

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
126 S Hamilton St
PO Box 2985
Madison, WI 53701-2985
(608) 266-4635



1. LOCATION

Project Address: Tenney Park, North Thornton Ave Aldermanic District: 2nd

2. PROJECT

Project Title/Description: TENNEY PARK VINTAGE POSTCARD INSTALLATION

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

☐ Alteration/Addition to a building 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

☐ Alteration/Addition to a building adjacent to a Designated Landmark

☐ Variance from the Historic Preservation Ordinance (Chapter 41)

☐ Landmark Nomination/Rescission of Historic District Nomination/Amendment
(Please contact the Historic Preservation Planner for specific Submission Requirements.)

☐ Other (specify):

3. APPLICANT

Applicant's Name: CAROLINE HOFFMAN FOR THE TENNEY-LAPHAM NEIGHBORHOOD ASSOCIATION Company:

Address: C/O HOFFMAN, 462 MARSTON AVE MADISON WI 53703
Street City State Zip

Telephone: 608.257.0958 Email: carolinehoff@charter.net

Property Owner (if not applicant): CITY OF MADISON PARKS DIVISION

Address: 210 MARTIN LUTHER KING JR BLVD MADISON WI 53701
Street City State Zip

Property Owner's Signature: [Signature] Date: 6/6/18

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, the Department of Planning & Community & Economic Development, Planning Division, located at 126 S Hamilton Street. 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

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.

- ☐ Landmarks Commission Application w/signature of the property owner (1 copy only).
- ☐ Twelve (12) collated paper copies 11" x 17" or smaller (via mail or drop-off) of submission materials (see below).
- ☐ Electronic files (via email) of submission materials (see below).
- ☐ 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;
- ☐ 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, 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.
- ☐ **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;
- ☐ Any other information requested by the Preservation Planner to convey the aspects of the project which may include:
 - ☐ Perspective drawing
 - ☐ Photographs of examples on another historic resource
 - ☐ Manufacturer's product information showing dimensions and materials;
 - ☐ Other _____

CONTACT THE PRESERVATION PLANNER:

Please contact the Preservation Planner with any questions.

Amy Scanlon, Registered Architect
 City of Madison Planning Division
 126 S Hamilton St
 P.O. Box 2985 (mailing address)
 Madison, WI 53701-2985
ascanlon@cityofmadison.com
 (608) 266-6552

June 4, 2018

Amy,

Here is the request to speak at the Landmarks Commission on June 18th. I have filled out the application to the best I can, but was not sure how our request fit in to some of the questions. Please let me know if you need any additional information.

Please also confirm that you received this, that we are on the agenda and the time/location for the meeting.. As you know we have a tight time frame to begin to work on the sculptures so they can be installed by the Century Celebration in Tenney Park on September 9, 2018.

Thanks for your help.

Caroline Hoffman

608.257.0958

carolinehoff@charter.net

To: Landmarks Commission

From: Caroline Hoffman for the Tenney-Lapham Neighborhood Association

RE: Request for approval of postcard signs, site location and installation method

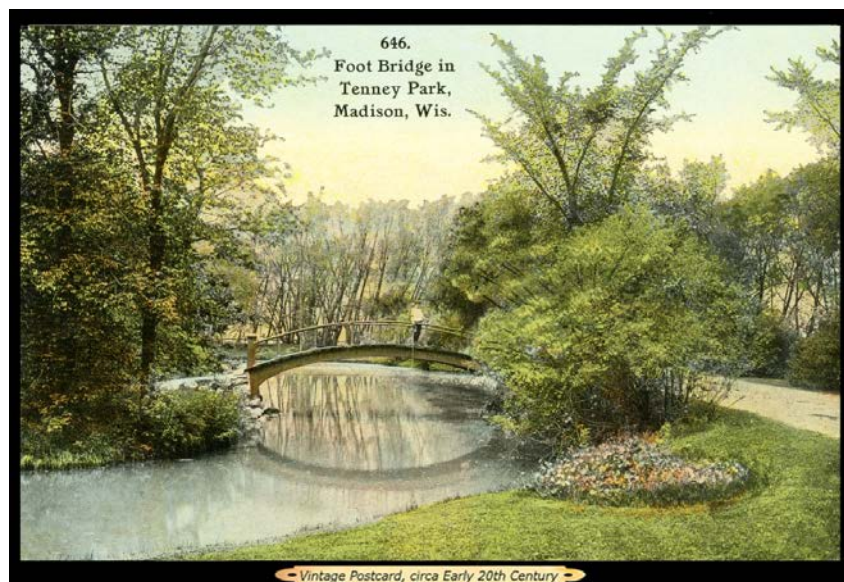
Tenney Park Vintage Postcard Installation

