

# 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: 511 N. Carroll Street Alder District: 2

## 2. PROJECT

Project Title/Description: 511 Alano Club

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

- New Construction/Alteration/Addition in a Local Historic District or Designated Landmark (specify):**
  - Mansion Hill       Third Lake Ridge       First Settlement
  - University Heights       Marquette Bungalows       Landmark
- Land Division/Combination in a Local Historic District or to Designated Landmark Site (specify):**
  - Mansion Hill       Third Lake Ridge       First Settlement
  - University Heights       Marquette Bungalows       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 #:
	<b>DATE STAMP</b> <b>RECEIVED</b> 4/10/24

## 3. APPLICANT

Applicant's Name: Mary Beth Growney Selene Company: Ryan Signs, Inc.  
Address: 3007 Perry Street Madison WI 53713  
Street City State Zip  
Telephone: 608-271-7979 Email: mbgrowneyselene@ryansigns.net  
Property Owner (if not applicant): The Alano Society, Inc.  
Address: 511 N. Carroll Street Madison WI 53703  
Street City State Zip  
Property Owner's Signature: *AGENT'S* [Signature] Ryan Signs, Inc. Date: April 3, 2024

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](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](mailto: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](mailto:landmarkscommission@cityofmadison.com)  
 (608) 266-6552

# Ryan Signs, Inc.

3007 Perry Street  
Madison, WI 53713  
608-271-7979 Phone  
mbgrowneyselene@ryansigns.net

April 3, 2024

**TO:** Heather Bailey  
Preservation Planner, City of Madison

**FROM:** Mary Beth Growney Selene, Serving as Agent

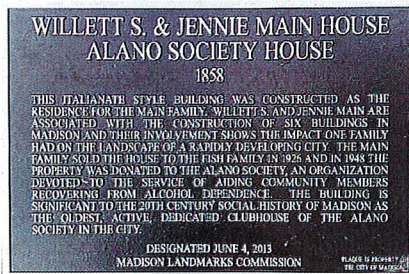
**RE:** **THE ALANO SOCIETY, INC.**  
**511 N. CARROLL STREET**  
**LANDMARKS COMMISSION REVIEW**

Dear Heather and Landmarks Commission Members;

Attached please find our submittal for your review for a Certificate of Appropriateness for signage for the 511 Alano Club, located at 511 N. Carroll Street.

## BACKGROUND

1. The property is owned by the Alano Society, Inc.
2. The Alano Society, Inc. has owned the property since 1948.
3. The property is zoned DR1, HIS-MH.
4. The original building is a Designated Madison Landmark:



5. The signage plan is in compliance with Chapter 31 of the City of Madison Sign Ordinance.

## REQUEST FOR CONSIDERATION

### **SIGN DESIGN 1.1 – CARROLL STREET ELEVATION – WALL SIGN**

- A. Approval of placing one 4.175 square foot sign on the wall to the right of the front entrance door.
  - The sign will have an aluminum background with digitally printed graphics.
  - The colors are consistent with the client's recent rebranding.
  - The wall sign is discreet yet visible to those needing to find the 511 Alano Society.
  - The sign will be installed with visible decorative fasteners in each of the corners, all of which will have stainless steel studs, installed in the mortar of the brick.
- B. The sign code allows for:
  - The sign code allows for one (1) sign per building; two (2) on a corner lot.
  - Net area cannot exceed 12 sf2 per sign.
  - The maximum height of the sign cannot exceed 15':
    - As shown, the sign is approximately 8'-0" from the porch surface to the top of the sign and approximately 15'-0" from the grade at the street to top of the sign.
  - The sign is not illuminated.

### **SIGN DESIGN 2.1 – REAR ENTRANCE – WALL SIGN**

- C. Approval of placing one 1.675 square foot sign on the wall above the rear entrance door.
  - The sign will have an aluminum background with digitally printed graphics.
  - The colors are consistent with the client's recent rebranding.
  - The wall sign is discreet yet visible to those needing to find the 511 Alano Society.
  - The sign will be installed with visible decorative fasteners in each of the corners, all of which will have stainless steel studs, installed in the mortar of the brick.

The Alano Society, Inc.  
511 N. Carroll Street  
April 3, 2024  
Page 2

- D. The City of Madison Zoning staff have advised us that no sign permit will be required for the rear entrance sign, as it is less than 3 sf2 in area.

We are available to answer any questions.

Thank you for your consideration.

