

CITY OF BELOIT

REPORT TO THE BELOIT LANDMARKS COMMISSION



Meeting Date: December 20, 2011

Agenda Item: 5

File Number: COA-2011-30

Applicant: City of Beloit

Owner: City of Beloit

Location: 825 E. Grand Avenue

Existing Zoning: PLI, Public Lands and Institution

Existing Land Use: Parks Land

Parcel Size: 8 Acre

Request Overview/Background Information:

The City of Beloit has submitted an application for a Certificate of Appropriateness (COA) for a new official sign at Horace White Park. The subject property is located in the College Park Historic District and is bounded by Grand Avenue to the south, College Street to the west, Bushnell to the north, and Park Avenue to the east. Horace White Park is classified as a contributing site within 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 construction and/or placement of permanent signs within a Historic District.

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.

Key Issues:

- Horace White Park is the oldest public park in the City of Beloit. Formally named Public Square, its name was changed to honor Dr. Horace White and his son; both played a vital role in Beloit's history. See the attached Intensive Survey Form for more detailed information.
- The former official sign at the intersection of Grand Avenue and Park Avenue was mistakenly replaced without approval from the Landmarks Commission.
- The former official sign was constructed of wood; the new official sign is constructed of composite plastic.
- Section 32.13 of the Historic Preservation Ordinance requires official approval from the Landmarks Commission before the construction and/or placement of permanent signs within any historic district, landmark or landmark site. This provision also specifies all signs are subject to the Outdoor Sign Ordinance (Chapter 30) and the requirements of the property's zoning district.
- Section 30.29(a) of the Outdoor Sign Ordinance defines an Official Sign as, "...an outdoor sign erected on public property by a public body or public official having jurisdiction in the City of Beloit.
- Section 30.29(2)(c) of the Outdoor Sign Ordinance does not require Official Signs to meet the design requirements of the Outdoor Sign Ordinance or other requirements within the zoning district (e.g. sign area, sign height, number of signs, setbacks, or time limits).
- Within the provisions of Section 32.06(5) of the Historic Preservation Ordinance the official sign is classified as "hardscape landscaping" which requires specific review and approval by the Landmarks Commission.
- 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. Only three of the ten general review criteria apply in this case.
- 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:
 - (1) *Landscaping: Compatibility. Landscaping should first be compatible with the architectural character and appearance of the landmark itself and then, if necessary, with other surrounding structures and landscapes in the historic district.*
 - The official sign is compatible with the landmark site itself and, surrounding landscapes and structures within the College Park Historic District.
 - (2) *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 City has installed a 60” by 48” custom laminated double sided sign that has a beige background with green trim. The City’s logo and text are engraved. The sign is mounted on two green 4x4 double posts that are 8’ and 7’ high. However, when sign post are mounted in the ground they stand at 5 feet and 6 inches and 4 feet and 6 inches respectively.
- Section 32.06(6) of the Historic Preservation Ordinance states that the Landmarks Commission may grant a COA if it determines:
 - In the case of a landmark or landmark site, the proposed work would not detrimentally change, destroy, or adversely affect any exterior architectural feature of the improvement upon which the work is to be done.
 - In the case of the construction of a new improvement upon a landmark site, the exterior of such improvement would not adversely affect or would harmonize with the external appearance of other improvements on such site.
 - In the case of any property located in an historic district, 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 satisfy the standards of Section 32.06(6)(b).

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

Staff Recommendation:

The Neighborhood Planning Division recommends ***approval*** of a Certificate of Appropriateness to install an official sign at the intersection of Grand Avenue and Park Avenue for the property located at 825 E. Grand Avenue (Horace White Park), based on the standards and criteria contained in the Historic Preservation Ordinance.

Fiscal Note/Budget Impact: N/A

Attachments: Application, Intensive Survey Form, Location & Zoning Map, Photographs, Applicant Attachments, and COA Checklist.

CITY of BELOIT

NEIGHBORHOOD PLANNING 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-2011-31

1. **Address of property:** Horace White Park @ 825 E. Grand Avenue, Beloit, WI 53511
2. **Parcel #:** 13660075
3. **Owner of record:** City of Beloit Phone: (608) 364-6600
100 State Street Beloit WI 53511
(Address) (City) (State) (Zip)
4. **Applicant's Name:** Brian Ramsey, Director of Parks & Leisure Services
2351 Springbrook Court Beloit WI 53511
(Address) (City) (State) (Zip)
(608) 364-2919 / (608) 751-1725 / ramseyb@ci.beloit.wi.us
(Office Phone #) (Cell Phone #) (E-mail Address)
5. **Present use of property:** City Park

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.)

