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: 315 S. Blount St. **Alder District:** 6

2. PROJECT

Project Title/Description: Saunaday Sign Application

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

Legistar #:

DATE STAMP

3. APPLICANT

Applicant's Name: Jason Ritzenthaler **Company:** Saunaday

Address: 1652 Parmenter Street (Street) Middleton (City) WI (State) 53562 (Zip)

Telephone: 813-732-8621 **Email:** jason@sauna.day

Property Owner *(if not applicant)*: THE LEDGE AT 706, LLC

Address: 507 W. VERONA AVE., SUITE 200, VERONA, WI 53593 (Street / City / State / Zip)

Property Owner's Signature: [signature] **Date:** 3-3-25

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

LANDMARKS COMMISSION APPLICATION LC

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

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 #_____
- ❑ VARIANCE
- ❑ UDD #_____
- ❑ Historic/Landmark
- ❑ UDC Other
- ❑ DC/UMX
- ❑ Arch. Review
- ❑ PD #_____

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

Installation Address 315 S Blount St **Zoning District** _____
Business Name SAUNADAY
Owner of Sign (Name) Jason Ritzenthaler
Address of Sign Owner 1652 Parmenter Street, Middleton WI 53562
Telephone of Sign Owner 813.732.8621 **Email** jason@sauna.day
Sign Contractor/Installer Token Signs **Contact (Name)** Tracy Peterson
Address 2535 Coolidge St
Phone (608) 209-5880 **Email** tokensigns@gmail.com

Which of the following best describes the proposed work?
- ■ New Sign
- ☐ Change of Copy (Existing Tag/Permit #_____)
- ☐ Relocate on Lot (Existing Tag/Permit #_____)

Type of Sign (Check all that apply):

- ☐ Ground
  - ☐ Monument
  - ☐ Pole
  - ☐ Portable
  - ☐ Billboard (Advertising)
  - ☐ Off-Premise Directional
- ☐ Non-Ground
  - ☐ Wall
  - ☐ Awning
  - ☐ Projecting
  - ☐ Roof
  - ☐ Above Roof
- ■ Canopy
  - ☐ Above
  - ■ Below
  - ☐ Fascia
  - ☐ Misc.
- ☐ Banner (Wall only)
  - ☐ Business Opening (30 Days)
  - ☐ Decorative
  - ☐ Promotional

Sides:
- ■ 1
- ☐ 2
- ☐ Other _____

- ☐ External Illuminated
- ■ Internal Illuminated
- ☐ Non-Illuminated

- ☐ Electronic Changeable Copy
- ☐ Manual Change of Copy
- ☐ Time & Temperature

Description of Text and Graphics of Sign:

This is a corner space with 2 signs, one facing Blount St. and one facing Williamson St. These are box sign

Existing Property Use	**Proposed Property Use** (if changed)
unoccupied commercial	Comercial

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			1		
2			2		
3			3		
	Total			**Total**	

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
1	54"x24"	9 sf
2	54"x24	9 sf
3		
	Total	18 sf

Dimensions & Total Square Footage of Signable Area
123"x132"+183"x132"=112sf+212sf=324sf
Width of Tenant Space
123" Blount St and 183" Williamson St

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.

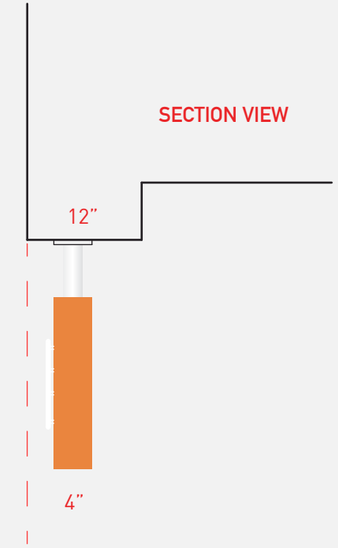
Any Missing Information Will Result in Delays to Your Application

