

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, Ste 017
PO Box 2985
Madison, WI 53701-2985
(608) 266-4635



1. LOCATION

Project Address: 640 W. Washington, 644 W. Washington + Aldermanic District: 4
646 W. Washington suite E.

2. PROJECT

Project Title/Description: Madison Train Depot - Sign Package

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

- 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
- Alteration/Addition to a building adjacent to a Designated Landmark
- Variance from the Historic Preservation Ordinance (Chapter 41)
- Landmark Nomination/Rescission or Historic District Nomination/Amendment (Please contact the Historic Preservation Planner for specific Submission Requirements.)
- Other (specify):

| | |
|----------------|---|
| DPCED USE ONLY | Registrar #: |
| | DATE STAMP RECEIVED 4/15/21 1:30 pm |
| | Preliminary Zoning Review Zoning Staff Initial: Date: / / |

3. APPLICANT

Applicant's Name: Kaitlin Fischer Company: The Harvey House
Address: 644 W. Washington Ave Madison WI
Street City State Zip
Telephone: (608) 307-8342 Email: kaitlin@theharveyhouse.com
Property Owner (if not applicant): Roger Charly
Address: 1230 Regent St. Madison WI 53719
Street City State Zip
Property Owner's Signature: Roger Charly Date: 4-14-2021

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. 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/LC_Meeting_Schedule_Dates.pdf

April 15th, 2021
Landmarks Commission
Planning Division
215 Martin Luther King, Jr. Blvd. Ste 017
Madison, WI 53701
Re: Signage Package
West Madison Depot, Lot 5
640 West Washington Ave., 644 W Washington Ave & 646 W Washington Ave Suite E

Project Name: Madison Train Depot - Sign Package
West Madison Depot, Lot 5
Madison, WI
Parcel# 0709-232-2925-1

Owner: Roger Charley
1230 Regent Street
Madison, WI 53715

Signage Subcontractor: Sign Art Studio
325 W. Front St.
Mount Horeb, WI 53572

Alderman: Mike Verveer

Dear Landmark Commission members,

The proposed sign package is made of tasteful signage that enhances the historic architecture of the buildings and trains that create the West Madison Depot. The property is requesting approval for a new sign package. The property is zoned HIS-L, UMX or Group 2.

The sign types were designed not only for aesthetic appeal, but also to signal the ongoing rejuvenation of the property. The goal of our signage is to create a cohesive dining and retail destination in downtown Madison. Our approach is unique in the sense that we are focusing on updating signs for the Depot as a whole and minimizing individual signs for the tenants. We are providing uniformity to the property.

The sandwich boards that exist on property will be eliminated once this sign plan goes into effect. Tenants will use window graphics to identify the business entries until we are able to

secure the financing for another round of signs. Tenants will be required to follow 31.10(1) for graphics, using now more than 30% of windows.

The current sign package includes various sign types, and each are unique to the sections of the depot.

Letter of Intent:

We have included pictures of the sign package along with details and requirements of sign types and locations.

All signs will meet the dark background light copy requirements.

All new signs will comply with MGO31 and shall require a CDR alteration (status - submitted for final approval)

The exceptions to Chapter 31 sign code, we are asking for, are as follows:

1. The new ground sign proposed on the fence area is 60.98 sq. ft. in net area, whereas this site (4 lanes, 25 mph) would be allowed 32/64 max net area. There is also the approved projecting sign for The Harvey House (41.18 sq. ft.) that would limit the ground sign to only being 12 sq. ft. in net area per 31.08 (3). The existing ground sign will be removed.
2. The wall sign for Madison Train Depot is more than 30% of the signable area. The sign fits the space properly and does have some negative space around the edge.
3. The Parking directional sign meets section 31.044(l) but is submitted for reference as part of the complete package.
4. The wall Sign #2 A&B (train) meets permit requirements but is submitted as a part of the full package. Wall Sign #2 A&B will serve as a template for train signage moving forward. The wall sign is a simple non illuminated graphic and will be limited to 7 sq. ft.
5. It is critical to have the tenant ground sign as well as the previously approved projecting sign for The Harvey House. This property setback from the road and fenced it. The building runs perpendicular to the street and not parallel without the proper signage no one will be able to identify the property. The Harvey House will be the only illuminated sign to see at night. This is a heavy vehicle, bike, and pedestrian traffic area and it is essential that the people can easily and quickly find the property. The projecting sign was already approved by the city.