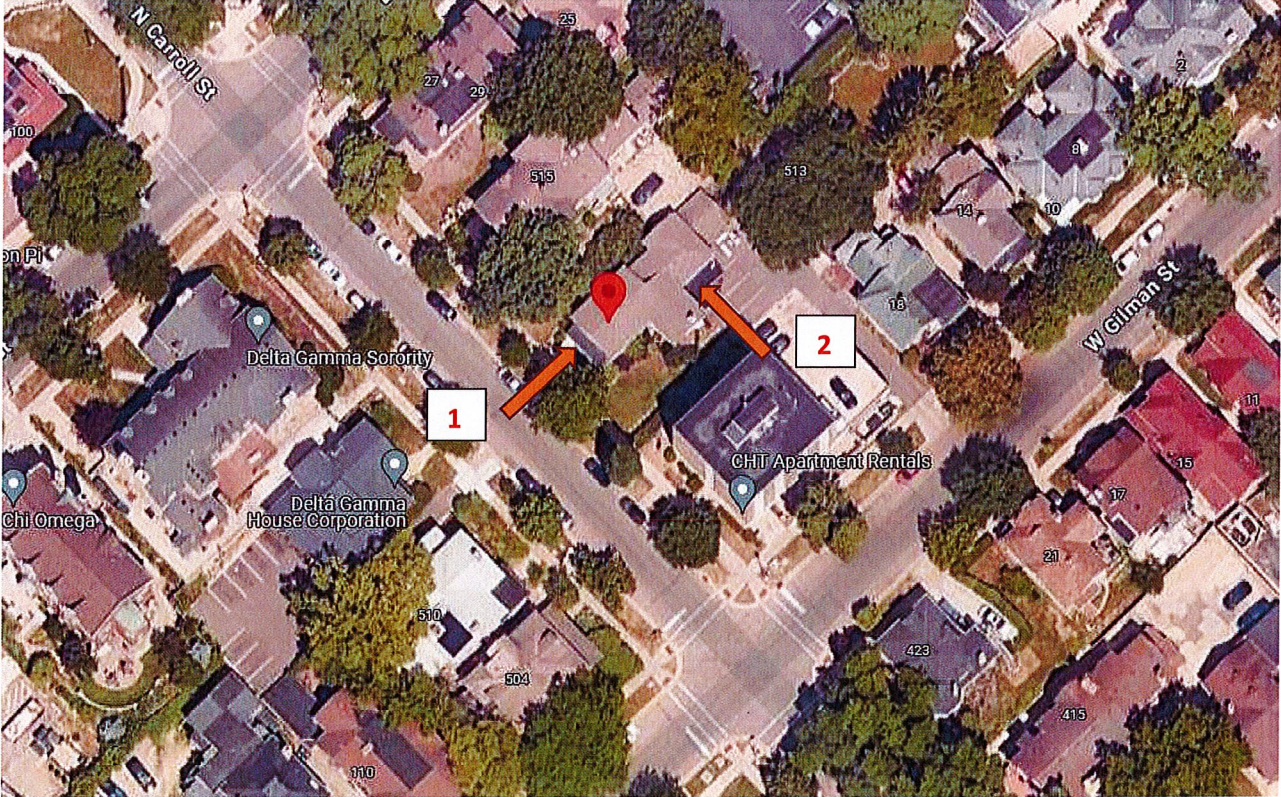
Respectfully Submitted,

**RYAN SIGNS, INC.**

A handwritten signature in cursive script, appearing to read "Mary Beth Selene".

Mary Beth Growney Selene  
President  
Serving as Agent for The Alano Society, Inc.

