



**Agenda Item #:** 2

**Project Title:** 23 N Pinckney St - Exterior Alteration to a Designated Madison Landmark (Maeder Building/Ellsworth Block) - Signage; 4th Ald. Dist.

**Legistar File ID #:** 73984

**Prepared By:** Heather Bailey, Preservation Planner

**Members:** Present: Richard Arnesen, Edna Ely-Ledesma, Molly Harris, Katie Kaliszewski, David McLean, Maurice Taylor, and Ald. Bill Tishler.

## Summary

*Drew Jenson, registering in support and available to answer questions*

Bailey provided background information on the project.

Tishler asked if there was any discussion about an awning with a logo or blade signs rather than being attached directly to building so that one could see the signage when walking down the sidewalk. Jenson said they had not considered a blade sign. They said that they weren't sure about the preservation of the façade if introducing an awning or projecting sign, and it was also more of an expense. Bailey said that the applicant discussed a blade sign early on in the process, but staff recommended against it. She explained that the place to put signage is above the entrance, but there is already signage there so there isn't room for a blade sign at this location, and they were also trying to avoid drilling holes into the sandstone.

McLean asked about the proportion of the sign relative to the surface because it looked odd. Jenson said they explored square shapes as well, but they chose circular signs to be in line with the logo. They said that it wasn't a scaling decision and more of a design decision.

## Action

**A motion was made by Arnesen, seconded by Ely-Ledesma, to Approve the request for the Certificate of Appropriateness with the condition that signage be attached to the building in the masonry joints with stainless steel fasteners. The motion passed by voice vote/other.**