Complete all sections of this application, including checklist on page 2.
To request an interpreter, translation, or accommodations, call (608)266-4910.
Para solicitar un intérprete, traducción o acomodaciones llame al (608)266-4910.
Koj muaj txoj cai tau txais kev txhais lus, kev pes lus los sis kev pab cuam txhawm rau kev tsis taus uas tsis muaj nqi rau koj: Xav paub ntxiv tiv tauj rau (608)266-4910
如需口譯、翻譯或其他便利服務，請致電 (608)266-4910.

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: 1138 WILLIAMSON STREET **Alder District:** 6

2. PROJECT

Project Title/Description: SIGN APPROVAL FOR RETAIL SPACE

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

DPCED USE ONLY

Legistar #:

DATE STAMP

☐ **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 Preservation Planner for specific Submission Requirements.)

☐ **Informational Presentation**

☒ **Other** *(specify)*: SIGN APPROVAL

3. APPLICANT

Applicant's Name: NOSHEEN AJMAL **Company:** AMARA HOUSE

Address: 1138 WILLIAMSON ST (Street) MADISON (City) WI (State) 53703 (Zip)

Telephone: [redacted] **Email:** [redacted]

Property Owner *(if not applicant)*:

Address: (Street) (City) (State) (Zip)

Property Owner's Signature: Nosheen Ajmal **Date:** 6-16-26

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 emailed by 12:00pm on the submission date with the Landmarks Commission. Applications submitted after the submission date *or* incomplete applications will be postponed to the next scheduled submittal date. Submission deadlines can be viewed here:

Bailey, Heather

From: nosheen ajmal [redacted]
Sent: Tuesday, June 16, 2026 11:09 AM
To: Madison Landmarks Commission
Subject: SIGN APPROVAL - LETTER OF INTENT
Attachments: Full_Cut_Sheet_Revised.pdf; 1138_WilliamsoStreetFacadesign.pdf; IMG_0331.jpg; Sign app letter.pdf

Caution: This email was sent from an external source. Avoid unknown links and attachments.

To the Landmarks Commission,

I'm requesting approval to install a simple wood sign for my new retail store, Amara House, located at 1138 Williamson Street.

Amara House is an extension of my long-standing business, Art Gecko, which has operated in Madison for nearly 30 years. Similar to Art Gecko, the store will offer handcrafted jewelry, clothing, and artisan goods sourced directly from makers and small family businesses. In addition, Amara House will place a greater emphasis on home furnishings, housewares, furniture, and decorative objects.

The proposed sign was handcrafted in Bali by an artist with whom I have worked for many years. The sign reflects the handmade and artisanal nature of the products sold within the store and is intended to be a simple, attractive addition to the building.

The sign is approximately 36 inches wide by 20 inches high and will be mounted above the front entrance within the existing sign panel area. No significant alterations to the building are proposed as part of this installation. The sign will be attached to the existing wall surface and is designed to fit appropriately within the scale and character of the building.

