

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
PO Box 2985
Madison, WI 53701-2985
(608) 266-4635



1. LOCATION

Project Address: 1130 Williamson Street Aldermanic District: 6

2. PROJECT

Project Title/Description: Changing Spirit to Heritage Amoco Gas

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

- ☒ Alteration/Addition to a building in a Local Historic District or Designated Landmark (specify)**: Alteration
- ☐ 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):

3. APPLICANT

Applicant's Name: Kuldip Singh Company: MKS Petroleum LLC
Address: 1130 Williamson Street Madison, WI 53703
Telephone: 608-251-6835 Email: ksmaui@yahoo.com

Property Owner (if not applicant):

Address:

Property Owner's Signature: Kuldip Singh Date:

DPCED USE ONLY	Registrar #:
	DATE STAMP CITY OF MADISON JAN 25 2019 Planning & Community & Economic Development
	Preliminary Zoning Review Zoning Staff Initial: Date: / /

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. 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/2019LCMeetingScheduleDates.pdf>

1/24/2019

Landmarks Commission
City of Madison Planning Division
215 Martin Luther King Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985

RE: Letter of Intent

Dear Landmarks Commission Members,

It is our intent to re-brand the station that is currently a Spirit Gas Station with the Heritage Amoco Brand.

After many years the Amoco brand which was the rebranding of the Standard Oil Brand, British Petroleum has decided to bring the brand back and use it at Strategic location in Wisconsin. This site was chosen as at one time it was originally an Amoco station before several rebranding over the years, thus we feel that this is a natural re-brand. The Amoco brand will contain the red, white and blue color scheme and will also be utilizing the Standard Oil Torch and Oval that historically was used for branding purposes.

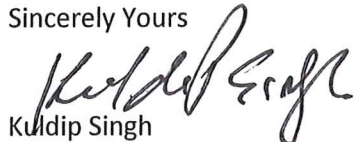
It is our intent, to decorate the outside of the station with the red, white, and blue color scheme that you can see with the accompanied photos and perspective drawings.

We are not requesting that the canopy fascia treatment to be illuminated and we are only requesting that just bullnose and/or colors of the bullnose to be on the canopy. We would prefer the 3-Dimensional look of the bullnose on the canopy fascia and we are also willing to narrow the free-standing ground sign and keep the sign at the maximum height of 12 feet, which the present sign presently is. With the torch and oval the proposed sign would be narrower and not be as intrusive as the existing sign. We would still like to have the electronic gas pricers, but the color would be red, the red gas pricer signs are part of the Heritage Amoco image. The request has been modified to meet City of Madison sign requirements.

It is also in our plan to continually to maintain the proper to maintain the standards that Heritage Amoco requires, so this maintenance will greatly enhance this location and also be a good reflection on this historic district.

We thank you for your time to consider our request.

Sincerely Yours



Kuldip Singh
MKS Petroleum LLC
1130 Williamson Street
Madison, WI 53703
608-251-6835
ksmavi@yahoo.com



