



CITY OF BELOIT

REPORT TO THE BELOIT LANDMARKS COMMISSION

Meeting Date: March 18, 2014

Agenda Item: 4

File Number: COA-2014-01

Applicant: Monahan & Johnson

Owner: Eddy Enterprises LLC

Location: 400 East Grand Avenue

Existing Zoning: CBD-1, Central Business District-Core; WPO, Wellhead Protection Overlay District

Existing Land Use: Office

Parcel Size: .1344 Acre

Request Overview/Background Information:

Manahan & Johnson has submitted an application for a Certificate of Appropriateness (COA) to add three (3) new window signs to the property located at 400 East Grand Avenue. This property is an individually listed Historic Landmark. Section 32.06 of the Historic Preservation Ordinance grants the Landmarks Commission the authority to issue a Certificate of Appropriateness prior to the alteration of designated landmarks.

Consistency with the Historic Preservation Ordinance and Strategic Plan:

This request is consistent with the intent and purpose of the Historic Preservation Ordinance and Strategic Goal #5.

Key Issues:

- The applicant has already installed three (3) new window signs. The applicant has not proposed any other changes to this historic property. These signs are located in the upper insets of the windows facing west towards State Street. These insets are frosted glass.
- When the applicant initially filed the COA, the signs had not been installed. The applicant's sign contractor then "surprised" the applicant by installing the signs without an approved COA or Sign Permit. The contractor has been fined for this action. Staff is recommending a condition of approval requiring the applicant pay an additional \$50 to meet the \$100 filing fee for beginning work prior to an approved COA being issued.
- The first sign is 2' x 7' and reads "A full service law firm since 1893" (Sign 1). The two other signs are 2' x 12' with one reading "Monahan & Johnson" (Sign 2) and the other reading "Attorneys at Law" (Sign 3). These signs are all aluminum and black with yellow gold lettering.
- During the site visit, it was discovered that there is bowing on Sign 1. Also, the joint of Sign 3 does not line up. Staff is recommending a condition of approval that would require the applicant to fix the bowing and joint issues.
- According to the City's Sign Code, all proposed signs are under the sign area and height maximums.
- The City of Beloit's Design Guidelines give various recommendations for signs that are located downtown. These signs meet all of these recommendations including size, color, and type.
- During the Beloit Intensive Survey, the property was classified as an Individual Historic Landmark. A copy of the Intensive Survey Form is attached to this report.
- Section 32.06(5) of the Historic Preservation Ordinance includes general review criteria to be used when evaluating COA applications. The attached COA Checklist evaluates this application against these criteria.
- Section 32.06(5) of the Historic Preservation Ordinance establishes *Specific Review Criteria* to be used in evaluating COA applications. The following criteria are relevant to this application: Scale and Architectural Details
 - The proposed colors, materials, and size are compatible with the original character of this historic property.
- The proposed window signs satisfy the standards of Section 32.06(6)(c) of the Historic Preservation Ordinance.

Sustainability:

- **Reduce dependence upon fossil fuels** – N/A
 - **Reduce dependence on chemicals and other manufacturing substances that accumulate in nature** – N/A
 - **Reduce dependence on activities that harm life sustaining eco-systems** – N/A
 - **Meet the hierarchy of present and future human needs fairly and efficiently** – N/A
-

Staff Recommendation:

The Planning & Building Services Division recommends approval of a Certificate of Appropriateness for new window signs at the property located at 400 East Grand Avenue, based on the standards and criteria contained in the Historic Preservation Ordinance and subject to the following conditions:

1. The applicant shall pay a \$50 fee for beginning work prior to receiving a Certificate of Appropriateness. This shall be paid by **Tuesday, March 25, 2014**. Once this fee is received, the applicant's Sign Permit shall be released.
2. The applicant shall fix/re-install the signs to resolve the bowing on the northern-most sign, Sign 1. The joint on the southern-most sign, Sign 3, shall be adjusted to make the sign flush. These repairs shall be done by **Tuesday, April 8, 2014**. A Sign Permit must be issued prior to these repairs.
3. Any changes or additions to this Certificate of Appropriateness must be reviewed and approved by staff prior to the start of any work. Work done without prior approval will be subject to the issuance of correction orders or citations.

