

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: 312 Wisconsin Avenue Aldermanic District: 4

2. PROJECT

Project Title/Description: Bethel Lutheran Church Signage Plan - Request for Certificate of Appropriateness

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**
- Alteration/Addition to a building 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.)
- Other (specify):**

DPCED USE ONLY	Legistar #:
	DATE STAMP RECEIVED 5/16/22 11:56 am
	Preliminary Zoning Review Zoning Staff Initial: Date: / /

3. APPLICANT

Applicant's Name: Mary Beth Growney Selene Company: Ryan Signs, Inc.

Address: 3007 Perry Street Madison WI 53713
Street City State Zip

Telephone: 608-271-7979 Email: mbgrowneyselene@ryansigns.net

Property Owner (if not applicant): Bethel Lutheran Church

Address: 312 Wisconsin Avenue Madison WI 53703
Street City State Zip

Property Owner's Signature: RYAN SIGNS, INC. Date: May 16, 2022
SERVING AS AGENT TO OWNER

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 12:00 pm 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

Ryan Signs, Inc.

3007 Perry Street
Madison, WI 53713
608-271-7979 Phone
mbgrowneyselene@ryansigns.net

May 16, 2022

Heather Bailey
City of Madison Preservation Planner
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: Landmarks Commission Application
Meeting of June 6, 2022

For: **BETHEL LUTHERAN CHURCH**
312 WISCONSIN AVENUE

Dear Heather;

On behalf of Bethel Lutheran Church, please find Ryan Signs, Inc. submittal for Landmarks Commission review and request for a Certificate of Appropriateness for updated and new freestanding monument and new wall signage for the property located at 312 Wisconsin Avenue.

The property is located within the Mansion Hill Historic District. The original building was dedicated in 1941. The gothic, architecturally designed building sits on a square block bordering Wisconsin Avenue, W. Johnson Street, W. Gorham Street and S. Carroll Street. Two streets are one-way and two are two-way streets.

In the past decade the church has made improvements and additions to the building, including a main entrance off the W. Gorham Street driveway, while maintaining entrance accessibility at the Wisconsin Avenue entrance.

While the Bethel Lutheran Church building is not a designated landmark, the zoning lot also includes the Steensland House, which is a designated landmark.

Changes and additions to the existing signage are as follows:

- **Content updates and color revisions to the two existing monument signs located at the corner of W. Johnson Street and Wisconsin Avenue and W. Gorham Street and Wisconsin Avenue**
 - The content of each sign is being updated to include the current branding identity of the church and to update the Worship services (phone number and website address information is being removed)
 - The limestone bases and peak design details will remain unchanged
 - Lighting of the internally illuminated signage will be converted to LED
 - The header copy on the top of each sign will be routed and backed with acrylic
 - The lower portion of each sign will continue to have acrylic faces with new translucent vinyl backgrounds
 - The aluminum framework of the signs will be repainted
- **New monument sign located at the W. Gorham Street driveway entrance** (this is the only vehicular entrance to the site except during times of church services, when the entrance on S. Carroll Street is open)
 - The construction of the new signs will be identical to the existing monument signs with an aluminum construction and LED illumination.
 - The copy portion of the signs will have acrylic faces and translucent vinyl backgrounds
 - The base of each sign will be limestone masonry
- **New monument sign located at the W. Johnson Street and S. Carroll Street**
 - The construction of the new signs will be identical to the existing monument signs with an aluminum construction and LED illumination.
 - The copy portion of the signs will have acrylic faces and translucent vinyl backgrounds
 - The base of each sign will be limestone masonry

- **New building letters identifying the Wisconsin Avenue entrance**
 - Backlit letters with fabricated aluminum faces and sidewalls, painted medium/dark bronze to fit with the bronze roofline and window details
 - The letters will be backlit using white LED, creating a soft and subtle illumination
 - The letters will be placed above the center archway to designate the appropriate entry to the building
 - All attachment points and electrical access will be placed at the mortar joints in the limestone façade
- **New building letters identifying the Parking Lot entrance**
 - Backlit letters with fabricated aluminum faces and sidewalls, painted medium/dark bronze to fit with the bronze detail included throughout the building
 - The letters will be backlit using white LED, creating a soft and subtle illumination
 - The letters will be placed above the center archway to designate the appropriate entry to the building
 - All attachment points and electrical access will be placed at the mortar joints in the limestone façade

