

# 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: \_\_\_\_\_ Alder District: \_\_\_\_\_

## 2. PROJECT

Project Title/Description: \_\_\_\_\_

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>

## 3. APPLICANT

Applicant's Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_  
Street City State Zip

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Property Owner *(if not applicant)*: \_\_\_\_\_

Address: \_\_\_\_\_  
Street City State Zip

Property Owner's Signature: see attached Date: \_\_\_\_\_

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

Interior Investments

720 Williamson Street

Landmark Commission Application – Signage

Owner:

722 Williamson LLC

730 Williamson Street Suite 150

Alder District – 6

Dear Landmarks commission members,

Interior Investments is a new tenant moving into 720 Williamson Street. This address is in the Historic District – Third Lake Ridge. The building is brick and has some unique architectural features. Interior Investments is proposing two non-illuminated signs at this location.

One sign is a small blade sign that will only project 2' max from the building. The sign has an under clearance of 10'-1" which is code compliant per Chapter 31. The sign is double sided with dimensional letters and brushed aluminum background. The sign will be mounted into the mortar joints.

The second sign is brushed aluminum letters to match the background of the blade sign. The individually mounted letters would add holes to the brick, SAS would line up with the mortar as much as possible. SAS cannot guarantee no holes will hit the brick but would minimize the penetrations. This is option 1 on the enclosed documents.

We have provided an alternative option (option 2) where the letters are attached to a rail that will be painted to match the building. This option will have minimal holes and only into the mortar. As you can see in the enclosed documents the building has distinct signable areas by the way the brick is installed. You will see the wall sign is proposed inside this area.

The signage design is of high quality and both signs are non-illuminated. It fits the building era. The signs complement the building architecture. The signage is subtle matches with the surrounding areas. Interior Investments is requesting full approval for the signage package enclosed.

We appreciate your consideration.

Thank you,

Allie Novitske – Sign Art Studio



KEY NOTES:

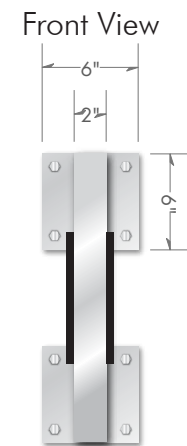
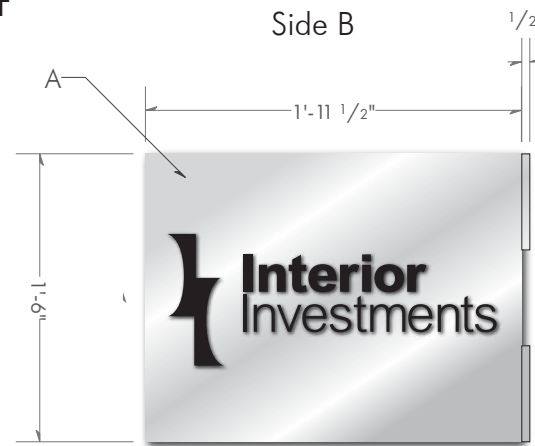
A - Blade sign D/F non illuminated 2" tube frame construction. Skin with .090 aluminum. Logo to be 1/2" thick acrylic letters painted to match MP Satin black.

FINISHES:

- MP Bright Silver Metallic MP18094 (A) (Sign)
- MP satin Satin Black (A) (Logo)

CALCULATIONS:

1 CT  
D/F



Install Location 10' 1" from Grade



CUSTOMER APPROVAL: \_\_\_\_\_ DATE: \_\_\_\_\_ LANDLORD APPROVAL: \_\_\_\_\_ DATE: \_\_\_\_\_

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

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S H E E T

BN

Install Location



KEY NOTES:

A - 1/2" Thick acrylic letters pin mounted first surface to wall centered in sign band paint to match MP Bright Silver Metallic MP18094

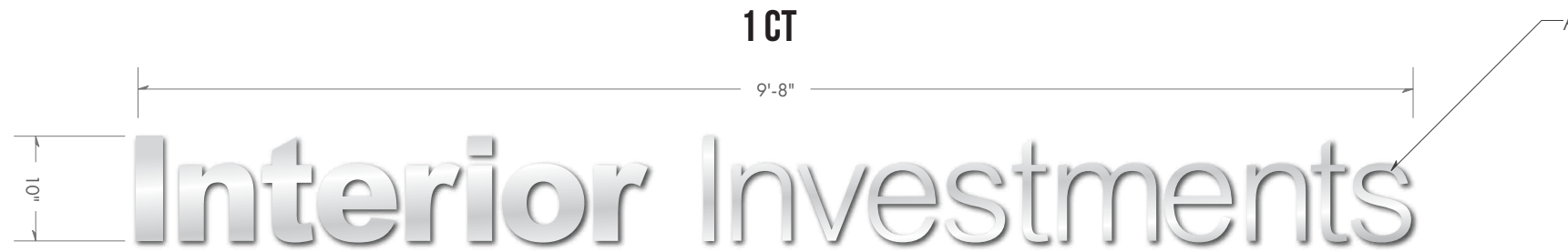
FINISHES:

MP Bright Silver Metallic MP18094 (A) (Sign)

CALCULATIONS:

Signable Area  
9'-7" (W) x 3' (H)

Option 1



CUSTOMER APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

LANDLORD APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

S H E E T

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WLN

Install Location



Signable Area  
9'-7" (W) x 3' (H)

KEY NOTES:

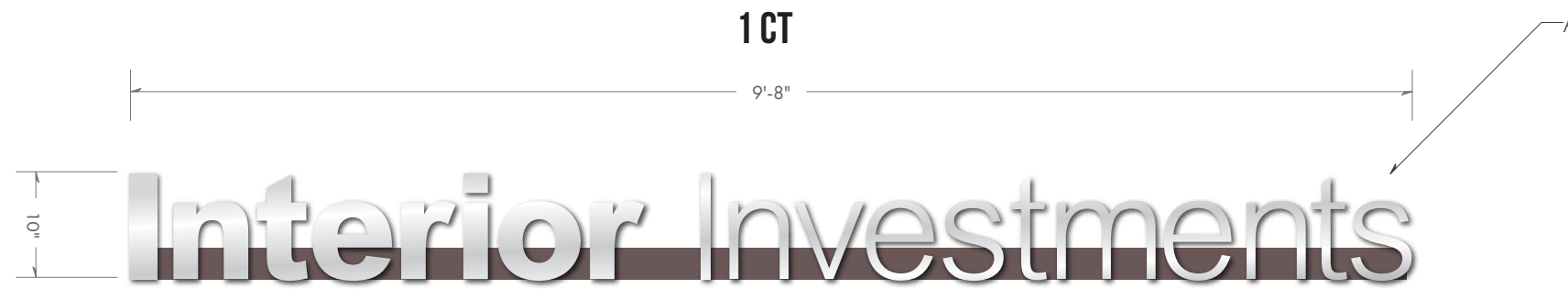
A - 1/2" Thick acrylic letters pin mounted first surface to wall centered in sign band paint to match MP Bright Silver Metallic MP18094

FINISHES:

MP Bright Silver Metallic MP18094 (A) (Sign)

CALCULATIONS:

Option 2



CUSTOMER APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

LANDLORD APPROVAL: \_\_\_\_\_

DATE: \_\_\_\_\_

S H E E T

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