

Madison Landmarks Commission

Third Lake Ridge Historic District
Criteria for the review of alterations
Parcels zoned Commercial

Address: 1130 Williamson Street
Date: August 3, 2009
Form prepared by: R. Cnare & B. Fruhing

Does the project meet the following guideline criteria?

(For the complete text of the criteria, please see Madison General Ordinances Sec. 33.01(11)(g), available on the web at www.cityofmadison.com)

Yes	<u>n.a.</u>	No	<u> </u>	1.	Height.
Yes	<u>n.a.</u>	No	<u> </u>	2.	Rhythm of solids and voids in street facade(s).
Yes	<u> </u>	No	<u> ? </u>	3.	Materials in street facade(s).
Yes	<u>n.a.</u>	No	<u> </u>	4.	Roof design.

Explanation:

The owners propose to remove an existing pole sign, and replace it with a smaller (18 sq.ft. smaller and one foot shorter) pole sign that will have electronic LED lights to display the gas prices.

The Landmarks Commission has reviewed other changes to this building, including proposal to for additional logos, lighting and other alterations. In 2003, the Landmarks Commission denied a Certificate of Appropriateness to install an internally lit logo strip on the canopy. The Commission determined that plastic striping and lighting would be out of character with the more traditional materials in the district and would draw too much attention from the historic houses around the gas station.

Considering that the existing sign is already internally illuminated, and that the sign will be smaller, staff is not unopposed the approval of the new sign, but are concerned about setting a precedent for other LED changeable copy signs. Since this technology has become the industry standard for gas price signage, staff feels that it would be okay to approve such a sign for this type of land use. However, staff would likely be opposed to electronic LED signs for other types of buildings and land uses.

If the Commission approves a Certificate of Appropriateness, staff would like the Commission to consider adding a condition about the light levels of the changeable copy LED lights. The light levels of the changeable copy should be kept to low level, as to both allow reading of the sign, but not to be too bright as to affect the historic character of the neighborhood.

Zoning Staff will reserve the right to require the owners to reduce the light levels to a reasonable level as determined by zoning staff.