Additional Comments:

1. The applicant believes the materials are a continuation of the building as they compliment the existing signage through the continuity of the aluminum framework and limestone bases.
2. The location of the new signs allow the applicant to properly identify the square block lot as church property and additionally serve as a means of wayfinding.
3. The building signs take up a minute portion of the overall scale of the building, on each elevation on which they are to be placed.
4. In an effort to maximize the impact of each sign, the messaging on the monument signs has been reduced to a minimum amount of copy (including the elimination of a phone number and website address).
5. The existing "Bethel Lutheran Church Center" letters on W. Johnson Street will be removed.
6. The tradition and history of Bethel Lutheran Church is enhanced by the presentation of a modern-day branding, which presents a relevant image to its current and future congregants.
7. The applicant will be submitting a Comprehensive Design Review to the City of Madison Urban Design Commission following action by the Landmarks Commission. The findings of the Landmarks Commission will be included as part of the UDC application and submittal materials. The Comprehensive Design Plan process is included in Chapter 31 of the City of Madison Sign Control Ordinance.
8. A request for a Variance from a Vision Clearance has been submitted to Traffic Engineering contingent upon Landmarks Commission and UDC approvals of the proposed sign plan.

On behalf of Bethel Lutheran Church, we ask for Landmarks Commission for your support of this sign plan. Thank you for your consideration.

We will be available to answer questions and appreciate having the opportunity to present to the Landmarks Commission.

Respectfully Submitted,

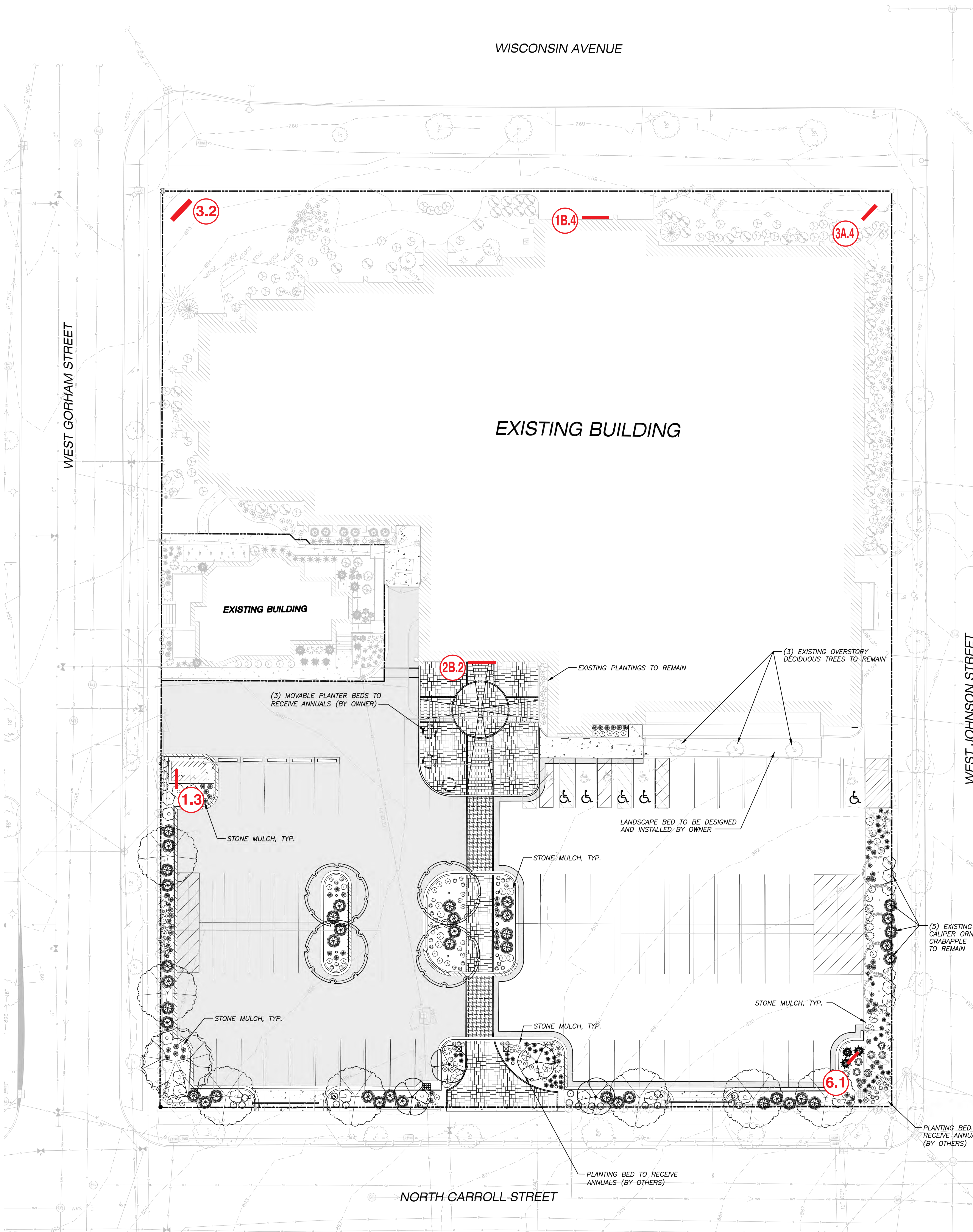
RYAN SIGNS, INC.



