

## REPORT TO THE LANDMARKS COMMISSION

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**Topic:** Consideration and action for the Near East Side/College-Park Historic District sign replacements – Landmarks Commission Action Item

**Date:** February 20, 2018

**Presenter(s):** Rudy Moreno

**Department:** Community Development

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### Overview/Background Information:

Consideration and action to allow the replacement of the Near East Side Historic District signs with College-Park Historic District signs that display the middle college logo.

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### Key Issues:

- On December 20, 2017, the Landmarks Commission had motioned to layover the Near East Side/College-Park Historic District sign replacements to allow more time for the completion of a final design.
- On October 17, 2017, the Landmarks Commission had motioned to layover the Near East Side/College-Park Historic District sign replacements to allow more time for the completion of a final design.
- On September 19, 2017, the Landmarks Commission had motioned to layover the Near East Side/College-Park Historic District sign replacements to allow improvements the posed logo due to concerns regarding their visibility.
- The applicant has provided a concept design of the middle college logo, as shown in the attachment provided.
- On August 15, 2017, the Landmarks Commission had requested that the Near East Side/College-Park sign change get placed on the September 19, 2017 agenda for consideration and possible action.
- The proposed sign change will replace the current Near East Side Historic District signs with new College-Park Historic District signs that will display the middle college logo. The proposed materials, dimensions, and colors will match the current historical signs. The proposed College-Park signs display National Register of Historic Places; however, this historic district is currently referred to as the Near East Side by the National Register of Historic Places.
- The current signs display name “Near East Side Historic District” as established with the National Register of Historic Places and the Wisconsin Register of Historic Places in 1983.
- This historic district is commonly referred to as “College-Park” due to its proximity to Beloit College and Horace White Park which are two significant historical elements of this district. Many residents feel the name College-Park more accurately conveys the identity of this historic district.
- On March 21, 2017, the Landmarks Commission had motioned that Beloit City Staff submit a request to the Wisconsin and National Register of Historic Places to change the name of the Near East Side Historic District to the College-Park Historic District.
- On May 4, 2017, City Staff had reached out to the Wisconsin Historical Society (WHS) to formally request changing the official name to College-Park. On August 21, 2017, City Staff received a response from WHS; however, there was no indication given on when this request would be reviewed.
- On December 21, 2015, the Beloit City Council authorized the City Manager is authorized to apply for the Visit Beloit Community Improvement Grant in the amount of up to \$7,500 for the purchase of Historic District signage in the City of Beloit.
- In the spring of 2016, the Department of Community Development obtained the funding necessary to finally move forward with the long-awaited project. With funding available, including both a grant from Visit Beloit and a generous donation from Fairbanks Morse, the Landmarks Commission began the process of designing, choosing locations, and purchasing the identification signs for the historic districts.
- The Bluff Street Historic District, Merrill Street Historic District, and Near East Historic District had 18” x 24” signs installed intermittently along blocks and 11” x 36” street sign toppers installed on the existing sign poles at intersections.

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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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**Conformance to Strategic Plan (List key goals this action would support and briefly discuss its impact on the City’s mission.):** N/A

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**Sustainability (Briefly comment on the sustainable long term impact of this policy or program related to how it will impact both the built and natural environment utilizing the four following eco-municipality guidelines.):**

- **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** to allow the replacement of the Near East Side Historic District signs with College-Park Historic District signs that will display the middle college logo, based on the standards and criteria contained in the Historic Preservation Ordinance and subject to the following condition:

