

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: 916-918 Williamson St, Madison WI 53703

Alder District: 6

2. PROJECT

Project Title/Description: Madison Sourdough Facade Rehabilitation

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**
- Development 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.)
- Informational Presentation**
- Other (specify):**

DPCED USE ONLY	Registrar #:
	DATE STAMP

3. APPLICANT

Applicant's Name: Emily and Andrew Hutchison

Company: Madison Sourdough

Address: 198 Dixon St Madison WI 53704

Street

City

State

Zip

Telephone: 920-918-3236

Email: emily@madisonsourdough.com

Property Owner (if not applicant): _____

Address: _____

Street

City

State

Zip

Property Owner's Signature: 



Date: 5/14/2024

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 12:00pm 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

APPLICATION SUBMISSION REQUIREMENTS CHECKLIST:

In order to be considered complete, every application submission shall include at least the following information unless otherwise waived by the Preservation Planner. **All application materials should be submitted electronically to landmarkscommission@cityofmadison.com.** Please note that an individual email cannot exceed 20 MB.

- Landmarks Commission Application w/signature of the property owner.
- Narrative Description/Letter of Intent addressed to the Landmarks Commission, describing the location of the property and the scope of the proposed project.
 - Photographs of existing conditions;
 - Photographs of existing context;
 - Photographs of comparable historic resources within 200 feet of subject property;
 - Manufacturer's product information showing dimensions and materials.
- Architectural drawings reduced to 11" x 17" or smaller pages which may include:
 - Dimensioned site plans showing siting of structures, grading, landscaping, pedestrian and vehicular access, lighting, mechanicals, signage, and other features;
 - Elevations of all sides showing exterior features and finishes, subsurface construction, floor and roof;
 - Floor Plan views of levels and roof;
 - For proposals of more than two (2) commercial or residential or combination thereof units, a minimum of two (2) accurate street-view normal perspectives shown from a viewpoint of no more than five (5) feet above existing grade.
- Any other information requested by the Preservation Planner to convey the aspects of the project which may include:
 - Perspective drawing
 - Other _____

Landmarks Commission staff will preliminarily review projects related to the construction of additions and/or new construction with Zoning staff in order to determine the completeness of the submission materials. Applicants are encouraged to contact Zoning staff to discuss projects early in the process to ensure the project considered by the Landmarks Commission meets Zoning requirements.

CONTACT THE PRESERVATION PLANNER:

Please contact the Preservation Planner with any questions.

City of Madison Planning Division
215 Martin Luther King Jr Blvd, Suite 017
PO Box 2985 (mailing address)
Madison, WI 53701-2985
landmarkscommission@cityofmadison.com
(608) 266-6552



MADISON SOURDOUGH

Landmarks Commission
City of Madison Planning Division
215 Martin Luther King, Jr. Blvd. Suite 017
PO Box 2985, Madison WI 53701-2985

Re: Historic Design Variance

Dear Landmarks Commission Members,

Thank you for taking the time to consider our facade revitalization plans for our bakery and cafe, Madison Sourdough. Since purchasing our building at the end of 2022, we've been excited to reinvest in our space and maintain it as a beautiful and functional community space.

916-918 Williamson St is a unique property within our historic district. Our building was constructed in 1948, while most neighboring buildings were either constructed much earlier or much more recently. We are also one of the only commercial buildings set back from the sidewalk, without the constraints of a sidewalk-abutting facade. We believe that updates to our building should be historically accurate for a 1948 building, rather than appropriating the style and materials of the older buildings more common to our district.

We would like to update our facade with the architectural elements that were emblematic of buildings constructed at the time ours was - specifically, architectural canopies and neon signage. This is in accordance with the Secretary of the Interior's Standard for Rehabilitation, "Each property shall be recognized as a physical record of its time, place, and use," and Madison's Ordinance 41.18 (3) b. "New signs... shall feature materials and style of illumination typical of the period of significance for the property," and 41.25 (1) b. "Alterations shall be in keeping with the original design and character of the building."

Within our Third Lake Ridge historic district, the closest comparable building I could find is the Social Justice Center at 1202 Williamson St, built in 1925.



This building features an architectural canopy similar to what we would like to add.

Down the street at 1302 Williamson St is a building originally constructed in 1917, but which was remodeled / reconstructed in 1947 (just a year before our building was constructed) to become the iconic Crystal Corner Bar. The neon signage on this building is a much beloved part of the neighborhood.



Also featuring neon signage within the Third Lake Ridge is Mickey's Tavern at 1524 Williamson St. This neon was not original to the building, but fits in well within the neighborhood.



Beyond these, there aren't any examples within the Third Lake Ridge district of commercial properties built within ten years of our 1948 building, but there are many examples if we broaden the search a bit to the rest of Madison.

Looking at commercial buildings in Madison constructed between 1940 and 1958, architectural canopies above the main entrance are one of the most consistent features of the era.



