



Department of Planning & Community & Economic Development

Planning Division

Heather Stouder, Director

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www.cityofmadison.com

October 29, 2019

Tim Bradley
415 E Washington Ave
Madison, WI 53703

Re: Certificate of Appropriateness for 415 E Washington Avenue

At its meeting on October 28, 2019, the Landmarks Commission reviewed, in accordance with the provisions of the Historic Preservation Ordinance, your plans to alter the exterior of the structure located at 415 E Washington Avenue in the First Settlement historic district. The Commission approved a Certificate of Appropriateness for the following:

- Installation of a new wall sign, with the condition that wall signage be installed with stainless steel fasteners, which are installed in the masonry joints and not in the bricks
- Installation of a change of copy on the existing hanging sign, including removal of existing lighting

As long as the sign is no larger than what is currently proposed, the Landmarks Commission does not need to review changes in dimension or location as recommended by the Urban Design Commission.

This letter will serve as the "Certificate of Appropriateness" for the project described above. When you apply for a building permit, take this letter with you to the Building Inspection Counter, Department of Planning and Development, 215 Martin Luther King Jr Blvd, Suite 017.

Please note that any scope of work or design changes from the alterations approved herein must receive approval by the Landmarks Commission, or staff designee, prior to commencing with the work. This Certificate is valid for 24 months from the date of issuance.

Please also note that failure to comply with the conditions of your approval is subject to a forfeiture of up to \$500 for each day during which a violation of the Landmarks Commission ordinance continues (see Madison General Ordinances Chapter 41, Historic Preservation Ordinance).

Please contact me at 608-266-6552 or landmarkscommission@cityofmadison.com with any questions.

Sincerely,

Heather L. Bailey, Ph.D.
Preservation Planner
City of Madison Planning Division

October 29, 2019

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cc: City preservation property file



Project Name & Address: 415 East Washington Avenue

Application Type(s): Certificate of Appropriateness for exterior alterations in the First Settlement historic district.

Legistar File ID # [57816](#)

Prepared By: Heather Bailey, Preservation Planner, Planning Division

Date Prepared: October 21, 2019

Summary

Project Applicant/Contact: Tim Bradley – Great Whale Tattoo

Requested Action: The Applicant is requesting that the Landmarks Commission approve a Certificate of Appropriateness to replace windows.

Background Information

Parcel Location/Information: The site is located in the First Settlement Local Historic District.

Relevant State Statute Section:

Wisc SS 62.23(7)(em)2m. In the repair or replacement of a property that is designated as a historic landmark or included within a historic district or neighborhood conservation district under this paragraph, a city shall allow an owner to use materials that are similar in design, color, scale, architectural appearance, and other visual qualities.

Relevant Landmarks Ordinance Sections:

- 41.18 STANDARDS FOR GRANTING A CERTIFICATE OF APPROPRIATENESS.** A certificate of appropriateness shall be granted only if the proposed project complies with this chapter, including all of the following standards that apply.
- (1) New Construction or Exterior Alteration. The Landmarks Commission shall approve a certificate of appropriateness for exterior alteration or construction only if:
 - (a) In the case of exterior alteration to a designated landmark, the proposed work would meet the Secretary of the Interior’s Standards for Rehabilitation.
 - (b) In the case of exterior alteration or construction of a structure on a landmark site, the proposed work would meet the Secretary of the Interior’s Standards for Rehabilitation.
 - (c) In the case of exterior alteration or construction on any property located in a historic district, the proposed exterior alteration or construction meets the adopted standards and guidelines for that district.
 - (d) In the case of any exterior alteration or construction for which a certificate of appropriateness is required, the proposed work will not frustrate the public interest expressed in this ordinance for protecting, promoting, conserving, and using the City’s historic resources.

- (3) Signs. The commission shall approve a certificate of appropriateness for signs unless it finds that any of the following are true:
 - (a) The size or design of the sign(s) would adversely affect the historic fabric of the structure or the district;
 - (b) The sign(s) fails to comply with Chapter 31, MGO;
 - (c) The sign(s) fails to comply with specific standards and guidelines for signs adopted in each historic district under this ordinance.

Analysis and Conclusion

The applicant is requesting a Certificate of Appropriateness to install new signage on the building. The application discusses a change of copy of the existing hanging sign, installation of a new wall sign, and installation of a vinyl door sticker. The Landmarks Commission has not traditionally reviewed vinyl door stickers due to their temporary nature and Zoning does not require review of those decals either. For the existing sign, the commission has a provision in the Policy Guide for staff to administratively approve these types of proposals, which states the following:

6. Replacement of the face of an existing sign with new information and the installation of awnings, provided that the proposed design will not detract from the character of the building or district.

The proposed new copy in the hanging sign does not appear to detract from the character of the building or the district.

A discussion of the relevant ordinance sections as pertains to the proposed new wall sign is as follows:

41.18 STANDARDS FOR GRANTING A CERTIFICATE OF APPROPRIATENESS. A certificate of appropriateness shall be granted only if the proposed project complies with this chapter, including all of the following standards that apply.

