

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: _____ Alder District: _____

2. PROJECT

Project Title/Description: _____

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 RECEIVED 10/16/24

3. APPLICANT

Applicant's Name: _____ Company: _____ C.

Address: _____
Street City State Zip

Telephone: _____ Email: _____

Property Owner (if not applicant): _____

Address: _____
Street City State Zip

Property Owner's Signature: Mary Beth Grownsey Selene Date: _____

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

Ryan Signs, Inc.

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

October 16, 2024

TO: Heather Bailey
Preservation Planner, City of Madison

FROM: Mary Beth Growney Selene, Serving as Agent

RE: **CAMP RANDALL ROWING CLUB**
617 NORTH SHORE DRIVE
LANDMARKS COMMISSION REVIEW

Dear Heather and Landmarks Commission Members;

Attached please find our submittal for your review, requesting a signage Certificate of Appropriateness, for the Camp Randall Rowing Club, located at 617 North Shore Drive.

BACKGROUND

1. The property is owned by the City of Madison.
2. The property is zoned HIS-PR.
3. The Brittingham Boathouse was named a City of Madison Landmark in 1977; in 1982, the Brittingham Boathouse was listed on the National Register of Historic Places and; the Brittingham Boathouse was place on the Wisconsin State Register of Historic Places in 1989.
4.
 - a.) The freestanding signage plan is in compliance with Chapter 31 of the City of Madison Sign Ordinance.
 - b.) The wall sign facing Monona Bay will need approval from the Urban Design Commission to allow for:
31.043 (3)(d) Permit the use of wall signs on building facades no adjacent to off-street parking areas where, due to a variation of building setbacks, a signable area exists, provided the area of the sign shall not exceed the area of a wall sign permitted on the front of the building.

REQUEST FOR CONSIDERATION

SIGN DESIGN 1.B.1 – MONONA BAY – WALL SIGN

- A. Approval to place one wall sign, up to 32 square feet on the Monona Bay elevation.
- The individual letters will have fabricated aluminum faces and sides with a painted finish.
 - The logo will have a fabricated aluminum face and sides with a digitally printed graphic.
 - The letters and logo will be externally illuminated using an LED Light Wash which will be placed on the underside of the roof eave.
 - The sign will be installed using concealed mechanical fasteners.
 - The colors are consistent with the client's branding.
 - The sign allows for identification of the building from John Nolen Drive.

SIGN CODE: The property is located in a Group 2 Zoning District and the sign code allows for:

- One wall sign per street frontage or customer parking lot 33'-0" or more in width.
- Net area cannot exceed 40% of the signable area, free of architectural detail.

SIGN DESIGN 2A.3 or 2B.3 – FREESTANDING SIGNS

- B. Approval to place two freestanding signs with a combined square footage not to exceed 32 square feet and overall height not to exceed 5'-0".
- Each sign will be double-sided.
 - The signs will be externally illuminated or non-illuminated.

SIGN CODE: The property is located in a Group 2 Zoning District and the sign code allows for:

- Up to two (2) freestanding signs with a combined area not to exceed 32 sf2.
- Monument sign height shall not exceed 10'-0".

FLAG POLES – MONONA BAY (Included in Sign Design 1B.1)

- C. Approval to place two (2) flagpoles, with an overall height of 25'-0".
- The original Brittingham Boathouse had two flagpoles that ran up through the roof.
 - Flagpoles are reminiscent of many historic boathouses.

SIGN CODE: Flagpoles are not regulated in the Sign Code.

Camp Randall Rowing Club
617 North Shore Drive
October 16, 2024
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We are available to answer any questions.

Thank you for your consideration.

Respectfully Submitted,

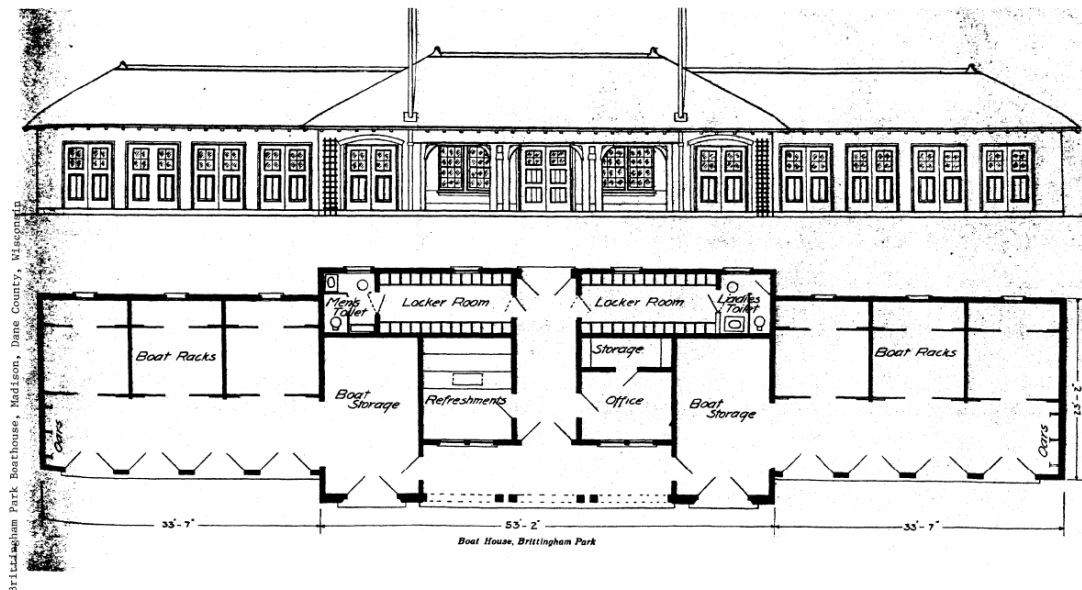
RYAN SIGNS, INC.



