

# CITY OF BELOIT

## REPORT TO THE BELOIT LANDMARKS COMMISSION

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**Meeting Date:** January 20, 2015      **Agenda Item:** 4      **File Number:** COA-2015-01  
**Applicant:** Matt Stried      **Owner:** Beloit College      **Location:** 700 College Street  
**Existing Zoning:** PLI, Public Lands and Institutions; WPO, Wellhead Protection Overlay District      **Existing Land Use:** College/Museum      **Parcel Size:** 21.2170 Acres

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### Request Overview/Background Information:

Matt Stried has submitted an application for a Certificate of Appropriateness (COA) for a new sign for Wright Museum and Logan Museum at Beloit College, located at 700 College Street. This property is in the Near East Side/College Park Historic District. 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 properties in historic districts.

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### 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.

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### Key Issues:

- The applicant has proposed the replacement of the existing monument sign for the Logan Museum of Anthropology. The new sign will advertise for this institution, as well as the Wright Museum of Art. The sign's location is and will remain near the corner of Bushnell Street and Prospect Street on the Beloit College campus.
- The new sign will be five (5) feet in height and three (3) feet in width. It will be a white, dual-sided aluminum sign. The text color will be blue, similar to the existing sign's color scheme.
- The proposed sign is compliant with the City's Sign Ordinance.
- During the Beloit Intensive Survey, the Logan Museum was classified as a pivotal site in the Near East Side/College Park Historic District. The Wright Museum was classified as a contributing site in the same district. Copies of the Intensive Survey Forms are 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 sign satisfies the standards of Section 32.06(6)(c) of the Historic Preservation Ordinance.

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### 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

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### Staff Recommendation:

The Planning & Building Services Division recommends approval of a Certificate of Appropriateness for a new sign for Wright Museum and Logan Museum at Beloit College, located at 700 College Street, based on the standards and criteria contained in the Historic Preservation Ordinance and subject to the following conditions:

1. A Sign Permit is required prior to installing the sign. A \$25 fee is due for this permit.
2. The proposed sign shall be installed by June 1, 2015.
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.

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**Fiscal Note/Budget Impact:** N/A

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**Attachments:** Photos, Application, Intensive Survey Forms, and COA Checklist.

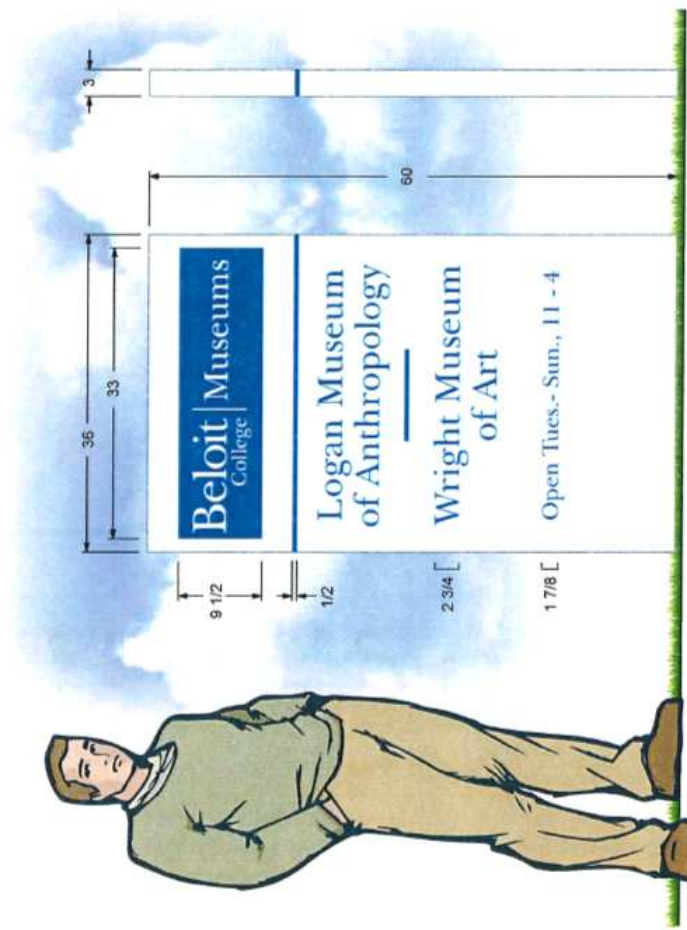


Existing Sign



Sign Location

# POST & PANEL SIGN SPECIFICATIONS :



## Proposed Sign Design

**Scope of Work :** Manufacture and install (1) D/S Post-N-Panel sign.  
**Framing :** Fabricated 3" square aluminum tubing along with 3" channel  
**Face Panels :** .080" aluminum, bonded to face of framing, both sides hand routed flush to tubing.  
**Finish :** Sign primed and painted "Satin White"  
**Graphics :** Graphics to be Gerber opaque "Dark Blue" (220-397), signs double sided (identical graphics each side).  
**\* Accent stripe to run across faces & wrap around sides.**  
**Installation :** Signs installed into 12" dia post holes (42" deep), direct poured concrete.



