



**Project Name & Address:** 817-821 Williamson Street

**Application Type(s):** Certificate of Appropriateness for new construction in the Third Lake Ridge historic district

**Legistar File ID #** [59708](#)

**Prepared By:** Heather Bailey, Preservation Planner, Planning Division

**Date Prepared:** July 7, 2020

## Summary

**Project Applicant/Contact:** Brandon Cook, John Fontain Realty

**Requested Action:** The Applicant is requesting that the Landmarks Commission approve a Certificate of Appropriateness for the construction of a new mixed-use structure.

## 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.
- (1) New construction or exterior alteration. The Landmarks Commission shall approve a certificate of appropriateness for exterior alteration or construction only if:
    - (a) In the case of exterior alteration to a designated landmark, the proposed work would meet the Secretary of the Interior’s Standards for Rehabilitation.
    - (b) In the case of exterior alteration or construction of a structure on a landmark site, the proposed work would meet the Secretary of the Interior’s Standards for Rehabilitation.
    - (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 HISTORIC DISTRICT.**
- (6) Standards for New Structures in the Third Lake Ridge Historic District - Parcels Zoned for Mixed-Use and Commercial Use. Any new structures 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) Gross Volume.
- (b) Height.
- (c) The proportion and rhythm of solids to voids in the street facade(s).
- (d) The materials used in the street facade(s).
- (e) The design of the roof.
- (f) The rhythm of buildings masses and spaces.

## **Analysis and Conclusion**

At its June 1, 2020, meeting, the Landmarks Commission approved the applicant's request for demolition of the existing building at 817 Williamson and the combination of the lots at 817 and 821 Williamson. They provided feedback to the applicant on the proposed new structure and referred the project to a future meeting for a final decision. The applicant has modified the building design by lowering the cornice on the central bay to mitigate the sense of gross volume on the street façade and changed from a dark to a blond brick. Subsequent to the updated submission, a requirement from Madison Engineering related to the land combination will increase the setback of the building by an additional 1 foot from the street.

Staff believes that the project as submitted meets the standards for new construction in the Third Lake Ridge Historic District. Please see the analysis in the previous staff report. The key issues of concern from the Landmarks Commission at the previous meeting were the height and the gross volume of the building as viewed from the street.

## **Recommendation**

Staff believes that the standards for granting Certificates of Appropriateness for the new construction are met and recommends that the Landmarks Commission approve the proposal.