Replacement of existing park signage. New signage will be consistent and formatted the same as all other new city park signs as approved by the Parks & Recreation Commission and authorized as a Capital Improvement Project by the City Council. All new park signs are made out of recycled material and are highly resistant to graffiti; also conforms to city's strategic plan regarding the use of sustainable practices.

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): Cost of this sign @ \$1,845, not including landscaping

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).

Brian Ramsey / BRIAN RAMSEY / 11/18/11
(Signature of applicant) (Print name) (Date)

Review fee: \$50.00* / \$25.00* if staff approved Amount paid: \$ N/A


* Review fees are doubled to \$100.00 and \$50.00, respectively, when work begins prior to issuance of a COA.

Scheduled meeting date: _____

Application accepted by: Michael D. Lofton II

Date: 11/21/11

INTENSIVE SURVEY FORM Historic Preservation Division State Historical Society of Wisconsin

City, Village or Town: 1 BELOIT		County: ROCK	Surveyor: Richard P. Hartung	Date: July, 1981	Street Horace White Park	
Street Address: Horace White Park (Bounded by E., Grand, College, Bushnell and Park)		Legal Description:	Acreage: 8.0			
Current Name & Use:			Current Owner:		Number	
Film Roll No. RO-118		Current Owner's Address:				
Negative No. 4-8		Special Features Not Visible In Photographs: See also panoramic series of photos for Near East Side Historic District, RO-117/24-27 & 35-36				
Facade Orient. N.A.		N.A. Interior visited? <input type="radio"/> Yes <input type="radio"/> No				
Original Name & Use: 2 Public Square		Source A	Previous Owners	Dates	Uses	Town
Dates of Construction /Alteration 1837-		Source A, B				Range
Architect and/or Builder:		Source				
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				Section
Architectural Statement: N.A.		Historical Statement: The former public square, now Horace White Park, remains the largest and most visible open space in the older portion of Beloit.				Map Name Near East Side Historic District
5 Sources of Information (Reference to Above) A Kelsou Survey, Beloit College Archives		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 118/4
B Beloit City Council Proceedings, 1882 to Date		7 Condition <input type="radio"/> excellent <input checked="" type="radio"/> good <input type="radio"/> fair <input type="radio"/> poor <input type="radio"/> ruins				
C		8 District: Near East Side Historic Dist. <input type="radio"/> pivotal <input checked="" type="radio"/> contributing <input type="radio"/> non-contributing initials: <u>ea</u> date: <u>2/1/81</u>				
D		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>e</u>				
E						
F						

Location & Zoning Map



825 E. GRAND AVENUE (HORACE WHITE PARK)

COA-2011-31



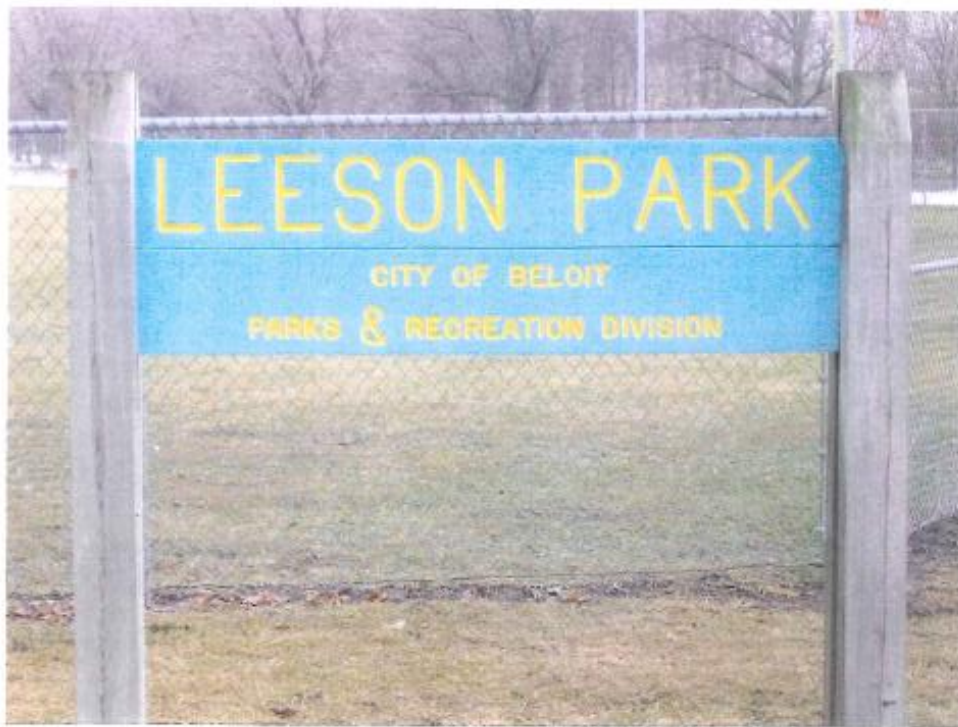
1 inch = 197 feet
0 100 200 Feet
0200 80120