1. The replacement signs shall be privately funded.

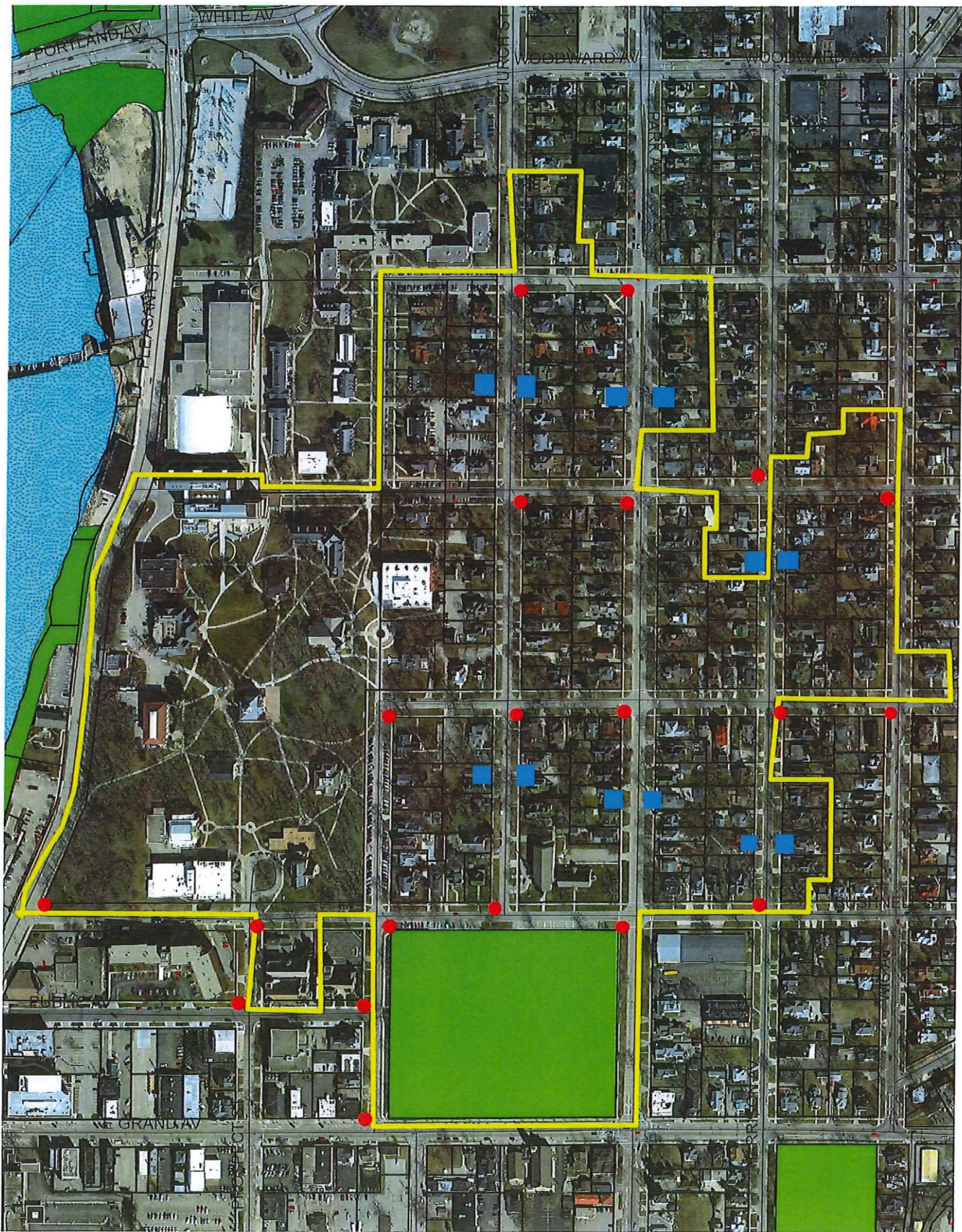
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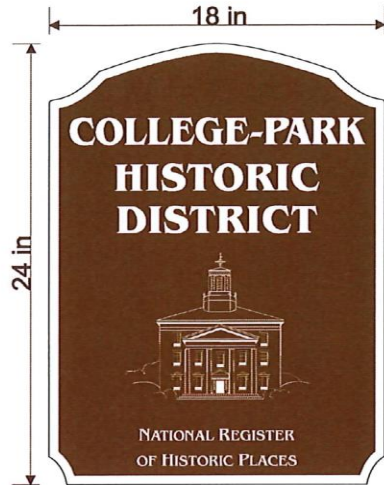
**Fiscal Note/Budget Impact:** N/A

