

# CITY OF BELOIT

## REPORT TO THE BELOIT LANDMARKS COMMISSION

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**Meeting Date:** January 19, 2010

**Agenda Item:** 4

**File Number:** COA-2010-01

**Applicant:** Mike Cain, on behalf of  
Beloit College

**Owner:** Beloit College

**Location:** Various

**Existing Zoning:** PLI, Public Lands &  
Institutions District and R-1B, Single-  
Family Residential District

**Existing Land Use:** Institutional

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### Request Overview/Background Information:

Mike Cain, on behalf of Beloit College has submitted a Certificate of Appropriateness (COA) Application to replace the directional signs for the properties located at 717, 722, & 811 Chapin Street; 718, 726, 732, 742, 804, 818, 823, 842, & 905 Church Street; 708 & 724 Clary Street; 609, 613, 619, 631, 635, 647, 700, 829, 837, & 843 College Street; 716 & 717 Emerson Street; and 836 & 842 Park Avenue. These properties are located in the College Park Historic District. Section 32.13 of the Historic Preservation Ordinance grants the Landmarks Commission the authority to issue a COA prior to the installation of permanent signs.

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### Consistency with the Historic Preservation Ordinance and Strategic Plan:

Consideration of this request is consistent with the intent and purpose of the Historic Preservation Ordinance. Consideration of this request supports City of Beloit Strategic Goal #4.

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### Key Issues:

- According to the applicant, Beloit College intends to standardize the directional signs throughout campus. The signs describe the departments, offices, services, and/or activities in each campus building.
- An image of the proposed sign design is attached to this report. The applicant may bring a sample sign to the meeting.
- A photograph of an existing directional sign is also attached to this report.
- The proposed sign is 2 feet wide and 2 ½ feet tall. The majority of the signs will be attached to the buildings.
- 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 the general review criteria included in the Ordinance.
- Section 32.06(5) of the Historic Preservation Ordinance establishes *Specific Review Criteria* to be used in evaluating COA applications. The following criterion is relevant to this application:
  - (1) *Architectural Details:* Architectural details, including materials, colors and textures, should be treated so as to make a landmark compatible with the original architectural style or character of the landmark in the historic district.
    - The proposed sign is compatible with the styles of the historic structures and the character of the historic district.
- Section 32.06(6) of the Historic Preservation Ordinance states that the Landmarks Commission may grant a COA if it determines that the proposed construction, reconstruction, or exterior alteration conforms to the objectives and design criteria of the historic preservation plan for the City and district. Staff believes that the proposed actions, subject to certain conditions, satisfy the standards of Section 32.06(6)(c).

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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** – The preservation and enhancement of historic structures reduces dependence upon fossil fuels by capitalizing on the embodied energy that is present in these structures. Our historic districts are compact, walkable neighborhoods that were developed when walking was a primary mode of travel.
- **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 Neighborhood Planning Division recommends ***approval*** of a Certificate of Appropriateness to replace the directional signs for the properties located at 717, 722, & 811 Chapin Street; 718, 726, 732, 742, 804, 818, 823, 842, & 905 Church Street; 708 & 724 Clary Street; 609, 613, 619, 631, 635, 647, 700, 829, 837, & 843 College Street; 716 & 717 Emerson Street; and 836 & 842 Park Avenue, based on the standards and criteria contained in the Historic Preservation Ordinance and subject to the following conditions:

1. Prior to installation, the applicant shall obtain an Architectural Review Certificate from the Neighborhood Planning Division.
2. The signs may not exceed five (5) square feet in area.
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 of Proposed Sign & Existing Sign and COA Checklist.



# *CITY of BELOIT*

## **Neighborhood Planning Division**

100 State Street, Beloit, WI 53511

Phone: (608) 364-6700

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<b>CERTIFICATE OF APPROPRIATENESS CHECKLIST</b>
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**For property located at:** 717, 722, & 811 Chapin Street; 718, 726, 732, 742, 804, 818, 823, 842, & 905 Church Street; 708 & 724 Clary Street; 609, 613, 619, 631, 635, 647, 700, 829, 837, & 843 College Street; 716 & 717 Emerson Street; and 836 & 842 Park Avenue

<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>		