Legend

-  Zoning District
-  Parcels

Map prepared by: Michael D. Lofton II
Date: December 6, 2011
For: Landmarks Commission
Date of Aerial Photography: April 2011

NEIGHBORHOOD PLANNING DIVISION



Style of previous sign in Horan White Park



CUSTOMER NAME: CITY OF BELOIT
SALES ORDER # PBO-3
SALES EXECUTIVE: GARY
DRAWN BY: STEPHANIE

ORDER DATE: 8/9/11
PROMISE SHIP DATE: NONE
PROOF DATE: 8/10/11

COLOR OF SIGN	003- BEIGE WITH GREEN		1:20
SIZE OF SIGN	80" X 48"	DOUBLE SIDED (Y/N)	YES
ORDER QUANTITY	1 OF EACH	LOGO (Y/N)	YES
MATERIAL THICKNESS	5/8"	ENGRAVED / DECAL	ENGRAVED
TRIM - EDGE/INSET	INSET	DECAL SIZE	N/A
SPIKES (Y/N)	N/A	RESIN POURED (**Y/N)	NO
PREDRILLED (Y/N)	NO	RESIN COLORS	N/A
TABS NEEDED (Y/N)	YES 26" TABS		

SPECIAL INSTRUCTIONS:



Customer Approval

By approving the above layout for production the customer is approving the layout, spelling, colors and any other modifications that are shown or described. Orders cut to this layout are non-returnable. Delivery is 4-5 weeks after receipt of approval.



W248 N5499 Executive Dr.
Sussex, WI 53089
Ph 888-868-6297
Fax 888-868-7184

max-R.SALES ORDER

Date	S.O. NO.
8/12/2011	59254

Name / Address	Ship To :
City of Beloit Attn: Brian Ramsey 2351 Springbrook Ct. Beloit, WI 53511	City of Beloit POSSIBLE CUSTOMER PICK-UP

P.O. No.	Rep	SM - Ref -Taken	Ship Via	Terms	Customer ID/ XXXX
INVOICE	7MRGS	GS-WRA10-GS	*Prepaid & Add	1/3 DOWN, 1/3 P...	
MR Item	Description	QTY	Unit Price	Amount	
999-5201	Beige w/ Green 60"x48" -Custom Laminated DOUBLE Sided Sign Engraved Text, Engraved Trim and Sign Tabs for Post Mount Engraved REPEAT Logo / CC17-17 shape (1) HORACE WHITE PARK (1) RHODES ARBORETUM (1) FREEMAN PARK (1) SUMMIT PARK Inset trim / Tabs for dado mount	4	1,325.00	5,300.00	
304-410-004	GREEN DOUBLE POST SIGN MOUNT 4x4 BEVELED CUT, 8" AND 7" POST SIZES DADO FOR TAB MOUNT ON 8" POST	4	520.00	2,080.00	
999-5201	Beige w/ Green 48"x36" -Custom Laminated DOUBLE Sided Sign Engraved Text, Engraved Trim and Sign Tabs for Post Mount Engraved REPEAT Logo / CC17-17 shape (1) RIVERSIDE PARK WEST Inset trim / Tabs for dado mount	1	873.00	873.00	
304-410-004	GREEN DOUBLE POST SIGN MOUNT 4x4 BEVELED CUT, 8" AND 7" POST SIZES DADO FOR TAB MOUNT ON 8" POST	1	520.00	520.00	
PREPAYMENT REQUIRED ON NEW ACCOUNTS UNDER \$1000, 50% REQUIRED ON NEW ACCOUNTS OVER \$1000 50% REQUIRED ON EXISTING ACCOUNTS OVER \$2000 PROGRESS BILLING IS REQUIRED ON ANY ORDER OVER \$20,000. 100% REQUIRED ON ALL INTERNATIONAL ACCOUNTS				Subtotal	
				Sales Tax (0.00)	
				Total	



