

## 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:** October 17, 2017

**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 will display the middle college logo.

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### Key Issues:

- 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 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 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 to be install 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 conditions:

1. The replacement signs shall be privately funded.

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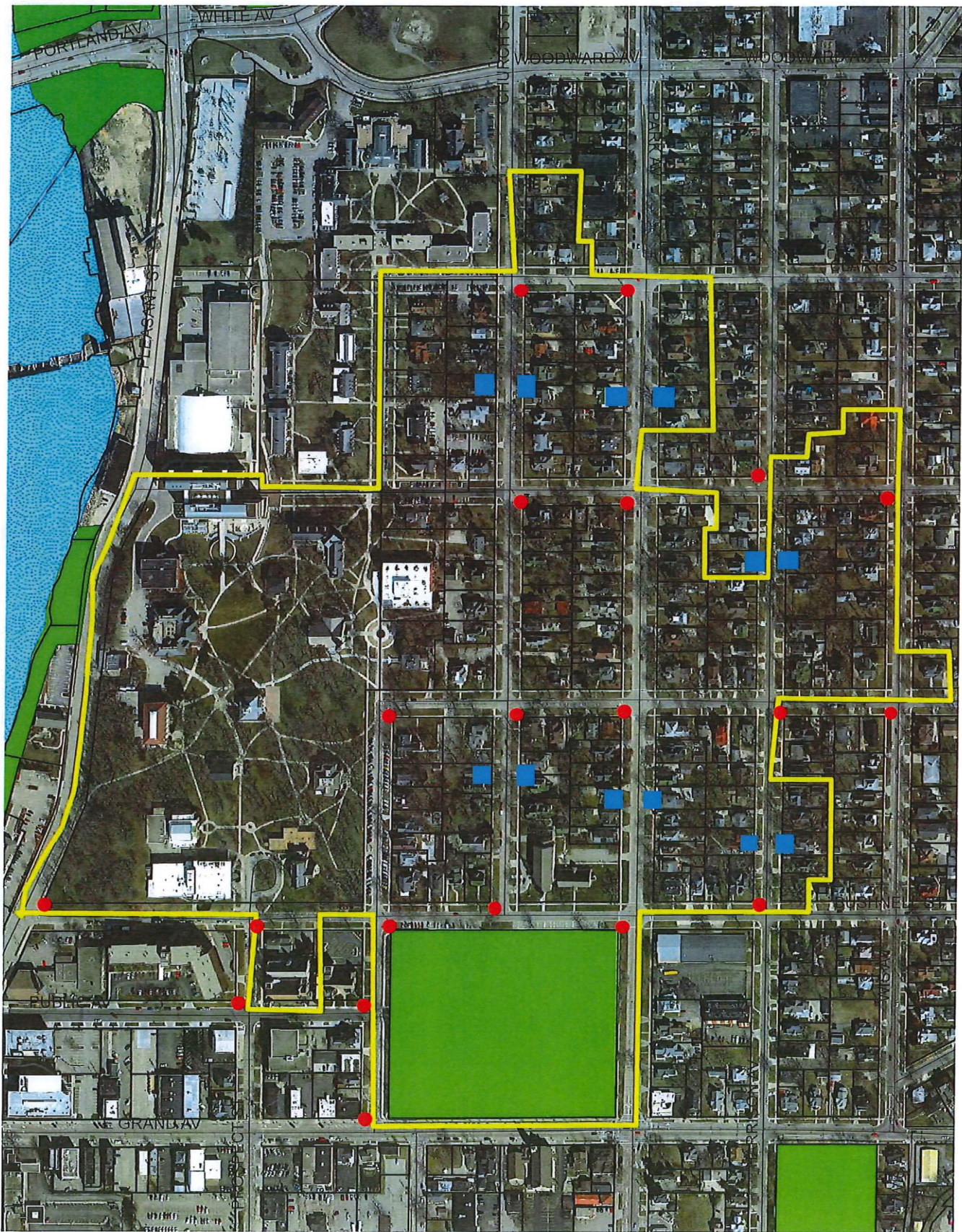
**Fiscal Note/Budget Impact:** N/A

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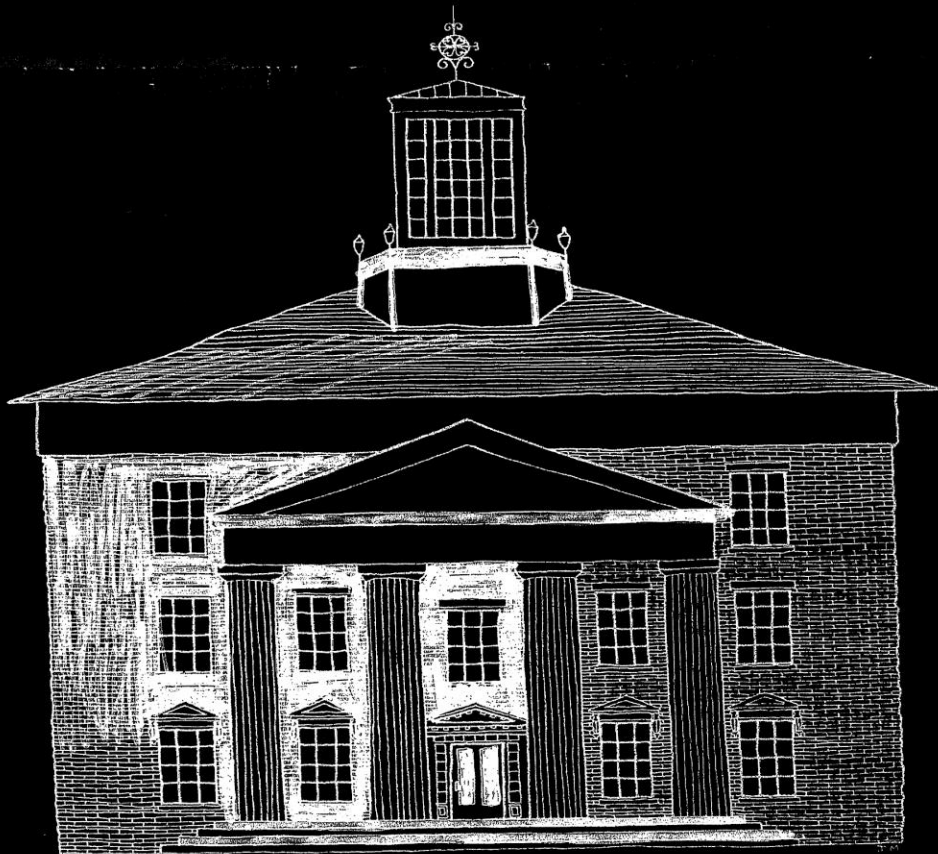
**Attachments:** Sign Location Map, Proposed Sign Design, and Sales Quote



# Sign Location Map







**BELOIT COLLEGE**  
**EST. 1846**

2 hrs.  
90.00

Bill Dorr

The contractor plans on filling in parts of the logo to provide more contrast. The image above is only a concept and is not the final design.



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**SALES QUOTE**

**Customer Copy**

Number	Q1713539
Date	9/5/2017
Page	1

Sell To Cust. C78528	College-Park Historic District Bill Dorr 836 Church Street BELOIT, WI 53511 USA	Ship To Cust.	College-Park Historic District Bill Dorr 836 Church Street BELOIT, WI 53511 USA		
Customer PO #	Expires	Slsp	Terms	Freight	Ship Via
COLLEGE-PARK 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 College Park Historic District w/ logo	11	EA	36.00	\$396.00
131258	Sign,36"x11"x.125 Custom Cut HIP White 1 Color 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>