The sign package provided compliments the historic zoning along with improving the overall sign to on the property and bringing the entire property into compliance. We

believe the size and design of the package is appropriate for the development. It will be essential to direct, guide and mark this property.



City of Madison

SIGN PERMIT

Non-Ground Sign

Building Inspection Division
 Madison Municipal Building, Room 017
 215 Martin Luther King Jr Blvd
 P.O. Box 2984
 Madison WI 53701-2984
 Phone (608)266-4551
 Fax (608)266-6377
 www.cityofmadison.com

| | | | |
|---|--|--|-----------------------------------|
| Permit Date: 5/14/2020 | Permit Number: ZONNGS-2020-00158 | Zoning District: HIS-L; UMX | Parcel: 0709-232-2925-1 |
| Property Located At: 644 W Washington AVE Madison, WI 53703 | | Description of Text and/or Graphics: The Harvey House - letters | |
| Sign Owner Name: Shaina Papach | | Contractor Name/Address: SIGN ART STUDIO 325 W FRONT ST MT HOREB, WI 535721949 | |

| General Information | | | |
|--------------------------------------|----------------------|--|--------------|
| Application Type: New Sign | | Sign Type: Projecting | |
| Sign Area | | | |
| | Net Sign Area | | |
| Box 1 | (2' x 9' 8") x 2 | Signable Area: 0 | |
| Box 2 | (9" x 1") x 2 | Width of Tenant Space/Building: | 60 |
| Box 3 | (6" x 1') x 2 | Total Net Sign Area: | 41.18 |

This permit is issued for the execution of the work indicated. It is hereby agreed that all work will be installed in accordance with all City of Madison Ordinances and department rules relating to such work. Section 31.041(6)--Permits are revocable at any time by the Zoning Administrator.

| FEE SCHEDULE | | |
|-------------------------|-----------|--------------|
| New Non Ground Sign | \$ | 73.00 |
| Total Fee Amount | \$ | 73.00 |
| Paid | \$ | 73.00 |
| Balance Due | \$ | 0 |

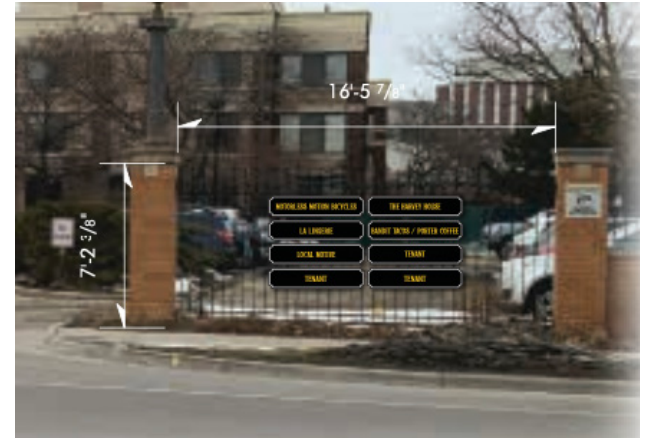
| APPROVALS | | |
|------------------------------|------------|------------------|
| Landmark Commission: | 04/10/2020 | Heather Bailey |
| Approved per associated COA. | | |
| Zoning: | 04/06/2020 | Christina Thiele |
| UDC: | 04/08/2020 | Janine Glaeser |

A COPY OF THIS PERMIT MUST BE ON THE JOB SITE AT ALL TIMES

SIGN INVENTORY & PROPOSED CHANGES

CURRENT SIGNS (OR SITE)

New Ground Sign: Remove La Lingerie Signs & Replace with Cohesive Tenant Signs



Wall Sign #1 - Remove Motorless Motion Sign & Replace with Madison Train Depot Sign



