

## AGENDA # 1

City of Madison, Wisconsin

---

REPORT OF: LANDMARKS COMMISSION

**PRESENTED:** October 3, 2011

**TITLE:** 1301 and 1245 East Washington Avenue – Gisholt Machine Company, Designated Landmark – Placement of monument signs in two locations – 6<sup>th</sup> Ald. District. Contact: Mary Beth Growney Selene, Ryan Signs (23985)

**REFERRED:**

**REREFERRED:**

**REPORTED BACK:**

**AUTHOR:** Amy Scanlon, Secretary

**ADOPTED:**

**POF:**

**DATED:** October 3, 2011

**ID NUMBER:**

---

Members present were: Stu Levitan, Chair; Erica Gehrig, Vice Chair; Robin Taylor, Christina Slattery, David McLean, and Marsha Rummel. Michael Rosenblum was excused.

### **SUMMARY:**

Mary Beth Growney Selene, Ryan Signs, 3207 Perry Street, appeared before the Landmarks Commission. She appeared before the Landmarks Commission in March 2009 for approval of University Research Park Metro Campus monument sign. At that time they presented a rough rendering of potential future signs at that location. Shop Bop has located in 1245 and 1301 East Washington and is major lease holder in the two buildings. Mullins has agreed to place the second monument sign with Shop Bop, Metro will be smaller and both signs are in compliance with current code. In 2009, the Commission had requested that the signage be placed where appropriate to the architecture of the building. The sign will be placed between vertical banks of windows on the west side versus the east where Madison Metro is located. The first phase of the request is the monument sign. The second phase is the letter signs for Shop Bop. On the north face of the building there is a parapet with a brick frame in a soldier's course of brick. Historically, this area might have been a sign or an intended location of a sign. The letters will be backlit and will be very visible at night. Vinyl letters will be placed on overhead doors and will be visible when traveling west on East Washington Avenue. Planning and Zoning have both approved the signage. The materials of the base will be aluminum and the concrete footing will be slightly exposed. Header will be fabricated aluminum to match the detail on the Research Park sign. The face detail will be Lexan with vinyl graphics with fluorescent lamps providing internal illumination. Orange is Shop Bop's color and burgundy is Research Park's color. They will be a distance from each other. There will be 5 lines on the sign to fulfill the needs of potential future tenants at 1245 East Washington. Colors have not been determined. Color could return to staff for approval. Background will be opaque. It will be black until tenants are determined. Brad Mullins, 401 N. Carroll Street, appeared in support of the proposal and was available to answer questions.

Ms. Selene explained that the letter sign in the parapet is stud mounted and they try to hit mortar joints when installing and then set with self-sealing adhesive. There will be a single electrical lead into the building that goes straight through to the back side. All joints are concealed from water penetrations. These mounts will be stainless steel or aluminum fasteners.

**ACTION:**

A motion was made by Rummel, seconded by Gehrig, to approve the signage as submitted with staff review and approval of the color of the future tenant signage on the monument sign. The motion passed on a voice vote/other.