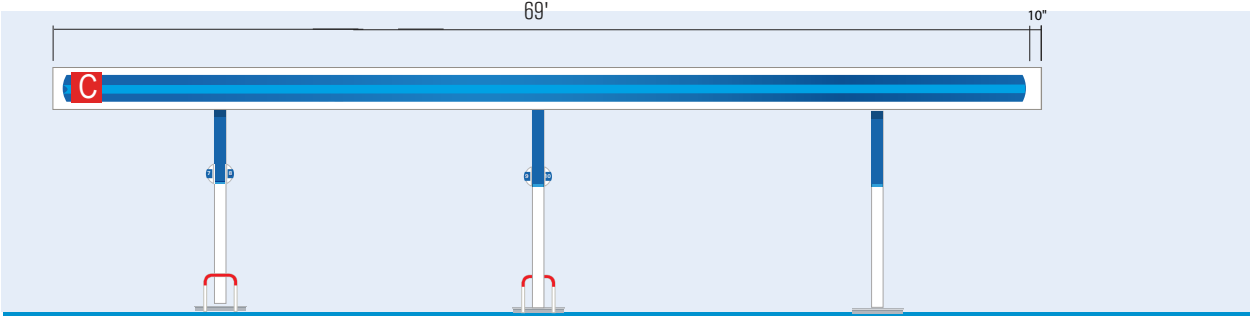
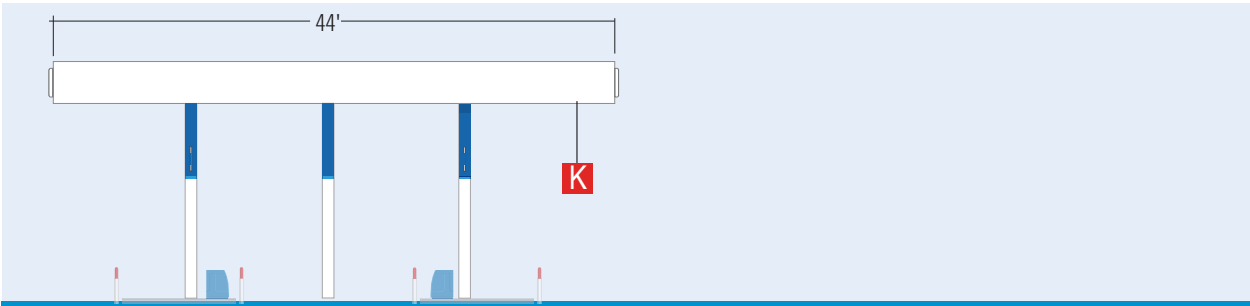
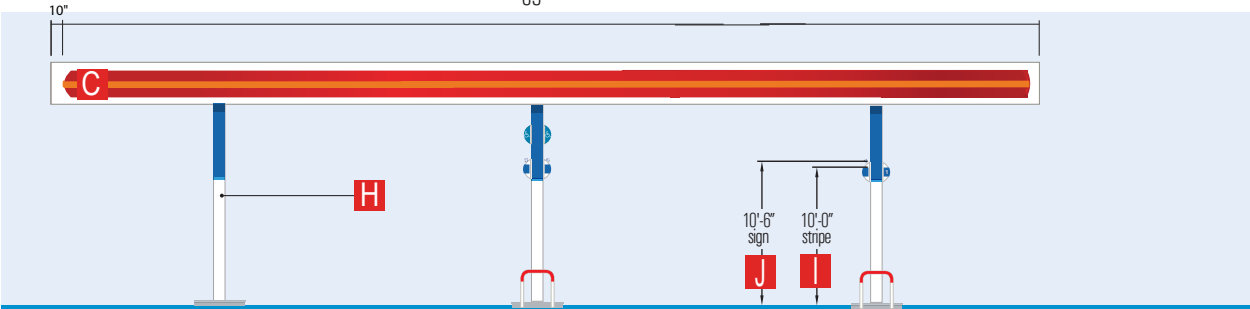
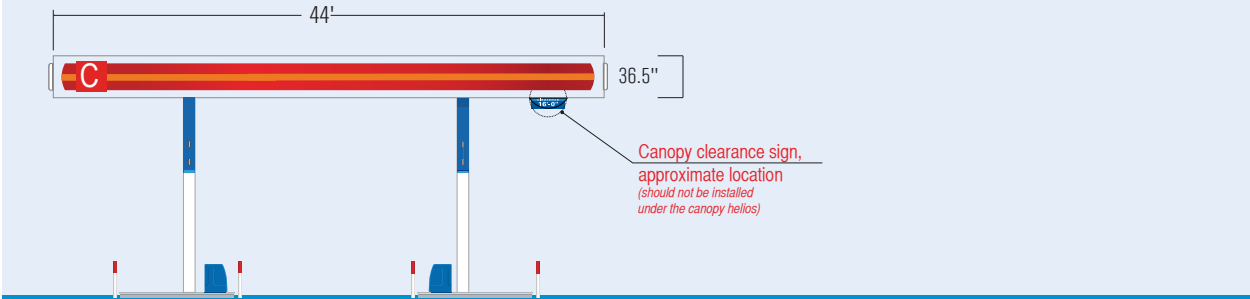
2018.12.17



LAOLIAN-YANG
DINE IN · CARRYOUT (608) 280-0104

NO STOPPING
STANDING
PARKING
7AM-8:30AM
TOW AWAY
ZONE

2018



- A

Install bull nose fascia with light bar
- B

Install bull nose fascia with no light bar
- C

Install flat ACM with 3D decal applied

☐ Light bar

☒ No light bar
- D

Install BGB Flat ACM (Jobber supplied ACM), decal only through Amoco Parts. Must have approval from Amoco Jobber Engineer.

