

Regarding: **Landmark Plaque Procedure
(Legistar #19902)**

Date: August 26, 2010
Prepared By: Amy Scanlon

Relevant Ordinance Section:

33.19(5)(g) Recognition Of Landmarks And Landmark Sites. At such time as a landmark or landmark site has been properly designated in accordance with subsections (4) and (6) hereof, the commission shall cause to be prepared and erected on such property at City expense, a suitable plaque declaring that such property is a landmark or landmark site. Such plaque shall be so placed as to be easily visible to passing pedestrians. In the case of a landmark, the plaque shall state the accepted name of the landmark, the date of its construction, and other information deemed proper by the commission. In the case of a landmark site which is not the site of a landmark building, such plaque shall state the common name of the site, and such other information deemed appropriate by the commission. (Renumbered by Ord. 11,070, 12-6-94)

Background:

As stated above, the City of Madison is required to provide a plaque for display on designated landmark sites. Based on a recent inventory by Preservation Staff, 82 of the City's 178 designated landmark sites currently have plaques. Staff is preparing to address this backlog, but before doing so, recommends that the Landmarks Commission adopt a procedure to ensure consistency in how this program is implemented. The draft procedure below is for the Commission's consideration.

TEXT

Preservation staff will draft the text for the plaque using materials prepared for the nomination process. The text will include the items of interest as described in the Ordinance. Preservation staff will allow the Owner to review the text and provide suggestions (see letter file A). Once the text has been reviewed by the Owner, preservation staff will forward it to the Landmarks Commission for review and final approval.

LOCATION

According to the Ordinance, the plaque should be located so it is easily visible to passing pedestrians. Plaques should be mounted to building walls on or near the primary façade preferably near the entrance or on landscape elements including natural boulders or formed concrete bases. In some cases, the plaque could be mounted on fences or entrance piers. The plaque can be fabricated with horizontal or vertical format to work with the space provided. Preservation staff should suggest a plaque location and

coordinate with the property owner to select a final location. Under no circumstances, shall the plaque be located in a place that would obscure or damage unique architectural or character defining features. If a property owner is not agreeable to placing a plaque on the building, preservation staff may locate the plaque on a concrete base on the street side of the terrace.

FABRICATION + SPECIFICATIONS

Plaques will be fabricated in chronological order based on the date of designation. Typically, the plaques should be fabricated and installed within the 12 months after designation; however, it may be more cost effective to have numerous plaques fabricated and installed at once. Preservation staff will consider the most cost effective means when having plaques fabricated.

Plaques will have a uniform appearance and will have horizontal or vertical formats to complement the area selected for installation. The specifications are as follows:

Size:	16" x 24" x 1/2" thick
Material:	cast brushed aluminum
Background:	painted black (satin finish)
Texture:	leatherette
Copy:	raised TIMES ROMAN (all caps) Not to exceed 500 characters
Border:	single line
Mounting:	concealed

Typical horizontal plaque format:

JAMES & BRIDGET CASSERLY HOUSE

1891

THE CASSERLY HOUSE IS A CLASSIC EXAMPLE OF A QUEEN ANNE STYLE HOUSE BUILT FOR A MIDDLE-CLASS FAMILY. JAMES CASSERLY WAS A FOREMAN AND LATER SUPERINTENDENT OF THE MADISON DEMOCRAT, ONE OF MADISON'S TWO MAJOR NEWSPAPERS AT THE TURN-OF-THE-CENTURY. THE CASSERLYS WERE ONE OF THE MANY FAMILIES OF IRISH DESCENT WHO LIVED IN THIS NEIGHBORHOOD. IN THE 1960S, THE HOUSE BECAME A ROOMING HOUSE AND ITS CONDITION DETERIORATED. IN 1980, IT WAS CAREFULLY RESTORED AS OFFICES AND AN APARTMENT.

DESIGNATED APRIL 25, 1983

MADISON LANDMARKS COMMISSION

Typical vertical plaque format:

JAMES & BRIDGET CASSERLY HOUSE

1891

THE CASSERLY HOUSE IS A CLASSIC EXAMPLE OF A QUEEN ANNE STYLE HOUSE BUILT FOR A MIDDLE-CLASS FAMILY. JAMES CASSERLY WAS A FOREMAN AND LATER SUPERINTENDENT OF THE MADISON DEMOCRAT, ONE OF MADISON'S TWO MAJOR NEWSPAPERS AT THE TURN-OF-THE-CENTURY. THE CASSERLYS WERE ONE OF THE MANY FAMILIES OF IRISH DESCENT WHO LIVED IN THIS NEIGHBORHOOD. IN THE 1960S, THE HOUSE BECAME A ROOMING HOUSE AND ITS CONDITION DETERIORATED. IN 1980, IT WAS CAREFULLY RESTORED AS OFFICES AND AN APARTMENT.

DESIGNATED APRIL 25, 1983

MADISON LANDMARKS COMMISSION

INSTALLATION

Preservation staff will work with the plaque installer and property owner to schedule the installations. Preservation staff will provide the plaque installer with descriptive documents indicating the approved location of the plaque. Preservation staff should communicate the installation date to the property owner and should be available during installation to visit the site if necessary. The plaque is property of the City of Madison and should not be removed or altered once installed. Should a plaque need to be removed for maintenance or repairs, the property owner must receive written approval from the Preservation Planner prior to performing such work. Once the work is complete, the plaque should be promptly reinstalled at the expense of the property owner.

