

LANDMARKS COMMISSION APPLICATION

LC

Complete all sections of this application, including checklist on page 2.

To request an interpreter, translation, or accommodations, call (608)266-4910.

Para solicitar un intérprete, traducción o acomodaciones llame al (608)266-4910.

Koj muaj txoj cai tau txais kev txhais lus, kev pes lus los sis kev pab cuam txhawm rau

kev tsis taus uas tsis muaj nqi rau koj: Xav paub ntxiv tiv tauj rau (608)266-4910

如需口譯、翻譯或其他便利服務，請致電 (608)266-4910.

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: 427 E Gorham St

Alder District: District 2

2. PROJECT

Project Title/Description: Installation of Directional Signage

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 Preservation Planner for specific Submission Requirements.)

☐ Informational Presentation

☒ Other *(specify):* Addition of directional signage

DPCED USE ONLY

Registrar #:

DATE STAMP

3. APPLICANT

Applicant's Name: Nichols Station Apartments

Company: Wisconsin Management Company

Address: 427 E Gorham St, Madison, WI 53703

Street

City

State

Zip

Telephone: 6082553064

Email: mckenzie.burton@wimci.com

Property Owner *(if not applicant):* McKenzie Burton, Agent to Owner

Address: 4801 Tradewinds Parkway, Madison, WI 53718

Street

City

State

Zip

Property Owner's Signature: McKenzie Burton

Date: 05/09/2025

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 emailed by 12:00pm on the submission date with the Landmarks Commission. Applications submitted after the submission date *or* incomplete applications will be postponed to the next scheduled submittal date. 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 for 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



CITY OF MADISON BUILDING INSPECTION DIVISION

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

Sign Permit Application

OFFICE USE ONLY

Application Date _____
Approval Date _____
Approved by _____
Permit Fee _____
Receipt _____

Permit Number: ZON _____ -20____ - _____

SPECIAL CONDITIONS:

☐ CDR # _____ ☐ UDC Other
☐ VARIANCE ☐ DC/UMX
☐ UDD # _____ ☐ Arch. Review
☐ Historic/Landmark ☐ PD # _____

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

Installation Address 427 E Gorham St Zoning District PD
Business Name Nichols Station Apartments
Owner of Sign (Name) Divall Nichols Station Associates
Address of Sign Owner 4801 Tradewinds Parkway, Madison, WI 53718
Telephone of Sign Owner 608-225-7817 Email mckenzie.burton@wimci.com
Sign Contractor/Installer Alphagraphics Contact (Name) Elizabeth Gargano
Address 427 E Gorham St, Madison, WI 53703
Phone 608-294-8000 Email egargano@alphagraphics.com

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 checked="" 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 checked="" 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 checked="" type="checkbox"/> 2	<input type="checkbox"/> Internal Illuminated	<input type="checkbox"/> Manual Change of Copy
<input type="checkbox"/> Other _____	<input checked="" type="checkbox"/> Non-Illuminated	<input type="checkbox"/> Time & Temperature

Description of Text and Graphics of Sign:

Nichols Station Apartments Entrance 427 E Gorham St with directional arrow. Total of 3 signs.

Existing Property Use	Proposed Property Use (if changed)
	Additional Directional Signage for Mail Carriers/Residents

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	24 in X 18 in	3 sqft	1	24 in X 18 in	3 sqft
2	24 in X 36 in	6 sqft	2	24 in X 36 in	6 sqft
3	24 in X 36 in	6 sqft	3	24 in X 36 in	6 sqft
Total		15 sqft	Total		15 sqft

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			Width of Tenant Space
Total			

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\(2\)](#)



