

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: 838 Williamson St. Madison Wi 53572 **Alder District:** _____

2. PROJECT

Project Title/Description: The Irwin - Projecting 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**
- 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

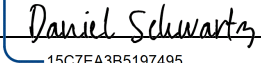
Applicant's Name: Lucas Severson **Company:** Sign Art Studio

Address: 325 W. Front St., Mount Horeb WI, 53572
Street City State Zip

Telephone: 608-513-9090 **Email:** luke@makesignsnotwar.com

Property Owner *(if not applicant):* Williamson Street Property Group LLC

Address: 1955 Atwood Ave, Suite 201, Madison, WI 53704
Street City State Zip

Property Owner's Signature:  **Date:** 1/3/2025
15C7EA3B5197495...

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:

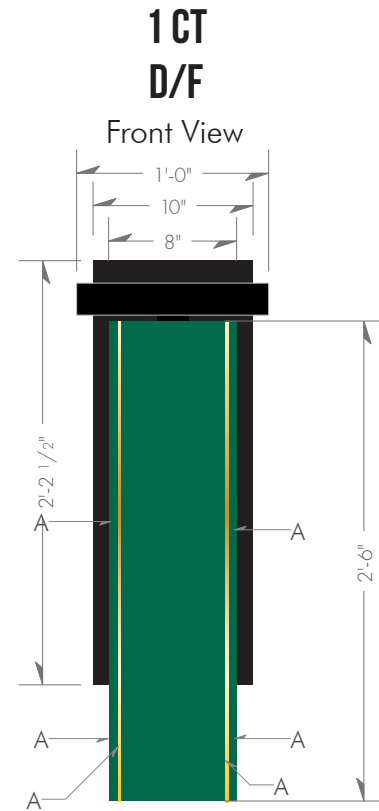
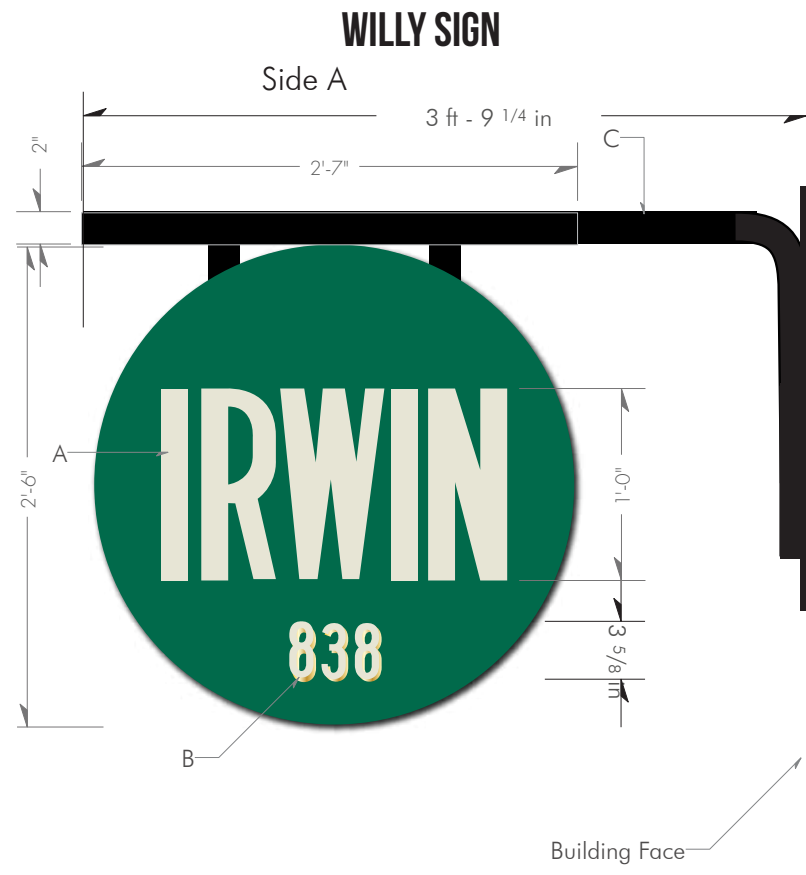
Please contact the Preservation Planner with any questions.

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

We are submitting the attached application and supporting documents for consideration of a small projecting sign to be installed at 838 Williamson St. on the newly constructed "Irwin" Building. The new building is located in the Third Lake Ridge Historical District and as such the signage in question has been designed to both meet the aesthetic of the new building and intent of the district itself. The original building was built on or nearest this address in 1885. At that time, projecting signs were present and widely used. All graphic applications were hand-painted and illumination was mainly externally mounted and cast onto the sign faces. This signage request is for one small projecting sign consisting of the building's name and address. The illumination of the sign will be externally mounted to cast light downward onto the sign faces themselves. As well, all of the graphic elements found on the sign will be traditionally hand-painted. All of the colors on the building are historically appropriate and consistent with colors approved for the building itself. The construction of the sign is all metal with no integration of vinyls or plastics for any of the visual or color execution on the sign.

