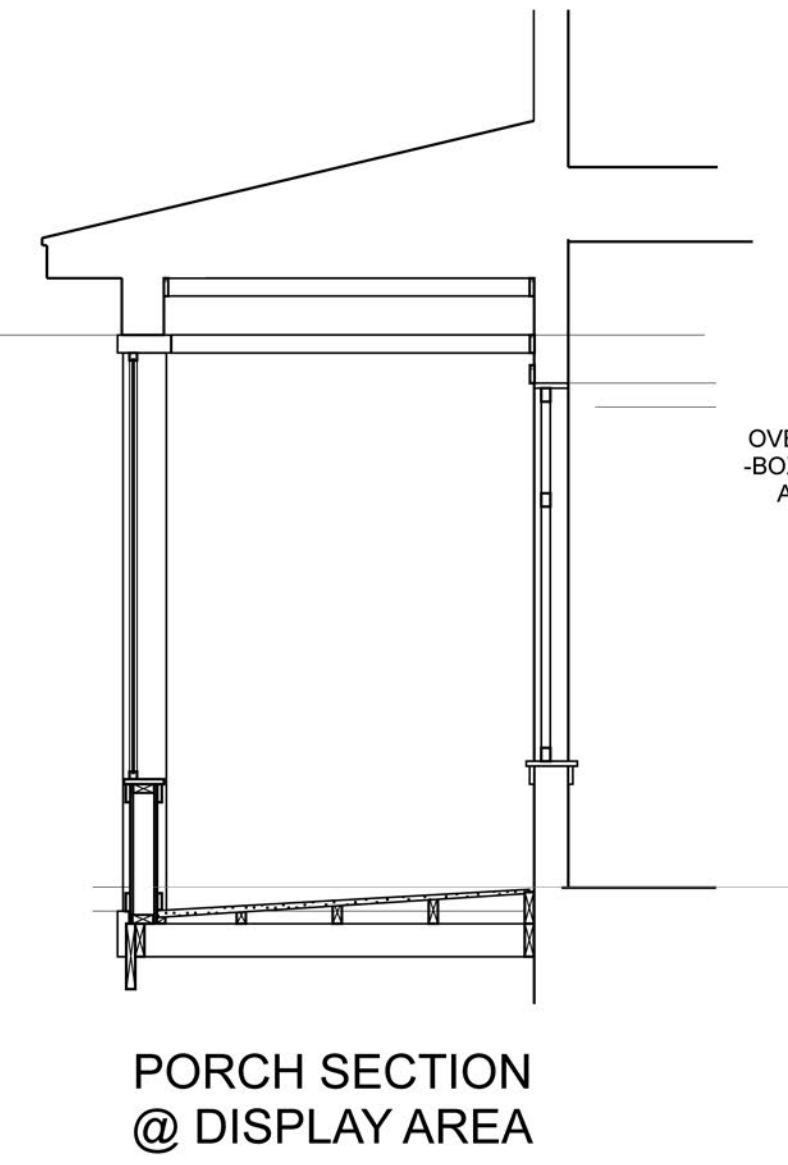
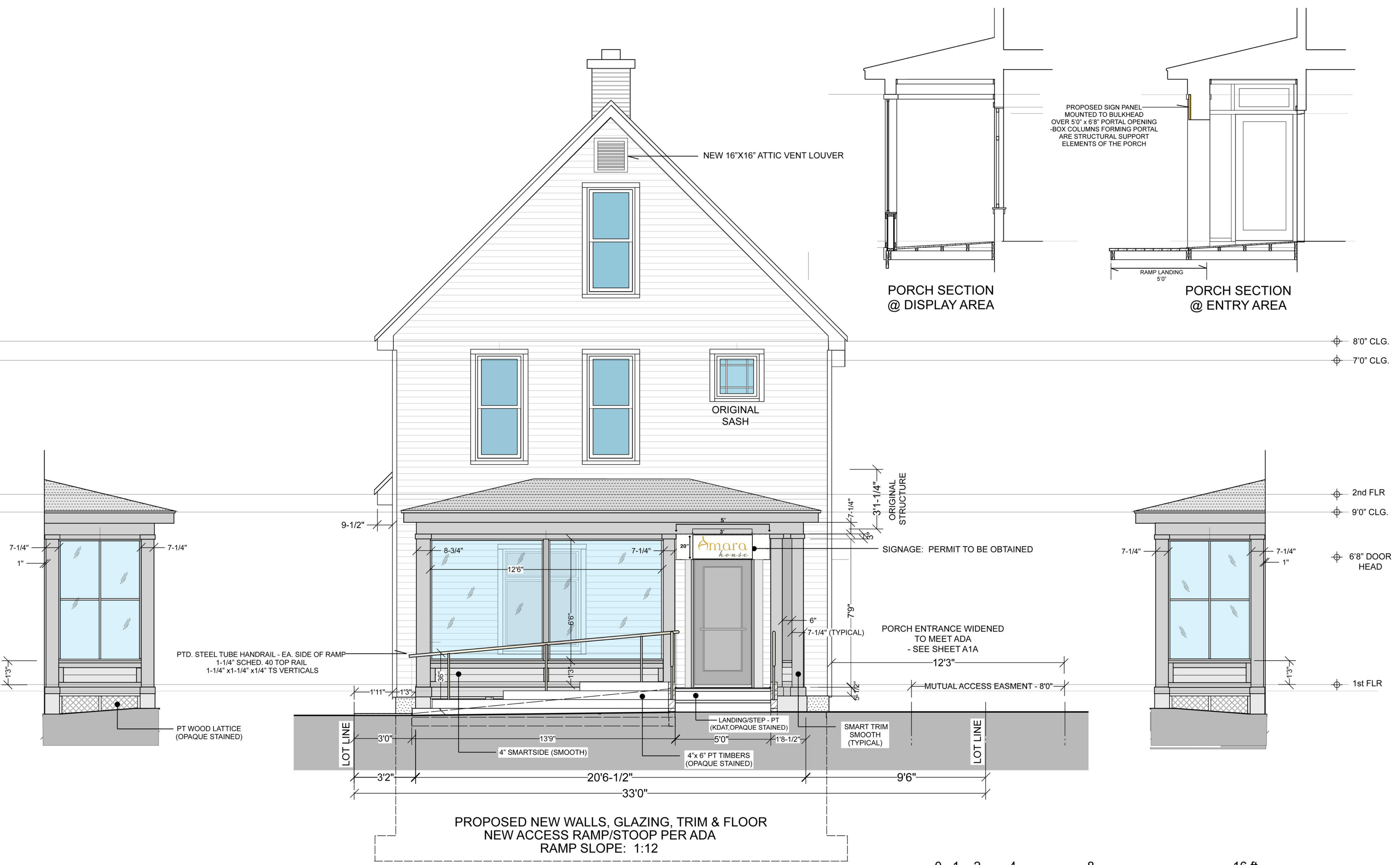
I'm hoping to open Amara House during the second week of July and would greatly appreciate the Commission's consideration of this request so that the sign may be installed prior to opening.