NEW PARK SIGN: FACING WEST ↗ & FACING EAST ↘



CITY OF БЕЛОIT
DPW – PARKS & LEISURE SERVICES DIVISION
DEPARTMENTAL CORRESPONDENCE

TO: Drew Pennington, Principal Planner
Landmarks Commission

FROM: Brian Ramsey, Director of Parks & Leisure Services
DATE: November 18, 2011



RE: HORACE WHITE PARK SIGNAGE

First, I'd like to extend my apologies to the Landmark Commission for what appears to be an oversight in the process of seeking appropriate authorization to install a new sign in Horace White Park. In review of your letter (dated 9/23/11) which authorized the installation of 16 other new park signs in various city parks within the City of Beloit, I inadvertently misinterpreted this information. I was under the impression that all new park signs had been approved and therefore directed parks staff to install the signage as our last phase of a three-year Capital Improvement Project.

Through the Parks & Leisure Services Division, we have developed and presented a Capital Improvement Plan to enhance our park system by creating a new park signage program and through this program we have purchased and installed 43 new park signs at a cost of over \$75,000 in over the past three years. The purpose of this program was to implement new park signage in all of our city parks that were of similar style, design, and color that would be easily be recognizable by the public, enhance our parks, and identify each park site as a Beloit City Park. In my opinion, we have had a great amount of success with this program and have received rave reviews from the majority of constituents. In fact, to date, this is the first objections I believe we have had to any of these signs.

Obviously, based upon the historical nature of Horace White Park, this new sign may not meet the appropriate historic styles and/or design of the origin of the park. However, the Parks & Leisure Services Division is very aware of the desires of the Landmark Commission and agrees with its interest to recreate this park to depict a style of that of the Turn-of-the 19th Century Park setting. With that in mind, from 2008-2009, we met with a neighborhood citizens group which assisted us in developing a renovation plan for this park site. To date we have followed that plan and with the assistance of the City Engineering Department we have installed new period lighting, and more recently upgraded the sidewalk treatments at each corner of the park. The overall design for renovating this park site is quite significant and I'm confident that it will meet with the satisfaction of the Landmark Commission, but unfortunately, currently there are no funds available to implement this plan, which would include new period signage along Bushnell. Until the memorial signage can be funded and implemented in the park, we still need some form of signage to designate the park and we believe this to be a better choice than the previous sign.

Even though I do not have a picture of the previous sign, I have included one of a similar nature that previously existed in Leeson Park and was also replaced with one of your new park signs. I hope that the Landmark Commission will recognize our attempts to maintain the park setting as a 19th Turn of the Century Park and that we may all look forward to future park enhancements and improvements as funding becomes available. Until then, I hope that you will accept the new park sign as an improvement and allow it to remain in the park as originally requested. Thank you for your consideration!

2011 NEW PARK SIGNS - PHASE III

PARK SITE	PARK CLASSIFICATION	SIZE	STYLE	BORDER INSET TRIM	SIGN COLOR	POST COLOR	ALL SIDE MOUNTING	W/TABS	LETTER HEIGHT	DOUBLE SIDED	LOGO	QUANTITY
KRUEGER PARK	Community	72" x 48"	CC17-17	Yes	003	A Green		Yes	TBD	Yes	Yes	1
LEESON PARK	Community	72" x 48"								No		2
HORACE WHITE PARK	Neighborhood	80" x 48"								Yes		1
HORACE WHITE PARK	Neighborhood	48" x 36"								Yes		2
RHODES ARBORETUM	Neighborhood	60" x 48"								Yes		1
FREEMAN PARK	Neighborhood	60" x 48"								Yes		1
SUMMIT PARK	Neighborhood	60" x 48"								Yes		1
RIVERSIDE PARK WEST	Mini-Park	48" x 36"								Yes		1
TURTLE CREEK CANTERBURY TRAIL	Special Use	48" x 36"								No		1
TURTLE CREEK DEERFIELD TRAIL	Special Use	48" x 36"								No		2
TURTLE CREEK ARROWHEAD TRAIL	Special Use	48" x 36"								No		1
TURTLE CREEK MOCCASIN TRAIL	Special Use	48" x 36"								No		2
OAKWOOD CEMETERY	Special Use	48" x 36"								No		1
OAKWOOD CEMETERY	Special Use	72" x 48"								Yes		1
EASTLAWN CEMETERY	Special Use	72" x 48"	CC17-17	Yes	3	A Green		Yes	TBD	No	Yes	1

