



Project Name & Address: 1521 Williamson Street
Application Type(s): Certificate of Appropriateness for exterior alterations
Legistar File ID # [66533](#)
Prepared By: Heather Bailey, Preservation Planner, Planning Division
Date Prepared: July 20, 2021

Summary

Project Applicant/Contact: Gwynne Tyksinski
Requested Action: The Applicant is requesting that the Landmarks Commission approve a Certificate of Appropriateness for the installation of new signage.

Background Information

Parcel Location/Information: The subject site is located in the Third Lake Ridge 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.
- (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](#), MGO;
 - (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 two hundred (200) feet of other historic resources shall be visually compatible with those historic resources in the following ways:
 - 1. 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

The applicant is requesting a Certificate of Appropriateness to install new signage at the commercial structure located at 1521 Williamson St. The new signage will include directional signage on the north and east walls of the structure, a blade sign located under the structural awning on the front of the store. The blade sign would be suspended from a metal rod that would then be attached to the masonry.

The sign package is also being reviewed by the Urban Design Commission for a Comprehensive Design Review in order to meet Zoning standards.

A discussion of the relevant ordinance sections follows:

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.

- (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 and design of the signs would not adversely affect the historic fabric of the structure or the Third Lake Ridge district.
 - (b) The sign package is undergoing Comprehensive Design Review in order to comply with MGO 31.
 - (c) there are no specific standards for signs in the Third Lake Ridge historic district.

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 two hundred (200) feet of other historic resources shall be visually compatible with those historic resources in the following ways:
 - 1. N/A
 - (b) No proposed changes to the historical proportion and rhythm of solids to voids to the street façade.
 - (c) No historic materials are proposed to be removed as part of installing the new signage. However, any new signage should be installed in the masonry joints with stainless steel fasteners so as to minimize any damage to the historic materials of the structure.
 - (d) N/A

Recommendation

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

1. All signage be attached to the building using stainless steel fasteners, installed in the masonry joints