☐ Light bar

☒ No light bar
- E

Paint existing flat ACM white and install bullnose decal. Must have approval from Amoco Jobber Engineer.
- F

Install Amoco T&O (Qty. 0)

☐ 60"

☒ 34"
- G

Install non-illuminated Amoco channel letters (Qty.)

☐ 20"
- H

Paint canopy columns Amoco White & Amoco Dk. Blue (Amoco Dk Bue to be painted 10' from the ground and above, per visual)
- I

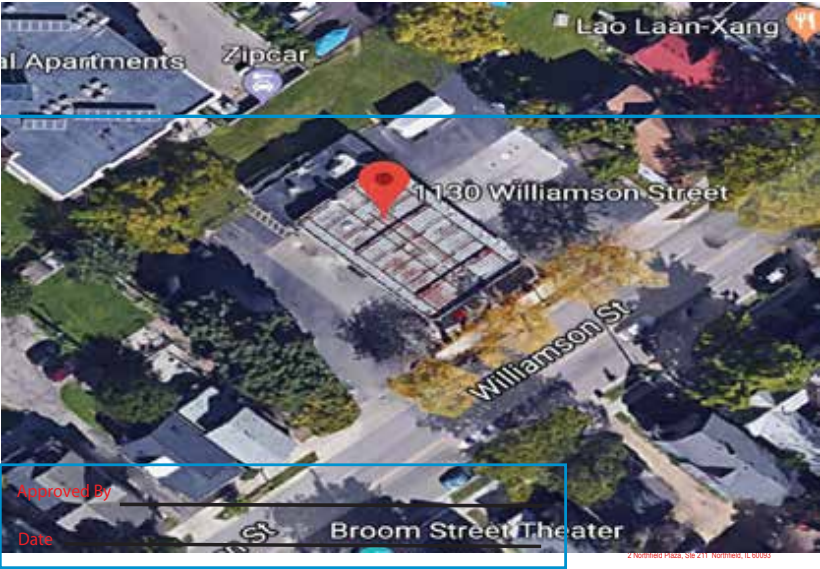
Apply Amoco Light Blue stripe decal 10' from ground
- J

Install flag signs 10'6" from the ground
- K

Canopy deck to be White

Notes

- Any Additional Fascia Should Be Removed. ACM Is Meant To Fit Over First Layer Of Fascia Only.
- If Fascia Height Is Less Than 30" It Will Need To Be Built Up To At Least 30" Inches



See Site Notes page for specific paint codes and contact info.

REMOVE ALL UNAPPROVED SIGNAGE FROM DISPENSERS



NOTE: ToGo sign will be non illuminated



YES, this location is receiving a Amoco “Togo” *image (Qty. 1). Install:

- ☐ 52" Non-Illuminated Togo Sign
- ☒ 77" Non-Illuminated Togo Sign
- ☐ 112" Non-Illuminated Togo Sign

*Note: ToGo sign to be centered over entry door and centered on the fascia above the gradient stripe.

YES, this location is receiving a Amoco “Service” image. (Qty. 0). Install:

- ☐ 5' Service Decal
- ☐ 5' Service on ACM
- ☐ 5' Illuminated Service Sign
- ☐ 8' Service Decal
- ☐ 8' Service on ACM
- ☐ 8' Illuminated Service Sign
- ☐ 12' Illuminated Service Sign

Exterior Building Walls

- ☐ to be painted BP Retail White (c.01)
- ☐ to be kept natural

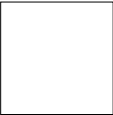
Building Fascia to be Amoco Retail White (C.01)

- ☐ Paint Fascia
- ☐ Install new ACM
- ☐ Install Vinyl

Is this location is receiving a Red Stripe?

- ☐ Yes
- ☐ No

EXT ERIOR PAINT S PECIFIC ATION S



- C1 White (Canopy Deck, Canopy Columns, Store Exterior)**
- Glidden Professional, Order #A0128, Spec #50GY 83/010, " White Wing"
 - Sherwin Williams SW7006, "Extra White"
 - Benjamin Moore OC-67, "Ice Mist" - P28 DTM (Gallon)
 - Anchor Paint BP White - 4900 (Acrylic), 900 (Oil)



- C2 Amoco Red**
- Sherwin Williams, SW6869, "Stop"
 - Glidden Professional, PPG Amoco Red (Custom Mix)



- C3 BP Warm Gray - Pump Islands**
- Sherwin Williams, SW7053, "Adaptive Shade"
 - Glidden Professional, Order #A1860, Spec #40YY 25/074, "Gray Mountain"
 - Benjamin Moore, 2137-40, "Desert Twilight" - P28 DTM (Gallon)
 - Anchor Paint, BP Warm Gray - CC3068 (Acrylic), CC3115 (Oil)



