

AGENDA # 5

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION

PRESENTED: 9/16/19

TITLE: 409 S Few St - Exterior Alteration in the
Third Lake Ridge Hist. Dist. -
Installation of wall sign; 6th Ald.
Dist.

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Heather Bailey, Preservation Planner

ADOPTED:

POF:

DATED: 9/26/19

ID NUMBER: 57313

Members present were: Richard Arnesen, Katie Kaliszewski, Arvina Martin, and David McLean. Excused was Anna Andrzejewski.

SUMMARY:

Mary Beth Growney Selene, registering in support and wishing to speak
Bridget Hart, registering in support and available to answer questions

Bailey said that the project involves the installation of a new metal wall sign above the storefront entrance. She pointed out that the sign would be located where signage was intended for this building. She said that she recently issued a Certificate of Appropriateness to replace the front door with something more period-appropriate. She said that there are no specific standards for signage, but it must be compatible with historic resources within 200 feet. She said that staff recommends approval with the condition that all fasteners for the sign be installed in the mortar joints of the wall, not in the brick. McLean asked if stainless steel hardware was out of the question for mounting the sign. Growney Selene said that is possible. McLean said that would be fantastic. Kaliszewski asked the applicants if they had concerns about staff's recommended condition for approval. Growney Selene said that they have no problem, and it makes sense to them. Arnesen asked if the sign is lit, and Hart said that it is not.

ACTION:

A motion was made by McLean, seconded by Arnesen, to approve the request for the Certificate of Appropriateness with the conditions that all fasteners for the sign be stainless steel and be installed in the mortar joints of the wall, not in the brick. The motion passed by voice vote/other.