When combining the overall traditionally styled projecting sign with traditional colors and graphic application methods, we believe this sign is appropriately designed and planned for integration with the historically designed, new building and historic nature of the Third Lake Ridge District.

Thank you for your consideration.



SCALE 1"=1'

KEY NOTES:

A - D/F Blade sign aluminum tube frame construction. Aluminum face to be painted Irwin letters and Address to be hand painted with gold shadow to match Gold border on edge

B - 2"x2" 1/4" Steel Tube support to be mounted with 1/2" x 10" x 2'2 1/2" steel plate Structure to have 2 light bar channels 2' 7" long on each side. to shine down on sign face.

FINISHES:

- Paint satin to match PMS
- MP Satin black (B)
- Paint satin to match PMS
- Paint metallic Gold One Shot

CALCULATIONS:



makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

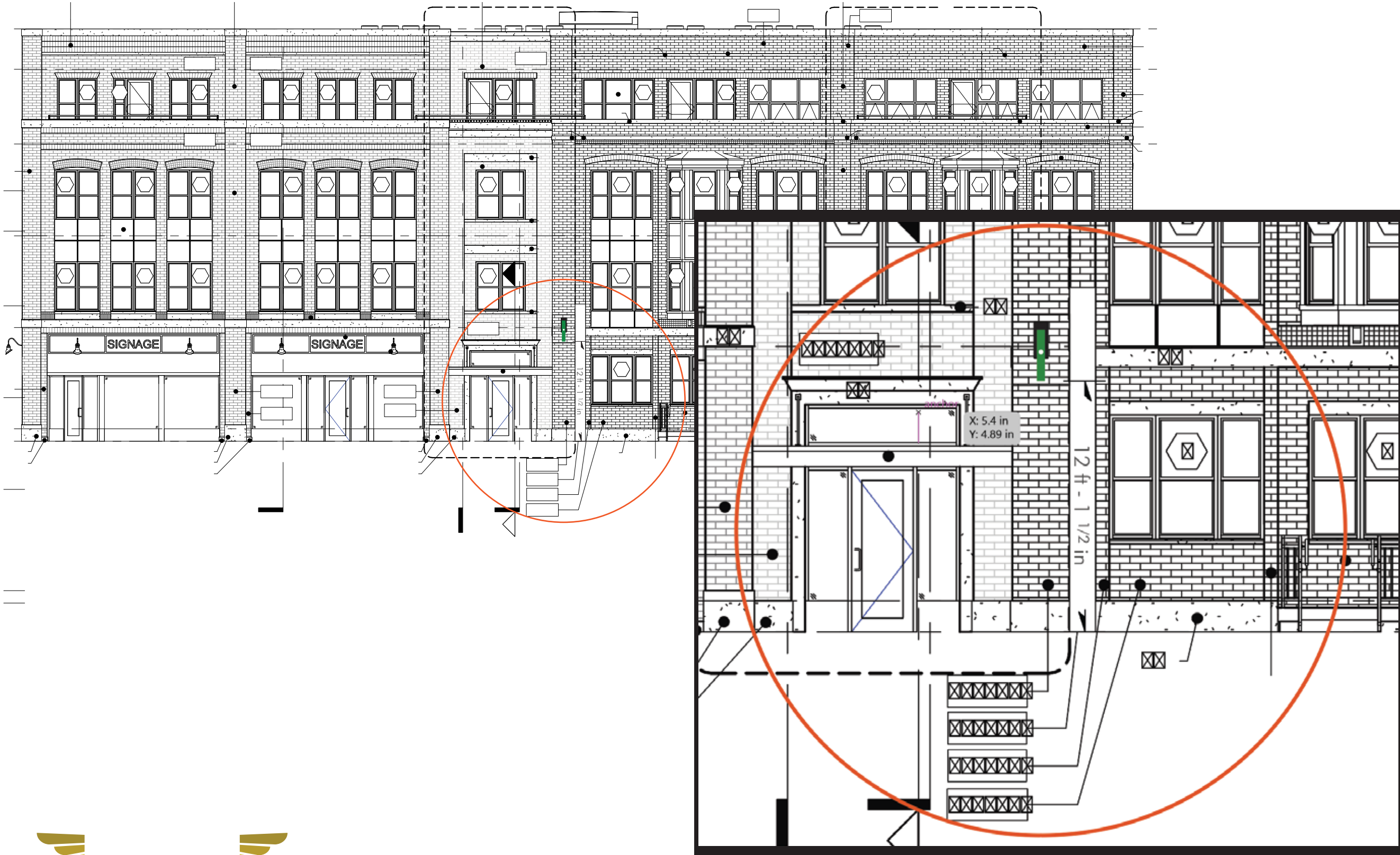
DATE: _____

S H E E T

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

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KEY NOTES:

A - D/F Blade sign aluminum tube frame construction. Aluminum face to be routed Irwin letters to be 3/4" push through acrylic. with Trans vinyl applied to face.