24 inches

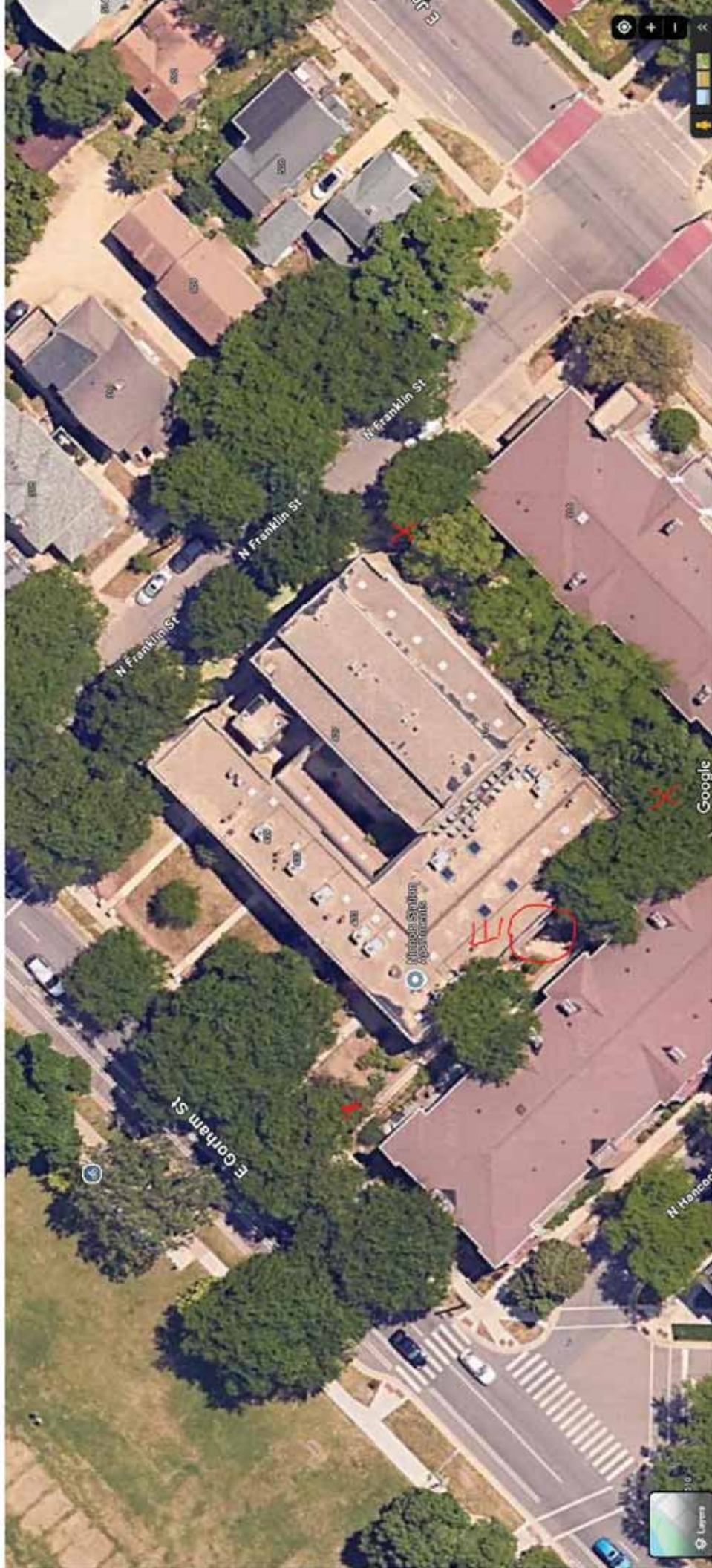


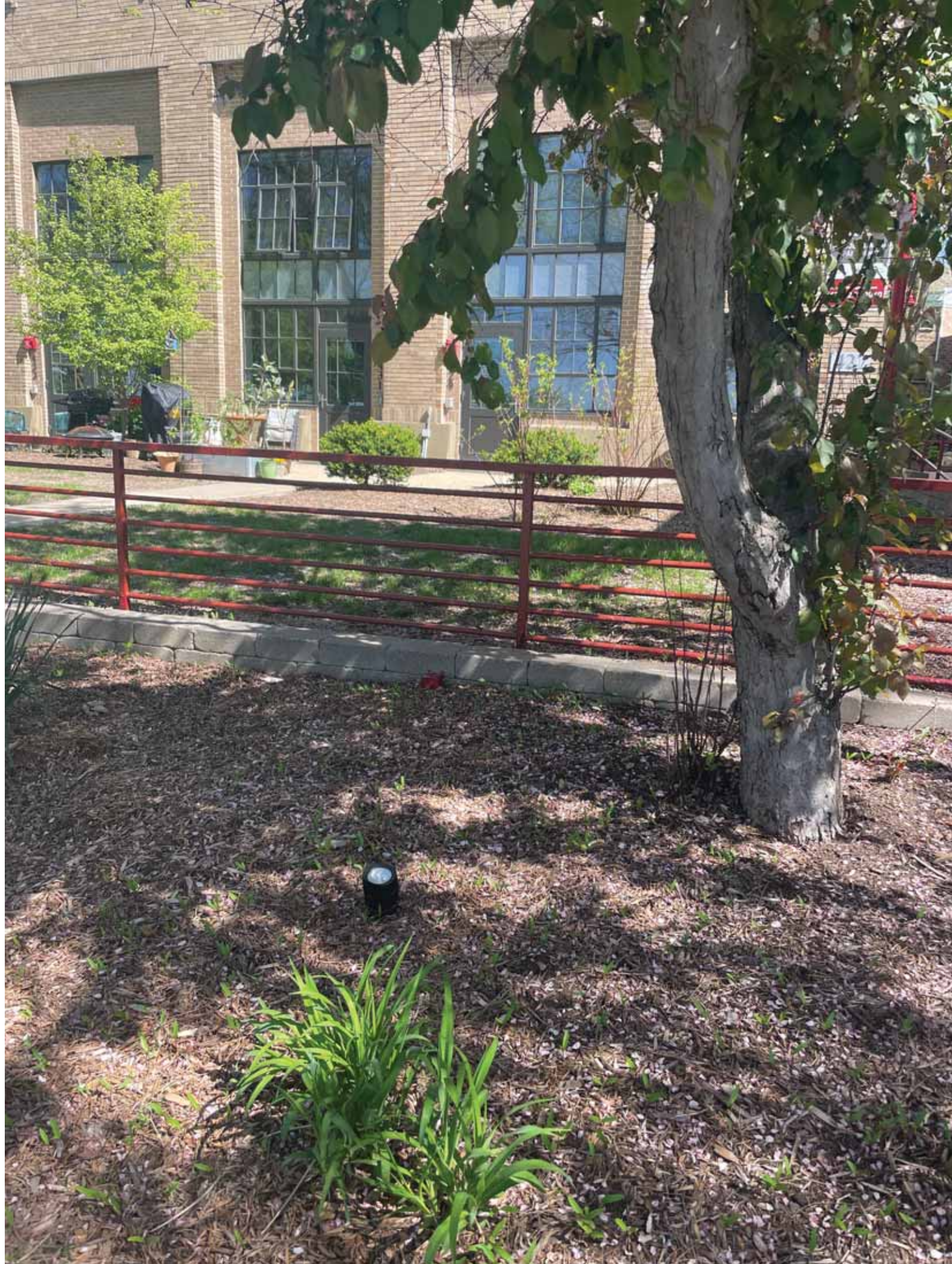
36 inches

