

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: _____ Alder District: _____

2. PROJECT

Project Title/Description: _____

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

- ☐ **New Construction/Alteration/Addition in a Local Historic District or Designated Landmark** (specify):
- | | | |
|---|--|---|
| <input type="checkbox"/> Mansion Hill | <input type="checkbox"/> Third Lake Ridge | <input type="checkbox"/> First Settlement |
| <input type="checkbox"/> University Heights | <input type="checkbox"/> Marquette Bungalows | <input type="checkbox"/> Landmark |
- ☐ **Land Division/Combination in a Local Historic District or to Designated Landmark Site** (specify):
- | | | |
|---|--|---|
| <input type="checkbox"/> Mansion Hill | <input type="checkbox"/> Third Lake Ridge | <input type="checkbox"/> First Settlement |
| <input type="checkbox"/> University Heights | <input type="checkbox"/> Marquette Bungalows | <input type="checkbox"/> 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 Historic Preservation Planner for specific Submission Requirements.)
- ☐ **Informational Presentation**
- ☐ **Other** (specify): _____

DPCED USE ONLY	Registrar #:
	DATE STAMP RECEIVED 10/16/24

3. APPLICANT

Applicant's Name: _____ Company: _____

Address: _____
Street City State Zip

Telephone: _____ Email: _____

Property Owner (if not applicant): _____

Address: _____
Street City State Zip

Property Owner's Signature: _____ Date: _____

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 12:00pm on the submission date with the Preservation Planner. 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/LC_Meeting_Schedule_Dates.pdf

APPLICATION SUBMISSION REQUIREMENTS CHECKLIST:

In order to be considered complete, every application submission shall include at least the following information unless otherwise waived by the Preservation Planner. **All application materials should be submitted electronically to landmarkscommission@cityofmadison.com**. Please note that an individual email cannot exceed 20 MB.

- ☐ Landmarks Commission Application w/signature of the property owner.
- ☐ Narrative Description/Letter of Intent addressed to the Landmarks Commission, describing the location of the property and the scope of the proposed project.
 - ☐ Photographs of existing conditions;
 - ☐ Photographs of existing context;
 - ☐ Photographs of comparable historic resources within 200 feet of subject property;
 - ☐ Manufacturer's product information showing dimensions and materials.
- ☐ Architectural drawings reduced to 11" x 17" or smaller pages which may include:
 - ☐ Dimensioned site plans showing siting of structures, grading, landscaping, pedestrian and vehicular access, lighting, mechanicals, signage, and other features;
 - ☐ Elevations of all sides showing exterior features and finishes, subsurface construction, floor and roof;
 - ☐ Floor Plan views of levels and roof;
 - ☐ For proposals of more than two (2) commercial or residential or combination thereof units, a minimum of two (2) accurate street-view normal perspectives shown from a viewpoint of no more than five (5) feet above existing grade.
- ☐ Any other information requested by the Preservation Planner to convey the aspects of the project which may include:
 - ☐ Perspective drawing
 - ☐ Other _____

Landmarks Commission staff will preliminarily review projects related to the construction of additions and/or new construction with Zoning staff in order to determine the completeness of the submission materials. Applicants are encouraged to contact Zoning staff to discuss projects early in the process to ensure the project considered by the Landmarks Commission meets Zoning requirements.

CONTACT THE PRESERVATION PLANNER:

Please contact the Preservation Planner with any questions.

City of Madison Planning Division
215 Martin Luther King Jr Blvd, Suite 017
PO Box 2985 (mailing address)
Madison, WI 53701-2985
landmarkscommission@cityofmadison.com
(608) 266-6552

Landmarks Commission
City of Madison Planning Division
215 Martin Luther King Jr Blvd, Suite 017
Madison, WI 53701-2985

October 15, 2024

To the members of the Landmarks Commission,

Golden Vibes Counseling Center has contracted with us, La Crosse Sign Group of Madison to design build and install an externally illuminated sign to help their clients locate their business and alert passersby of its existence.

825 Williamson Street is an old style home built in 1911 now being used as a counseling center to help improve the mental health of the community.

The design that we submit is a double-faced post and panel sign illuminated by a light bar set into an overhang above the copy of the sign that shines down onto the main body of the sign towards the ground. The color pallet of the sign matches the building and incorporates the Golden Vibes Counseling Center's logo.

