



Department of Planning & Community & Economic Development
Planning Division

Website: www.cityofmadison.com

Madison Municipal Building, Suite LL100
215 Martin Luther King, Jr. Boulevard
P.O. Box 2985
Madison, Wisconsin 53701-2985
TTY/TEXTNET 866 704 2318
FAX 608 266-8739
PH 608 266-4635

Ms. Mary Beth Growney-Selene
Ryan Signs, Inc.
3007 Perry Street
Madison, WI 53713

July 13, 2010

Re: Certificate of Appropriateness for 111 South Hamilton Street – New Business Signage

Dear Ms. Growney-Selene,

At its meeting on July 12, 2010 the Madison Landmarks Commission reviewed, in accordance with the Madison General ordinances pertaining to criteria for additions to Designated Local Landmarks, your plans for new signage at 111 South Hamilton Street. The Landmarks Commission approved a Certificate of Appropriateness for the project, as shown in either sign proposals as submitted at the Commission meeting with the following conditions:

Sign Proposal 1

- The sign should be installed using the existing holes in the cut stone as attachment points.
- The Commission strongly suggests that the top edge of the sign be lowered to the bottom of the inset architectural band as a design option for staff review.
- The Commission will allow any minor design revisions to be reviewed at the staff level.

Sign Proposal 2

- The sign should be installed such that the attachment points are in existing mortar joints.

This letter will serve as your “Certificate of Appropriateness” for the project, however the final sign design must be submitted for approval by preservation staff prior to the issuance of the sign permit.

If you have any questions, please call me at 266-6552.

Best regards,

Amy Loewenstein Scanlon, AIA, LEED® AP
Preservation Planner
City of Madison Planning Division

cc: Building Inspection