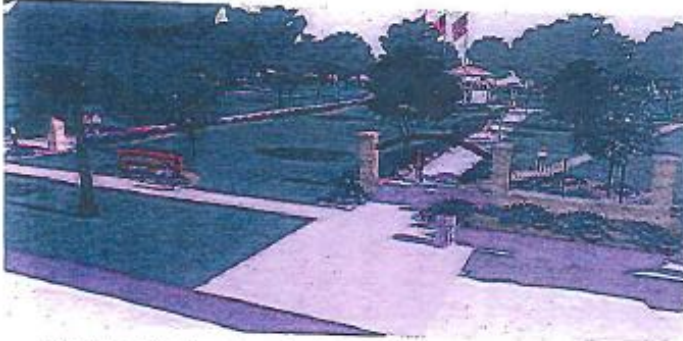
Revised: 7/28/2011
B. Ramsay

TOTAL = 19

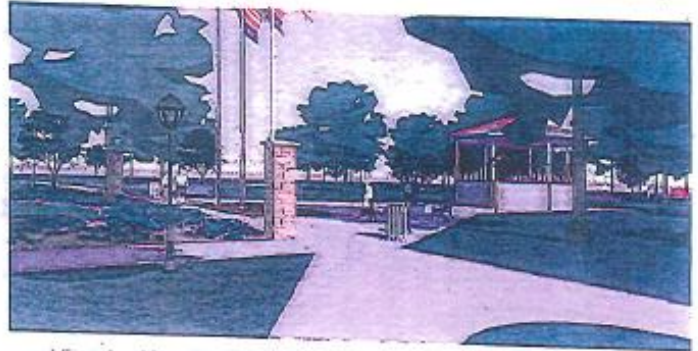
City of Beloit Horace White Park Re-development

Beloit, WI

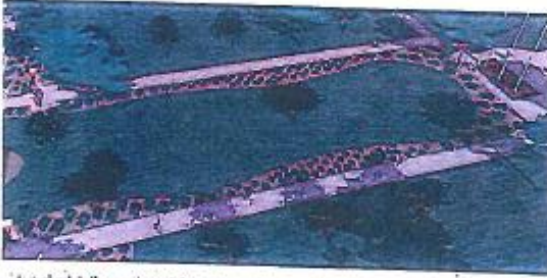
 Design Perspectives, Inc.
Grounded in Creativity