- C4 Amoco Gray - Store Wainscot**
- Sherwin Williams, SW7065, "Argos"
 - Glidden Professional, PPG1009-4 Gray Stone



- C6 Amoco Dark Blue**
- Sherwin Williams - SW6965, "Hyper Blue"
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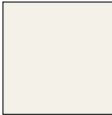


- C5 Amoco Light Blue**
Pantone Process BlueC (C100 M13 Y0 K0)



- C7 Amoco Silver**
Match PMS 877C

INT ERIOR PAINT



- P1 WALL PAINT** - Eggshell finish
- Glidden Professional, Order #A0090, Spec #40YY 79/168, "Candle Wax"
 - Sherwin Williams, SW6379, "Jersey Cream"
 - Benjamin Moore, OC-112, "Goldtone" - P28 DTM (Gallon)
 - Anchor Paint, Candlewax Interior - CC3072 (Eggshell Latex)



- P2 PAINT FOR DROP CEILING & DOORS** - Eggshell finish
- Glidden Professional, Order #A1807, Spec #30YY 62/127, " Water Chestnut"
 - Sherwin Williams, SW6141, "Softer Tan"
 - Benjamin Moore, OC-11, "Clay Beige" - P28 DTM (Gallon)
 - Anchor Paint, Water Chestnut Interior - CC3073 (Eggshell Latex)



- P3 PAINT FOR to go BACKWALL** - Eggshell finish
- Glidden Professional, Order #A0717, Spec #20YY 65/285, "Indian Corn"
 - Sherwin Williams, SW6380, "Humble Gold"
 - Benjamin Moore, 2160-50, "Oklahoma Wheat" - P28 DTM (Gallon)
 - Anchor Paint, Dark Pearl Interior - CC3070 (Eggshell Latex)



- P4 PAINT FOR COFFEE BACKWALL** - Eggshell finish
- Sherwin Williams, SW6866, "Heartthrob"



- P5 PAINT FOR METAL CABINETRY** - Eggshell finish
- Glidden Professional, Order #A0731, "Dakota Land"

ADA BLU E



- 10 ADA/Handicap Blue~**
- **Glidden Professional**, "Handicap Blue", 25524 traffic paint
 - **Sherwin Williams**, TM2133, "Setfast Blue", Setfast marking latex
 - **Benjamin Moore**, P58-30, "Handicap Blue", Safety/Zone marking latex
 - **Anchor Paint**, BP ADA Blue - CC3074

~Handicap Blue paint is used for pavement striping and marking on site (as required).