B - Address to be hand painted with gold shadow to match Gold border.

C - 2"x2" 1/4" Steel Tube support to be mounted with 1/2" x 10" x 2'2 1/2" steel plate

FINISHES:

- Paint satin to match PMS (Need color)
- MP Satin black (C)
- Paint satin to match PMS (Need color)
- Trans. vinyl print to match PMS (Need color)
- Paint metallic to match (Need color)

CALCULATIONS:

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

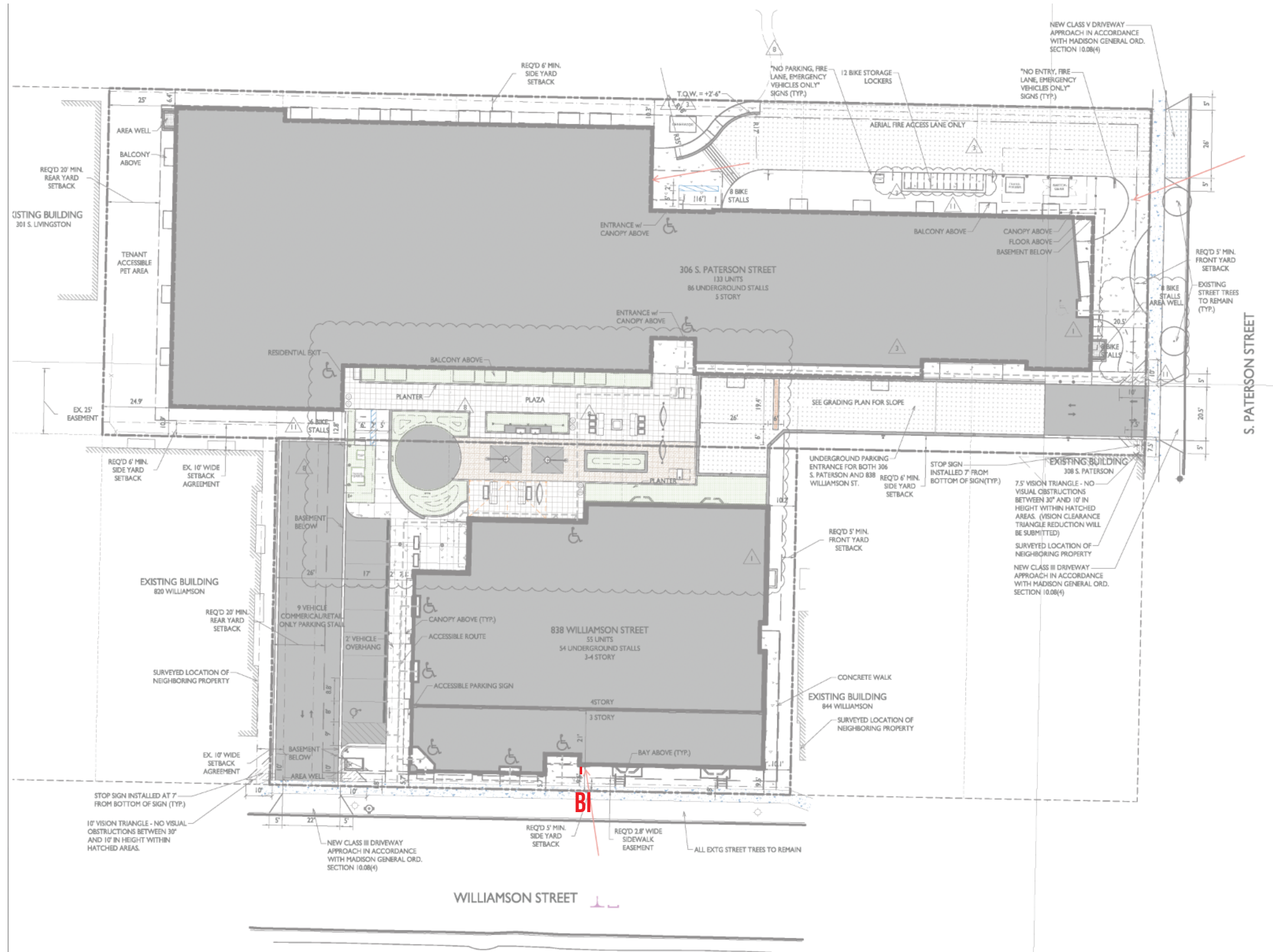
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S H E E T

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Mounting Location @ 838 Williamson - Main Entry into The Irwin - Existing Condition



Mounting Location @ 838 Williamson - Main Entry into The Irwin - Renderings



Historical Photos - Williamson St. - Showing Simplistic Hand Painted Signage

