

RESOLUTION

SUPPORTING THE INSTALLATION OF ORNAMENTAL ARCH-WAY SIGNS SPANNING MAIN STREET AT STATE AND 6TH STREETS

WHEREAS, Through the concerted efforts of multiple downtown merchants and business owners, a plan and fund-raising effort has been put forth to bring historic-themed, ornamental Arch-way signs spanning Main Street at the entrance points to the traditional Downtown core business district at State and 6th Streets; and,

WHEREAS, Led by Dewey's Restaurant owner and Racine Resident, Dan Dumont, the grass roots effort has gained participation and momentum with collective private fund-raising to-date now surpassing \$ and,

WHEREAS, in complete support of the effort, the Downtown Racine Corporation (DRC) has taken formal action to endorse and support this effort as consistent with the long-term strategy to implement methods for traffic calming along Main Street and to highlight and showcase one of the greatest and largest inventories of successfully-preserved, historic downtown buildings anywhere in the State of Wisconsin; and,

WHEREAS, The DRC recognizes that in order to move this project forward it must receive the support and approval of both the City of Racine, and the Wisconsin Department of Transportation, since this section of Main Street is a designated State Highway and any permanent installation of physical structures or facilities within and over the right-of-way must ultimately be designed and constructed to meet both City and State regulations and to assure the ongoing safety of pedestrians and motorists; and,

WHEREAS, the DRC is also concerned that such Arch-ways be designed consistent with and complimentary to the City's adopted way-finding signage initiative currently being undertaken by the Corbin Design firm, suggesting that such Arch-ways be designed by Corbin with input from the City, WisDOT, the DRC, and the Downtown BID; and,

WHEREAS, The DRC is further committed to coordinate, support and expand the fund-raising efforts to complete this project through final installation, knowing, however, that total project costs will likely require some financial participation from the City of Racine.

NOW, THEREFORE BE IT RESOLVED, That the Board of Aldermen of the City of Racine, acting in their collective capacity as the Common Council, does hereby formally endorse and support the effort to bring historic-themed, ornamental Arch-way signs spanning Main Street at the entrance points to the traditional Downtown core business district at State and 6th Streets, and in so endorsing further directs the City Staff to:

- 1.) Work with representatives of the Wisconsin Department of Transportation to determine how such installations might ultimately be allowed, located, configured and designed which, in turn, might inform and allow:
- 2.) The Corbin Design firm to provide preliminary design concepts and cost estimates for installations consistent with DOT requirements, with Corbin costs to be covered by Room Tax Revenues held by the City so long as same do not exceed \$10,000:
- 3.) Bring back to Common Council a final plan for financing and installing the ornamental Arch-way signs which shall rely on private fund-raising, and to the extent necessary a form of "challenge Grant" funded by the City.