Fiscal Note/Budget Impact: N/A

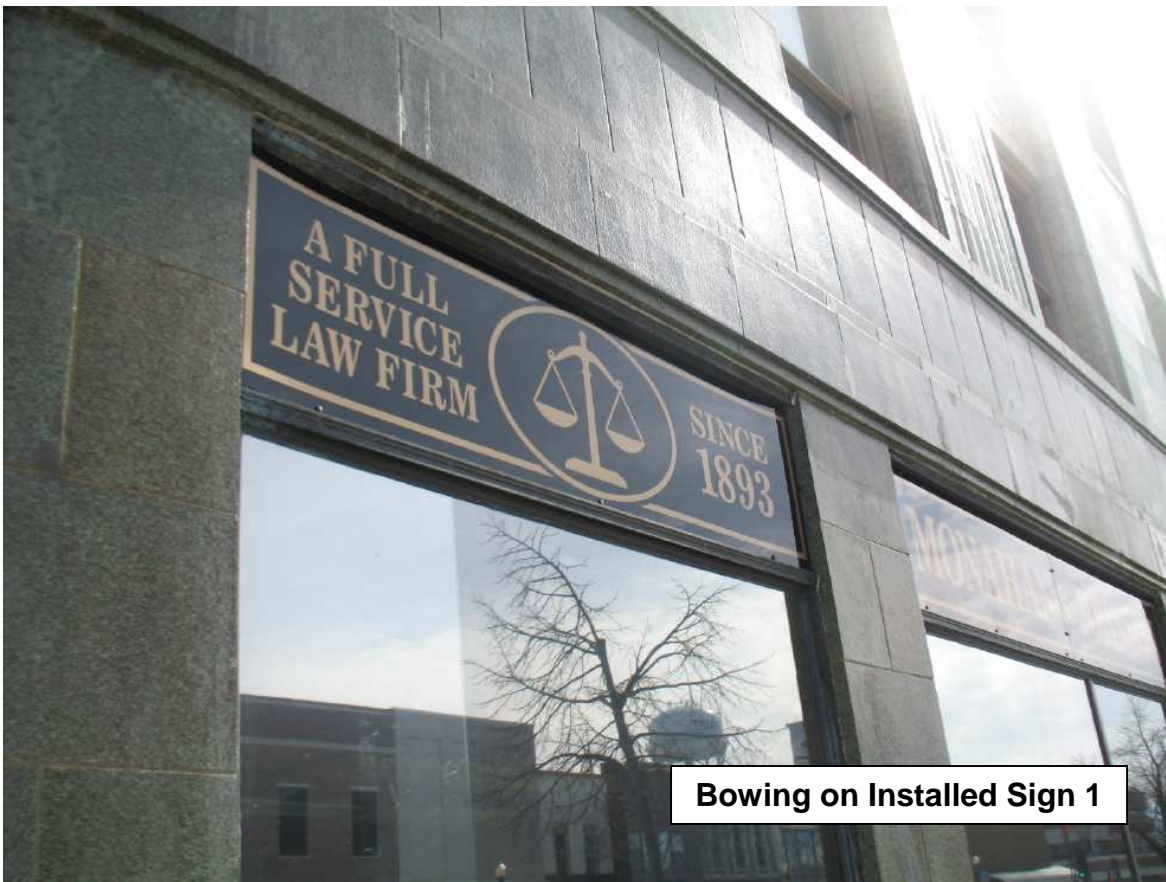
Attachments: Photos, Application, Intensive Survey Form, COA Checklist, and Letter from Applicant.



Window Insets without Signs



Installed Signs



Bowing on Installed Sign 1



Sign Renderings

CITY of BELOIT

PLANNING AND BUILDING SERVICES DIVISION

100 State Street, Beloit, WI 53511

Phone: (608) 364-6700

Fax: (608) 364-6609

CERTIFICATE of APPROPRIATENESS APPLICATION

(Please Type or Print)

File Number: COA-2014-01

1. Address of property: 400 E. Grand Ave
2. Parcel #: 206-13540735 CBA-1:WPO
3. Owner of record: Doug Eddy Phone: 608/751-2325
400 E. Grand Ave. Beloit WI 53511
(Address) (City) (State) (Zip)
4. Applicant's Name: Moranhan (Johnson), S.C.
400 E. Grand Ave. Beloit WI 53511
(Address) (City) (State) (Zip)
608/751-2325 / same /
(Office Phone #) (Cell Phone #) (E-mail Address)

5. Present use of property: _____

6. The following action is requested:

- Approval of COA by Landmarks Commission (projects not listed below)
- Approval of COA by staff: (Check all that apply)
- Roof repair/replacement
- Gutter repair/replacement with historically appropriate materials and in historically appropriate styles
- Private sidewalk and driveway repair/replacement with historically appropriate materials in the same dimensions, placement and orientation
- Installation of historic plaques (residential properties only)
- Chimney repair and tuckpointing according to the Secretary of the Interior standards and in historically appropriate color and design
- Installation of fences
- Storm window/storm door repair or replacement
- Installation of glass blocks in basement window openings

Please continue to #7 (Over)

CERTIFICATE of APPROPRIATENESS APPLICATION (continued)

7. **Description of Project:** Describe each item of the project separately.

Project item: Include existing condition(s) when describing item. Also describe the proposed work, material(s) to be used, and the impact the item would have on existing historic or architectural features of the property. (Attach additional sheets if necessary.)

