



Madison Landmarks Commission APPLICATION

City of Madison Planning Division
215 Martin Luther King Jr. Blvd. | Room LL.100 | P.O. Box 2985 | Madison, WI 53701-2985

1. LOCATION

Project Address: 1301 E. WASHINGTON AVENUE +
1245 E. WASHINGTON AVENUE Aldermanic District: 6

2. PROJECT

Date Submitted: 9-19-11

Project Title / Description: MONUMENT SIGN

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

- Alteration / Addition to a Designated Madison Landmark
- Alteration / Addition to a building adjacent to a Designated Madison Landmark
- Alteration / Addition to a building in a Local Historic District (specify):
 - Mansion Hill
 - University Heights
 - Third Lake Ridge
 - Marquette Bungalows
 - First Settlement
- New Construction in a Local Historic District (specify):
 - Mansion Hill
 - University Heights
 - Third Lake Ridge
 - Marquette Bungalows
 - First Settlement
- Demolition
- Variance from the Landmarks Ordinance
- Referral from Common Council, Plan Commission, or other referral

Other (specify): PLACEMENT OF SIGNS (1) AT 1245 E. WASHINGTON +
(2) ON BUILDING AT 1301 E. WASHINGTON

3. APPLICANT

Applicant's Name: MARY BETH GROWNEY SELENE Company: RYAN SIGNS, INC.
 Address: 3007 PERRY ST. City/State: MADISON, WI Zip: 53713
 Telephone: 608-271-7979 E-mail: mbgrowneyseleene@ryansigns.net
 Property Owner (if not applicant): YAMARA SQUARE ASSOCIATES, LP (CAROL MULLINS)
 Address: 401 N. CARROLL ST. City/State: MADISON, WI Zip: 53703

