

# 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: 301 Wisconsin Avenue Aldermanic District: 2

## 2. PROJECT

Project Title/Description: Madison, WI 53703  
Wisconsin Masonic Center Building Sign

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	Registrar #:
	DATE STAMP <b>RECEIVED</b>  3/26/21 12:23 pm
	Preliminary Zoning Review  Zoning Staff Initial:  Date:     /     /

## 3. APPLICANT

Applicant's Name: Gregory Marshall Company: Wisconsin Sign + Graphics Co.

Address: 109 Hotel St. Brooklyn WI 53521  
Street City State Zip

Telephone: 608-455-5055 Email: g.marshall@wisign.com

Property Owner (if not applicant): Wisconsin Masonic Center 501c3

Address: 301 Wisconsin Ave Madison WI 53703  
Street City State Zip

Property Owner's Signature: [Signature] Date: 3/24/21

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](https://www.cityofmadison.com/dpced/planning/documents/LC_Meeting_Schedule_Dates.pdf)

City of Madison Planning Div.  
215 Martin Luther King Jr Blvd. Set 017  
PO Box 2985  
Madison, WI 53701  
(608) 266-4635  
Landmarkcommission@cityofmadison.com

Re: Letter of Intent regarding Wisconsin Masonic Center Sign

Commission Members:

Wisconsin Sign & Graphics Co. Of Brooklyn, WI has been contracted with the Wisconsin Masonic Center, 301 Wisconsin Avenue, Madison, WI., to manufacture a new sign for the front area of the property located in the south east corner of the block located at Wisconsin Avenue and East Johnson Street.

Sign Description:

The design will be a ground sign set in a newly landscaped corner area to the right of the building front steps. The sign will be manufactured of metal and be a small monument featuring a 5 ft x 6 ft electronic message display center in the middle center. Gross Sign Dimensions: 82 inches wide x 113 inches high and 14 inches deep with a horizontal top piece at 16 inches deep.

The sign will reflect the building's unique architectural elements as well as its character while giving an updated look featuring a new logo atop the sign cap. The name "Wisconsin" and "Masonic Center" and the Masonic Logo will consist of push through acrylic letters (through surface face) with a bronze duranodic face color on the face of the letter/logo. The return edge of the letter/logo will be internally lit with an LED assembly creating a slight halo effect around these elements. The sign's exterior surface will be painted in a hue that matches the building's stone inherent coloring. There are no plans for any other type of exterior source lighting to the sign. The base of the sign will have duranodic non-dimensional, non-illuminated letters that read: Children's Dyslexia Center.

Prior to the Covid pandemic, the Wisconsin Masonic Center had been undertaking several projects to enhance and repair the property and wishes to complete the surrounding landscaping, plantings, and front sign structure for 2021. We believe that this new design will be an upgrade to the Wisconsin Masonic Center signage and that it will continue the overall spirit of the aesthetics of the building and its location.

Thank you for your consideration.

Regards,

Greg Marshall

Wisconsin Sign & Graphics Company



# CITY OF MADISON BUILDING INSPECTION DIVISION

215 Martin Luther King, Jr. Blvd., Suite 017 - PO Box 2984 Madison, WI 53701-2984  
[signpermits@cityofmadison.com](mailto:signpermits@cityofmadison.com) - 608.266.4551 - <http://www.cityofmadison.com/dpced/bi/>

## Sign Permit Application

<b>OFFICE USE ONLY</b>	Permit Number: ZON _____ -20__ - _____
Application Date _____	SPECIAL CONDITIONS:
Approval Date _____	<input type="checkbox"/> CDR # _____ <input type="checkbox"/> UDC Other
Approved by _____	<input type="checkbox"/> VARIANCE <input type="checkbox"/> DC/UMX
Permit Fee _____	<input type="checkbox"/> UDD # _____ <input type="checkbox"/> Arch. Review
Receipt _____	<input type="checkbox"/> Historic/Landmark <input type="checkbox"/> PD # _____

**APPLICANT:** Use one application per sign. Complete all sections below that apply to the particular sign permit.

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Installation Address \_\_\_\_\_ Zoning District \_\_\_\_\_

Business Name \_\_\_\_\_

Owner of Sign (Name) \_\_\_\_\_

Address of Sign Owner \_\_\_\_\_

Telephone of Sign Owner \_\_\_\_\_ Email \_\_\_\_\_

Sign Contractor/Installer \_\_\_\_\_ Contact (Name) \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

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Which of the following best describes the proposed work?