President
Serving as Agent to Bethel Lutheran Church

cc: Bethel Lutheran Church

Bethel Lutheran Church - Site Plan



3A.4

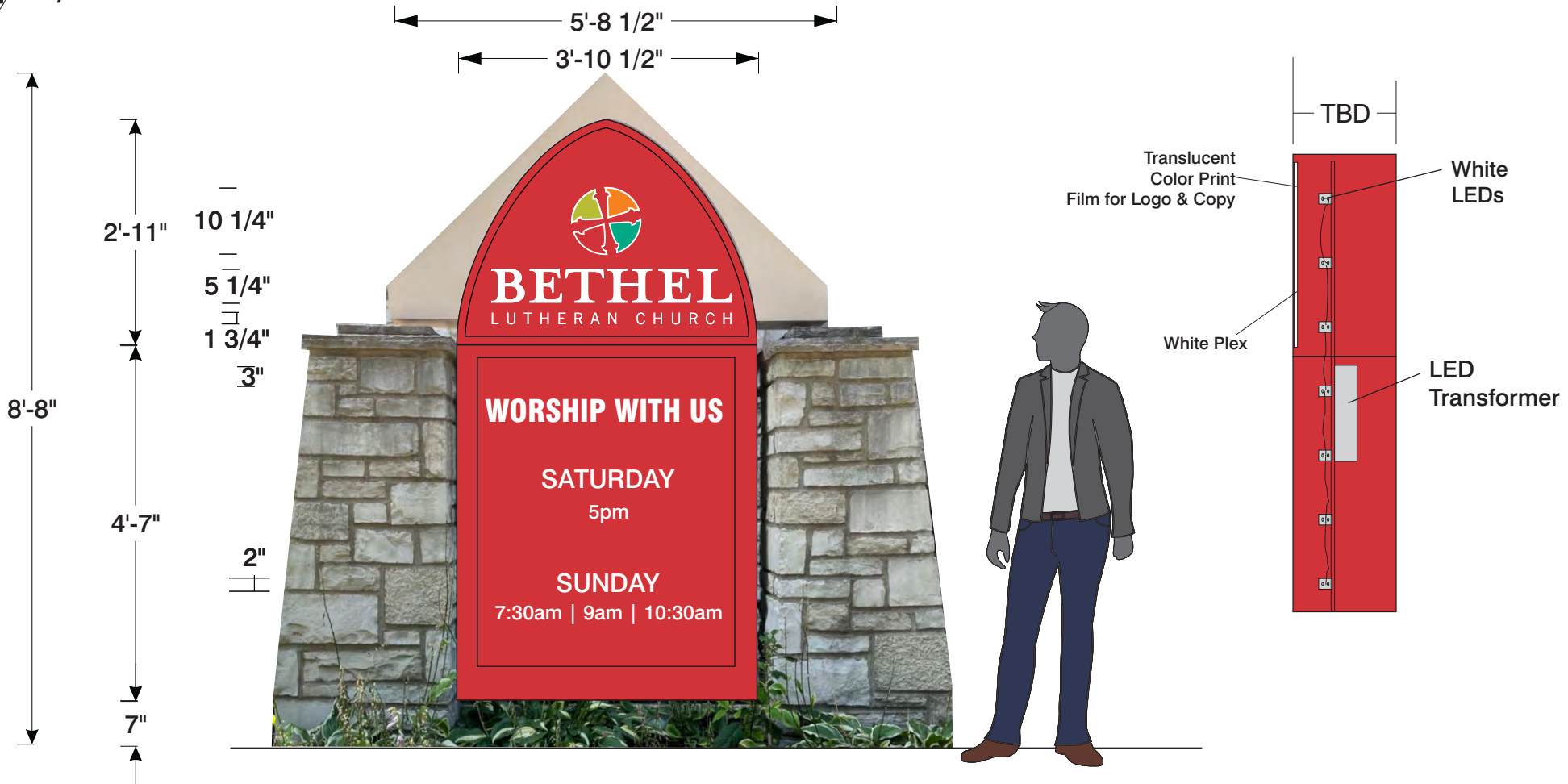
D/F Monument - Corner of W. Johnson & Wisconsin Ave.



