

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION

PRESENTED: 10/28/19

TITLE: 415 E Washington Ave - Exterior
Alteration in the First Settlement
Hist. Dist. - Installation of signage;
6th Ald. Dist.

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Heather Bailey, Preservation Planner

ADOPTED:

POF:

DATED: 11/1/19

ID NUMBER: 57816

Members present were: Anna Andrzejewski, Richard Arnesen, Betty Banks, Katie Kaliszewski, David McLean, and Maurice Taylor. Excused was Arvina Martin.

SUMMARY:

Tim Bradley, registering in support and available to answer questions

Bailey described the proposed work to replace the existing hanging sign with new copy, install a new 8' by 8' sign on the north wall, and install a new vinyl sticker on the front door. Regarding the sticker for the door, she said that the Landmarks Commission doesn't typically review this type of signage and she recommends they not make a ruling on it. She said that according to Zoning, the project meets the specifics of the sign ordinance, and explained that it will also go before the Urban Design Commission. She pointed out that the First Settlement ordinance provides no specific guidance on signs. She said that she recommends approval of the installation of a new wall sign, with the condition that wall signage be installed with stainless steel fasteners, which are installed in the masonry joints, not in the bricks; and installation of a change of copy on the existing hanging sign, including removal of the existing lighting. She said that as long as the wall sign is no larger than what is currently proposed, the Landmarks Commission does not need to review changes in dimension or location as recommended by the Urban Design Commission.

Andrzejewski asked if Bradley was okay with staff's conditions of approval, and Bradley confirmed that he was. Andrzejewski said that the first condition, regarding the fasteners being installed in the masonry joints, was very important. Kaliszewski said that she agreed with Bailey in that the Landmarks Commission should not start approving vinyl signs on doors, and McLean agreed.

ACTION:

A motion was made by Arnesen, seconded by McLean, to approve the request for the Certificate of Appropriateness with the conditions that wall signage be installed with stainless steel fasteners, which are installed in the masonry joints, not in the bricks; and as long as the sign is no larger than what is currently proposed, the Landmarks Commission does not need to review changes in dimension or location as recommended by the Urban Design Commission. The motion passed by voice vote/other.