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JINB SIGNS INCORPORATED 1921 Venture Drive, Suite 1, Janesville, WI 53546 Phone: 1-800-943-7997 Fax: 1-608-754-7892

SALESMAN **Matt Stired** ARTIST **Mike**

CLIENT **Beloit College** JOB SITE **Beloit, WI**

CUSTOMERS SIGNATURE **X** DATE **07-24-13** DRAWING **05593-01**



# 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: MOA-2015-01

1. Address of property: 615/620 Prospect (Wright Museum)
2. Parcel #: 13660330
3. Owner of record: Beloit College Phone: 608-363-2625  
700 College Beloit WI 53511  
(Address) (City) (State) (Zip)
4. Applicant's Name: Matt Stried  
1221 Venture Dr. Janesville WI 53546  
(Address) (City) (State) (Zip)  
608-754-6338, 608-751-6177, mstried@jbsigns.com  
(Office Phone #) (Cell Phone #) (E-mail Address)
5. Present use of property: Museum
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.)

Replace existing monument sign (photo attached)  
with new sign per JNB Signs Drawing #05593-01.  
Sign to be located in same location as  
existing sign -

**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:**

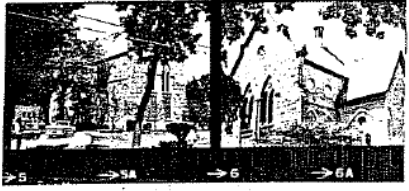
The Beloit Landmarks Commission meets at 7:00 PM on the third Tuesday of the month. Meetings are held in The Forum of Beloit City Hall, 100 State Street. Applications must be filed with the Neighborhood Planning Division by the filing deadline date prior to the next Landmarks Commission meeting.

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


[Signature], Matthew Street 12/3/14.  
(Signature of applicant)      (Print name)      (Date)

Review fee: <b>\$50.00* / \$25.00* if staff approved</b> Amount paid: \$ <u>50.00</u>	
* Review fees are doubled to \$100.00 and \$50.00, respectively, when work begins prior to issuance of a COA.	
Scheduled meeting date: <u>1/20/2015</u>	
Application accepted by: <u>S Hammel</u>	Date: <u>12/9/14</u>

INTENSIVE SURVEY FORM Historic Preservation Division State Historical Society of Wisconsin

1 City, Village or Town: <b>BELOIT</b>		County: <b>ROCK</b>	Surveyor: <b>Richard P. Hartung</b>	Date: <b>July, 1981</b>	Beloit College Campus Memorial Hall		
Street Address: <b>BELOIT COLLEGE CAMPUS Memorial Hall</b>		Legal Description: <b>See ISF--Middle College</b>	Acreage:				
Current Name & Use: <b>Memorial Hall</b>		Current Owner: <b>The Trustees of Beloit College</b>					
Film Roll No. <b>RO-83 *RO-112</b>		Current Owner's Address: <b>700 College Avenue, Beloit, Wisconsin</b>					
Negative No. <b>5, 6 *8</b>		Special Features Not Visible In Photographs:					
Facade Orient. <b>E</b>		Interior visited? <input checked="" type="radio"/> Yes <input type="radio"/> No					
2 Original Name & Use: <b>Memorial Hall</b>		Source <b>A</b>	Previous Owners	Dates	Uses	Source	Town Range Section
Dates of Construction/Alteration <b>1867</b>		Source <b>A</b>					
Architect and/or Builder: <b>Cochrane and Garnsey, Chicago</b>		Source <b>A</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 checked="" type="radio"/> Other: <u>Associated with development of Beloit College</u> <input type="radio"/> None					Map Name Near East Side Historic District
Architectural Statement:  Architecturally significant as one of the finest extant examples of Victorian Gothic architecture in Beloit, Memorial Hall was designed by the architectural firm of Cochrane and Garnsey. It is distinguished by massive walls of heavily rusticated limestone, steeply pitched gables, and pointed arched details. The exterior has never been altered, and the interior has never had significant changes made. Based on an L-shape plan, with two intersecting gabled units, the two story structure, with a basement, is crowned with a thin (over)		Historical Statement:  At the outset, the building was thought of as a memorial housing relics and mementos of the Civil War. In the entry way were installed two grey marble plaques listing the names of the men of both the college and the town of Beloit who died in the Civil War.  When the library holdings of the college grew beyond the confines of the assigned room in Middle College, Memorial Hall was utilized as the library, and (over)					
5 Sources of Information (Reference to Above) <b>A</b> R. H. Irrmann, "Data on Beloit College Buildings," on file at RCHS Archives <b>B</b> Withey and Withey, Biographical Dictionary of American Architects, 1956, P. 130.		6 Representation in Previous Surveys <input type="radio"/> HABS <input type="radio"/> NAER <input checked="" type="radio"/> WIHP <input type="radio"/> NRHP <input type="radio"/> landmark <input type="radio"/> other:					Map Code NES 83/5
<b>C</b>		7 Condition <input checked="" type="radio"/> excellent <input type="radio"/> good <input type="radio"/> fair <input type="radio"/> poor <input type="radio"/> ruins					
<b>D</b>		8 District: <u>Near East Side Historic Dist.</u> <input checked="" type="radio"/> pivotal <input type="radio"/> contributing <input type="radio"/> non-contributing Initials: <u>R</u> date: <u>8/1/81</u>					
<b>E</b>		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: <u>R</u>					
<b>F</b>							
		HP-02-17					

