

PLANNING DIVISION STAFF REPORT

May 1, 2017

PREPARED FOR THE LANDMARKS COMMISSION



Project Name/Address: 1402 Williamson
Application Type: Certificate of Appropriateness for exterior alteration
Legistar File ID # [46926](#)
Prepared By: Amy L. Scanlon, Preservation Planner, Planning Division
Date Prepared: April 23, 2017

Summary

Project Applicant/Contact: Steve Silverberg, FPB Enterprises LLC

Requested Action: The Applicant is requesting that the Landmarks Commission approve a Certificate of Appropriateness for the exterior alterations which include the replacement of the storefront system and the installation of a light and sign in the Third Lake Ridge Historic District.

Background Information

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

Relevant Historic Preservation 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.
 - (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 of the Madison general ordinances;
 - (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 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

As described in the submission materials, the Applicant is proposing to replace the existing storefront system. The new storefront system introduces a horizontal bar within the windows to create an upper “transom” of obscured/patterned glass with lower clear glass area. This “transom” creates a more traditional appearance of a commercial building.

The Applicant is also proposing the installation of a light and of a sign on the front façade. The light is compatible with the existing building in style and treatment. The installation of the proposed sign will not adversely affect the historic character of the building or historic district.

Recommendation

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

1. The mounting of the sign shall utilize mortar joints for stainless steel fasteners instead of drilling holes the existing brick.
2. The electrical wiring for the lights shall come from within the building and shall not be run on the face of the building in conduit.