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**Attachments:** Sign Location Map, Proposed Sign Design, Final Logo Design, and Sales Quote

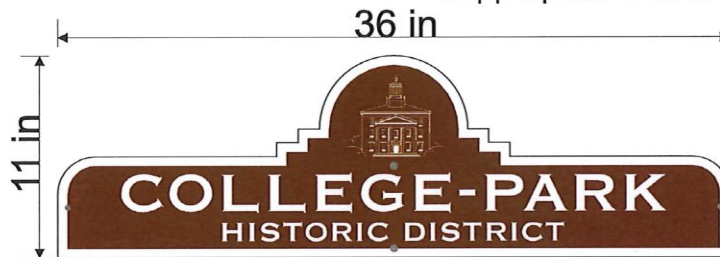
Sign Location Map





18"x24" .080 gauge custom cut,  
w/(2) 7/16" holes 2" in  
C16701405

Font:  
Copperplate Gothic 2"  
Copperplate Gothic 1"



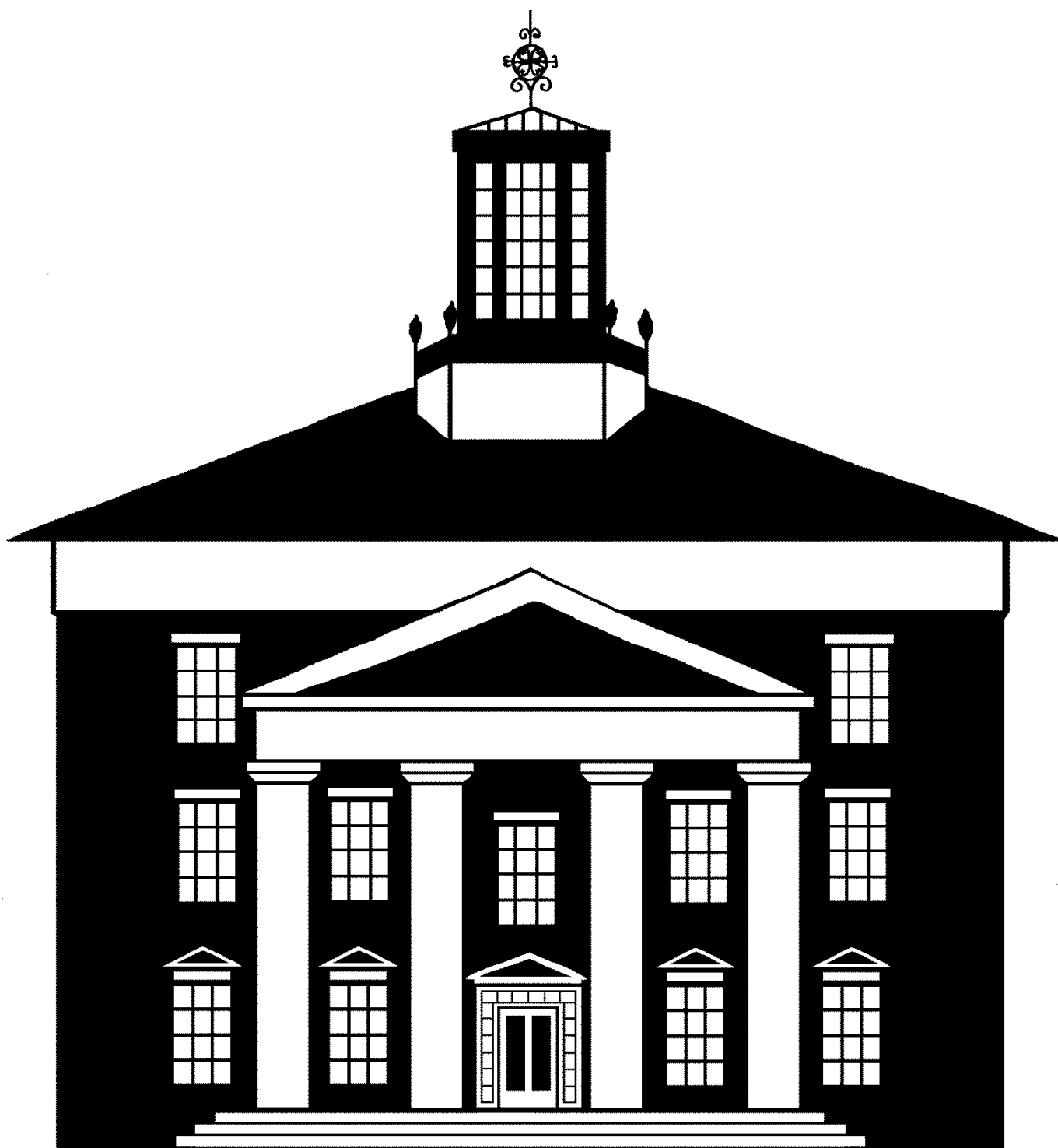
36"x11" .125 gauge custom cut,  
w/(2) 5/16" holes .5" in from sides  
& (2) 7/16" holes .5" and 5" in from bottom  
C1701406