2018.12.17

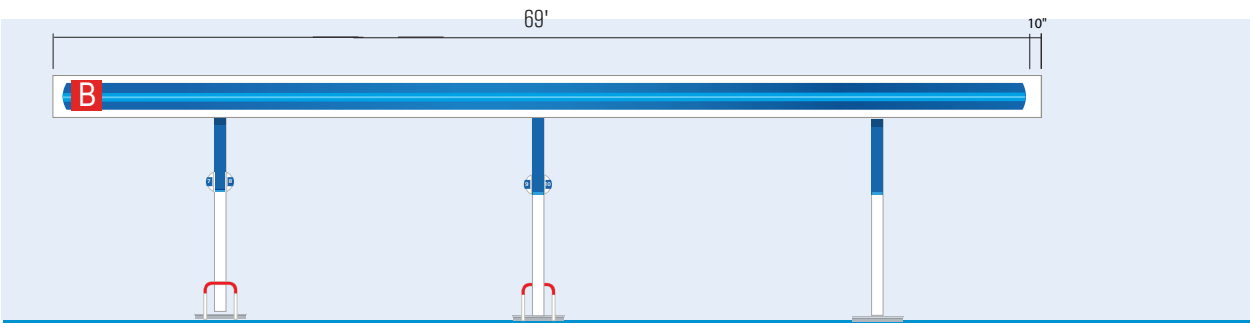
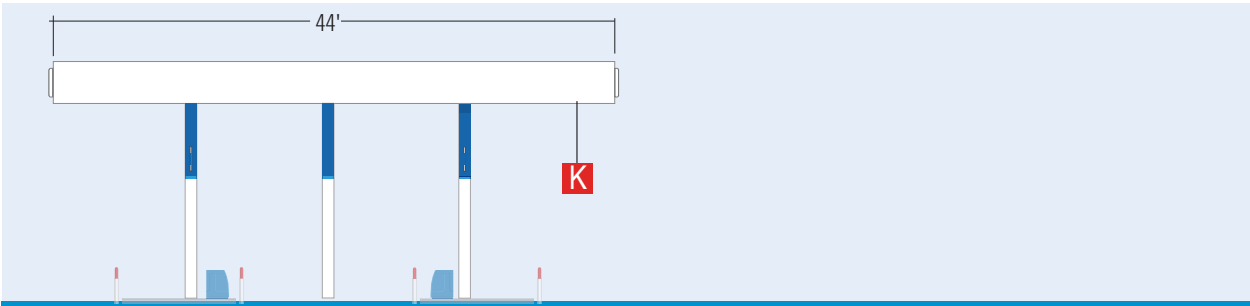
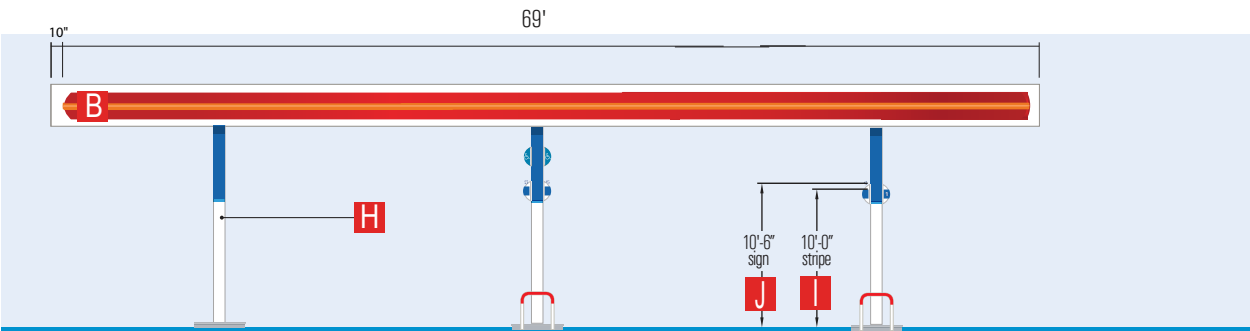
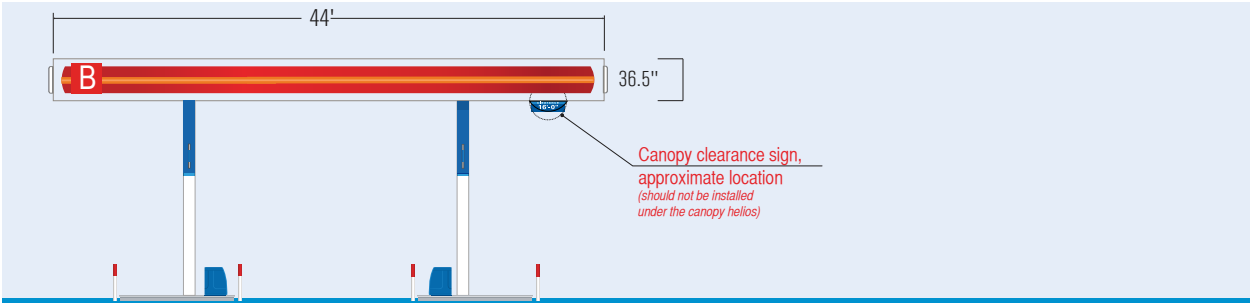


