



Project Name/Address: 722 Williamson Street

Application Type: PUBLIC HEARING Certificate of Appropriateness for new construction, and Certificate of Appropriateness for exterior alteration in Third Lake Ridge Historic District, and adjacent to landmark 744 Williamson, Madison Candy Company.

Legistar File ID # [41937](#)

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Summary

Project Applicant/Contact: Lance McGrath, McGrath Property Group, LLC

Requested Action/Proposal Summary: The Applicant is requesting a Certificate of Appropriateness for new construction and for exterior alteration in the Third Lake Ridge historic district.

Background Information

Parcel Location: The subject site is located in the Third Lake Ridge Historic District

Relevant Landmarks 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.

- (1) New construction or exterior alteration. The Landmarks Commission shall approve a certificate of appropriateness for exterior alteration or construction only if:
 - (a) N/A
 - (b) N/A
 - (c) In the case of exterior alteration or construction on any property located in a historic district, the proposed exterior alteration or construction meets the adopted standards and guidelines for that district.
 - (d) In the case of any exterior alteration or construction for which a certificate of appropriateness is required, the proposed work will not frustrate the public interest expressed in this ordinance for protecting, promoting, conserving, and using the City's historic resources.

41.23 THIRD LAKE RIDGE

- (6) Standards for new Structures in the Third Lake Ridge Historic District - Parcels Zoned for Mixed-Use and Commercial Use. Any new structure on parcels zoned for employment use that are located within 200 feet of other historic resources shall be visually compatible with those historic resources in the following ways:
 - (a) Gross volume
 - (b) Height
 - (c) The rhythm of solids and voids in the street façade(s)
 - (d) The materials used in the street façade(s)
 - (e) The design of the roof

- (f) The rhythm of building masses and spaces
- (7) Standards for Exterior Alterations in the Third Lake Ridge Historic District - Parcels Zoned for Mixed-Use and Commercial Use.
 - (1) Any exterior alterations on parcels zoned for mixed-use and commercial use that are located within 200 feet of other historic resources shall be visually compatible with those historic resources in the following ways:
 - (a) Height
 - (2) Alterations of street façade(s) shall retain the original or existing historical proportion and rhythm of solids to voids
 - (3) Alterations of street facade(s) shall retain the original or existing historical materials.
 - (4) Alterations of roof shall retain its existing historical appearance.

28.144 DEVELOPMENT ADJACENT TO A LANDMARK OR LANDMARK SITE.

Any development on a zoning lot adjoining a landmark or landmark site for which Plan Commission or Urban Design Commission review is required shall be reviewed by the Landmark Commission to determine whether the proposed development is so large or visually intrusive as to adversely affect the historic character and integrity of the adjoining landmark or landmark site. Landmark Commission review shall be advisory to the Plan Commission and the Urban Design Commission.

Analysis and Conclusion

The proposed project includes the exterior alteration of the existing Olds Seed Company Building and the construction of a new building on the north portion of the lot. The exterior alterations to the Olds Seed building include the installation of a covered walkway, removal and replacement of synthetic stucco wall material (EIFS), creation of three openings on the east side elevation at first level, opening of previously infilled openings on side elevation, installation of storefront system on street façade and side elevation, installation of new windows, and masonry repair. The proposed new building minimally touches the rear elevation of the Olds Seed building at the first floor level.

The Visual Compatibility map is attached to this report.

A discussion of the new development standards 41.23(6) follows:

- (a) The gross volume of the proposed building is of a similar gross volume to other buildings in the 200' area, and the design is generally compatible with the other buildings on the north side of Williamson. The volume of the long mass along the bike path/East Wilson right-of-way could be modified to be more visually compatible with the buildings in the 200' area. This modification may include providing a break in the building volume to allow a smaller visual expression of volume.
- (b) The proposed building is taller than the neighboring buildings in the 200' area, but is relatively consistent with the heights. The standard relates to the visual compatibility of the height, not the mathematical calculation of the height.
- (c) The proposed building is located behind the existing Olds Seed building and does not technically have a "street façade" along Williamson Street. There are portions of the proposed new building that are visible from Williamson Street and the rhythm of solids and voids in those portions of the proposed building are generally compatible with the buildings in the 200' area. The public street right-of-way of East Wilson Street exists between Blount and Livingston Streets and could be made into a functioning street in the future. This East Wilson "street façade" has a similar rhythm of solids and voids as the façade visible from Williamson Street.
- (d) The proposed building is located behind the existing Olds Seed building and does not technically have a "street façade" along Williamson Street. There are portions of the proposed new