- (1) **New Construction or Exterior Alteration.** The Landmarks Commission shall approve a certificate of appropriateness for exterior alteration or construction only if:
 - (a) N/A
 - (b) N/A
 - (c) The First Settlement Historic District does not have specific sign standards.
 - (d) The proposed work does not appear to frustrate the public interest.
- (3) Signs. The commission shall approve a certificate of appropriateness for signs unless it finds that any of the following are true:
 - (a) The new wall sign is proposed to be attached to the side of the building. Staff would recommend that it be attached using stainless steel fasteners that are installed in the mortar joints. Otherwise, the installation of a removable sign does not appear to adversely impact the character of the building. The Landmarks Commission has previously approved murals painted onto panels that are of a similar size and affixed to the side of a building.
 - (b) Zoning is completing a review of the proposed signage. Their initial review is that the proposed signage meets the requirements for total signage within the signable area. However, this property is also located within an Urban Design District, and UDC will be reviewing the proposal as well. UDC staff may ask for the wall sign to be located on the first floor area of the building as that is the location of the business.
 - (c) The First Settlement Historic District does not have specific requirements for signage.

Recommendation

Staff believes that the standards for granting a Certificate of Appropriateness are met and recommends the Landmarks Commission approve the project with the following conditions:

1. Wall signage be installed with stainless steel fasteners, which are installed in the masonry joints, not in the bricks
2. As long as the sign is no larger than what is currently proposed, the Landmarks Commission does not need to review changes in dimension or location as recommended by the Urban Design Commission.

Staff Report Based Upon Draft Ordinance for Existing Structures

Applicable standards

41.18 Standards for Certificate of Appropriateness

(3) Signs. The commission shall approve a certificate of appropriateness for signs if it finds that the following are true:

- (a) Signs are located within the façade areas set aside for signs as part of the façade design or are integrated and compatible with the structure where the façade areas have not been set aside for signs;
- (b) New signs shall be consistent with the traditional signage pattern locations on a structure or a property, and shall feature materials and style of illumination typical of the period of significance for the property or district;
- (c) Signs shall comply with [Chapter 31](#), MGO;
- (d) Signs shall comply with specific standards and guidelines adopted for historic districts under this ordinance.

41.30 Standards for Alterations

(1) General

- (a) Alterations are defined as any change to any portion of the exterior of a building or site that replaces existing materials or changes its appearance. This section provides standards for building alterations.
- (b) Materials and Features
 - 1. Requirements
 - a. Alterations shall be in keeping with the original design and character of the building.
 - c. The introduction of conjectural features without historic precedent on the building shall be avoided.
 - 2. Guidelines
 - a. Materials, features, decorative ornament and other details should be retained, and preserved.
 - b. Areas and features to be altered should blend seamlessly with adjacent areas of the building and features.

(3) Exterior Walls

- (a) Masonry
 - 1. Requirements
 - a. Masonry not previously covered shall not be covered with stucco, exterior insulation and finish systems (EIFS), paint, or other covering.

A discussion of the applicable standards

41.18 Standards for Certificate of Appropriateness

(3) Signs. The commission shall approve a certificate of appropriateness for signs if it finds that the following are true:

- (a) The proposed new sign is on an area of the side of the building that does not have any ornamentation and the new sign would not cover over any character-defining features. This is a residential building that later converted to commercial use, so there is no designated signable area. The other proposed signage is a change of copy for an existing pole/hanging sign. The Landmarks Commission does not generally regulate window signage, nor does Zoning.
- (b) The wall sign can be affixed to the masonry with stainless steel fasteners in the masonry joints and would be removable. The location on the side of the building where the sign is visible but does not obscure any of the architectural elements is a common method of adapting a residential

Staff Report Based Upon Draft Ordinance for Existing Structures

building to commercial use while being sensitive to the historic elements of the structure. The signage on the pole sign is a change of copy and not a new sign.

(c) Applicant will work with Zoning to ensure compliance, which in this instance would require approval by the Urban Design Commission.

(d) Signs must comply with the historic district standards for existing structures.

41.30 Standards for Alterations

(1) General

(b) Materials and Features

1. Requirements

- a. The introduction of the wall sign does not cover over any architectural features and is removable, such that it is sensitive to the original character of the existing structure.
- c. While the new wall sign will be a noticeable new element, it is not a conjectural feature that would create a false sense of history.

2. Guidelines

- a. By attaching the wall sign to the masonry in the masonry joints, the sign will not modify the wall surface beneath it, and the new signage will not obscure or remove historic features.
- b. There will be a definable boundary around the sign, but its location and method of installation will allow it to fit within the context of the wall surface.

(3) Exterior Walls

(a) Masonry

1. Requirements

- a. While the wall sign will cover over an area of the wall, it is not a permanent covering that would damage the historic masonry units.

Staff Recommendation

Staff believes that the standards for granting a Certificate of Appropriateness are met and recommends the Landmarks Commission approve the project with the following conditions:

1. Wall signage be installed with stainless steel fasteners, which are installed in the masonry joints, not in the bricks
2. As long as the sign is no larger than what is currently proposed, the Landmarks Commission does not need to review changes in dimension or location as recommended by the Urban Design Commission.