Project Description

On September 9, 2018, the Tenney-Lapham Neighborhood Association will host a Century Celebration of historic Tenney Park with support from a City of Madison Neighborhood Grant. The grant also supports the creation of a permanent installation of five sculptures that display enlarged vintage postcard images of Tenney Park from the early 1900s. The five 24" by 16" images represent the Park, the Lagoon, the Yahara River and the Tenney Park Locks. Each image will pique the 21st Century viewer's curiosity by displaying a picture of the park from more than one hundred years ago.

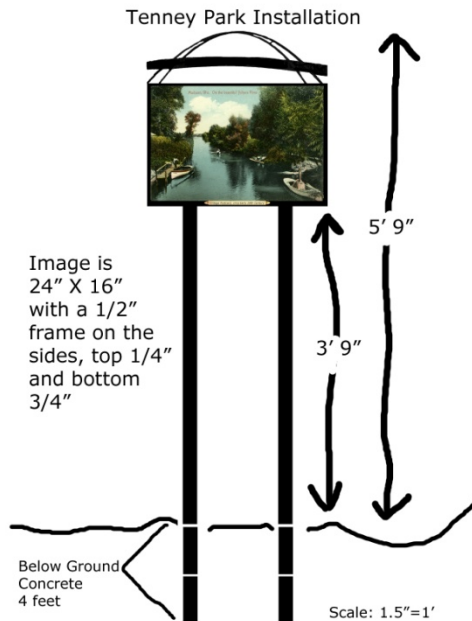
Members of the Four Lakes Postcard Club contributed the postcards from their private collections. The images were scanned and prepared for enlargement to 24" x 16" so that they could be shared with the larger community. With this installation in Tenney Park, the general public will be able to enjoy historic images that are usually reserved for private collectors. The Vintage Postcard Installation differs from informational signs by simply presenting the image with no accompanying text thereby prompting viewers to make their own interpretations.

The Vintage Postcard Installation will be a beautiful destination for Madison residents and visitors. It is consistent with the goal specified in the City of Madison Comprehensive Plan (2016) of providing more opportunities for passive recreation and visual enjoyment within the city parks. It also fits with "the Public Art Framework and Field Guide for Madison, Wisconsin (2004)" which highlighted using public art to "illuminate the history, meaning of and social and cultural connections to Madison's public places." The Postcard Installation will help the viewer to perceive and experience the park in a new way.



Sculpture Design

The sculptures were designed by artists Caroline Hoffman, a Tenney-Lapham resident, and Mike Burns of MBMetalworks. Mr. Burns will also be the metal artist. The design of the Madison Parks Foundation sign located near the Tenney Park shelter was taken into consideration when designing the vintage postcard sculptures. Like the former, the vintage postcard sculptures will have two legs to provide stability and will be visually attractive. The 24" X 16" size magnifies the original postcards, but maintains the appropriate proportions of a standard postcard from the early 1900s. A metal cut out will be placed on top of each sculpture replicating the design of "the most beautiful bridge" which is the symbol of the Tenney-Park neighborhood and is the most recognizable bridge in the park.



