

AGENDA # 2

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION	PRESENTED: June 16, 2014
TITLE: 1001 Wisconsin Place – Mansion Hill – The Edgewater Hotel signage – second Ald. District. Contact: Sarah Peters, Jones Sign Co., Inc. (34352)	REFERRED: REREFERRED: REPORTED BACK:
AUTHOR: Amy Scanlon, Secretary	ADOPTED: POF:
DATED: June 16, 2014	ID NUMBER:

Members present were: Stu Levitan, Chair; Erica Fox Gehrig, Vice Chair; Christina Slattery, Jason Fowler, David McLean, Marsha Rummel, and Michael Rosenblum.

SUMMARY:

Patrick Basche, registering in support, wishing to speak, and available to answer questions.

Scott Bertrand, registering in support, wishing to speak, and available to answer questions. Bertram briefly described the signage package and how the signage relates to the architecture and the historic district. He explained that the landscape elements, the monument sign and the bench concept have been removed from the project and should not be reviewed.

Staff explained that the Langdon Building plaque is too small to be legible and that the previous design concept for this sign (individually mounted letters) was more desirable because it was more compatible with the architecture of the building.

Bertrand explained the plaque could be enlarged to 60 inches by 24 inches and that they would discuss alternate concepts. There was general discussion about the design of the plaque and possible placement. Some Commissioners expressed a preference to remove the plaque altogether.

Basche explained the location of the proposed roof top boathouse sign and how it is placed for optimal visibility from the lake. Gehrig explained that the signs for the same establishment should have consistent themed design including colors and fonts.

There was general discussion that the numerous sign types and styles create a cluttered appearance.

The signage should be simplified to complement the art deco architecture. Slattery explained that the fitness Club sign is too tall and over-designed which makes it not compatible with the simple architecture.

There was general discussion about simplifying the design of the signs.

ACTION:

A motion was made by Rummel, seconded by Slattery, to approve the Certificate of Appropriateness for the signage with the conditions of approval in the staff report and the discussion of the Commission with review by the Preservation Planner. The motion passed by voice vote/other.