Thank you for your time and consideration.

Sincerely,

Nosheen Ajmal  
Amara House

DATE	
12-10-24	Draft Base Plans
01-08-25	Base Plans/Feasibility
01-13-25	Exist. Plans/Elevs
01-15-25	Rev. Exist Plans/Elevs
01-31-25	Prop Floor Framing
03-11-25	Owner Review
03-14-25	HVAC Review
03-25-25	Plan Review & Permit
04-10-25	Supplementary Info.
04-18-25	Supplementary Info.
04-22-25	Rev. Head Clearance
04-28-25	for Zoning, Landmarks
04-30-25	2nd Flr Beam Study
05-12-25	Rev. per City Comments
06-18-25	Window Submittal
07-02-25	for Estimate & SBA Loan
07-09-25	for Plan Review & Permit
08-07-25	Rev. per Review Comments
10-03-25	Stair Revision
10-16-25	Amended for Plan Review
12-05-25	Revised HVAC
12-09-25	Revised HVAC
01-23-26	Chimney Alt's
02-15-26	Porch Alt's
03-24-26	Porch Alt's 2
04-21-26	Rev. for Review/Approval
04-30-26	Rev. for Plan Review (Porch)
05-18-26	Final Porch Alt's



PROPOSED SIGN PANEL  
 MOUNTED TO BULKHEAD  
 OVER 5'0" x 6'8" PORTAL OPENING  
 BOX COLUMNS FORMING PORTAL  
 ARE STRUCTURAL SUPPORT  
 ELEMENTS OF THE PORCH

RAMP LANDING  
5'0"

8'0" CLG.

7'0" CLG.

2nd FLR

9'0" CLG.

6'8" DOOR  
HEAD

1st FLR

0 1 2 4 8 16 ft

SCALE: 3/8" = 1'-0"

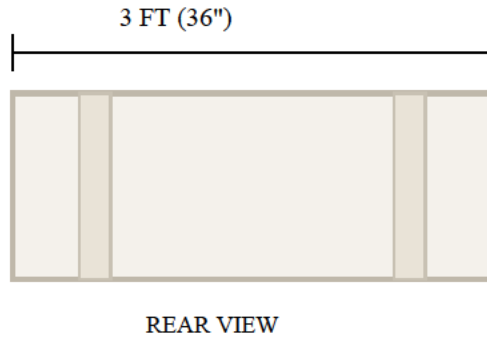
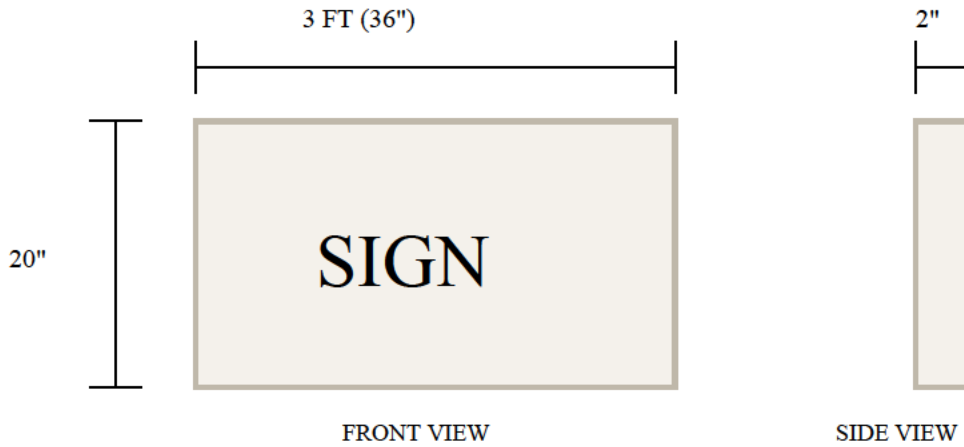
**PROPOSED STREET FACADE**

SHEET NO.

**A6b**

Amaro  
house

# SIGN CUT SHEET



## DESCRIPTION

- Non-illuminated exterior wall sign
- Overall dimensions: 3 FT (36") wide x 20" tall x 2" thick
- Wood construction with painted finish
- Sign will be securely mounted to the existing wall or structural framing above the front porch entrance using appropriate exterior-grade mounting hardware