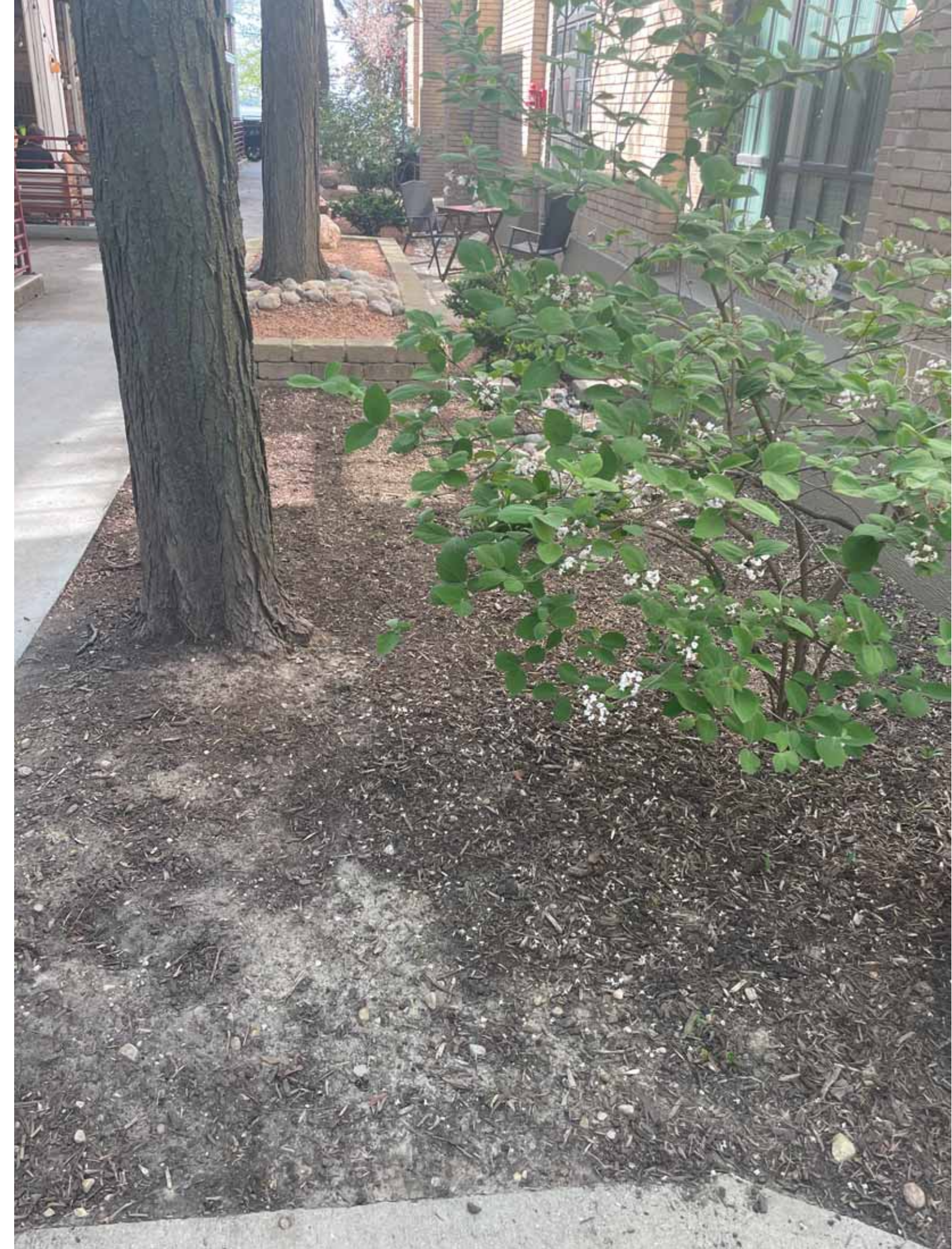
24 inches

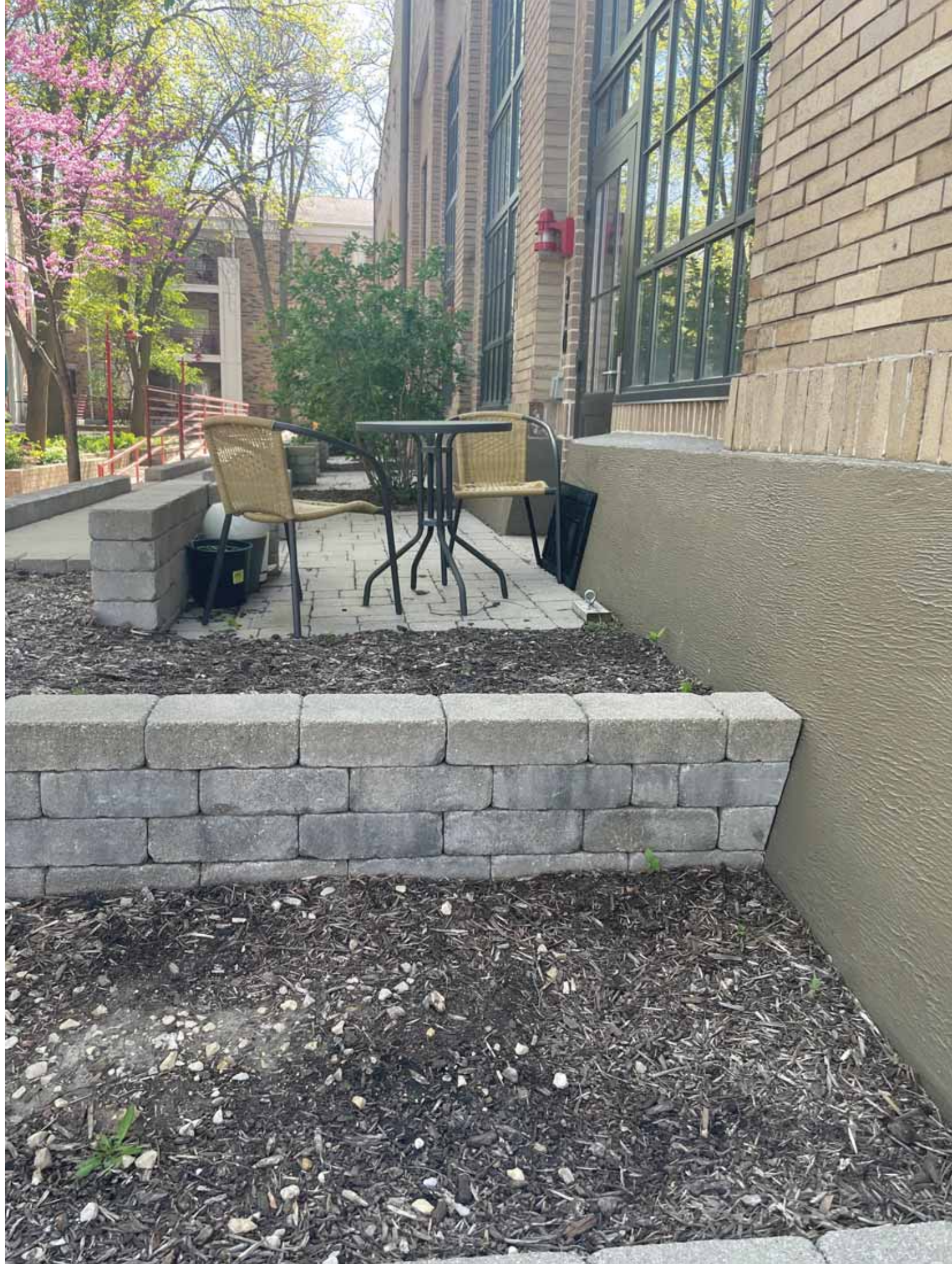


36 inches











← 427 E Gorham St X



427 E Gorham St

Madison, Wisconsin



Google Street View

Jul 2007

Share