We believe that this design will be more in keeping with the aesthetic of this era and hope the Landmarks Commission agrees and grants our proposal.

Sincerely,

Chris Proost

Project Manager

La Crosse Sign Group of Madison

2242 Mustang Way

Madison WI 53718



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 _____ Zoning District _____
Business Name _____
Owner of Sign (Name) _____
Address of Sign Owner _____
Telephone of Sign Owner _____ Email _____
Sign Contractor/Installer _____ Contact (Name) _____
Address _____
Phone _____ Email _____

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 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 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 type="checkbox"/> Non-Illuminated	<input type="checkbox"/> Time & Temperature

Description of Text and Graphics of Sign:

Existing Property Use	Proposed Property Use (if changed)

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:

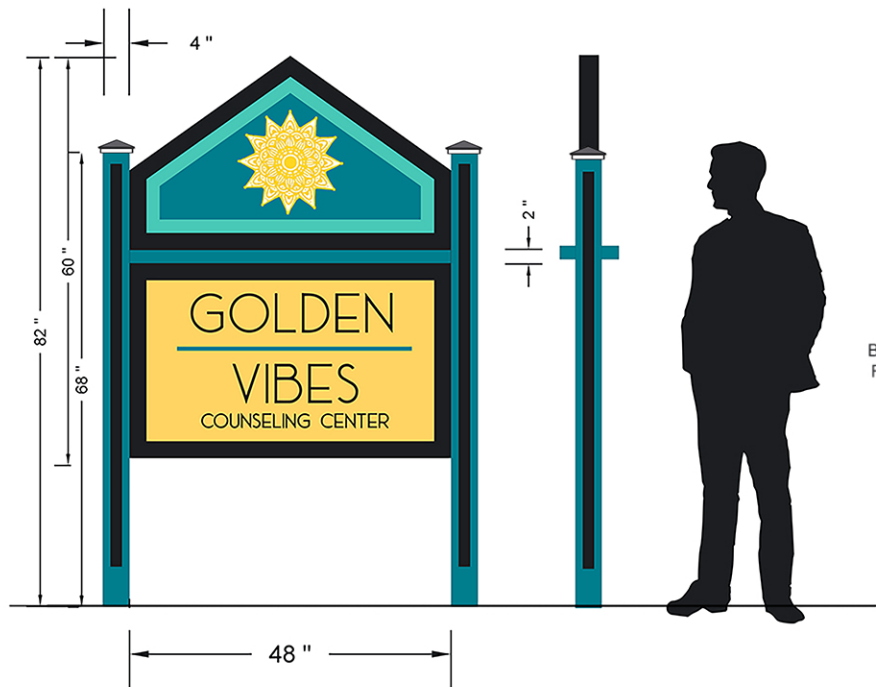
Net Area Sign Dimensions		Net Area Square Feet	Dimensions & Total Square Footage of Signable Area	
1				
2				
3			Width of Tenant Space	
Total				

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\(2\)](#)



BUILDING COLORS
FOR REFERENCE.



NIGHT VIEW.

TOP AND
BOTTOM ARE
LIT WITH A
LIGHT BAR
SHINING
DOWN.



Project
GROUND SIGN.

Consultant Design Art
JON TAYLOR MICHAEL V JOLIN

NEW DOUBLE FACED ILLUMINATED
GROUND SIGN. FORMED ALUMINUM
CABINET PAINTED IN 2 COLORS BLACK
AND TEAL TO MATCH BUILDING
COLORS. THE GRAPHICS ARE DIGITAL
PRINTS. THE POSTS ARE PAINTED ONE
COLOR TEAL WITH BLACK HP STRIPES.
THE SIGN IS ILLUMINATED WITH A 2"
BAR SHINING LIGHT DOWN ONLY.
THE ALUMINUM CAPS ARE PAINTED
BLACK AND WHITE.

Color Key

- ① ☐
② ☐

Job Number
126321

Creation Date
8/8/2024

Revision Date Revision Number
10/8/2024

File Path

Approved by: _____ Date: _____ Landlord: _____ Date: _____

*Colors on sketch are only a representation, actual color of finished product may differ from this sketch.

*To make the best use of standard sized materials and control costs the size of the finished product may vary slightly.







8'

Sign Location

3'