Passenger Depot/Bike Shop Entrance Sign - Stays the same



Existing Ground Sign - Removed



Projection Sign Added to Baggage Claim House



SIGN INVENTORY & PROPOSED CHANGES

CURRENT SIGNS (OR SITE)

PROPOSED SIGNS

Parking Directional Sign



Wall Sign #2a (North, Facing Parking Lot)



Wall Sign #2b (South, Facing Bike Path)



Comprehensive Design Review Criteria

Sec. 31.043(4) (b) Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

We feel that the existing sign package for West Madison Depot, Lot 5, is of high design and unique in sign type. The diversity in signage types and sign locations fits well with the diversity of architecture while highlighting a unique Madison destination for dining, retail and art. We worked with a midwestern artist to create the Madison Train Depot Logo with the intention of creating a sense of place that honors the turn of the century architecture while embracing the future.

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

We feel that the proposed signage plan is necessary due sign location challenges and the diversity of the architecture. The sign will signify a rebirth of West Madison Depot, Lot 5 as a premier destination in Madison with retail, restaurants and a gallery for guests to enjoy.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The proposed sign plan does not violate these stated purposes

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

All signs meet and exceed the minimum construction requirements under Sec. 31.04(5)

Comprehensive Design Review Criteria

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

The sign plan does not include any advertising signs or off premise directional signs

6. The Sign Plan shall not be approved if any element of the plan:

- a. presents a hazard to vehicular or pedestrian traffic on public or private property,
- b. obstructs views at points of ingress and egress of adjoining properties,
- c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
- d. negatively impacts the visual quality of public or private open space.

The proposed sign plan complies with all items in this section.

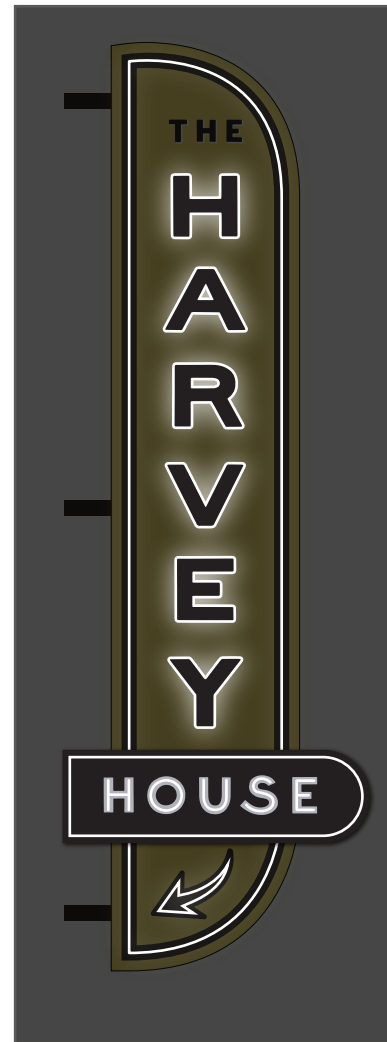
7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

