PLANNING DIVISION STAFF REPORT

October 17, 2016



PREPARED FOR THE LANDMARKS COMMISSION

Project Name/Address:	1148 Williamson Street
Application Type:	Certificate of Appropriateness for exterior alteration
Legistar File ID #	<u>44735</u>
Prepared By:	Amy L. Scanlon, Preservation Planner, Planning Division
Date Prepared:	October 11, 2016

Summary	
Project Applicant/Contact:	Henrique Nardi
Requested Action:	The Applicant is requesting a Certificate of Appropriateness for an exterior alteration involving the installation of a painted mural in the Third Lake Ridge Historic District

Background Information

Parcel Location: The subject site is located in the Third Lake Ridge Historic District on the side of a building that fronts Williamson Street

Relevant Historic Preservation Ordinance Sections:

41.23 THIRD LAKE RIDGE HISTORIC DISTRICT.

- (7) <u>Standards for Exterior Alterations in the Third Lake Ridge Historic District Parcels Zoned for Mixed-Use</u> and Commercial Use.
 - 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.

The Sign Ordinance states:

33.03(2) Rules and Definitions

<u>Mural.</u> A picture illustration or abstract expression containing no commercial message applied directly to and made integral with a wall or window surface.

Analysis and Conclusion

The Third Lake Ridge section of the Landmarks Ordinance does not address the specific type of exterior alteration being requested by the Applicant. Because the mural is being located on a commercial building, it is important that the subject matter of the mural not be interpreted as signage.

Recommendation

Staff believes the concept of a mural on the west wall of the existing building meets the intent of the Landmarks Ordinance and recommends approval of the Certificate of Appropriateness with the following condition of approval:

• To ensure that the design of the mural does not constitute a sign under the Sign Ordinance, Zoning Staff shall review the design of the mural prior to its installation.