Three signs made of flat aluminum covering upper window area. One 2 foot by seven foot and two 2 foot by 12 foot per drawing/photo

8. **Attachments:**

- Site Plan of the lot (Please indicate direction of north, dimensions, structures, etc.)
- Sketches, drawings, building and streetscape elevations, and/or annotated photos
- Exterior photos
- Specifications (materials) for the project
- Phased development plan for the project (if proposed in phases)
- Inspection report (required for demolition requests only)
- Cost estimates for all the proposed work
- Other (please explain): _____

9. **Source of Funds:** Please indicate if funds for the project are being secured from any of the following sources:

NHS City of Beloit SHSW Federal

NOTE:

The Beloit Landmarks Commission meets at 7:00 PM on the third Tuesday of the month. Meetings are held in The Forum of Beloit City Hall, 100 State Street. Applications must be filed with the Neighborhood Planning Division by the filing deadline date prior to the next Landmarks Commission meeting.

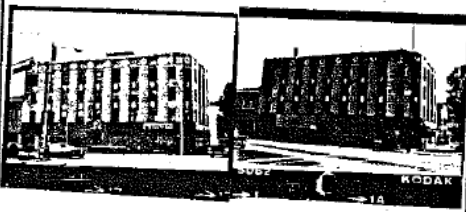
If you have questions or need assistance in completing this form, contact the City of Beloit Neighborhood Planning Division (364-6700).

Nancy A. Crivello , Nancy A. Crivello, 2/21/14
(Signature of applicant) (Print name) (Date)

Review fee: **\$50.00* / \$25.00* if staff approved** Amount paid: \$ 50.00
* Review fees are doubled to \$100.00 and \$50.00, respectively, when work begins prior to issuance of a COA.

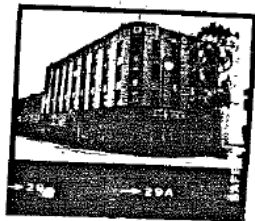
Scheduled meeting date: 3/15/14

Application accepted by: [Signature] Date: 2/21/14

City, Village or Town:		County:	Surveyor:	Date:	Street
1 Beloit		Rock	Richard P. Hartung	July, 1981	
Street Address: 400-404-408 East Grand Avenue			Legal Description:	Acres:	
Current Name & Use: Strong Building--offices and retail stores			Current Owner: Les - Ly mgmt. Co. Tal, Inc. of Beloit		Number 400-404-408
Film Roll No. RO-88, *RO-111, *RO-107			Current Owner's Address: c/o Strong Building - 622 Hill St. Highland Park, IL. 60035		
Negative No. 17, *1, *29			Special Features Not Visible In Photographs:		
Facade Orient. N			Interior visited? <input checked="" type="radio"/> Yes <input type="radio"/> No		Town
2 Original Name & Use: Strong Building - Offices and stores retail		Source C	Previous Owners	Dates	
Dates of Construction / Alteration 1929-1930		Source A, C			
Architect and/or Builder: Oman & Lillienthal		Source B			
3 Architectural Significance <input type="radio"/> Represents work of a master <input type="radio"/> Possesses high artistic values <input checked="" type="radio"/> Represents a type, period, or method of construction <input checked="" type="radio"/> Is a visual landmark in the area <input type="radio"/> Other: _____ <input type="radio"/> None		4 Historical Significance <input type="radio"/> Assoc. with lives of significant persons <input type="radio"/> Assoc. with significant historical events <input type="radio"/> Assoc. with development of a locality <input type="radio"/> Other: _____ <input checked="" type="radio"/> None		Section	
Architectural Statement: <p>The outstanding example of Art Deco architecture in Rock County, the 4 story Strong Building, built in 1929 by Chicago architects Oman & Lillienthal, is distinguished by its glazed terra cotta facade, the sleek verticality of its piers and the remarkable and colorful floral motif which crowns the building. The exterior walls have been reduced to the structural elements: piers run uninterrupted to the cornice while spandrels at each floor are recessed.</p> <p>The verticality of the composition is heightened by the reeding on the piers, and the geometric smoothness of the design is emphasized.</p>		Historical Statement: <p>Built in 1930 by F. M. Strong, the building has served as retail and office space since its construction.</p>		Map Name East Grand Avenue Historic District	
5 Sources of Information (Reference to Above) A Beloit Tax Records, RCHS Archives B Incised on wall at SE corner of structure C Beloit city directories, 1928 and 1930		6 Representation in Previous Surveys <input type="radio"/> HABS <input type="radio"/> NAER <input checked="" type="radio"/> WHIP <input type="radio"/> NRHP <input type="radio"/> landmark <input type="radio"/> other: _____		Map Code EGA 88/17	
		7 Condition <input checked="" type="radio"/> excellent <input type="radio"/> good <input type="radio"/> fair <input type="radio"/> poor <input type="radio"/> ruins			
		8 District: East Grand Avenue Historic Dist. <input checked="" type="radio"/> pivotal <input type="radio"/> contributing <input type="radio"/> non-contributing initials: R date: 8/1/81			
		9 Opinion of National Register Eligibility <input checked="" type="radio"/> eligible <input type="radio"/> not eligible <input type="radio"/> unknown <input type="radio"/> national <input type="radio"/> state <input type="radio"/> local initials: R			