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7AM-7PM

LAOLAN-YANG
DINE IN · CARRYOUT (608) 280-0104

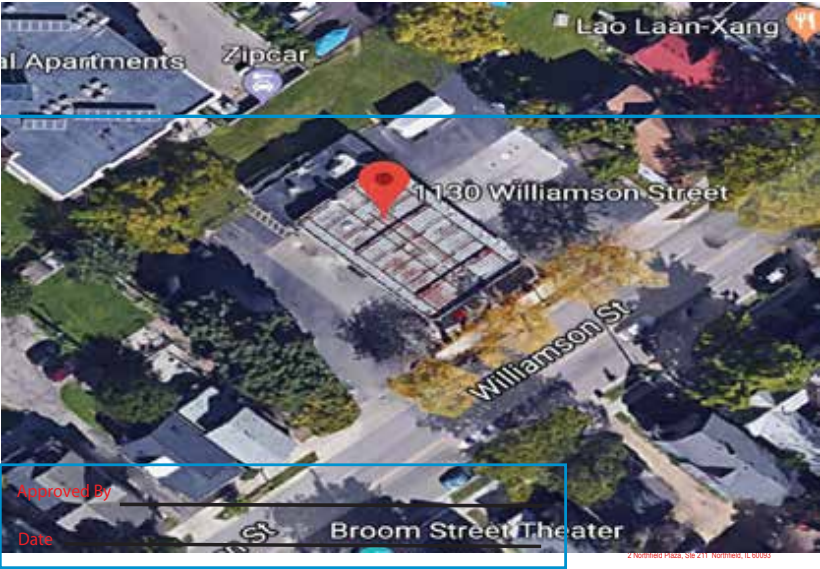
2018



- A** Install bull nose fascia with light bar
- B** Install bull nose fascia with no light bar
- C** Install flat ACM with 3D decal applied
 - ☐ Light bar
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- F** Install Amoco T&O (Qty. 0)
 - ☐ 60"
 - ☐ 34"
- G** Install non-illuminated Amoco channel letters (Qty.)
 - ☐ 20"
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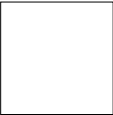
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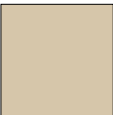


- C7 Amoco Silver**
- Match PMS 877C

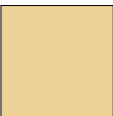
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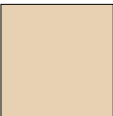
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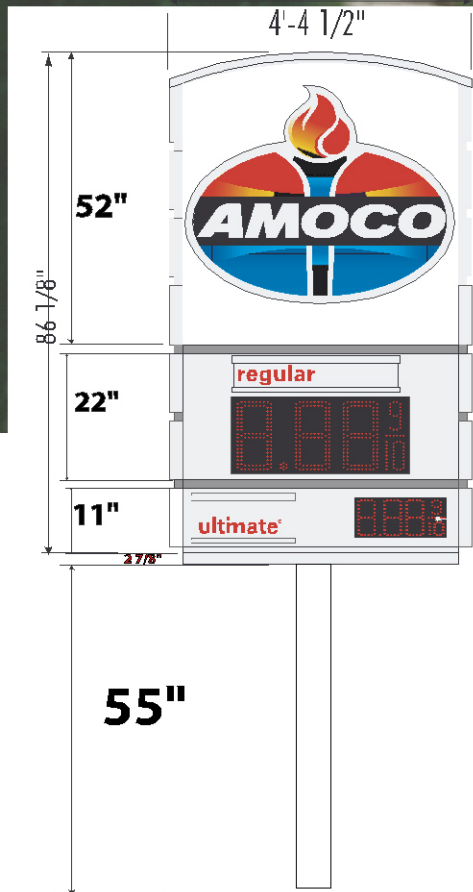
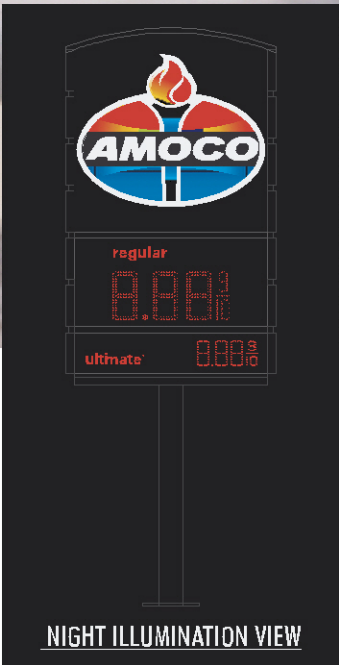
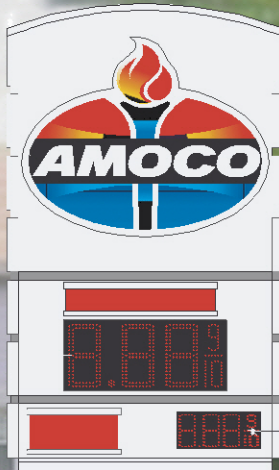
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12 feet

Gross Area
 55"x6" (pole) + bottom reveal 2.875"x50.5"
 + sign cabine 86.125"x52.5"
 gross area total of 34.7 sq ft
Net sign area
 top sign 52"x52.5"+middle price 22"x52.5"
 +bottom price 11"x52.5"
 or 31 sq ft