



**Project Name/Address:** 1001 Wisconsin Place  
**Application Type:** Certificate of Appropriateness for exterior alteration in a historic district  
**Legistar File ID #** [34352](#)  
**Prepared By:** Amy L. Scanlon, Preservation Planner, Planning Division

## Summary

**Project Applicant/Contact:** Scott Bertrand, Jones Signs  
**Requested Action:** The Applicant is requesting a Certificate of Appropriateness for the exterior alteration in a historic district

## Background Information

**Parcel Location:** The subject site is located in the Mansion Hill Historic District

### Relevant Landmarks Ordinance Sections:

33.19 (11)(d) Regulation of Construction, Reconstruction, Exterior Alteration and Demolition.

The Commission shall act in these matters specifically as they regard the Mansion Hill Historic District in the manner specified by Madison General Ordinance, Sections 33.19(5)(b) and (c).

33.19(5)(b)4. Upon filing of any application with the Landmarks Commission, the Landmarks Commission shall determine:

- c. Whether, in the case of any property located in an Historic District designated pursuant to the terms of Subsection (6)(d) hereunder, the proposed construction, reconstruction or exterior alteration does not conform to the objectives and design criteria of the historic preservation plan for said district as duly adopted by the Common Council.

33.19(8) Maintenance of Landmarks, Landmark Sites and Historic Districts.

- (a) Every person in charge of an improvement on a landmark site or in an Historic District shall keep in good repair all of the exterior portions of such improvement and all interior portions thereof which, if not so maintained, may cause or tend to cause the exterior portions of such improvement to fall into a state of disrepair. This provision shall be in addition to all other provisions of law requiring such improvement to be kept in good repair.

## Analysis and Conclusion

The Mansion Hill Preservation Plan specifies criteria (page 25) to be considered in the development of Historic District plans which may be appropriate for the review of signs in the historic district which include the following:

- 8. The materials used in the final façade(s) should be visually compatible with the buildings and environment with which it is visually related.
- 10. Colors and patterns used on the façade should be visually compatible with the buildings and environment with which it is visually related.

13. Architectural details should be incorporated as necessary to relate the new with the old and to preserve and enhance the inherent characteristics of the area.

The signage related to the Langdon Building (historic Edgewater Hotel) is largely compatible with the materials, colors and patterns, and architectural details of the building and with the buildings in the VRA. Staff has concerns about the following:

1. The two building name plaques seem undersized or misplaced.
2. The roof sign for THE BOATHOUSE is proposed to have individual cut letters that will be visible from the back (backwards) as one descends the stair along the Langdon Building. The sign would be placed on the flat roof brow that curves out on the east side. The sign could be moved further around the curve toward the straight section so that the expression of the curved area could remain intact and not be obscured.

The signage related to the Wisconsin Building (new building) is largely compatible with the materials, colors and patterns, and architectural details of the building and with the buildings in the VRA.

The signage related to the outdoor spaces (new plaza) is largely compatible with the materials, colors and patterns, and architectural details of the building and with the buildings in the VRA. Staff has concerns about the following:

1. The Landscape Element and the Monument signs and Bench Concept are not presented with enough information to receive a formal review.

## **Recommendation**

Staff believes the standards for granting a Certificate of Appropriateness for the signage can be met and recommends approval by the Landmarks Commission with the following conditions of approval:

1. The Applicant shall provide alternatives for the two Langdon building name plaques for final staff review and approval.
2. The Applicant shall provide alternatives for the roof mounted BOATHOUSE sign for final staff review and approval.
3. The Landscape Element and the Monument signs and Bench Concept shall be submitted for final staff review and approval.