building that are visible from Williamson Street and the materials used in the visible portions of the proposed building are generally compatible with those used in the buildings and environment within the 200' area. The public street right-of-way of East Wilson Street exists between Blount and Livingston Streets and could be made into a functioning street in the future. This "street façade" has a similar material treatment as the façade visible from Williamson Street.

- (e) The proposed building has a flat roof which is compatible with other buildings in the VRA.
- (f) The rhythm of building masses and spaces created by the construction of the proposed building is compatible with the existing rhythm of masses and spaces within the 200' area. The modification of the volume of the mass in (a) above would assist with the creation of appropriate masses and spaces. The proposed building touches the existing Olds Seed building in a small area on the first level of the rear elevation. This allows the buildings to be separated in the upper stories and provide a space between the masses which is similar to the masses and spaces in the context.

A discussion of the exterior alteration standards 41.23(7) follows:

- (1) The exterior alterations to the Olds Seed building are not going to affect the height.
- (2) Alterations of street façade(s) of the Olds Seed building will retain the original historical proportion and rhythm of solids to voids. The original openings at the first level will be opened to their original size. While the east side elevation is not technically a street façade, it is visible from Williamson Street and contributes to the character of the historic district. The proposed treatment of the east side elevation creates new openings for fenestration. These include three openings at the first level, three paired window openings and three triple window openings.
- (3) Alterations of street facade(s) shall retain the original or existing historical materials. The front elevation drawing (sheet A211) indicates the EIFS will be on the front elevation. Staff believes this is an error and that the masonry façade will be restored. The double hung windows proposed for the front elevation are shown with divided lights. While the east side elevation is not technically a street façade, it is visible from Williamson Street and contributes to the character of the historic district. The drawings indicate that the EIFS will have joints in the surface to express the structural system of the building. It is not clear in the historic photo provided, but some industrial buildings built circa 1900 had an expressed concrete structure with brick infill on the sides and rear. Usually the brick used in the infill was soft and quickly deteriorated resulting in the installation of a stucco coat to protect the brick. The EIFS provides a stucco-like appearance, but the UDC review will likely result in the need to provide a masonry material at the lower level at a minimum. The Commission should discuss alternatives that may be appropriate. Related to the materials, the rendering showing the promenade structure does not show the existing structural brackets. The historic photo of the Olds Seed building shows industrial type windows with divisions and some operable panels. The proposed windows of the front elevation show double hungs with divided lights. The window types are different than the types shown in the historic photo.
- (4) The exterior alterations to the Olds Seed building are not going to affect the roof. The roof will retain its existing historical appearance.

Recommendation

Staff believes the standards for granting the Certificate of Appropriateness for the new construction are met and recommends that the Landmarks Commission approve the request with the following conditions of approval:

1. The Applicant shall investigate providing a break in the volume of the long portion of the building to allow a smaller visual expression of volume and to assist with the appropriate masses and spaces in the historic district.

Staff believes the standards for granting the Certificate of Appropriateness for the exterior alteration are met and recommends that the Landmarks Commission approve the request with the following conditions of approval:

1. The Applicant shall bring material and color samples to the meeting for review.
2. The Applicant shall confirm that the note for EIFS on the front elevation is incorrect and that the existing masonry will be restored.
3. The Applicant shall confirm that the EIFS will have joints indicating the structural system of the building on the side elevations.
4. The Applicant shall confirm that the trusses of the proposed promenade will use the existing structural brackets.
5. The Commission shall discuss the appropriateness of the divided lights in the windows of the front elevation.
6. The Commission shall discuss the appropriate material treatment of the side elevation at the first level in lieu of the proposed EIFS.

Staff recommends that the Landmarks Commission advise the Urban Design Commission and Plan Commission that the proposed development is not so large or visually intrusive as to adversely affect the historic character and integrity of the adjacent landmark site.