City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION	**PRESENTED:** 2/11/19
TITLE: 1130 Williamson St - Exterior Alteration in the Third Lake Ridge Hist. Dist.; 6th Ald. Dist.	**REFERRED:**
	REREFERRED:
	REPORTED BACK:
AUTHOR: Heather Bailey, Preservation Planner	**ADOPTED:** **POF:**
DATED: 2/18/19	**ID NUMBER:** 54489

Members present were: Stuart Levitan, Anna Andrzejewski, Richard Arnesen, David McLean, and Marsha Rummel. Excused was Katie Kaliszewski.

SUMMARY:

Ken Jahn, registering in support and available to answer questions

Bailey explained that the proposed project is a gas station rebranding. The applicant proposes changing decorative elements along the canopy over the gas pump area, as well as the building and pole signage. She said that this is a somewhat unusual resource within the historic district and is outside of the period of significance, so it is evaluated slightly differently. She noted that staff is recommending approval of the plans as submitted, and said that the applicant's proposed changes mitigate the visual impact to the historic district; the design includes limited illumination in pole signage and a canopy that is not internally illuminated.

Rummel asked if the proposed "To Go" sign will replace the sign with changeable letters currently on the front of the building. Jahn confirmed that it will replace the old sign, which will be removed.

McLean asked if the canopy signage is 3-dimensional. Jahn said that they proposed two options, a bullnose 3-dimensional sign or a flat sign containing digital art that appears 3-dimensional. Jahn said that Amoco prefers that they use the bullnose design, but will also accept the digitally printed flat version. McLean requested confirmation that the bullnose sign is not lighted. Jahn confirmed that it is not, and said that they have removed the canopy lighting.

ACTION:

A motion was made by Rummel, seconded by Andrzejewski, to approve the request for the Certificate of Appropriateness. The motion passed by voice vote/other.