

PLANNING DIVISION STAFF REPORT

November 10, 2025

PREPARED FOR THE LANDMARKS COMMISSION



Project Name & Address: 308 S Paterson Street

Application Type(s): Certificate of Approval for new signage

Legistar File ID # [90449](#)

Prepared By: Heather Bailey, Preservation Planner, Planning Division

Date Prepared: November 5, 2025

Summary

Project Applicant/Contact: Kristy Moore, Graphic House

Requested Action: The Applicant is requesting that the Landmarks Commission approve a Certificate of Approval for the installation of new signage.

Background Information

Parcel Location/Information: The subject property is located within the Third Lake Ridge local historic district

Relevant Ordinance Sections:

41.18 STANDARDS FOR GRANTING A CERTIFICATE OF APPROVAL

A Certificate of Approval shall be granted only if the proposed project complies with this chapter, including all of the following standards that apply.

- (1) New Construction or Exterior Alteration. The Landmarks Commission shall approve a certificate of Approval for exterior alteration or construction only if:
 - (a) In the case of exterior alteration to a designated landmark, the proposed work would meet the Secretary of the Interior's Standards for Rehabilitation.
 - (b) In the case of exterior alteration or construction of a structure on a landmark site, the proposed work would meet the Secretary of the Interior's Standards for Rehabilitation.
 - (c) In the case of exterior alteration or construction on any property located in a historic district, the proposed exterior alteration or construction meets the adopted standards and guidelines for that district.
 - (d) In the case of any exterior alteration or construction for which a certificate of Approval is required, the proposed work will not frustrate the public interest expressed in this ordinance for protecting, promoting, conserving, and using the City's historic resources.
- (3) Signs. The Commission shall approve a certificate of Approval for signs if it finds that the following are true:
 - (a) Signs are located within the façade areas set aside for signs as part of the façade design or are integrated and compatible with the structure where the façade areas have not been set aside for signs;
 - (b) New signs shall be consistent with the traditional signage pattern locations on a structure or a property, and shall feature materials and style of illumination typical of the period of significance for the property or district;
 - (c) Signs shall comply with Chapter 31, MGO;
 - (d) Signs shall comply with specific standards and guidelines adopted for historic districts under this ordinance.

41.25 STANDARDS FOR ALTERATIONS.

(1) General

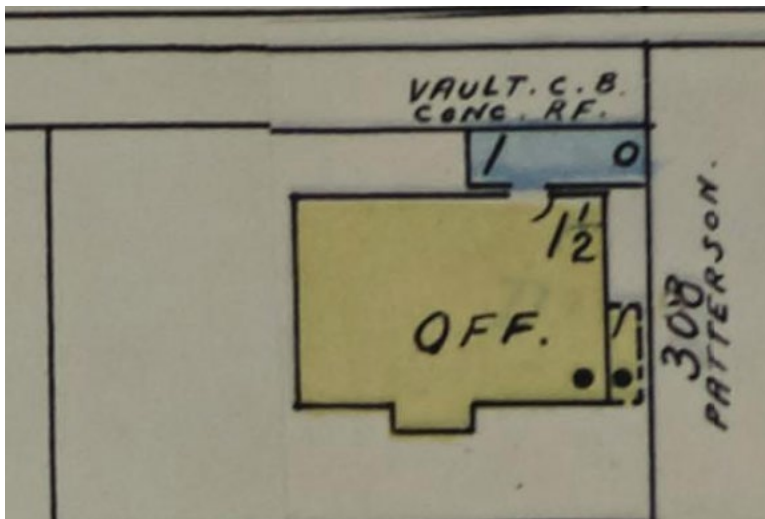
(a) Alterations are defined as any change to any portion of the exterior of a building or site that replaces existing materials or changes its appearance. This section provides standards for building alterations.

(b) Materials and Features

1. Alterations shall be in keeping with the original design and character of the building.

Analysis and Conclusion

The proposed project is to install a new wall sign on the front façade of the structure at 308 S Paterson. This was originally a house, constructed ca. 1890s (it appears on the 1898 Sanborn, but was not on the 1892 Sanborn, and there is no original building permit). The proposal is to install the circular sign on the concrete block addition to the building, which George Cnare constructed in 1944 to house a vault. At that point, the building had transitioned from residential use to a commercial use and the Dane County Farm Coop operated in this building.



1950 Sanborn Map for 308 S Paterson

The proposed signage is for the street façade of the concrete block addition. The rest of the building retains its residential architectural character and the installation of a wall sign on the wing with a commercial architectural character is fitting for the evolution of this building. This signage will read as a product of its time and will integrate with the layers of history this structure represents.

A discussion of relevant standards follows:

41.18 STANDARDS FOR GRANTING A CERTIFICATE OF APPROVAL

A Certificate of Approval shall be granted only if the proposed project complies with this chapter, including all of the following standards that apply.

(3) Signs. The Commission shall approve a certificate of Approval for signs if it finds that the following are true:

(a) As a residential style building that transitioned to commercial use, there is no standard area that was set aside for signage. By installing the sign on the front wall of the commercial addition, this would be in keeping with the architectural and historic character of this structure.

- (b) The non illuminated sign is in a location and of a style in keeping with the historic signage on the district. It will need to be installed with stainless steel fasteners in the masonry joints to prevent damage to the building.
- (c) The proposed signage will need to comply with the Sign Code as administered by Zoning.
- (d) The proposed signage appears to comply with the historic district standards.

41.25 STANDARDS FOR ALTERATIONS.

- (1) General
 - (a) Alterations are defined as any change to any portion of the exterior of a building or site that replaces existing materials or changes its appearance. This section provides standards for building alterations.
 - (b) Materials and Features
 - 1. Alterations will in keeping with transition in design of this building as it shifted from a residential use to a commercial use in 1944.

Recommendation

Staff believes that the standards for granting a Certificate of Approval are met and recommends the Landmarks Commission approve the project with the following conditions:

- 1. Signage be installed with stainless steel fasteners at the masonry joints.