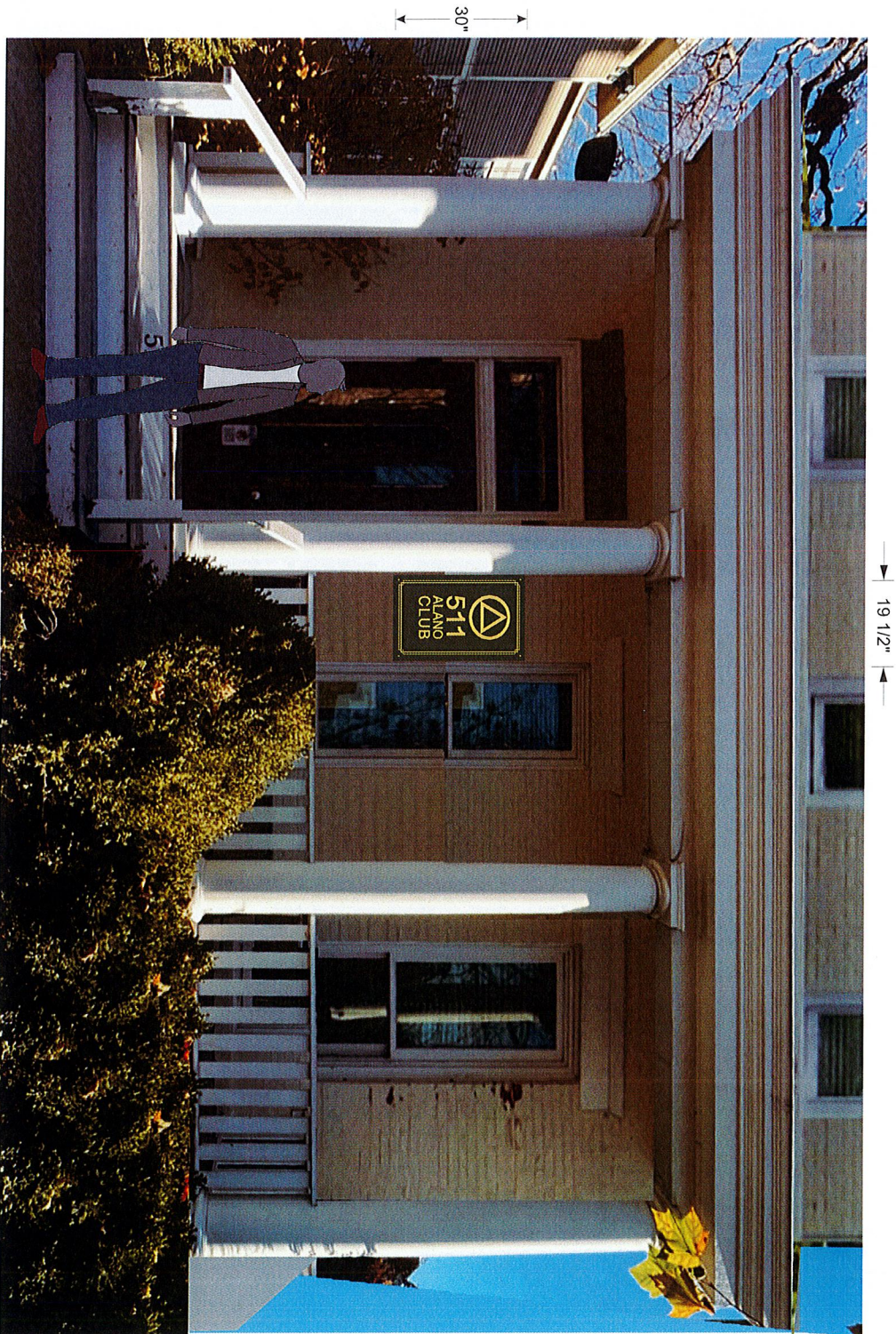
The Alano Society, Inc.  
511 N. Carroll Street



Zoned: DR1, HIS-MH (Identification for a Non-residential Building) (Group 1)

Net Area	12 sf2
Maximum Height	15'-0"
Wall	Yes
Ground	Yes
Illuminated	No
Number	1 per building, 2 on a corner lot

1.1 Front - Dibond Panel w/ Applied Digital Print - Sign Will be Centered Between Window & Door Frame



1/2" = 1'.0"

1	Color Digital Print on Dibond Panels	Compliance Statement:	Statement:
	Wind Load: Withstand up to 75 MPH Winds	Implementation Compliance Statement:	Statement: N/A
	Digital Print Film on Dibond Panel		

**Ryan Signs, Inc.**  
 2607 Zeno Street, Addison, TX 75001-1726 | 682.271.2797 | 682.608.271.2785

**511 ALANO CLUB - 511 CARROLL ST.**

Print to Scale on 11" x 17" Paper

DATE	11/21/23
REVISION	1/5/24
DESIGNER	KOI
PROJECT NO.	7783

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511

21 Rear - Dibond Panel w/ Applied Digital Print

30"

7 1/2"



3/4" = 1', 0"

1 Color Digital Print on Dibond Panels  
 Mind Level: High  
 Compliance Statement: Statements: N/A  
 Withstand up to 75 MPH Winds  
 Construction: Digital Print Firm on Dibond Panel

**Ryan Signs, Inc.**  
 2507 Perry Street, Madison, WI 53713 • Tel: 608.827.2779 • Fax: 608.827.2783  
 511 ALANO CLUB - 511 CARROLL ST.  
 Ryan Signs, Inc. is a leading provider of signs and graphics. Our products are made in the USA and are designed to last. We are committed to providing the highest quality products and services to our clients. Our products are made from high-quality materials and are designed to withstand the elements. We are committed to providing the highest quality products and services to our clients. Our products are made from high-quality materials and are designed to withstand the elements. We are committed to providing the highest quality products and services to our clients.

Scale: VARIES	PROJECT:
DATE: 11/29/23	PROJECT: 2023
DESIGNER: KVI	CLIENT: Ryan Signs, Inc.
ESTIMATE NO: 7783	

7783

Print to Scale on 11" x 17" Paper





PRIVATE PARKING  
FOR SE...  
ALONG SILENT  
BELIEVERS AND  
THEIR GUESTS  
IN THE  
REAR ONLY

511 N. Carroll Street  
Context Photos