All proposed signage is on private property

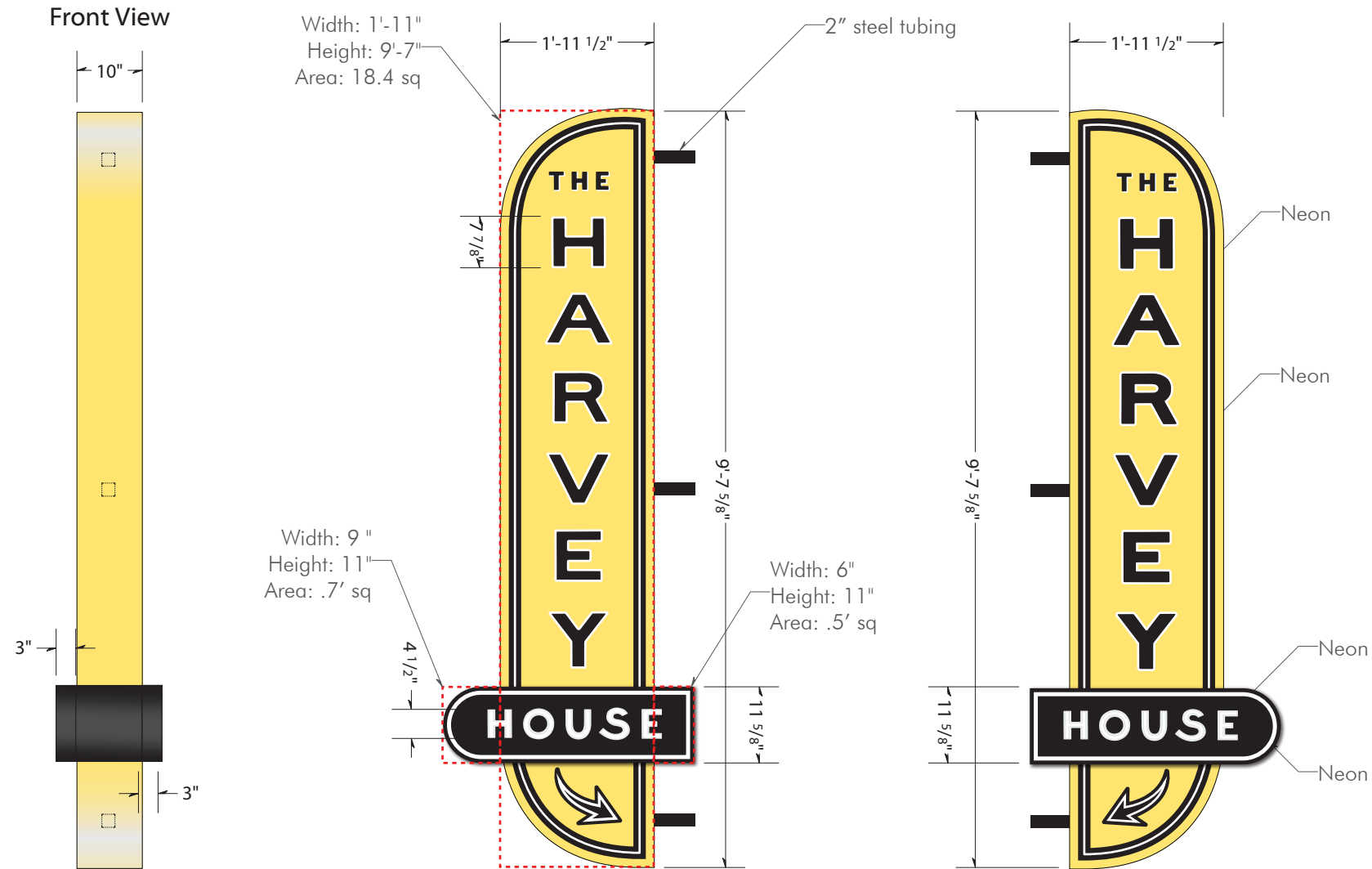
FINISHES:

Double sided blade sign. Aluminum tube frame construction. illuminated with Neon. Satin paint yellow TBD. Black Graphics to be hand painted.

Night View



Front View



makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

SHEET

By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

© The above artwork and or conceptual design, less customer provided artwork or plans, is property of Sign Art Studio and may not be reproduced without written consent .

BS-1



FINISHES:

Double sided blade sign. Aluminum tube frame construction. illuminated with Neon. Satin paint yellow TBD. Black Graphics to be hand painted.