502 N Franklin Ave, built 1949



1918 Huxley St, built 1940



134 S. Franklin St, built 1940



625 Babcock Dr, built 1946



640 Babcock Dr, built 1949



2810 Haight Rd, built 1948



117 Spring St, built 1940



320 Paloma Ln, built 1954



122 E Gilman St, built 1950



3300 Commercial Ave, built 1955



910 Mayer Ave, built 1951

Less universal (probably due to cost) but still typical of the era is the use of neon signage. Many buildings combined these features.

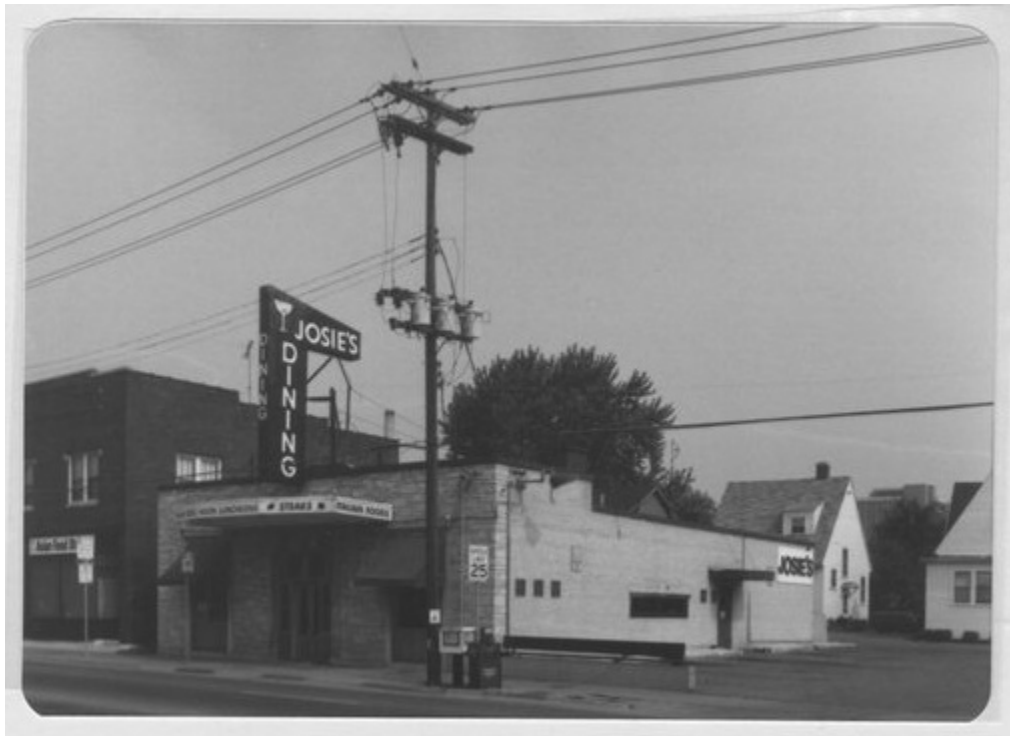


The Monona Root Beer building, constructed within a year of our building (1949) is an excellent example of that combination.

Other examples of Madison buildings constructed within 10 years of our property using neon signage include:



603 State St, 1953



906 Regent St, built 1941



1201 Regent St, built 1940



1006 E Washington Ave, built 1940



807-809 E Johnson St, built 1943



138 S Blair St, built 1952



Sign from Mr. Robert's Bar, 2116 Atwood Ave, built 1937



Badger Liquor Shop, 402 State St, neon signage added in 1947 (dating labels found within the sign by SignArts when they repaired the fixture).

Our current facade is suffering from several problems. The fabric awnings have faded and developed mold and fungus growth, especially in the areas lit by gooseneck lights, that have proven unclean-able. I say this after having scrubbed, bleached, and reached out to professional cleaners attempting to salvage the awnings. A bid for replacement awnings came back at nearly \$10k, making this an unsustainable solution if the awnings only look good for five to seven years.

Additionally, our current signage is outdated or not visible from the sidewalk. Our blue awning was installed when we expanded in 2015, and that space was originally a connected but separate space, with its own hours and branding. Now that we have merged these back into one larger Madison Sourdough brand, we need a unified design.



Our proposed facade updates would use the period appropriate elements of architectural canopies and neon signage in a clean and elegant way. We are planning canopies constructed of semi-gloss, black, powder coated steel, which would be slatted (except directly over the doors) to allow rainwater to reach the plant beds we have directly against the building. They would be 4'4" deep, and 25'8" and 20'4" wide, respectively. These architectural canopies would not suffer the same sun damage and mold/ fungus growth that our current fabric awnings have.

Our sign would be simple neon lettering, 1' tall and 16'5" wide, mounted on the building, and would be visible from the sidewalk (currently our signage is mostly blocked by the thriving Honey Locust tree we planted twelve years ago). This will make it easier for new customers to find our business, tucked away from the sidewalk as it is.





We think these updates will be more beautiful, more practical, and more period-appropriate for our sweet and unique 1948 building, and therefore we hope you will grant our request for a Certificate of Appropriateness with an Historic Design Variance.

Thank you for your consideration,

Emily and Andrew Hutchison
Owners, Madison Sourdough

