



Project Name & Address: 1402 Williamson Street

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

Legistar File ID # [59271](#)

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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 foundation repair and replacement of siding with brick.

Background Information

Parcel Location/Information: The site is located at 1402 Williamson Street 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 Landmarks Ordinance Sections:

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 façade(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 exterior foundation wall on side of building, and remove metal siding that is currently covering a side storefront window on the building and reconfigure that area to match the existing storefront on the primary elevation, but with the side window infilled with brick.

The single-story brick commercial building was constructed in 1923 and originally served as a grocery store. The storefront underwent significant modifications over time and the Landmarks Commission approved the current storefront configuration in 2017. The current proposal will address the side of the building, which is located on a corner lot. The submission includes a narrative describing the work, drawings from the 2017 proposal to show how the proposed Dickinson St. storefront bay would be configured, and pictures of existing conditions.

The proposal would repair the failing concrete foundation on the Dickinson St. side of the building, which is deteriorating due to salt exposure. Loose and damaged areas are to be removed and voids filled with BASF MasterEmaco, which is designed for use on historic masonry. A skim coat will blend the repairs to match the original surface texture of the remaining concrete.

Also on the Dickinson St. side of the building, the proposal is to remove the existing metal siding, which is covering what was once a side storefront window. That wall is used for equipment for the business and they do not wish to re-introduce a window into that space. Instead they are proposing to reconfigure the opening to mimic the storefront bays on Williamson. Instead of filling the newly framed window space with glass, they would infill with brick that is slightly differentiated from the other brick that exists in that space. This would allow a future tenant to reintroduce a window in the future and also allow that side to read as a former storefront space.

A discussion of the relevant ordinance sections follows:

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) No proposed changes to the height of the building.
 - b) The Dickinson St. side of the building is technically a street façade, but it is a secondary elevation. The storefront areas on both street elevations have been significantly modified over time. The proposal would allow the Dickinson St.-facing portion of the former storefront to again read as a storefront space by recreating a recessed “window” opening, which will allow the building to better approximate the historic rhythm of solids and voids on the street façades.
 - c) The foundation repair is only removing failed concrete and replacing it with a similar material. The modification of the Dickinson St.-facing storefront bay will reintroduce historic materials and remove non-historic.
 - d) No proposed alterations to the roof.

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.