

PLANNING DIVISION STAFF REPORT

August 6, 2018

PREPARED FOR THE LANDMARKS COMMISSION



Project Name/Address: 215 Martin Luther King Jr. Boulevard, Madison Municipal Building
Application Type: Signage installation at landmark site
Legistar File ID # [52634](#)
Prepared By: Amy L. Scanlon and Bill Fruhling, Planning Division
Date Prepared: July 31, 2018

Summary

Project Applicant/Contact: Bryan Cooper, Engineering Division
Requested Action: The Applicant is requesting that the Landmarks Commission approve a Certificate of Appropriateness for exterior alterations including installation of signs at a landmark site.

Background Information

Parcel Location/Information: The landmark site is located at 215 Martin Luther King Jr. Boulevard

Relevant 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) NA
 - (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.

Secretary of the Interior's Standards for Rehabilitation

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.

2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Analysis and Conclusion

The submission materials show three sign locations: A monument sign is proposed to be located facing Martin Luther King Jr Boulevard; another monument sign is proposed to be located facing East Doty Street near the entrance; and individual letters are proposed to be located on the stone belt above the front entrance doors on Martin Luther King Jr. Boulevard. The monument signs have a smooth concrete base with a smooth limestone vertical slab. The limestone color will match the limestone of the landmark building. The submission materials indicate that the two monument signs will be illuminated.

41.18(1)(a) instructs the Landmarks Commission to review the alteration request using the Secretary of the Interior's Standards for Rehabilitation. Generally, the monument signs are removable and their installation will not negatively affect the essential form and integrity of the landmark. The design of the monument signs is very simple and symmetrical and uses stone and metal materials that are similar to the landmark building. The individual letters in the stone belt are similar to the sign that was in that location previously. Staff understands that the individual letters are non-corrosive and their installation will not cause damage (cracking or spalling) to the stone in the future.

41.18(3) instructs the Landmarks Commission to review the alteration request to determine if the proposed signs maintain the character and integrity of the historic resource. The size or design of the signs will not adversely affect the historic fabric of the structure or the district and the proposed signs appear to comply with Chapter 31 (Sign Ordinance). Formal zoning review is required.

41.18(1)(d) instructs the Landmarks Commission to determine if the alteration request frustrates the public interest expressed in this ordinance for protecting, promoting, conserving, and using the City's historic resources. The proposed signs will not frustrate the public interest.

Recommendation

Staff believes that the standards for granting a Certificate of Appropriateness for the installation of signs are met and recommends that the Landmarks Commission approve the request.