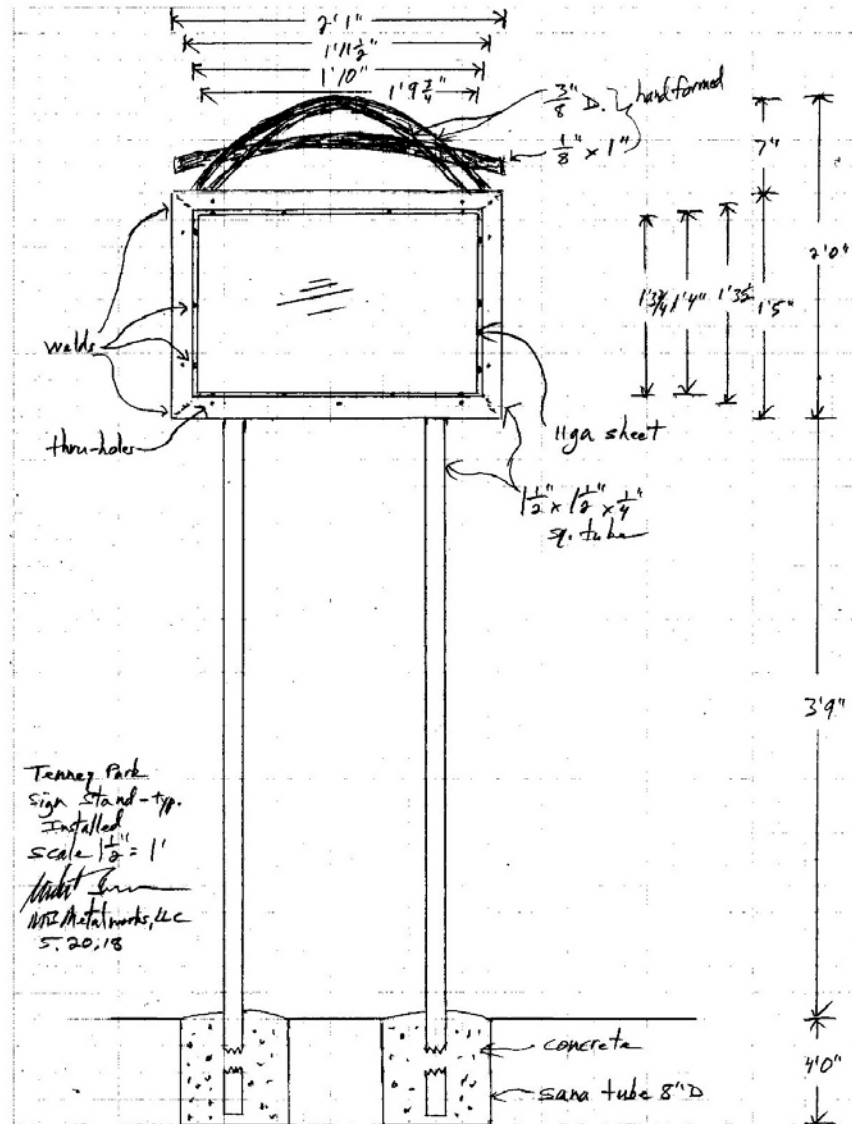
Materials Used for Postcard Installation:

- The five color images will be UV printed directly on 1/8" thick alupanel aluminum. They are fade resistant and will not peel as is seen in vinyl mounted images.
- The metal frames will be made with:

1-1/2 X 1-1/2 180 WALL Hot rolled Square Tubing ASTM A500, Length 2'1"
1-1/2 X 1-1/2 180 WALL Hot rolled Square Tubing ASTM A500, Length 1'5"
2-1/2 x 2-1/2 X 250 WALL Hot Rolled Square Tubing ASTM A500, Length 8'
11 GA Hot Rolled Sheet ASTM A1011, Width 13 7/8" Length 21 7/8"

- Each sculpture (prior to installation of postcard images) will be sand blasted and then coated with a Zinc Rich Epoxy Primer and Medium Glass Cat Black or other "standard" exterior black top coat. This will prevent corrosion.
- Stainless steel security fasteners will be used to fasten the postcard images to the metal sculptures.