Property Owner's Signature: Carol M. Mullins Date: 9/19/11
Carol M. Mullins

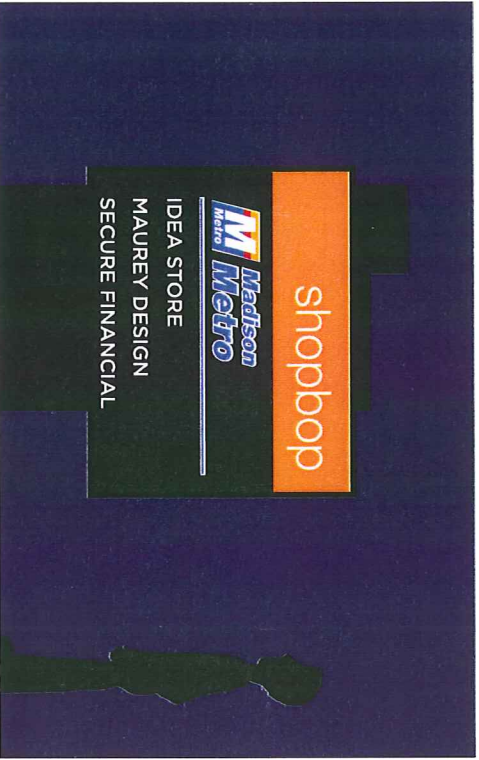
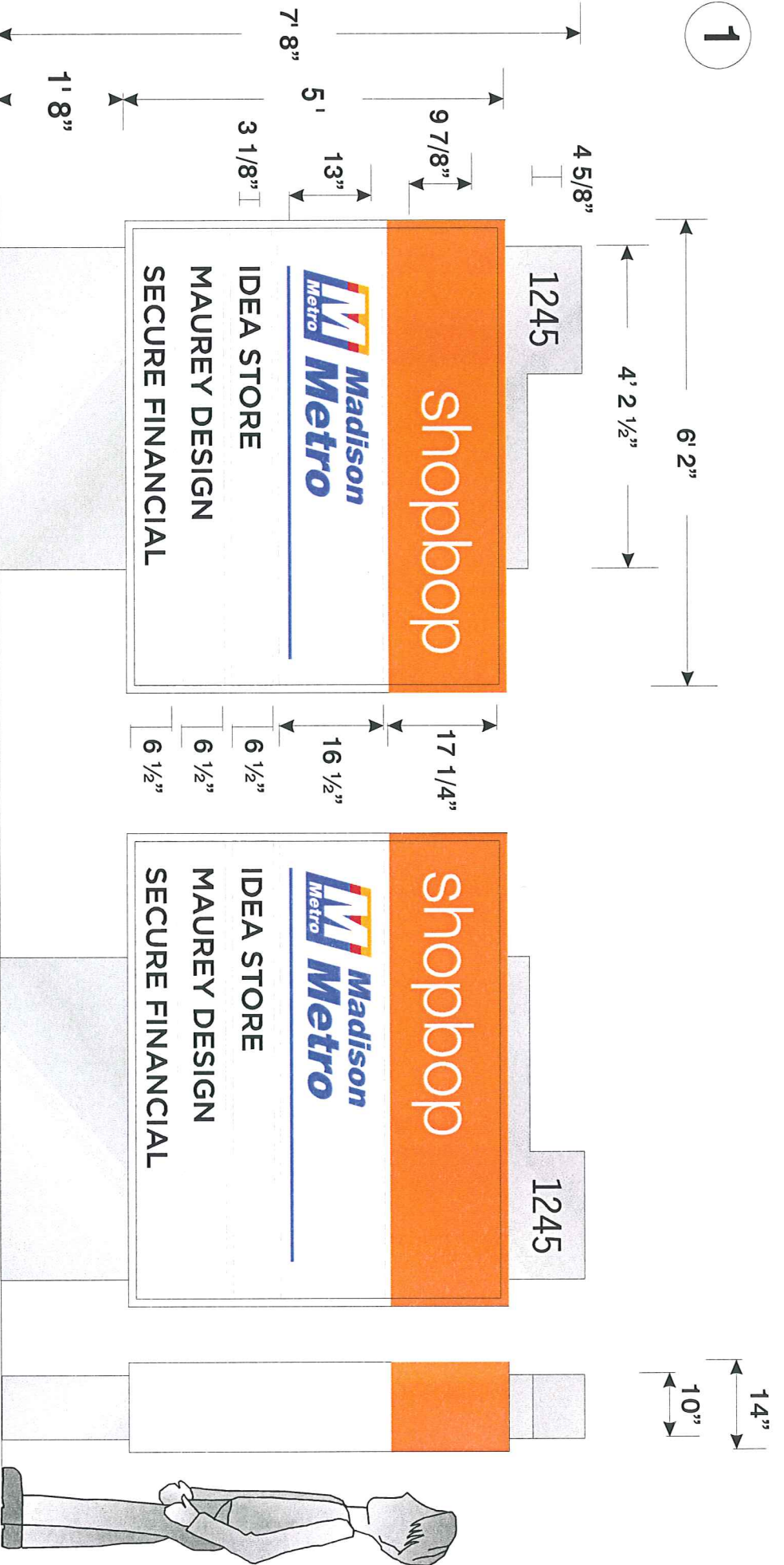
GENERAL SUBMITTAL REQUIREMENTS

Twelve (12) collated paper copies and electronic (.pdf) files of the following: (Note the filing deadline is 4:30 PM on the filing day)

- Application
- Brief narrative description of the project
- Scaled plan set reduced to 11" x 17" or smaller pages. Please include:
 - Site plan showing all property lines and structures
 - Building elevations, plans and other drawings as needed to illustrate the project
 - Photos of existing house/building
 - Contextual information (such as photos) of surrounding properties
- Any other information that may be helpful in communicating the details of the project and how it complies with the Landmarks Ordinance, including the impacts on existing structures on the site or on nearby properties.