SIGN OFF

Once the plaque has been installed, the property owner shall return the letter "signing off" on the installation and the terms (see letter file B). This letter will explain that the plaque is property of the City of Madison and should not be removed or altered once installed. If an owner is uninterested in signing off on the plaque installation, preservation staff will visit the property to verify that the plaque is in place and provide a sign off letter for the file and copy it to the owner (see letter file C).

MAINTENANCE

Originally plaques were fabricated in bronze, but recently plaques have been fabricated in aluminum. Maintenance of the plaque is the responsibility of the property owner.

Should maintenance be required, the property owner must receive written approval from the Preservation Planner prior to performing such work. In general repainting of a plaque is not desired, but if necessary, may only be done by a professional painter or an individual approved by the Preservation Planner.

DRAFT LETTER A

August 26, 2010

Property Owner/Manager
Street
City

Re: Landmark Plaque

Dear Friends:

As I am sure you know, your property, {Landmark Name, at # Street} in Madison, was designated an official Madison Landmark on {date of designation}. One of the Landmarks Commission's responsibilities, as outlined in Madison General Ordinances Sec. 33.19, is to erect, at City expense, a plaque on each landmark site, recognizing its contribution to the heritage of the city. The finished plaque is 16 x 24 inches, of aluminum, with raised letters and a black "leatherette" background.

To begin the process of creating this plaque, I am writing to request your approval of the plaque text and the plaque location. The proposed plaque text is included below for your review and comment. Once you have commented on the text, it will be forwarded to the Landmarks Commission for final approval. Is the text acceptable to you as written? If not, please provide me with your comments.

Doty School

Claude and Starck, architects

1906

Built during a population boom in Madison, Doty School replaced the smaller Fourth Ward School built on this site in 1866. When it opened, the new school was renamed for Madison's founder, James Duane Doty, the person responsible for Madison's selection as the state capital in 1836. Claude and Starck were prolific local architects who designed school houses across the state, as well as many of Madison's turn-of-the-century residences. The building was converted to condominiums in 1983.

Designated October 15, 2002

Madison Landmarks Commission

The plaque location recommendation for your landmark site is to place the {vertical/horizontal} plaque on {the brick to the left of the main entrance door}(please see enclosed location diagram). Is this location acceptable to you? If not, please provide me with a suggestion for a different location.

Once the plaque is fabricated, preservation staff will notify you of the date of the installation. After the plaque is installed, please read, sign and date the enclosed letter and mail it to the City. Please be aware that the plaque is property of the City of Madison and should not be removed or altered once installed.

Please contact me with any questions or concerns (ascanlon@cityofmadison.com or 608 266 6552). I look forward to working with you.

Sincerely yours,

Amy L. Scanlon, AIA, LEED® AP
Preservation Planner
Secretary of the Landmarks Commission

Enclosures: Location Diagram
Sign off Letter

DRAFT LETTER B

August 26, 2010

Marcus Hotels, Inc.
100 E. Wisconsin Avenue #1900
Milwaukee WI 537202-4125

Dear Friends:

Please sign this letter below indicating the landmark plaque was installed at { **landmark site address** } and that you accept/approve this work. Your signature will also indicate that you understand that the plaque is property of the City of Madison and that you acknowledge the following terms and conditions:

- The plaque shall not be removed or altered.
- Maintenance of the plaque is the responsibility of the owner. Should maintenance be required, the property owner must receive written approval from the preservation planner prior to performing such work.
- Should a plaque need to be removed for maintenance or repairs to the subsurface, the property owner must receive written approval from the preservation planner prior to performing such work.

Please sign and return this letter in the enclosed envelope.

Please contact me with any questions or concerns (ascanlon@cityofmadison.com or 608 266 6552).

Sincerely yours,

Amy L. Scanlon, AIA, LEED® AP
Preservation Planner
Secretary of the Landmarks Commission

Signature

Date

DRAFT LETTER C

August 26, 2010

Marcus Hotels, Inc.
100 E. Wisconsin Avenue #1900
Milwaukee WI 537202-4125

Dear Friends:

This Letter is to inform you that a landmark plaque was installed at { **landmark site address** } on { **date** }. Preservation staff has reviewed the installation and found it to be acceptable. Please be aware that the plaque is property of the City of Madison and that the following terms and conditions apply:

- The plaque shall not be removed or altered.
- Maintenance of the plaque is the responsibility of the property owner. Should maintenance be required, the property owner must receive written approval from the preservation planner prior to performing such work.
- Should a plaque need to be removed for maintenance or repairs to the subsurface, the property owner must receive written approval from the preservation planner prior to performing such work.

Please contact me with any questions or concerns (ascanlon@cityofmadison.com or 608 266 6552).

Sincerely yours,

Amy L. Scanlon, AIA, LEED® AP
Preservation Planner
Secretary of the Landmarks Commission