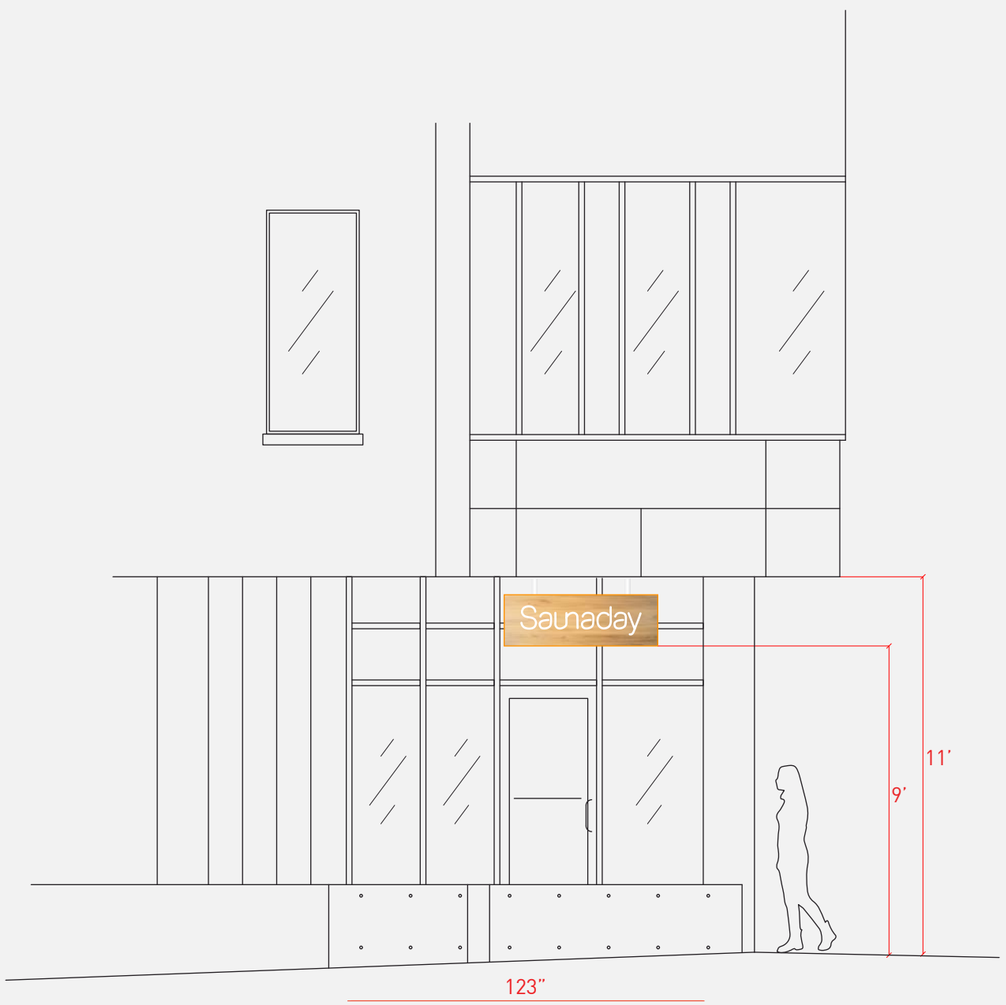
FOR MORE INFORMATION ON SUBMITTAL REQUIREMENTS, PLEASE REFER TO MGO SECTION 31.041(2)