Questions? Please contact the
Historic Preservation Planner:
Amy Scanlon
Phone: 608.266.6552
Email: ascanlon@cityofmadison.com

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.



Cabinet & Retainers
 Reveal Detail
 Translucent Vinyl Film & Bleed Color On Cabinet
 Dual Color Film

Wind Load
 Compliance Statement: Withstand up to 75 MPH Winds

Illumination Compliance
 Statement: H.O. Fluorescent Lamps Meets Maximum Guidelines of City of Madison

Construction:
 Fabricated Aluminum Cabinet w/ Acrylic Faces
 Tenant Area - White Acrylic Faces
 Covered w/ Opaque Weeded Film & Dual Color Film for Tenant Copy

Ryan Signs, Inc.
 3007 Perry Street, Madison, WI 53713 • Tel: (608) 271-7878 • Fax: (608) 271-7893
MULLENS GROUP 1245 WASHINGTON AVE.
 MADISON, WI

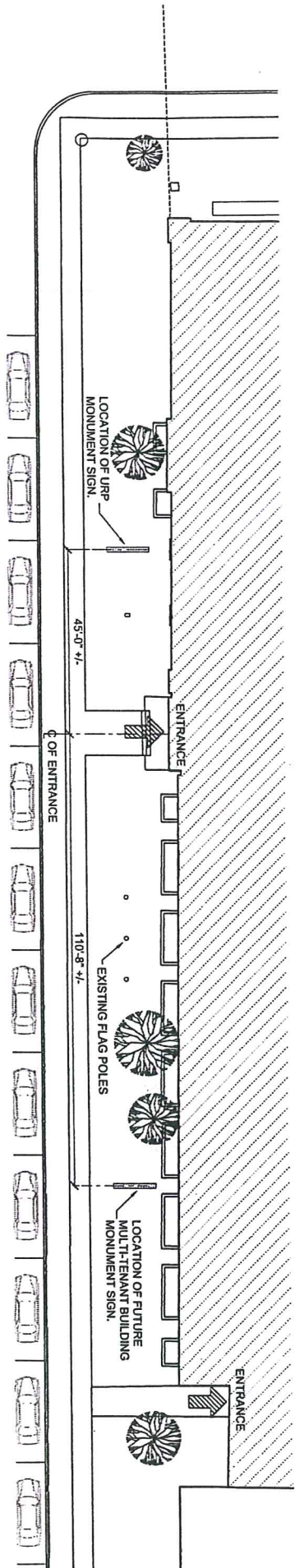
SCALE: 3/8" = 1'-0"
 DATE: 9/15/11
 DRAWN BY: KJV
 CHECKED BY: KJV
 APPROVED: Ryan Signs, Inc.
 Copyright 2011 by Ryan Signs, Inc.
 DRAWING NUMBER: 4529A

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+ 15'-5" EAST OF ORIGINAL LOCATION