View looking Southeast at the Proposed Grand Allee



View looking Southeast at the Proposed Memorial Plaza



Aerial View looking Southeast at Proposed Grand Allee



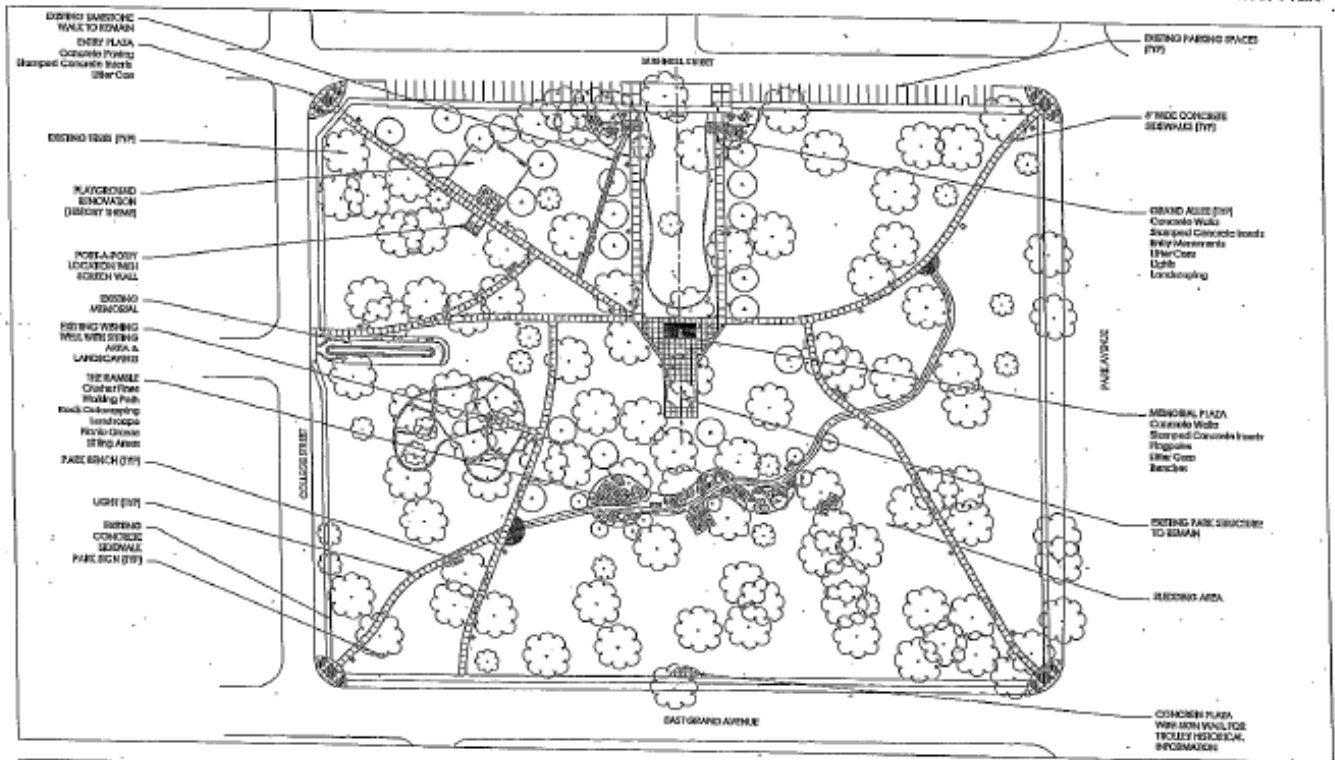
Aerial View looking Northwest at Proposed Park Improvements



View looking Southwest at the Proposed "Ramble"

Horace White Park

Overall Master Plan



- EXISTING HISTORIC WALK TO STADIUM
- EXISTING PLAZA
- CONCRETE PAVING
- Ramped Concrete Steps
- Steel Case
- EXISTING TRAIL (PVT)
- PLAYGROUND
- ENCLOSURE (DARKER SHADE)
- PORCH-POSSIBLE
- LOCATIONS WITH SCREEN WALL
- EXISTING MENORAL
- EXISTING WINDING WALK WITH STEPS
- ASCA & LANDSCAPERS
- TRAMBLE
- Chairstone
- Rocking Path
- Rock Climbing
- Landscaping
- Pickup Game
- 10' High Area
- PARK BENCH (PVT)
- LIGHT (PVT)
- EXISTING CONCRETE
- SEMI-WALK
- PARK BENCH (PVT)

- EXISTING PARKING SPACES (PVT)
- 7' WIDE CONCRETE SIDEWALK (PVT)
- GRAND AVENUE (PVT)
- Concrete Walk
- Subsided Concrete Board
- Play Area
- Steel Case
- Light
- Landscaping
- PICTURE
- MENORAL PLAZA
- Concrete Walk
- Subsided Concrete Board
- Picnic
- Steel Case
- Rocking
- EXISTING PARK STRUCTURE TO BENCH
- RESTROOM AREA
- CONCRETE PLAZA
- VIEW FROM WALKING
- TRUCKY HISTORIC
- SIGNAGE

Prepared for:
The City of Beloit, WI

SP
SPECTRUM
Landscape Architecture
1000 North Main Street
Beloit, WI 53510
735-835-1000
www.spectrumlandscape.com

DRAFT

February 2009
0 40 80
SCALE 1" = 40'

CITY of BELOIT

Neighborhood Planning Division

100 State Street, Beloit, WI 53511 Phone: (608) 364-6700 Fax: (608) 364-6609

CERTIFICATE OF APPROPRIATENESS CHECKLIST

For property located at: 825 E. Grand Avenue (Horace White Park)

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