

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION

PRESENTED: 7/29/19

TITLE: 3241 Garver Green - Exterior Alteration to a Designated Madison Landmark (Garver Feed Mill) - Installation of signage; 6th Ald. Dist.

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Heather Bailey, Preservation Planner

ADOPTED:

POF:

DATED: 7/30/19

ID NUMBER: 56616

Members present were: Stuart Levitan, Anna Andrzejewski, Richard Arnesen, and Katie Kaliszewski. Excused were Arvina Martin and David McLean.

SUMMARY:

Bryant Moroder, registering in support and available to answer questions
Mary Beth Grownney Selene, registering in support and wishing to speak

Bailey described the proposed signage package, which includes a freestanding monument sign, exterior building and entrance signs, cold storage building signs, and legacy signage. She noted that the proposed signage technically does not comply with the sign ordinance, MGO Chapter 31, so the project is going through the Comprehensive Design Review process. She described the applicable Secretary of the Interior's Standards, and said that staff believes the standards have been met and recommends approval of the project with the condition that the applicants secure approval of the Comprehensive Design Review for the signage package.

Moroder said that they have received approval from the State Historic Preservation Office and the National Park Service for the signage package, so they feel as if they have met the standards in their design.

ACTION:

A motion was made by Arnesen, seconded by Andrzejewski, to approve the request for the Certificate of Appropriateness with the condition that the applicants secure approval of the Comprehensive Design Review for the signage package. The motion passed by voice vote/other.