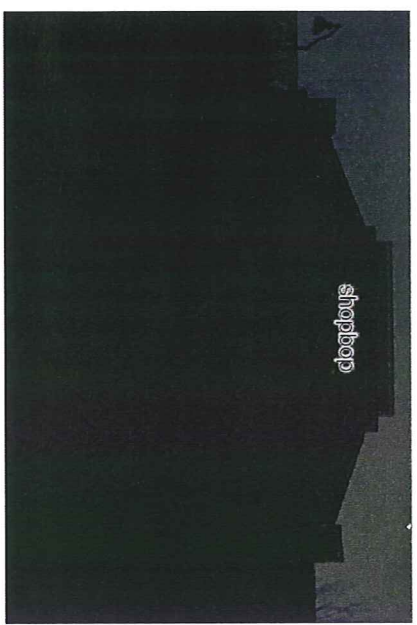
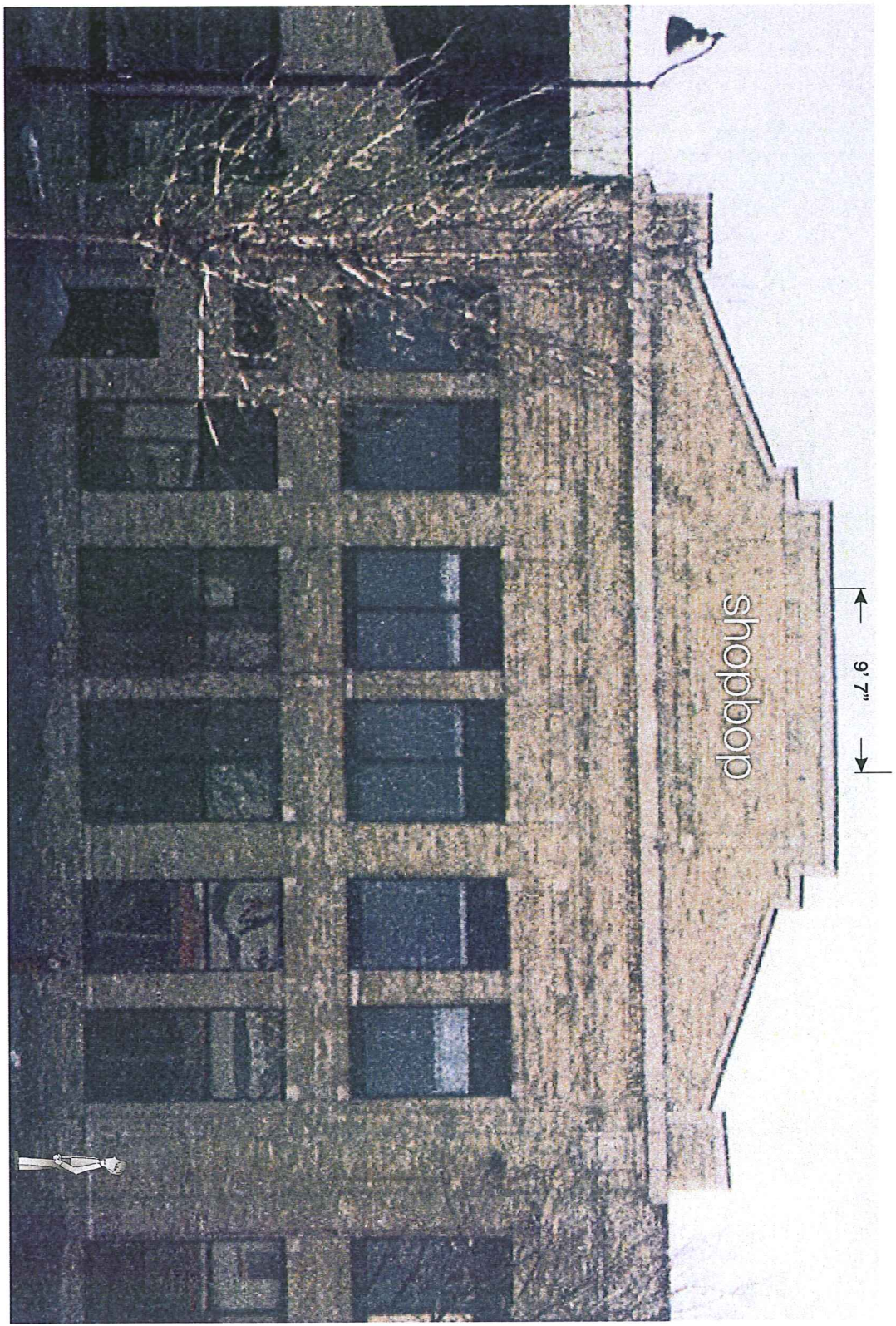
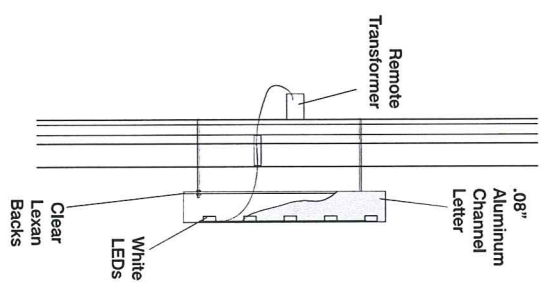
1245 EAST WASHINGTON ELEVATION