|               |                |
|---------------|----------------|
| Customer      | City Of Beloit |
| Customer #    | C31            |
| Sales order # | SO Q1705276    |
| Sales person  | Aaron G        |
| File name     | Q1705276 .fs   |

By checking "Approves for Production" and signing below, customer agrees to purchase sign as it appears on this artwork proof. Once this approval is received by TAPCO production will begin and any changes and/or cancellations will not be possible.

| Customer...  | date & signature     |
|--|----------------------|
| ... approves for production <input type="radio"/>                              | <input type="text"/> |
| ... requests changes / additions <input type="radio"/> (please describe below) | <input type="text"/> |

Final Logo Design





5100 West Brown Deer Road • Brown Deer, WI 53223  
 Phone (800) 236-0112 • tapconet.com • Fax (800) 444-0331

**SALES QUOTE**

**Customer Copy**

|        |          |
|--------|----------|
| Number | Q1713539 |
| Date   | 9/5/2017 |
| Page   | 1        |

|                                      |   |                  |   |            |           |
|--------------------------------------|---|------------------|---|------------|-----------|
| Sell To<br>Cust.<br>C78528           | College-Park Historic District<br>Bill Dorr<br>836 Church Street<br>BELOIT, WI 53511<br>USA | Ship To<br>Cust. | College-Park Historic District<br>Bill Dorr<br>836 Church Street<br>BELOIT, WI 53511<br>USA |            |           |
| Customer PO #                        | Expires   | Slsp             | Terms   | Freight    | Ship Via  |
| COLLEGE-PARK<br>HISTORIC DISTRICT SI | 10/5/2017   | Aaron Guilbault  | Cash  | PREPAY/ADD | BEST RATE |

| Item   | Description  | Quantity | UM | Price | Extension |
|--------|--|----------|----|-------|-----------|
| 131257 | Sign,18"x24"x.080 Custom Cut HIP White 1 Color<br>College Park Historic District w/ logo | 11       | EA | 36.00 | \$396.00  |
| 131258 | Sign,36"x11"x.125 Custom Cut HIP White 1 Color<br>College Park Historic District w/ logo | 19       | EA | 34.35 | \$652.65  |

Thank you- Aaron Guilbault  
 #920-728-1792  
 aaron@tapconet.com  
 #888-806-8885

Shipment within \_\_\_\_\_  
 Acceptance By \_\_\_\_\_  
 Date \_\_\_\_\_  
 By \_\_\_\_\_

| Merchandise | Freight  | Tax     | Total      |
|-------------|----------|---------|------------|
| \$1,048.65  | \$125.00 | \$57.68 | \$1,231.33 |

For terms and conditions, please visit: <http://www.tapconet.com/terms-and-conditions>