- New Sign       Change of Copy       Relocate on Lot
- (Existing Tag/Permit # \_\_\_\_\_) (Existing Tag/Permit # \_\_\_\_\_)

Type of Sign (Check all that apply):

- |  |                                     |                                 |   |
|--|-------------------------------------|---------------------------------|---|
| <input type="checkbox"/> Ground                  | <input type="checkbox"/> Non-Ground | <input type="checkbox"/> Canopy | <input type="checkbox"/> Banner (Wall only)         |
| <input type="checkbox"/> Monument                | <input type="checkbox"/> Wall       | <input type="checkbox"/> Above  | <input type="checkbox"/> Business Opening (30 Days) |
| <input type="checkbox"/> Pole                    | <input type="checkbox"/> Awning     | <input type="checkbox"/> Below  | <input type="checkbox"/> Decorative                 |
| <input type="checkbox"/> Portable                | <input type="checkbox"/> Projecting | <input type="checkbox"/> Fascia | <input type="checkbox"/> Promotional                |
| <input type="checkbox"/> Billboard (Advertising) | <input type="checkbox"/> Roof       | <input type="checkbox"/> Misc.  |   |
| <input type="checkbox"/> Off-Premise Directional | <input type="checkbox"/> Above Roof |                                 |   |

Sides:

- |                                      |   |   |
|--------------------------------------|---|---|
| <input type="checkbox"/> 1           | <input type="checkbox"/> External Illuminated | <input type="checkbox"/> Electronic Changeable Copy |
| <input type="checkbox"/> 2           | <input type="checkbox"/> Internal Illuminated | <input type="checkbox"/> Manual Change of Copy      |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Non-Illuminated      | <input type="checkbox"/> Time & Temperature         |

Description of Text and Graphics of Sign:

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Existing Property Use	Proposed Property Use (if changed)

**PROPOSED GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Lanes of Traffic	Speed Limit (Posted)	Max. Net Sign Area	Max. Ground Sign Height

Net Area Sign Dimensions		Net Area Square Feet	Gross Area Sign Dimensions		Gross Area Square Feet
1			1		
2			2		
3			3		
<b>Total</b>			<b>Total</b>		

**PROPOSED NON-GROUND SIGN INFORMATION** - Round to nearest hundredth of a foot (1.00') or whole inch (1' 2") - no fractions:

Net Area Sign Dimensions		Net Area Square Feet	Dimensions & Total Square Footage of Signable Area
1			
2			
3			
<b>Total</b>			

**All signs are required to be compliant with the Madison General Ordinances. Be sure to include with the application:**

- Detailed drawings in full color of the proposed sign.
- Building elevation drawing showing the sign and all details/dimensions of the sign, signable area, and tenant space.
- Type of material being used and all dimensions of supports and footings.
- Clearance above ground (for awning/projecting/banner signs only).
- For Projecting Signs - Distance of projection from building face (6' max) and distance of sign projecting into the right-of-way (24" max).
- Type of lighting/illumination and method.
  - Include a night view for internally illuminated signs that appear to have light-colored copy on a dark or non-illuminated background.
- If the sign will be attached to a building, show the building roofline in relation to the wall on which the sign will be mounted.
- Pictures of any existing signs (with tag/permit #'s if possible).
- A site plan showing the size and location of existing signs, as well as showing the location of new or relocated sign.
- Acknowledgement from the property owner to erect the sign.

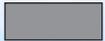
**\*Any Missing Information Will Result in Delays to Your Application\***

\*FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO [MGO SECTION 31.041\(2\)](#)\*

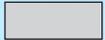


Metal ground sign with letters that are push through white acrylics with gray vinyl faces; white acrylic contours will be back lit with internal LED lighting. Electronic message center is 5ft x 6ft.