Architectural Statement:

with stylized ornament on the recessed panels. The streamlined "modernity" of the building is evident in the curved corner which races around the city intersection of State and Grand. But the most distinctive feature of the building is the floral motif on the cornice band, in which dramatically oversized daisies cap each pier and make the building not only modern but fanciful.



CITY of BELOIT

Planning and Building Services Division

100 State Street, Beloit, WI 53511

Phone: (608) 364-6700

Fax: (608) 364-6609

CERTIFICATE OF APPROPRIATENESS CHECKLIST

For property located at: 400 East Grand Avenue

GENERAL REVIEW CRITERIA	YES	NO	N/A
Has every reasonable effort been made to provide a compatible use for a property that requires alteration for use other than for its originally intended purpose?			X
Will the applicant retain distinguishing original qualities or character of a building, structure or site? The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.	X		
Is the applicant proposing alterations that have a historical basis, rather than trying to create an earlier or later appearance?			X
Has the applicant recognized and respected changes in the development of a building over time that may have acquired significance in their own right?			X
Has the applicant treated with sensitivity distinctive stylistic features, or examples of skilled craftsmanship that characterize a building, structure or site?	X		
Has the applicant repaired, rather than replaced, deteriorated architectural features, wherever possible? If replacement is necessary, the new material should match the material being replaced in composition, design color, texture and other visual qualities.			X
Has the applicant avoided sandblasting and other cleaning methods that will damage the surface of the historic building?			X
Has the applicant made every possible effort to protect and preserve archeological resources affected by or adjacent to any project?			X
If a contemporary design for alterations and additions is proposed, does this design retain significant historical, architectural or cultural material and is the design compatible with the size, scale, color, material and character of the property and neighborhood?	X		
Are new additions or alterations to buildings done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the building would be unimpaired?	X		

Feb. 25. 2014 4:23PM

Elliott, Monahan & Associates, S.C

No. 4775 P. 2

Jerome Elliott
Terrence T. Monahan
Thomas E. Johnson

ELLIOTT, MONAHAN
& JOHNSON, S.C.

A Full Service Law Firm Since 1893

Legal Assistants:
Lee Ann West
Nancy A. Crivello
Carrie K. Wedel

February 24, 2014

Ms. Stephanie Hummel, Planner
City of Beloit
100 State Street
Beloit, WI 53511

Sent via facsimile & U.S. Mail:
364-6609

RE: Signage

Dear Stephanie:

I am not sure if I dealt with you when I personally filed the application a few weeks ago. Even though I have some knowledge of broad city rules, I did not know that there was a "Individually Listed Historic Property" which required separate handling. I understand that the Landmarks Commission needs to review our application. Unfortunately, the person we hired to prepare the sign and install it acted prematurely and applied the sign before the Landmarks Commission reviewed our application. I believe we have now submitted the necessary documents in time before the March 18, 2014 meeting.

In your email of February 13, 2014, you indicated that we could not install the signs until after the Landmarks Commission meeting. I was gone most of last week and I did not see this rule until it was brought to my attention after my return. Unfortunately, during my absence, the person we hired to design and install the signs, Foss Signs, wanted to "surprise us" by installing the sign without our explicit direction. We were surprised that it was up. At the same time, I do believe that the sign is rather handsome and helps the appearance of the corner downtown. We had no intent to avoid any rules and hope that you can understand our predicament.

I hope that you will understand that we were not intentionally dismissive of the rules. At the same time, it would seem to be vast overkill to require us to take the sign down and put it up again after your meeting of March 18, 2014.

Located in Historic Chester Square
136 West Grand Avenue, Suite 250 • Beloit, Wisconsin 53511
(608) 362-8086 • Fax (608) 362-7880 • e-mail: jelliott@beloitlaw.com


Ms. Stephanie Hummel
February 25, 2014
Page 2

I have been involved in the downtown historic issues for probably 20 years, pre-dating my time on the Council. Our new State Street office will be my 3rd downtown location. I have been involved in other projects downtown, including the renovation and opening of Sud's O'Hanahan's, approximately 15 years ago.

I hope that the totality of our commitment to the downtown and the historical preservation would permit us to resolve this issue with a reasonable and common sense approach.

Thank you, again, for your consideration.

Sincerely,



Terrence T. Monahan
tmonahan@beloitlaw.com

TTM:nc