■ Match PMS 1797C	■ Match PMS 7744C	□ White Plex
■ Match PMS 151C	■ Match PMS Process Green	■ Digital Print Red Background
Wind Load	Illumination Compliance	Construction:
Compliance Statement:	Statement:	Repaint Cabinet,
Withstand up to 75	White LEDs	Translucent Vinyl Header
MPH Winds	Meets City of Madison's	Changeable Bottom
	Maximum Requirements	Digital Print Insert

Ryan Signs, Inc.		SCALE: 1/2" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 09/13/17	© Copyright 2017 by Ryan Signs, Inc.
BETHEL LUTHERAN - 312 W WISCONSIN AVE		REVISED: 5/10/22	DRAWN BY: KW
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of it's employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.		DRAWING NUMBER: 6520C	
client signature			

3.2 S/F Monument - Corner of Gorham & Wisconsin Ave.



■ Match PMS 1797C	■ Match PMS 7744C	□ White Plex
■ Match PMS 151C	■ Match PMS Process Green	■ Digital Print Red Background

Wind Load
Compliance Statement: Withstand up to 75 MPH Winds

Illumination Compliance Statement:
White LEDs
Meets City of Madison's Maximum Requirements

Construction:
Repaint Cabinet
Digital Print Header
Changeable Bottom
Digital Print Insert

Ryan Signs, Inc.		SCALE: 1/2" = 1'.0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 8/26/21	© Copyright 2017 by Ryan Signs, Inc.
BETHEL LUTHERAN - 312 W WISCONSIN AVE		REVISED: 5/15/22	DRAWN BY: KW
<p>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of it's employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</p> <p>client signature _____</p>			DRAWING NUMBER: 6520C

6.1 Single Faced Monument - Corner of Carroll & Johnson Ave.



Masonry Base by Others
(Illuminated Option)

■ Match PMS 1797C	■ Match PMS 7744C	□ White Plex
■ Match PMS 151C	■ Match PMS Process Green	■ Digital Print Black Background
Wind Load	Illumination Compliance	Construction:
Compliance Statement:	Statement:	Fabricated Aluminum
Withstand up to 75 MPH Winds	White LEDs	Cabinet Either Lit Internally w/LEDs or Non Illuminated w/ Applied Vinyl
	Meets City of Madison's Maximum Requirements	



Ryan Signs, Inc.		SCALE: 3/4" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 8/26/21	
BETHEL LUTHERAN - 312 W WISCONSIN AVE - ADDITIONS		REVISED: 5/10/22	© Copyright 2020 by Ryan Signs, Inc.
		DRAWN BY: KW	DRAWING NUMBER: 7289
<p>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</p> <p>client signature _____</p>			

1B.4 Wisconsin Avenue Entrance



Painted MAP Bronze TBD

Wind Load Compliance Statement: Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal white LEDs Meets Maximum Guidelines of City of Madison	Construction: Reverse Channel Logo & Letters
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Print to Scale on 11" x 17" Paper