Token
SIGN SHOP

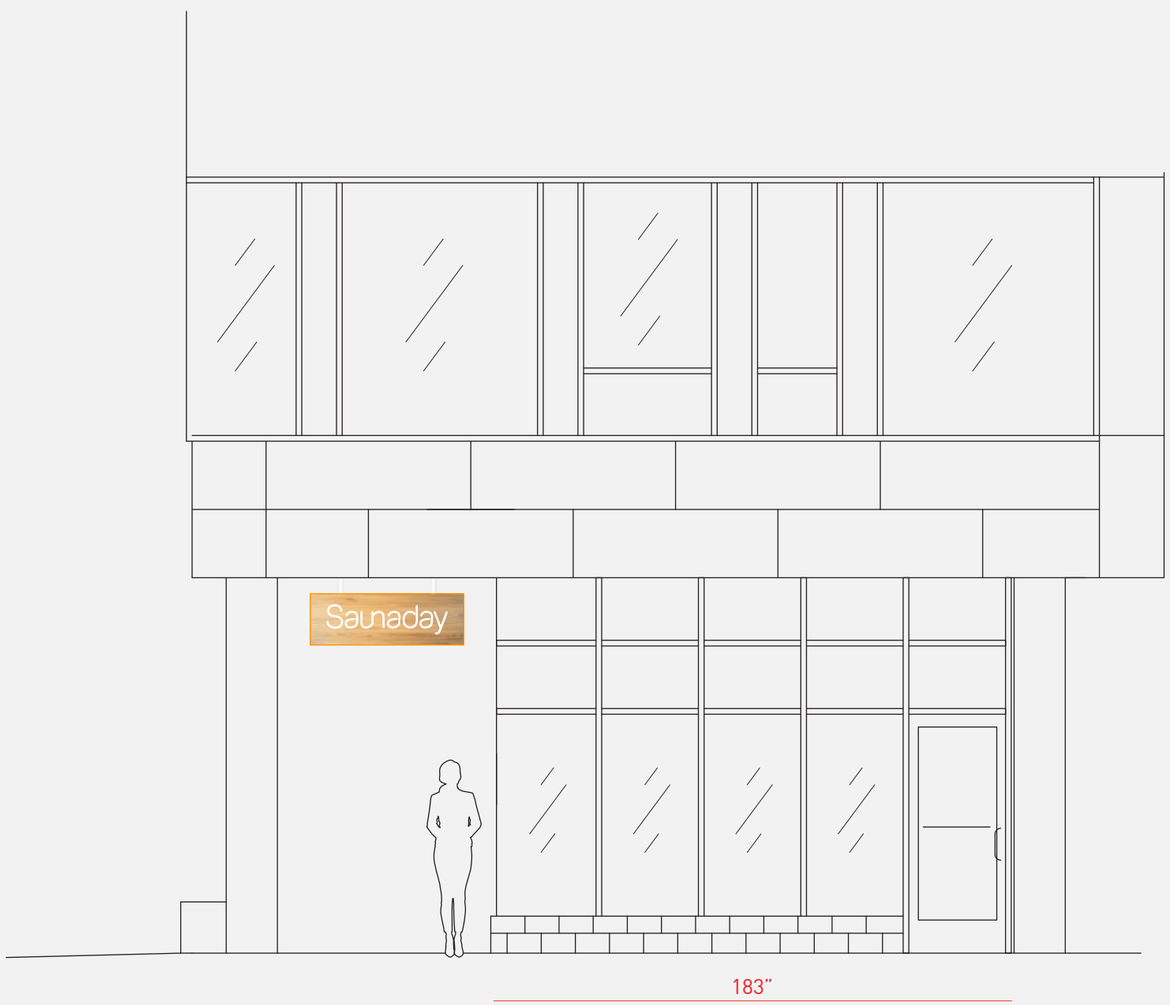
315 BLOUNT ST
Feb. 04, 2025

SECTION VIEW





S BLOUNT ST.



E WASHINGTON ST.