Blade Sign location ●



CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

SHEET

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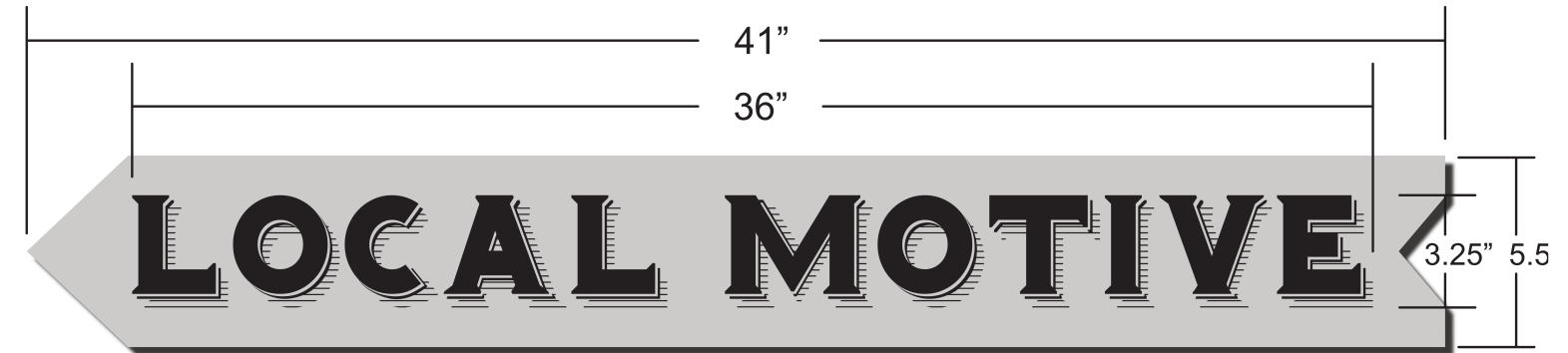
BS-1

Sign creation and installation by:



Directional Sign

Materials: Black vinyl decal on light gray 1/4" fiberglass
Sign post stand 5.5 ft. in height



Wall Sign #2

Materials:
Black/Red vinyl decal
Wrapped directly to train exterior
7 sq.ft. each
14 sq.ft. total

South facing
bike path

North facing
parking lot





KEY NOTES:

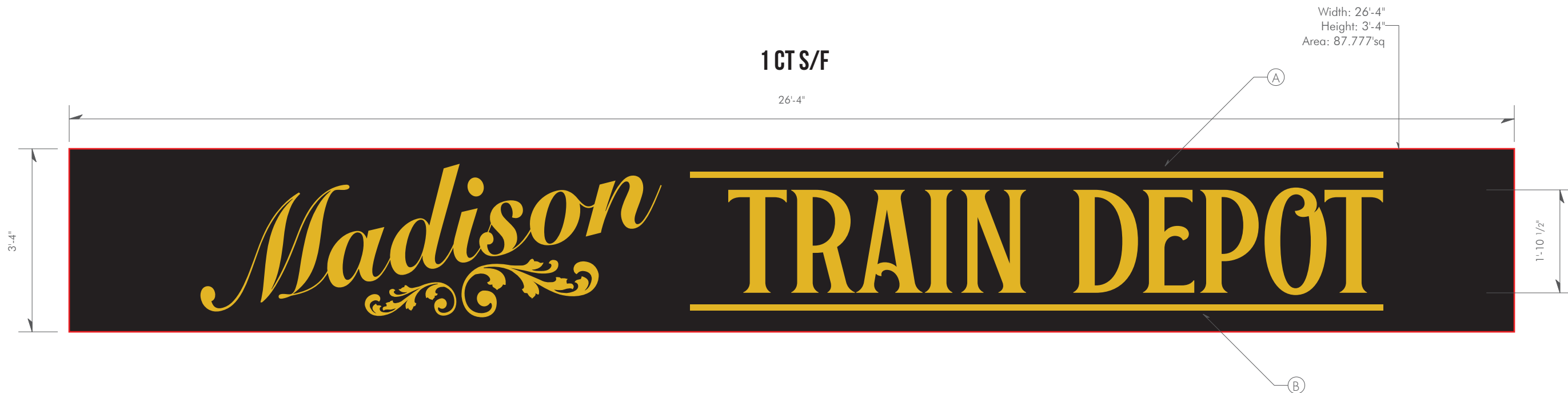
A) Hand painted logo on ACM panel mounted to brick Fascia. Anchors in grout lines only (Historic building)

FINISHES:

- Paint to match sunflower Yellow PMS 7549C
- 100% Black (ACM Panel)

CALCULATIONS:

Box Area: 1 87.777' SQ



CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

SHEET

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WCN1



KEY NOTES:

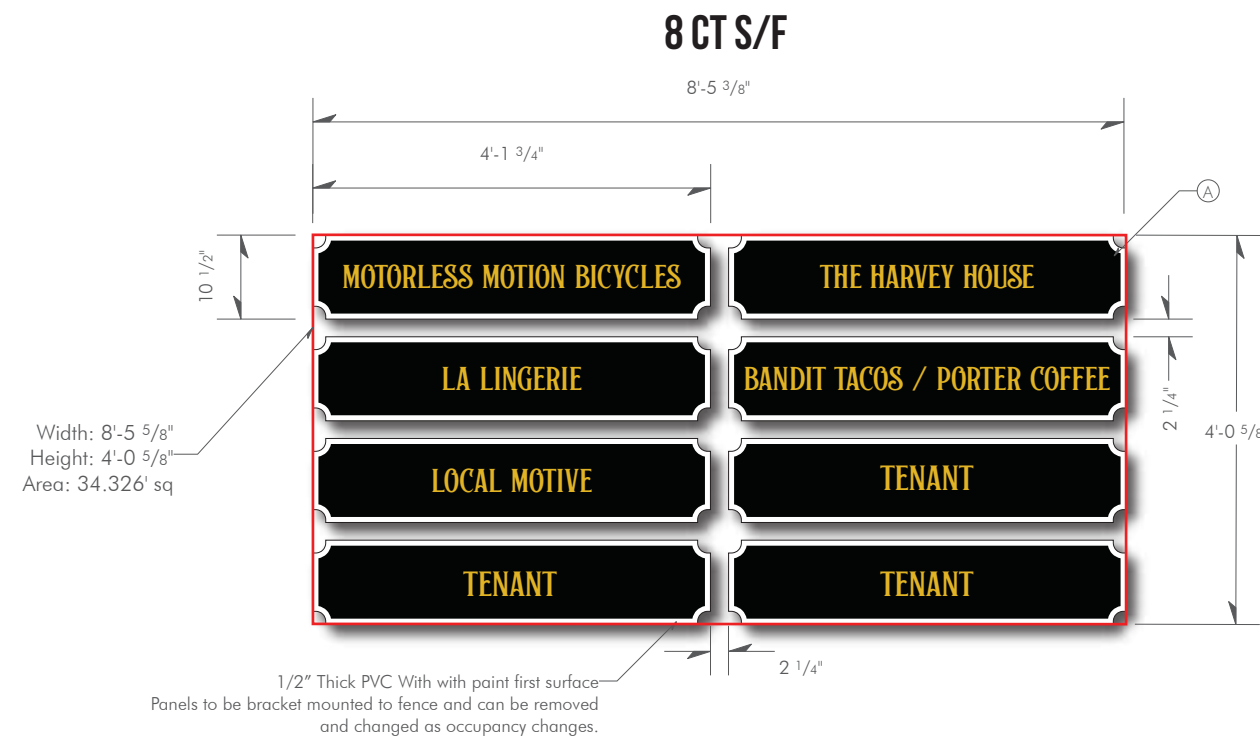
A) 1/2" White PVC Hand paint first surface. Mount securely to existing fence.