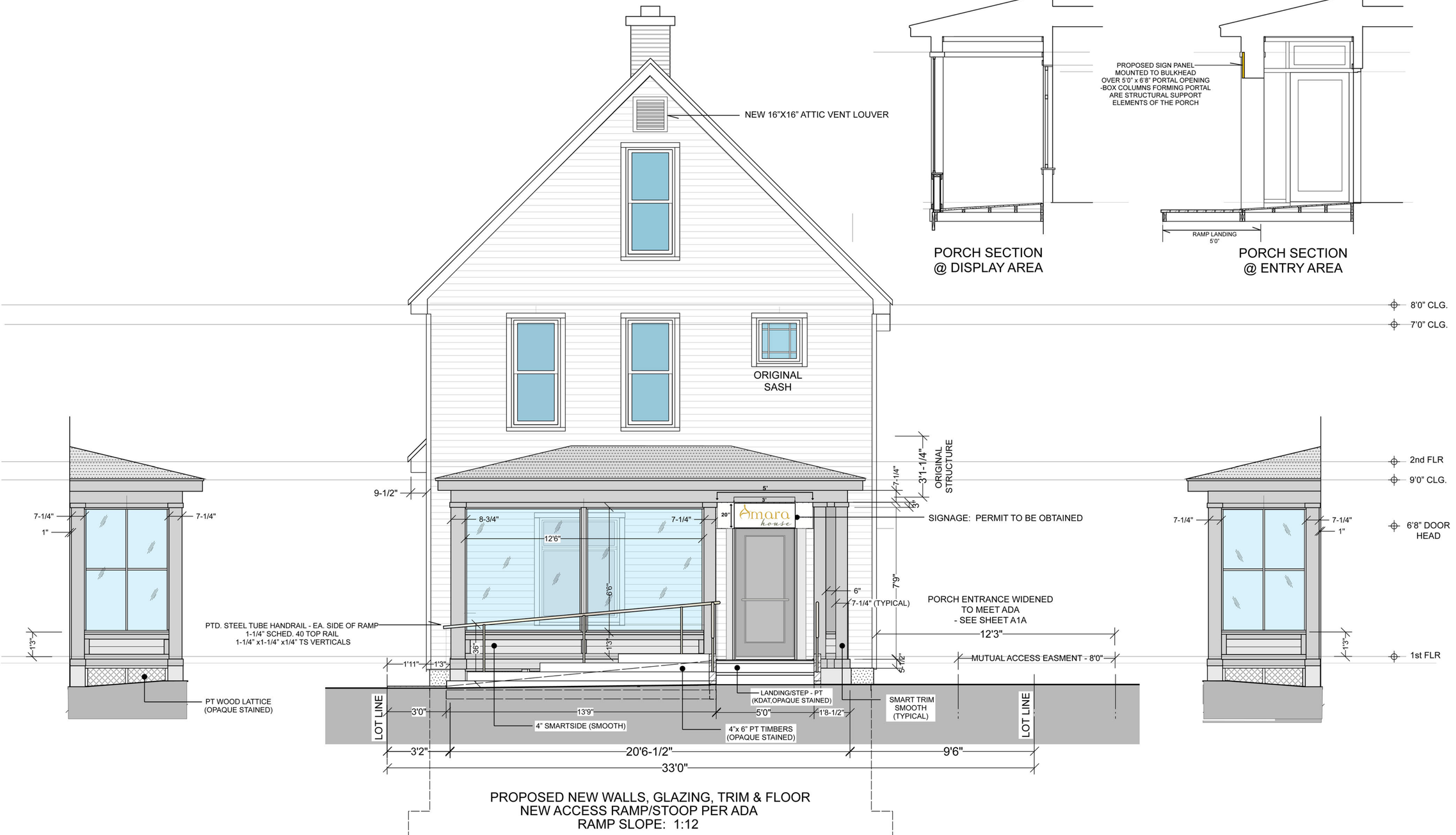
My goal is to create a welcoming storefront that complements both the historic character of the property and the unique character of the Williamson Street neighborhood.

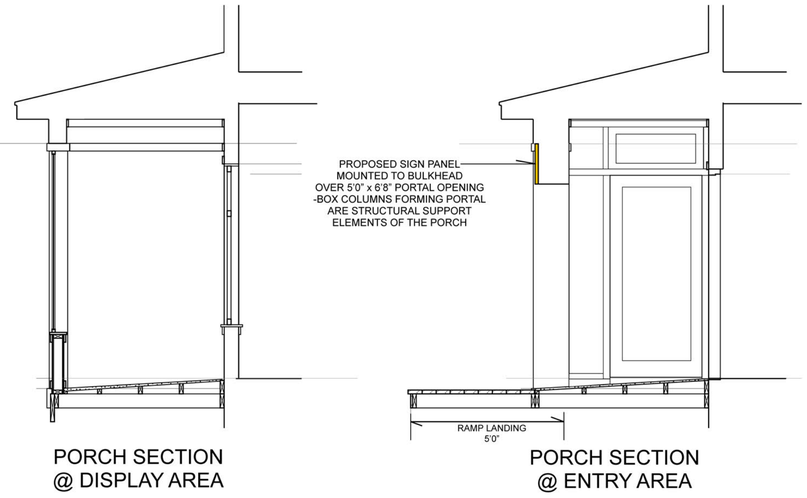
I'm hoping to open Amara House during the second week of July and would greatly appreciate the Commission's consideration of this request so that the sign may be installed prior to opening.