Token
SIGN SHOP

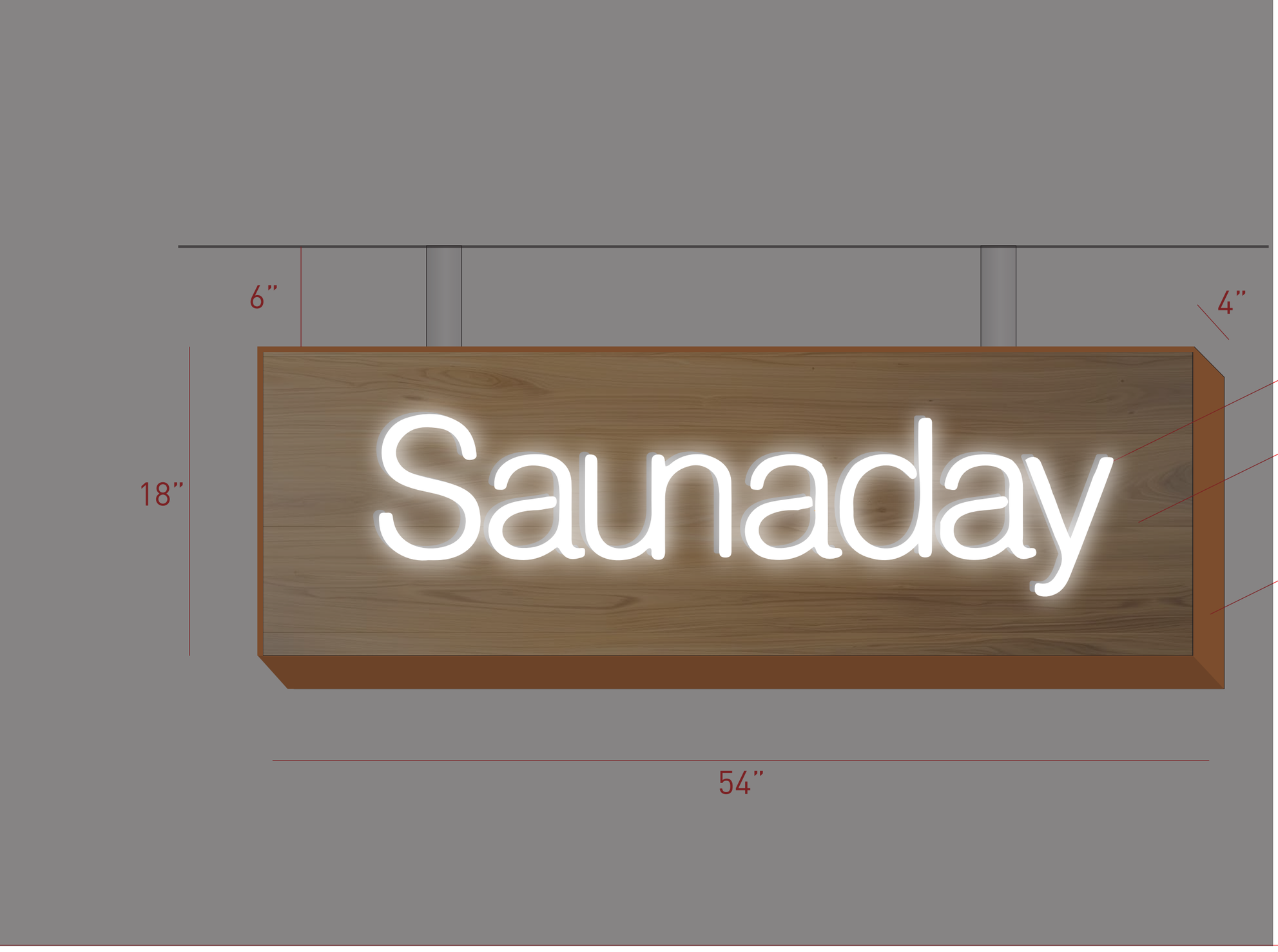
315 BLOUNT ST

Feb. 04, 2025

DAY VIEW SIGN

Token
SIGN SHOP

315 BLOUNT ST
Feb. 04, 2025



Soft White Neon
ILLUMINATED

Cedar or Faux Cedar
NON ILLUMINATED

Metal Edge Banding
Powder-coated
NON ILLUMINATED

NIGHT VIEW SIGN

Token
SIGN SHOP

315 BLOUNT ST

Feb. 04, 2025

Token
SIGN SHOP

SIGN OWNER FORM

Installation Address:	315 S Blount St
Business Name:	Saunaday
Owner of Sign (Name):	Jason Ritzenthaler
Address of Sign Owner:	1652 Parmenter Street, Middleton WI 53562
Telephone of Sign Owner:	813.732.8621
Email:	jason@sauna.day
Existing Property Use:	unoccupied commercial
Proposed Property Use (if changed):	

I give Token Signs permission to erect the sign according to the application approved by the City of Madison zoning office.

Jason Ritzenthaler — Signature

01/29/25 — Date