

Regarding: 1525 Williamson Street – Third Lake Ridge Historic District – Exterior alteration for new business “Brew & Grow”. 6th Ald. District
Contact: Jeremy Cynkar
(Legistar #26972)

Date: July 16, 2012
Prepared By: Amy Scanlon, Preservation Planner

General Information:

The Applicant is proposing a project, possibly funded in part by the City Façade Grant Program, which will include the following:

- Modify existing entrance
- Install new lighting
- Replace windows
- Install signage
- Paint the building

Relevant Landmarks Ordinance sections:

33.19(11)(g) Guideline Criteria for Exterior Alteration in the Third Lake Ridge Historic District - Parcels Zoned for Commercial Use.

1. Alterations of the height of any existing structure shall be visually compatible with the buildings and environment within its visually related area.
2. Alterations of the street facade(s) of any existing structure shall retain the original or existing historical rhythm of solids and voids.
3. Alterations of the street facade(s) of any existing structure shall retain the original or existing historical materials.
4. Alterations of the roof of any existing structure shall retain its existing historical appearance.

Staff Comments and Recommendations:

Staff believes the general elements of the design proposal are appropriate for the Third Lake Ridge Historic District and are discussed in more detail below:

1. The height is not being changed.
2. The addition of false doors to the side elevation does not retain the existing rhythm of solids and voids; however, Staff believes that this property is a unique building type within the historic district and the addition of false doors will improve the appearance of the building. Staff notes that the false doors are being applied to the side of the building and are not damaging the wall or making permanent changes to the building.
3. The materials proposed for the new false doors on the side addition and the new false door on the front elevation should fully embrace the existing materials and inherent design vocabulary of the existing building. Staff does not believe the design of the proposed doors shown in the drawings are appropriate and requests more information about the proposed materials. For example, Staff would support a “door” constructed from flush rectangular metal panels with exposed rivets. The proposed stone veneer of the planter box does not retain the existing materials. Similar to the doors, the material used for the planter wall shall fully embrace the existing materials and inherent design vocabulary of the existing building. Staff believes the introduction of a natural

material in an otherwise non-natural design vocabulary is not appropriate. For example, Staff would support a planter wall constructed from glazed industrial brick or metal panel.

4. The roof appearance is not being changed.

Staff understands that this proposal will also be reviewed by the Urban Design Commission where proposed materials and other design issues may be discussed in more detail than allowed by the Landmarks Ordinance. Staff believes that the standards for granting a Certificate of Appropriateness for the exterior alterations can be met and recommends approval by the Landmarks Commission with the following items to be reviewed and once finalized, approved by Staff:

1. The Applicant shall propose a door material that is more compatible with the materials of the existing building.
2. The Applicant shall propose a planter material that is more compatible with the materials of the existing building.