INTENSIVE SURVEY FORM Historic Preservation Division State Historical Society of Wisconsin

1 City/Village or Town: <b>BELOIT</b>		County: <b>ROCK</b>	Surveyor: <b>Richard P. Hartung</b>		Date: <b>July, 1981</b>	Street BELoit COLLEGE CAMPUS Wright Art Center Number Turn Range Section Map Name NES 83/12 Map Code
Street Address: <b>BELOIT COLLEGE CAMPUS Wright Art Center</b>			Legal Description: <b>See ISF--Middle College</b>	Acreage:		
Current Name & Use: <b>Wright Art Center--Museum and Classrooms</b>			Current Owner: <b>Trustees of Beloit College</b>			
Film Roll No. <b>RO-83</b>	 Prints	Current Owner's Address: <b>700 College Street, Beloit, Wisconsin</b>			Special Features Not Visible In Photographs:  Interior visited? <input checked="" type="radio"/> Yes <input type="radio"/> No	
Negative No. <b>12</b>						
Facade Orient. <b>E</b>						
2 Original Name & Use: <b>Theodore Lyman Wright Art Hall</b>		Source <b>A</b>	Previous Owners	Dates	Uses	Source
Dates of Construction/Alteration <b>1929-1930, 1949</b>		Source <b>A</b>				
Architect and/or Builder: <b>Berlin and Swern, Chicago Maurice Webster, Chicago</b>		Source <b>A</b>				
3 Architectural Significance <input type="radio"/> Represents work of a master <input type="radio"/> Possesses high artistic values <input type="radio"/> Represents a type, period, or method of construction <input type="radio"/> Is a visual landmark in the area <input type="radio"/> Other: <input checked="" 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				
Architectural Statement: A red brick building with cast cement trim as cornices, entrances and lintels, the Wright Art Center was the 1929-1930 work of the architectural firm of Berlin and Swern of Chicago; W. E. Armantraut was the designer. Originally designed with a vast interior court rising two stories, it also had a center fountain and a balcony overlooking the courtyard. A remodeling in the 1940's altered the courtyard into two floors and the balcony and fountain were removed. In the arches formerly surrounding the upper walkways, exhibit cases were installed. (over)		Historical Statement: The Wright Art Center was finished in 1930, at a cost of \$143,000, built up from invested funds held over during the World War I years until inflation eased on construction costs. The art center was the dream of Madame Emerson, curator of the collection, and funds were supplemented by gifts from Beloit citizens in memoriam for Theodore Lyman Wright. It was intended as an instructional center in the history of art, some studio work, and also a gallery and museum, and as a center (over)				
5 Sources of Information (Reference to Above) Robert H. Irrmann, "Data on Beloit College Buildings," on file at RCHS Archives Withey and Withey, <u>Biographical Dictionary of American Architects</u> , 1956, pp. 54 and 587.		6 Representation in Previous Surveys <input type="radio"/> HABS <input type="radio"/> NAER <input checked="" type="radio"/> WIHP <input type="radio"/> NRHP <input type="radio"/> landmark <input type="radio"/> other:				
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: <u>Near East Side Historic Dist.</u> <input type="radio"/> pivotal <input checked="" type="radio"/> contributing <input type="radio"/> non-contributing initials: <u>R</u> date: <u>8/1/81</u>				
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: <u>RA</u>						

# *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: 700 College Street

<b>GENERAL REVIEW CRITERIA</b>	<b>YES</b>	<b>NO</b>	<b>N/A</b>
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?			<b>X</b>
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.	<b>X</b>		
Is the applicant proposing alterations that have a historical basis, rather than trying to create an earlier or later appearance?			<b>X</b>
Has the applicant recognized and respected changes in the development of a building over time that may have acquired significance in their own right?			<b>X</b>
Has the applicant treated with sensitivity distinctive stylistic features, or examples of skilled craftsmanship that characterize a building, structure or site?	<b>X</b>		
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.			<b>X</b>
Has the applicant avoided sandblasting and other cleaning methods that will damage the surface of the historic building?			<b>X</b>
Has the applicant made every possible effort to protect and preserve archeological resources affected by or adjacent to any project?			<b>X</b>
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?	<b>X</b>		
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?			<b>X</b>