Mary Beth Growney Selene
President
Serving as Agent for the Camp Randall Rowing Club



HISTORIC BRITTINGHAM BOATHOUSE



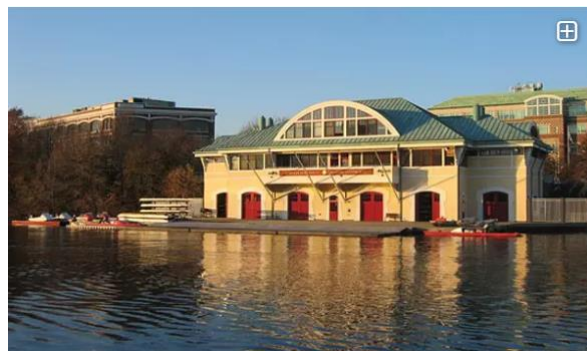
BRITTINGHAM BOATHOUSE TODAY



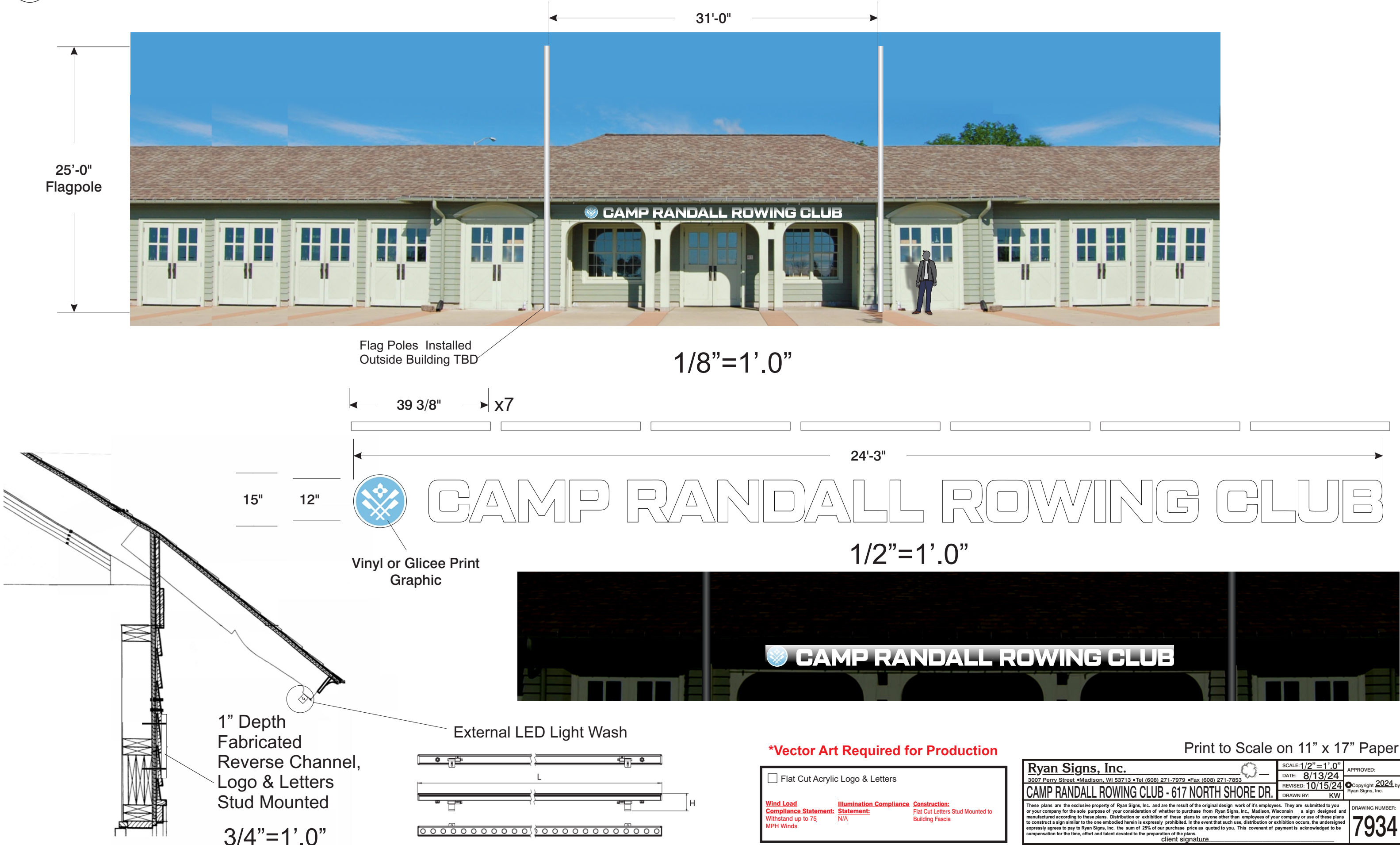
Lake Side



HISTORIC BOATHOUSE IMAGES



1B.2 Fabricated, Reverse Channel Letters on Fascia - Lakeside Elevation





Bike Path

1B.2 Building Letters
2B.4 Monument Signs

2B.4

Placement & Orientation To Be Determined

1B.2

31' Verify

2B.4

Placement & Orientation To Be Determined

Lake