1245 EAST WASHINGTON PARTIAL SITE PLAN

1B

27 1/2" 21 1/2"



Reverse Channel Letters

Wind Load
Compliance Statement:
 Withstand up to 75 MPH Winds

Illumination Compliance
Statement:
 Internal White LEDs & Remote Transformer
 Meets Maximum Guidelines of City of Madison

Construction:
 Fabricated Aluminum Reverse Channel Letters w/ Clear Lexan Backs w/ Custom Painted Front & Sides

| | | | |
|--|--|---------------------|------------------------------------|
| Ryan Signs, Inc. | | SCALE: 1/8" = 1'-0" | APPROVED: |
| 3007 Perry Street, Madison, WI 53713 Tel: (608) 271-7979 • Fax: (608) 271-7853 | | DATE: 8/10/11 | Copyright 2011 by Ryan Signs, Inc. |
| SHOP BOP - 1245 E. WASHINGTON AVE. | | REVISED: | |
| | | DRAWN BY: KJV | DRAWING NUMBER: 5067A |

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin. A sign designed and manufactured according to these plans, distribution or exhibition of these plans to anyone other than employees of your company or the use of these plans in any way other than for the purpose of purchasing from Ryan Signs, Inc. is prohibited. Ryan Signs, Inc. expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as stated to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of this plan.

CLIENT SIGNATURE



24"

Applied Vinyl Copy

Wind Load
Compliance Statement:
 Withstand up to 75
 MPH Winds

Illumination Compliance
Statement:
 N/A
 Meets Maximum Guidelines
 of City of Madison

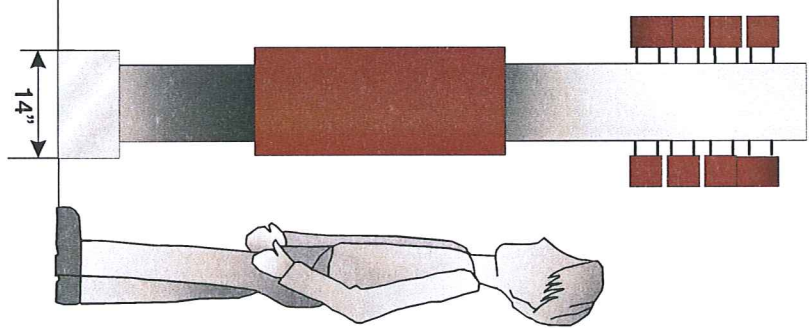
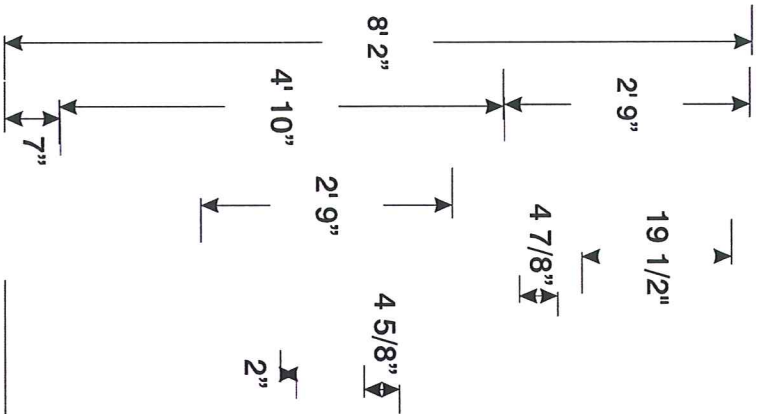
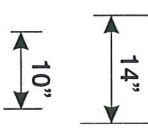
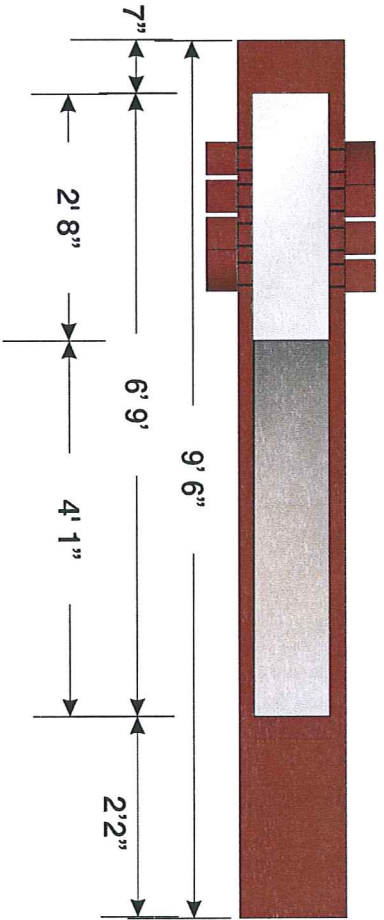
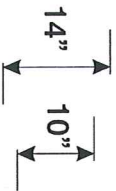
Construction:
 Applied Vinyl Copy on
 Overhead Soffit