Thank you for your time and consideration.

Sincerely,

Nosheen Ajmal
Amara House





PORCH SECTION @ DISPLAY AREA

PORCH SECTION @ ENTRY AREA

SCALE: 3/8" = 1'-0"

PROPOSED STREET FACADE

GREEN DESIGN STUDIO
EDWARD KUHARSKI, ARCHITECT
405 SIDNEY STREET | MADISON, WI 53703 | 608.469.5963
EKUHARSKI@AOL.COM | REGISTERED ARCHITECT • WI #5587

BUILDING ALTERATIONS FOR:
1138 WILLIAMSON
NOSHEEN AJMAL, OWNER | MADISON, WI

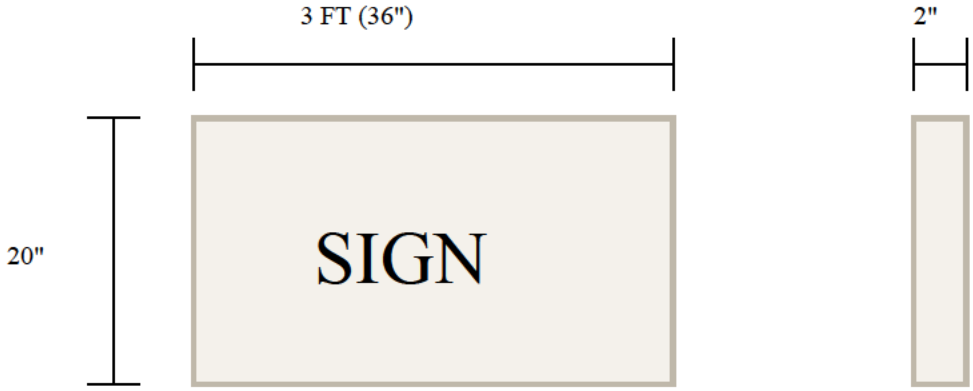
DATE	
12-10-24	Draft Base Plans
01-08-25	Base Plans/Feasiblity
01-13-25	Exist. Plans/Elevs
01-15-25	Rev. Exist Plans/Elevs
01-31-25	Prop Floor Framing
03-11-25	Owner Review
03-14-25	HVAC Review
03-25-25	Plan Review & Permit
04-10-25	Supplementary Info.
04-18-25	Supplementary Info.
04-22-25	Rev. Head Clearance
04-28-25	for Zoning, Landmarks
04-30-25	2nd Flr Beam Study
05-12-25	Rev.perCityComments
06-18-25	Window Submittal
07-02-25	for Estimate & SBA Loan
07-09-25	for Plan Review&Permit
08-07-25	RevPerReviewComments
10-03-25	Stair Revision
10-16-25	Amended-for PlanReview
12-05-25	Revised HVAC
12-09-25	Revised HVAC
01-23-26	Chimney Alt's
02-15-26	Porch Alt's
03-24-26	Porch Alt's 2
04-21-26	Rev.-for Review/Approval
04-30-26	Rev.-forPlanReview(Porch)
05-18-26	Final Porch Alt's

SHEET NO.

A6b

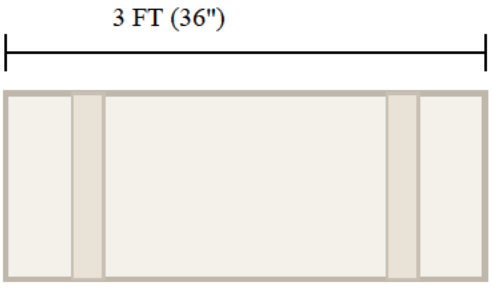
Amara
house

SIGN CUT SHEET



FRONT VIEW

SIDE VIEW



REAR VIEW

DESCRIPTION

- Non-illuminated exterior wall sign
- Overall dimensions: 3 FT (36") wide x 20" tall x 2" thick
- Wood construction with painted finish
- Sign will be securely mounted to the existing wall or structural framing above the front porch entrance using appropriate exterior-grade mounting hardware