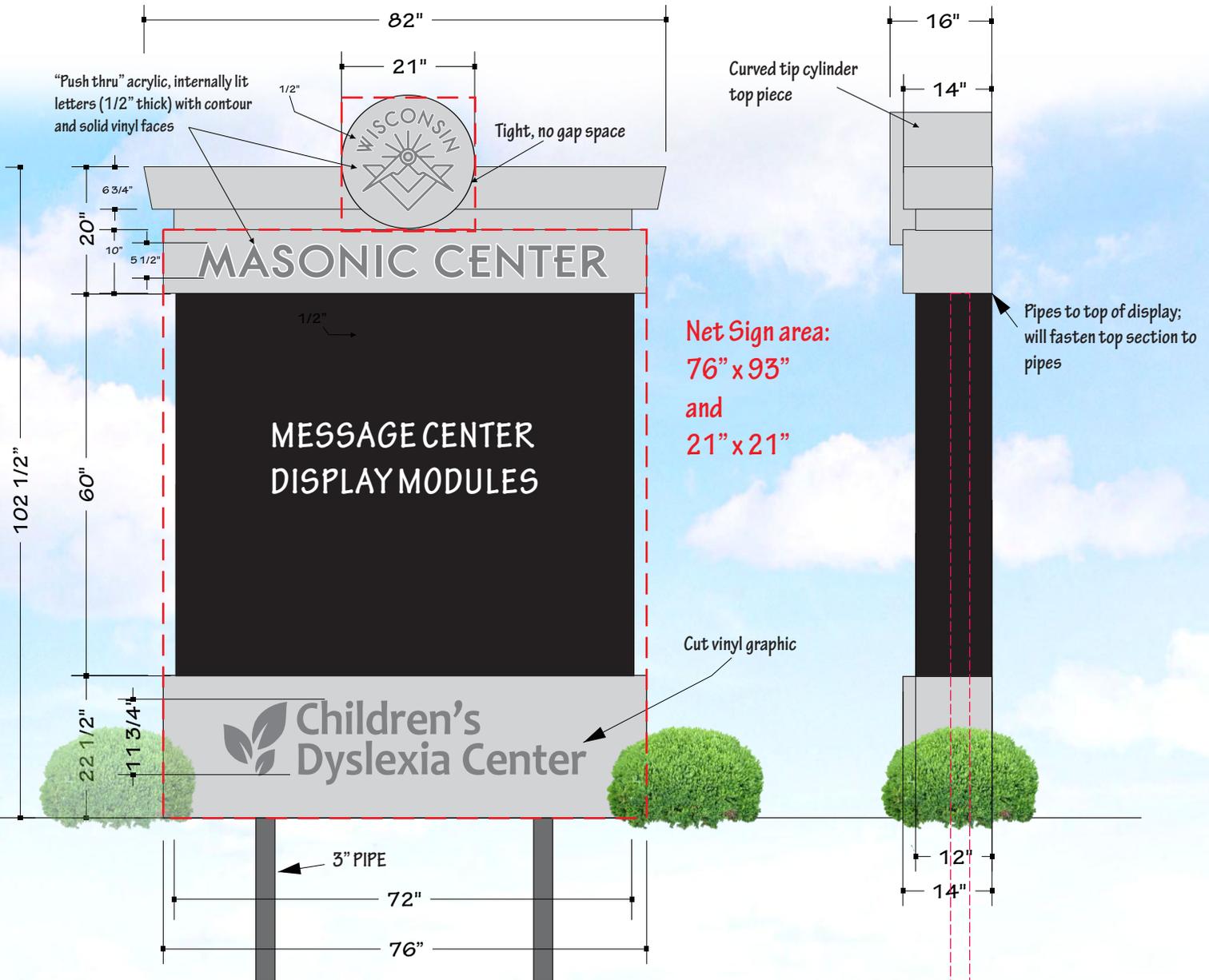
Color Callouts:



Duranodic 220-69



Mp20085 Yuma Tan Met. OR  
Mp20140 Anodized Aluminum Met.



