



**Project Name & Address:** 924 Williamson Street  
**Application Type(s):** Certificate of Appropriateness for exterior alterations  
**Legistar File ID #** [69436](#)  
**Prepared By:** Heather Bailey, Preservation Planner, Planning Division  
**Date Prepared:** March 1, 2022

## Summary

**Project Applicant/Contact:** Mary Beth Growney Selene, Ryan Signs  
**Requested Action:** The Applicant is requesting that the Landmarks Commission approve a Certificate of Appropriateness for the installation of new signage.

## Background Information

**Parcel Location/Information:** The subject site is located in the Third Lake Ridge Historic District.

### Relevant State Statute Section:

**Wisc SS 62.23(7)(em)2m.** In the repair or replacement of a property that is designated as a historic landmark or included within a historic district or neighborhood conservation district under this paragraph, a city shall allow an owner to use materials that are similar in design, color, scale, architectural appearance, and other visual qualities.

### 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.
- (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.
- 41.23 THIRD LAKE RIDGE HISTORIC DISTRICT.**
- (7) Standards for Exterior Alterations in the Third Lake Ridge Historic District - Parcels Zoned for Mixed-Use and Commercial Use.
    - (a) Any exterior alterations on parcels zoned for mixed-use and commercial use that are located within two hundred (200) feet of other historic resources shall be visually compatible with those historic resources in the following ways:
      - 1. Height
    - (b) Alterations of street façade(s) shall retain the original or existing historical proportion and rhythm of solids to voids
    - (c) Alterations of street facade(s) shall retain the original or existing historical materials.

- (d) Alterations of roof shall retain its existing historical appearance.

## Analysis and Conclusion

The applicant is requesting a Certificate of Appropriateness to install new signage at the commercial structure, constructed in 1967, located at 924 Williamson Street. The new signage will include internally illuminated channel letters covering an area of 33'-9" by 3'. The new signage would span across the signage band area above the two bays of windows on the storefront. The Landmarks Commission reviewed a previous proposal at its January 31, 2022, meeting with the feedback to the applicant for a smaller sized signage area in proportion to the storefront area, a warmer temperature white light, and to reference the 1960s style of signage that would have been typical for this type of building.

The applicant has worked with staff and the new proposal is center on the signage band of the building, will feature LED lighting in the 4000K range (which is a neutral white), and the internally illuminated letters and design are of a font found more typically on 1960s signage, which will be attached to the building at mortar joints rather than disturbing the masonry units.

A discussion of the relevant ordinance sections follows:

**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.

- (3) Signs. The commission shall approve a certificate of appropriateness for signs unless it finds that any of the following are true:
  - (a) The structure was constructed outside of the period of significance for the district, but would be located in the area where most signage is affixed on commercial structures in the district.
  - (b) Signage appears to comply with [Chapter 31](#), MGO;
  - (c) Signage must meet the standards of the Third Lake Ridge Historic District.

**41.23 THIRD LAKE RIDGE HISTORIC DISTRICT.**

- (7) Standards for Exterior Alterations in the Third Lake Ridge Historic District - Parcels Zoned for Mixed-Use and Commercial Use.
  - (a) Any exterior alterations on parcels zoned for mixed-use and commercial use that are located within two hundred (200) feet of other historic resources shall be visually compatible with those historic resources in the following ways:
    - 1. There are no proposed changes to the structure, but the location of the proposed signage is of a comparable height to signage on historic resources within 200 feet.
  - (b) No proposed changes to the rhythm of solids to voids on the street façade.
  - (c) The proposed signage will be installed in the masonry joints and will involve minimal alterations to the existing building materials. Additionally, the style of lettering and location is in keeping with what would be typically found on street signs of the period.
  - (d) No proposed changes to the roof.

## Recommendation

Staff believes that the standards for granting a Certificate of Appropriateness are met and recommends the Landmarks Commission approve the project as proposed.