Ryan Signs, Inc.
 3007 Ferry Street, Madison, WI 53713 Tel: (608) 271-7979 • Fax: (608) 271-7853
SHOP BOP - 1245 E. WASHINGTON AVE.

SCALE: 1/8" = 1'-0"
 DATE: 8/10/11
 REVISED: 8/23/11
 DRAWN BY: KJV
 APPROVER: Ryan Signs, Inc.
 DRAWING NUMBER: 5067B
 Copyright 2011 by Ryan Signs, Inc.

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin. A sign designed and manufactured according to the plans and specifications enclosed herein is expressly prohibited in the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.
 CLIENT SIGNATURE

1D



| | | | |
|--|--|---|---|
| Ryan Signs, Inc. 3007 Ferry Street • Madison, WI 53713 • Tel: (608) 271-7979 • Fax: (608) 271-7983 | | SCALE: 1/2" = 1'-0" DATE: 11/7/08 REVISION: 2/5/09 DRAWN BY: KNY | APPROVED: Copyright © 2008 by Ryan Signs, Inc. |
| UNIVERSITY RESEARCH PARK-1245 E. WASHINGTON AVE. | | DRAWING NUMBER 4481 | |

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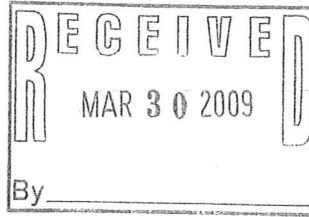
CLIENT SIGNATURE



Department of Planning & Community & Economic Development
Planning Division

Website: www.cityofmadison.com

Madison Municipal Building, Suite LL100
215 Martin Luther King, Jr. Boulevard
P.O. Box 2985
Madison, Wisconsin 53701-2985
TTY/TEXTNET 866 704 2318
FAX 608 266-8739
PH 608 266-4635



March 26, 2009

Ms Mary Beth Growney Selene
3007 Perry Street
Madison WI 53713

re: Certificate of Appropriateness for 1245 East Washington Avenue

Dear Ms Growney Selene;

At its meeting on March 23, 2009 the Madison Landmarks Commission reviewed, in accordance with the Madison General ordinances pertaining to criteria for additions to Designated Local Landmarks, your plans for a two-phased ground sign at 1245 East Washington Avenue. The Landmarks Commission voted to issue a Certificate of Appropriateness for the project, as shown in the supplemental drawings submitted at the Commission meeting with the following conditions:

- The Landmarks Commission, or staff designee, must also approve any additional signage.
- There will be a limit of two ground signs for the building.