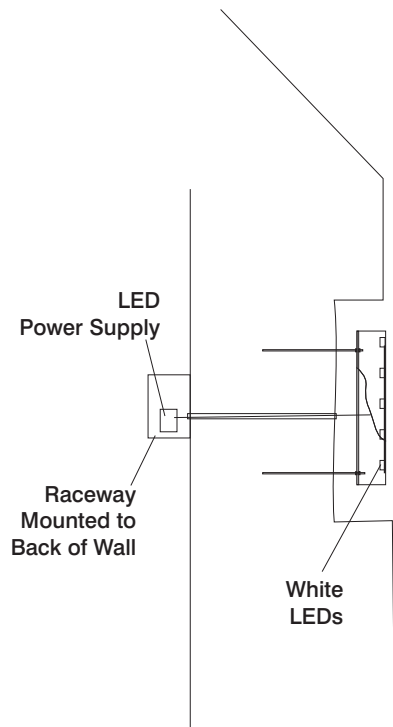
Ryan Signs, Inc. <small>3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853</small>	SCALE: NTS	APPROVED:
	DATE: 5/11/22	© Copyright 2017 by Ryan Signs, Inc.
	REVISED:	DRAWING NUMBER: 6520A
	DRAWN BY: KW	client signature

These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

1B.4 Wisconsin Avenue Entrance

8'-7 1/2"

18 1/2" 11 1/4"



Painted MAP Bronze TBD

Wind Load Compliance Statement:
Withstand up to 75 MPH Winds

Illumination Compliance Statement:
Internal white LEDs Meets Maximum Guidelines of City of Madison

Construction:
Reverse Channel Logo & Letters

Ryan Signs, Inc.		SCALE: 3/8" = 1'-0"	APPROVED:
3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853		DATE: 09/13/17	© Copyright 2017 by Ryan Signs, Inc.
BETHEL LUTHERAN CHURCH - 312 W WISCONSIN AVE		REVISED: 5/11/22	DRAWN BY: KW
<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin a sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small>		DRAWING NUMBER: 6520A	
client signature			

Print to Scale on 11" x 17" Paper

2B.2 Parking Lot Entrance



Print to Scale on 11" x 17" Paper

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853	SCALE: NTS DATE: 5/11/22	APPROVED:
	REVISED:	© Copyright 2017 by Ryan Signs, Inc.
BETHEL LUTHERAN - 312 W WISCONSIN AVE	DRAWN BY: SW	DRAWING NUMBER: 6520B

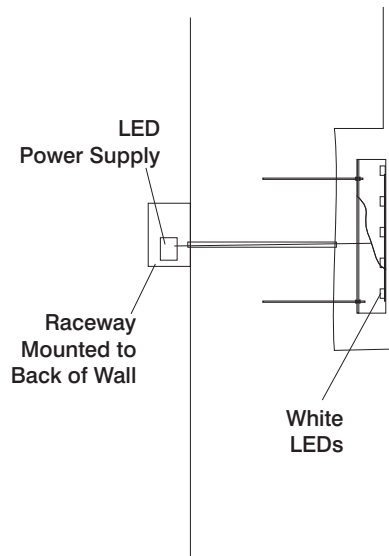
These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin. A sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.

client signature _____

2B.2 Parking Lot Entrance

10'-9 5/8"

25 3/4" 13 3/4"



Painted MAP Bronze TBD		
Wind Load Withstand up to 75 MPH Winds	Illumination Compliance Statement: Internal white LEDs Meets Maximum Guidelines of City of Madison	Construction: Reverse Channel Logo & Letters

Print to Scale on 11" x 17" Paper

Ryan Signs, Inc. 3007 Perry Street • Madison, WI 53713 • Tel (608) 271-7979 • Fax (608) 271-7853 BETHEL LUTHERAN - 312 W WISCONSIN AVE	SCALE: 3/8" = 1'-0" DATE: 09/13/17 REVISED: 5/11/22 DRAWN BY: KVV	APPROVED: © Copyright 2017 by Ryan Signs, Inc. DRAWING NUMBER: 6520B
	<small>These plans are the exclusive property of Ryan Signs, Inc. and are the result of the original design work of its employees. They are submitted to you or your company for the sole purpose of your consideration of whether to purchase from Ryan Signs, Inc., Madison, Wisconsin. A sign designed and manufactured according to these plans. Distribution or exhibition of these plans to anyone other than employees of your company or use of these plans to construct a sign similar to the one embodied herein is expressly prohibited. In the event that such use, distribution or exhibition occurs, the undersigned expressly agrees to pay to Ryan Signs, Inc. the sum of 25% of our purchase price as quoted to you. This covenant of payment is acknowledged to be compensation for the time, effort and talent devoted to the preparation of the plans.</small> client signature	

**BETHEL LUTHERAN CHURCH
312 WISCONSIN AVENUE**

**EXISTING BUILDING LETTERS ON E. WISCONSIN AVENUE
TO BE REMOVED**