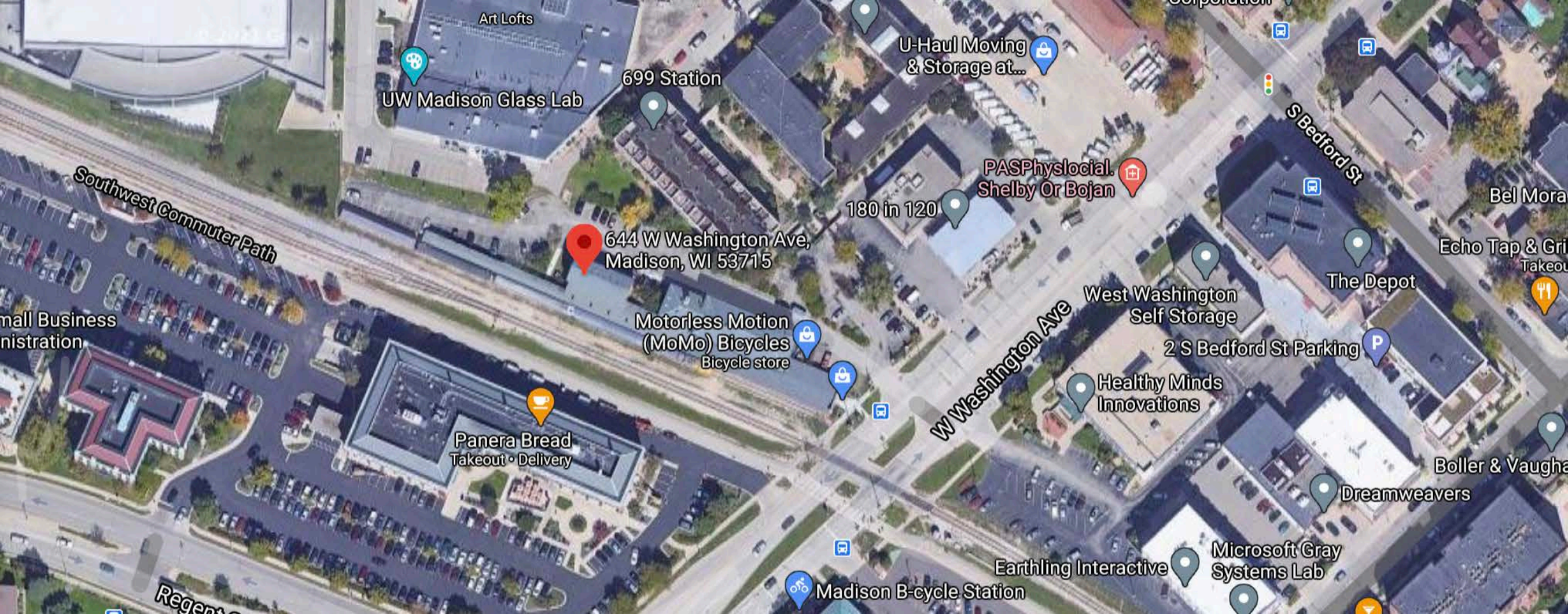
FINISHES:

- Sunflower Yellow PMS 7549C (lettering)
- 100% Black (Background)
- 100% White (PVC Panel)

CALCULATIONS:

Box Area: 34.326' sq





Art Lofts

UW Madison Glass Lab

699 Station

U-Haul Moving & Storage at...