- On the bottom the metal frame there will be an engraved name plate stating, "Vintage Postcard, circa early 20th Century.
- The sculpture legs will be placed in four feet of concrete to ensure stability.



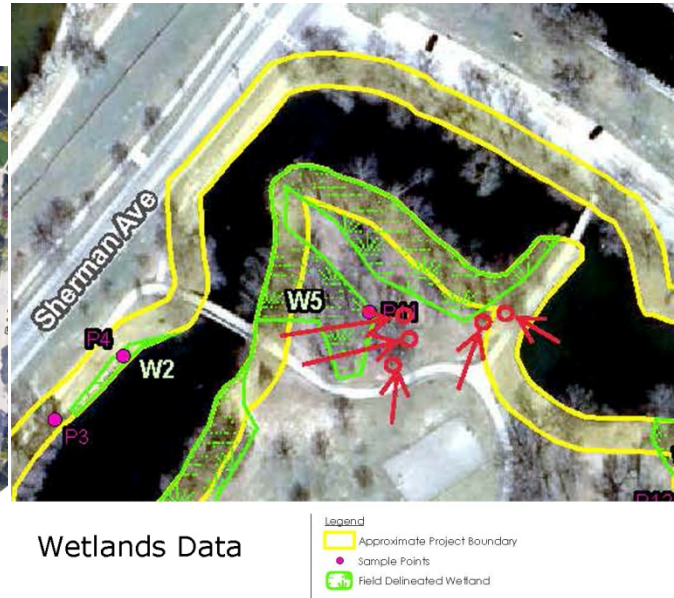
Site Selection for the Sculptures in Tenney Park

On May 22, 2018, representatives from Tenney-Lapham Neighborhood and the City of Madison did a walkthrough of the proposed site location. The neighborhood representatives and city staff then identified and agreed upon the optimal locations for the sculptures. City staff included from the Planning Division (Linda Horvath, Urban Planner) and from the Parks Department (Sarah Lerner, Landscape Architect, Lisa Laschinger, Operations Manager and Kristin Matthews, Interim East Parks Supervisor)

The selected site for the sculptures is on the Tenney Park Island at the conjunction of three walking paths: the Sherman Avenue Bridge, Thornton Avenue Bridge, and a sidewalk adjacent to a nearby playground. Placement of the sculptures on the island will encourage park users to walk on the island rather than remain on the perimeter. The area has a bench that was installed many years ago when a seesaw was located there, but in recent years it has become an unused area within the park. Two sculptures would be near the sidewalk leading to the Sherman Ave Bridge, one next to the bench and two across the open area from the bench. All sculptures will be placed outside of the wetlands. The engaging colorful Vintage Postcard Installation will be an unexpected and serendipitous surprise for passers-by in all seasons.



* Site selected for Vintage Postcard Installation



An Interesting Related Historical Note:

In a way, the Vintage Postcard Installation is a tribute to John M Olin, considered the father of Madison's Parks System. The following quote is from "Madison: A History of the Formative Years" by David Mollenhoff.

"Between 1902 and 1909 an average of 765 Madisonians, about one household in ten, voluntarily contribute money for the acquisition, development, and maintenance of parks. About sixty percent of all pledges were just five dollars, the minimum amount needed for association {Madison Parks and Pleasure Drive Association} membership. Moreover, these small grants were solicited through what was called "the postcard system"—a fund-raising procedure that astounded civic leaders around the country for its simplicity and effectiveness. Each year beginning in 1901 Olin sent a printed form-letter to all MPPDA members reminding them of the continuing need to underwrite park development. Enclosed with that letter was a penny postcard on which members approved a particular pledge amount (nearly always suggested by the association directors) and then mailed to the association. The postcard system quickly became the financial backbone of the association, providing enough money to maintain the pleasure drives and do a limited amount of park improvement besides."

Additional Selected Vintage Postcard Images

