
Regarding: 1301 and 1245 East Washington – Designated Landmark – Gisholt Machine Company
Placement of monument sign and wall signage
(Legistar #23985)

Date: October 3, 2011
Prepared By: Amy Scanlon

General Information:

The Applicant is requesting approval to locate signs at the Gisholt Machine Company landmark site located at 1245 and 1301 Washington Avenue. The signs would be located as follows:

- A monument sign along East Washington Avenue (outside of 1245 E. Washington)
 - A wall sign on the decorative parapet along East Washington Avenue (on 1301 E. Washington)
 - A wall sign over a loading door on the east elevation (on 1301 E Washington)
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Applicable Landmarks Ordinance sections:

33.19(4) Regulation of Construction, Reconstruction and Exterior Alteration.

Upon filing of any application with the Landmarks Commission, the Landmarks Commission shall determine:

- a. Whether, in the case of a designated landmark or landmark site, the proposed work would detrimentally change, destroy or adversely affect any exterior architectural feature of the improvement upon which said work is to be done; and
 - b. Whether, in the case of the construction of a new improvement upon a landmark site, the exterior of such improvement would adversely affect or not harmonize with the external appearance of other neighboring improvements on such site; and
 - 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.
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Staff Comments:

Staff believes that the standards for granting a Certificate of Appropriateness for the exterior alterations are met and recommends approval by the Landmarks Commission.