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: 415 E WASHINGTON AVE, MADISON WI 53718 Aldermanic District: _____

2. PROJECT

Project Title/Description: GREAT WHALE TATTOO

This is an application for: (check all that apply)

- Alteration/Addition to a building 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
- Alteration/Addition to a building adjacent to a Designated Landmark
- Variance from the Historic Preservation Ordinance (Chapter 41)
- Landmark Nomination/Rescission of Historic District Nomination/Amendment
(Please contact the Historic Preservation Planner for specific Submission Requirements.)
- Other (specify):

Registrar #: DATE STAMP CITY OF MADISON OCT 8 2019 12:57 Planning & Community & Economic Development	Preliminary Zoning Review Zoning Staff Initial: Date: / /
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3. APPLICANT

Applicant's Name: TIM BRADLEY Company: GREAT WHALE TATTOO

Address: 415 E WASHINGTON AVE MADISON WI 53718
Street City State Zip

Telephone: 608-609-7363 Email: tbradleytattoo@gmail.com

Property Owner (if not applicant): MOD HUR LLC

Address: 37 OLD SHORE RD Madison WI 53704
Street City State Zip

Property Owner's Signature: [Signature] Date: 10/7/2019

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 12:00 pm on the submission date with the Preservation Planner, the Department of Planning & Community & Economic Development, Planning Division, located at 215 Martin Luther King Jr Blvd, Suite 017. 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/dpcd/planning/documents/2019-LCMeetingScheduleDates.pdf>

To Whom it may concern.

We at Great Whale Tattoo and Piercing Company are very excited to move into our new space and update the outside of the building to reflect the care and excitement we intend to bring to the location. We feel strongly about our visual presence, as our business is based around art and the visual medium. We also feel strongly about our neighborhood, we have been a business in this location approximately (across the street) for 5 years, and we truly believe that we exist in a special part of town, and are committed to being a positive, visually pleasing part of this community. We believe that the signage that we are adding is tasteful, representative of us as a business, and follows the guidelines set forth by the city.

Hanging Detached Sign: Already existing: changing copy - vinyl

Our proposal is to use the currently existing structure for the hanging sign in the yard of the property, and just switch out the copy. We believe the black background with illuminated white lighting will not only look nice, but also fit the guidelines better than the previous sign. The sign is 48 inches wide by 29.5 inches tall. We would like to paint the pole and remove the exterior lighting on the sign to improve the overall look

Street Facing Wall sign: Adding - Vinyl sign, professionally installed by Mueller Graphics Barneveld, WI Created by Cutting Edge Sign and Graphics of Madison, WI.

We would like to do a simple square sign approximately 8 feet by 8 feet. We would like to use our navy blue color on this sign as the background with white text. We feel its less intense than black and will blend nicely with the houses existing color and the neighborhood around, but will also be very visible. The sign will be a lightweight vinyl and will be installed professionally at approximately 14 feet to the top.

Door Graphic: Vinyl sticker

Our door is 75.5 inches by 36 inches. We'd like to do a plain white graphic with our logo and business information totalling 20 inches by 18 inches centered in the top 1/2 of the door.

- Great Whale Tattoo

Owner: Tim Bradley

cell: 608-609-7363

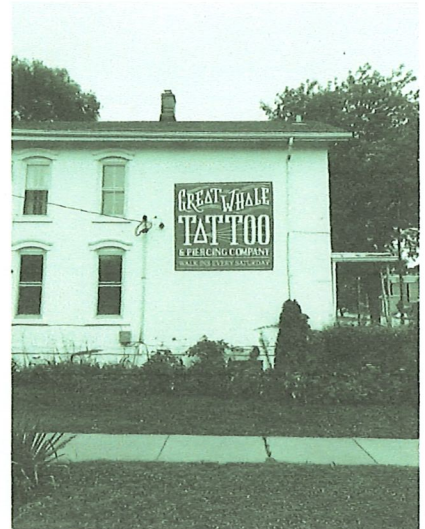
work: 608-620-1977

sign dimensions: 8 ft x 8 ft
hung approximately at 14 feet

current



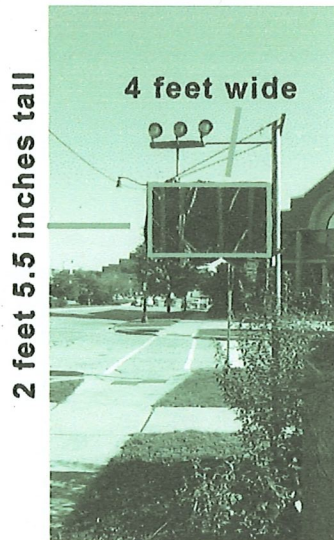
signable area



current



signable area



keeping existing hardware
repaint pole, remove lights
sign is internally lit



current



signable area
3 feet



vinyl graphic
20 x 18 inches