Customer: Masonic Center Madison  
Street: 301 Wisconsin Avenue  
City: Madison

Date: 2/01/21  
Acct. Rep. Greg

Designer: Greg  
Drawing No.  
Revision  
Scale:

Client Approval  
Signature:  
Print:  
Date:

Landlord Approval  
Signature:  
Print:  
Date:

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Image 02. Looking east, existing sign on premises that will be replaced.



Image 01. Existing sign on premises that will be replaced at same location.



Image 03. Overhead of corner of Johnson Ave and Wisconsin Ave.



Image 04 + 05 Existing Wisconsin Masonic Center Building Front Signage



PROPOSAL  
INFORMATION

Attention: Wisconsin Sign and Graphics  
Company Name: Wisconsin Sign and Graphics  
Address: 109 Hotel Street, P.O. Box 283  
Brooklyn WI 53521  
United States  
Phone: +1 608-455-5055  
Email:  
Reference: Masonic Center - Madison WI

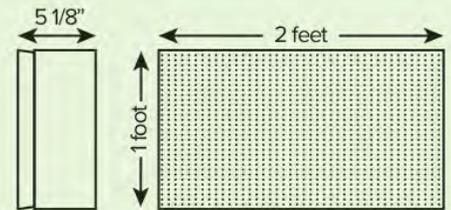
Proposal # **S12972**  
Cirrus Sales Rep: Jon Terpstra  
Date: Mar 18, 2021  
Quote Valid for: 90 days  
Terms: 100% Pre-Paid  
FOB: Portsmouth, NH  
Lead Time: **Shipping lead time is currently 21 days**



BLADEM  
DISPLAY SYSTEM

- BladeM 9mm, full color, configurable outdoor LED Display
- 5 x 6 Single-Sided display
- Consists of 15 LED panels and 15 1x2' aluminum frames
- 1 M1 Controller with auto-mapping
- 1 Standard License for ScreenHub cloud software with lifetime training and support
- 5 Year Cellular LTE, WiFi Engenius Kit or Hardwire Internet Connectivity
- 1 Service Module(s)

**BLADEM** NUMBER OF PIXELS PER FACE = **30,720**  
vs 16mm display which = **9,720**



Single LED panel with aluminum frame

**PRICE PER PIXEL = \$ 0.38**

DISPLAY  
SPECIFICATIONS

Module: BladeM (SMD)  
LED Color: Full Color RGB  
Pixel Pitch: 9mm  
Display Configuration: Single-Sided  
Square Feet (per face): 30 (per face)  
Frames Per Second: 60 fps  
Display Dimensions: 5 feet tall x 6 feet wide  
Viewing Angle: 160° Horizontal / 90° Vertical  
Operating Temperature: **158 ° F to -40 ° F**  
**Viewing Area: 5 feet tall x 6 feet wide**  
Display Matrix: 160x192  
Total Weight: 150.0

Max Continuous Power: 1,675.00 watts  
Max Current @ 120V : 13.96 amps  
Input Voltage: 120V-240V  
Additional Power Inputs: 0 Power Boosters  
Dimming: Scheduled, or Manual  
Estimated LED Lifetime: 100,000 hours  
Servicing: Front and Rear Serviceable  
Software: Automatic Free Updates with Lifetime Training and Support  
Warranty: 5 Years Hardware  
**Cirrus Complete: Not selected upon quote creation**

**REQUIRED POWER SETUP - Based on display size and voltage**

**On 120V - 1 Lines of Power at 20 Amps - One line of power into the controller and 0 into the boosters**

This quote assumes 240V on 20 amp service. If different, please let the sales rep know to add the proper amount of power boosters.

ADDITIONAL  
ITEMS

Description for additional items purchased outside of the display section	QTY	PRICE
2nd Controller: Additional controller to run content on the second side independently	0	\$ 0.00
WiFi Kit: 2nd WiFi kit to act as a receiving unit for extended distance	0	\$ 0.00
Power Injector: Additional lines of power for larger displays	0	\$ 0.00