



Project Name & Address: 917 Williamson Street

Application Type(s): Certificate of Appropriateness for exterior alterations in the Third Lake Ridge Historic District

Legistar File ID # [67234](#)

Prepared By: Heather Bailey, Preservation Planner, Planning Division

Date Prepared: September 14, 2021

Summary

Project Applicant/Contact: Jeremy Cynkar, Destree Design Architects

Requested Action: The Applicant is requesting that the Landmarks Commission approve a Certificate of Appropriateness for façade updates and installation of signage.

Background Information

Parcel Location/Information: The subject site is located in the Third Lake Ridge Local 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:
 - (a) 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.

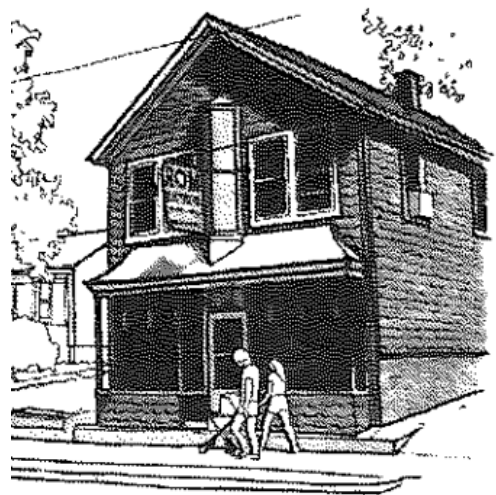
Analysis and Conclusion

The applicant is requesting a Certificate of Appropriateness to repair failing trim, reconstruct the central signage area, replace the midcentury storefront windows, repair and reshingle the storefront roof, add an accessible handrail, and replace shingle siding where necessary. The building was constructed in 1882 by George C Vogel, who was a carpenter and contractor. He originally ran a wagon business in the building and operated his construction business out of this location until 1930. His construction business eventually became Vogel Brothers Building Company.

The signage column was removed at some point in recent history, but had once contained the signage for Badger Electric, which moved into the building in the early mid-twentieth century. When ROM Electric took over the business, they painted over the signage and installed a projecting sign to the front of the column. The current proposal is to reconstruct the historic signage column and then install new signage.



1984 Survey Photo



Williamson Street Walking Tour, p. 26

The other components of the project are to replace failed materials with materials in-kind. The mid-century storefront's windows are failing and would have been installed outside of the period of significance for the structure. The proposal is to replicate the current appearance.

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 size and design of the sign would not adversely affect the historic fabric of the structure or the district and are reconstructing a previous historic signage column.
 - (b) The sign will need to comply with [Chapter 31](#), MGO.
 - (c) The signage will need to comply with the standards for 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:
 - (a) There are no proposed changes to the height.
 - (b) The proposed work will retain the existing proportion and rhythm of solids and voids.
 - (c) The proposed work will retain existing historic materials where possible, and replace in-kind where there is deterioration beyond repair.
 - (d) The roof on the storefront addition will retain its historic appearance.

Recommendation

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