This letter will serve as your "Certificate of Appropriateness" for the project. When you apply for a sign permit, take this letter with you to the Building Inspection Counter, Department of Planning and Development, Lower Level Suite LL-110, Madison Municipal Building, 215 Martin Luther King, Jr. Boulevard.

Please note that additional approval, from the Landmarks Commission, for a second ground sign will still be needed in the future. Also, any design changes from the plans submitted to the Landmarks Commission must receive approval by the Landmarks Commission, or staff designee, prior to the issuance of the sign permit.

If you have any questions, please call me at 266-4957.

Sincerely yours,

Rebecca S Cnare
Acting Preservation Planner
Madison Landmarks Commission

cc: Brad Mullins, 401 N Carroll Street, Madison, WI, 53703
Greg Hyer, University Research Park, 570 Charmany Dr, Madison, WI, 53719
Building Inspection



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Draft LANDMARKS COMMISSION

Monday, March 23, 2009

4:45 PM

215 Martin Luther King, Jr. Blvd.
Room LL-130 (Madison Municipal Building)

CALL TO ORDER / ROLL CALL

Present: 5 -

Daniel J. Stephans; Stuart Levitan; Michael J. Rosenblum; Christina Slattery and Erica Fox Gehrig

Excused: 2 -

Brenda K. Konkel and Robin M. Taylor

APPROVAL OF February 23, 2009 MINUTES

A motion was made by Rosenblum, seconded by Slattery, to Approve the February 23, 2009 Minutes. The motion passed by voice vote/other.

PUBLIC COMMENT

There were no public comments.

CONSIDERATION OF ISSUANCE OF CERTIFICATE OF APPROPRIATENESS

1. 14034 Gisholt Machine Company Building, 1245 East Washington Avenue - Designated Landmark - Consideration of Issuance of Certificate of Appropriateness for the placement of a monument sign for The University Research Park Metro Campus, a major tenant of the building.

Contact: Mary Beth Growney Selene, Ryan Signs Inc.

Mary Beth Growney Selene, 3007 Perry Street, gave a brief presentation about the sign project that is proposed as a two-phased sign. Phase one will include base sign; phase two, to occur if and when the new sign code is approved, will add a taller element with a logo for the University Research Park. She stated that the building owner agrees to the staff report's condition of a maximum of two total signs for the building.

Brad Mullins, 401 N Carroll Street, Madison, and Greg Hyer, University Research Park, 570 Charmany Dr, registered in support.

A motion was made by Levitan, seconded by Rosenblum, to Approve a Certificate of Appropriateness for the sign in accordance with the conditions that there will be a limit of two ground signs for the building. The motion passed by voice vote/other.

Note to Commission - 1245 East Washington Avenue - Designated Landmark

Sign design and placement for the University Research Park Development, a tenant located in the Landmark Gisholt Machine Co Building located at 1245 East Washington Avenue.

The general location, size and design of the sign seem appropriate for placement next to both a major street and a large former factory building. Staff would like the Commission to consider the following issues:

1. Sign Placement: The placement of the sign should also coordinate with the building design, and should line up with the centerline of a column in order to keep with the rhythm of the existing building.
2. Comprehensive Signage: The current sign code allows up to two ground signs with a total calculated area of 72 square feet for this building, unless a comprehensive design review for additional signs is granted in the future. Staff recommends that Landmarks Commission limit the total number of monument signs on the block face to two, and ask that the owners of the building coordinate the design of any additional signage to accommodate all current and potential building tenants.

If the applicant can address the previous concerns to the satisfaction of the Commission, staff recommends approval.

Rebecca Cnare & Bill Fruhling
3/17/09