644 W Washington Ave,
Madison, WI 53715

Motorless Motion
(MoMo) Bicycles
Bicycle store

180 in 120

PASPhyslocal.
Shelby Or Bojan

West Washington
Self Storage

The Depot

Small Business
Administration

Panera Bread
Takeout • Delivery

2 S Bedford St Parking

Healthy Minds
Innovations

Echo Tap & Grill
Takeout

Boller & Vaughan

Dreamweavers

Microsoft Gray
Systems Lab

Earthling Interactive

Madison B-cycle Station

Regent

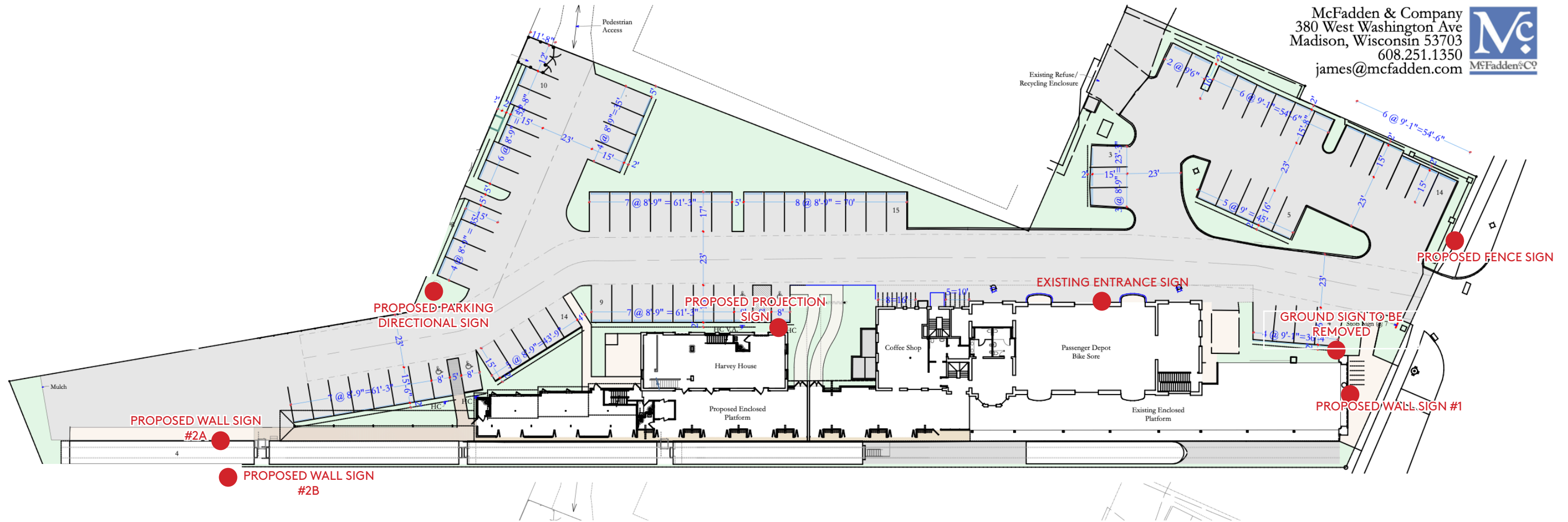
Southwest Commuter Path

W Washington Ave

S Bedford St

MADISON TRAIN DEPOT SITE MAP

McFadden & Company
380 West Washington Ave
Madison, Wisconsin 53703
608.251.1350
james@mcfadden.com





Kaitlin Fischer <kaitlin@theharveyhouse.com>

The Harvey House CDR Package

1 message

Shaina Papach <shaina@theharveyhouse.com>
To: "Verveer, Michael" <district4@cityofmadison.com>
Cc: Kaitlin Fischer <kaitlin@theharveyhouse.com>

Tue, Apr 13, 2021 at 1:24 PM

Hello Mike,

I hope you are doing well!

I wanted to let you know that we will be submitting a sign package for The Madison Train Depot. We are helping put together a more comprehensive sign plan for the whole train station property to help drive traffic and create a more consistent aesthetic.

Please let us know if you have any questions of concerns!

Thanks so much,






Shaina

SHAINA ROBBINS PAPACH
CREATIVE DIRECTOR & CO-OWNER
THE HARVEY HOUSE

C. 608-213-3782
[644 W. WASHINGTON AVE](#)
[MADISON, WIS 53703](#)
[THEHARVEYHOUSE.COM](#)



5 attachments

-  **CDR - Sign Inventory & Proposed Replacements.pdf**
2897K
-  **Madison Train Depot Site Map.pdf**
689K
-  **Madison Train Depot Sign.pdf**
776K
-  **Havey_House_Blade_R2.pdf**
5067K
-  **Local Motive Signs .pdf**
5454K

On Wed, Apr 14, 2021 at 8:05 AM Verveer, Michael <district4@cityofmadison.com> wrote:

Hi Shaina,

Thanks for sharing your proposed sign package. It looks very tasteful, yet practical. Please let me know if you need any assistance with its approval.

I'm really looking forward to your opening. What is your current timeline?

Thanks,

Mike

Michael E. Verveer, Alderperson

Madison Common Council

City-County Building, Room 417

210 Martin Luther King, Jr. Boulevard

Madison, WI 53703

608-266-4071 Office

608-576-4355 Cell

mverveer@cityofmadison.com

cityofmadison.com/council/district4

From: Shaina Papach <shaina@theharveyhouse.com>

Sent: Tuesday, April 13, 2021 1:24 PM

To: Verveer, Michael <district4@cityofmadison.com>

Cc: Kaitlin Fischer <kaitlin@theharveyhouse.com>

Subject: The Harvey House CDR Package

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