



SPECIAL AGENDA
HISTORIC PRESERVATION COMMISSION
WEDNESDAY, OCTOBER 3, 2018 at 5:00 P.M.

Common Council Chambers, 224 East Jefferson Street, Burlington, WI 53105

Darrel Eisenhardt, Chairman
Susan Kott, Aldermanic Representative
Frank Capra, Commissioner
Steve Wagner, Commissioner
Ken Morrison, Commissioner
Kevin O'Brien, Commissioner
Daniel Colwell, Commissioner

1. Call to order
2. Roll Call
3. Citizen Comments
4. Approval of minutes of August 23, 2018
5. Letters and Communications: None
6. Old Business:
 - A. **588 N. Pine Street – Corner Vapery (Silver Cloud), this was tabled August 23, 2018**
 - 1) Sign Permit application to install signage of a new logo (Certificate of Appropriateness was approved)
 - B. **557 N. Pine Street - Arcade Driving School** (The owner will be present to give just cause.)
 - 1) Extension of a Certificate of Appropriateness for the front façade
 - 2) Extension of a Façade Grant application for the front façade
7. New Business:
 - A. **457 Milwaukee Avenue – LifeBridge Church**
 - 1) Certificate of Appropriateness to paint signage on the side wall
 - 2) Sign Permit application to paint signage on the side wall
8. Discussion items:
 - A. Review of Façade Grant Funding Status.

9. Adjournment.

NOTE: Citizen Comments – each person will be allowed a maximum of (3) three minutes to speak.

NOTE: If you are disabled and have accessibility needs or need information interpreted for you, please call the City Clerk's Office at 262-342-1161 at least 24 hours prior to the meeting.



**HISTORIC PRESERVATION COMMISSION
MEETING MINUTES
Thursday, August 23, 2018**

The meeting was called to order by Chairman Darrel Eisenhardt at 6:30 p.m. Aldermanic Representative Susan Kott; Commissioner Steve Wagner; Commissioner Frank Capra were present. Commissioner Maria Veronico; Commissioner Kevin O'Brien; and Commissioner Daniel Colwell were excused.

CITIZEN COMMENTS

Judith Schulz, 533 Milwaukee Avenue, handed out a picture of historic buildings with canvas awnings. Ms. Schulz stated in the "U.S. Department of the Interior National Park Services Cultural Resources" and "Wisconsin Historical Society" guidelines it states that painting masonry is not recommended on buildings that have previously unpainted surfaces.

APPROVAL OF MINUTES

Aldermanic Representative Kott moved, and Commissioner Wagner seconded to approve the minutes of July 26, 2018.

LETTERS AND COMMUNICATIONS

None

OLD BUSINESS

A. 164 E. Washington Street – Jivilee, discussed at July 26, 2018 meeting

- 1. Present update regarding a Certificate of Appropriateness approved July 26, 2018 to improve the front and two sides of the façade, and Sign Permit approved July 26, 2018 to install a sign, subject to Plan Commission decision**
 - Chairman Eisenhardt introduced and opened this item for discussion.
 - Stephanie Heft, representative, explained there will be three long pendent lights hanging above the door, and one other light above the door that leads to the upstairs. Ms. Heft explained Burli Signs does not make blade signs with lighting. Ms. Heft stated they may have to go with a gooseneck light or a sign lit from inside. Aldermanic Representative Kott clarified since Burli Signs cannot do a lit sign, that a new company may be used, to keep the same style. Ms. Heft responded yes. Gregory Guidry stated that Rugans had a spotlight on their sign that were bothersome to surrounding neighbors because of the angle of the light.
 - Ms. Heft stated the awning will be of either a gray or gray/white stripped colored fabric that is weatherproof, but will require maintenance. Ms. Heft further stated they would prefer to

install a metal awning. Aldermanic Representative Kott replied that she is not against a metal awning. Chairman Eisenhardt commented the historic guideline book states to stay away from metal awnings. Commissioner Capra asked if there was a metal awning anywhere else to compare. Ms. Fonesca explained the Commissioners have the ability to make exceptions, but it would be setting precedence. Chairman Eisenhardt mentioned the metal awning would start to rust and have to be power washed. Ms. Heft stated her original submittal requested for a metal or copper awning. Commissioner Wagner asked if a shingled gable or rigid type of awning was being avoided in the downtown area. Mr. Guidry explained the ordinance states the awning “shall be constructed of cloth, canvas, or other material approved by the Historic Preservation Commission”. Aldermanic Representative Kott stated each applicant has to get approval for any awning. Ms. Heft explained with a metal awning, it would have an updated look, since this space is being used for wedding venues. The Commissioners agreed to allow the metal awning, if the applicant would like. Mr. Guidry asked if there will be signage on the awning. Ms. Heft answered nothing will be on the awning.

- Chairman asked about the tuck-pointing. Mr. Guidry responded tuck-pointing is part of the closing and it will get done. Ms. Heft stated there is a statement in the closing that a contractor will be picked by the buyer.
- Ms. Heft explained that the fence in the ally is a darker gray color. Mr. Guidry stated the fence is a privacy fence located behind Chase Bank, by the short elevated step down. Commissioner Wagner stated the fence that faces the public should look nice. Ms. Heft further explained this is a double-sided fence.
- Mr. Guidry commented that the lights are required to be cut-off lights and angled straight down or across. Mr. Capra stated the lamp rim is not a cut-off fixture. Ms. Fonesca stated the ordinance mentions that signs are not to be lit in the historic district, although, lit signs have previously been approved. Ms. Fonesca explained lights cannot create a glare. Chairman Eisenhardt suggested to Ms. Heft to get approval from Mr. Guidry before installing the lights.
- Ms. Heft explained that all windows will be replaced, and the windows will have a black trim, similar to Mercantile Hall.
- Ms. Schulz stated she would like the owner to reconsider using fabric instead of metal for the awning.
- There were no further comments.

B. 413 N. Pine Street – The Urb Garden, discussed at July 26, 2018 meeting

1. Present update regarding a Certificate of Appropriateness approved July 26, 2018 to install a gated entry, and create a usable outdoor area in the rear of the building, subject to Plan Commission decision

- Chairman Eisenhardt introduced and opened this item for discussion.

- Ms. Heft explained the 1895 plaque will be incorporated on one side of the entry gate. Ms. Heft further explained that an approximate two-foot wide gate will be located where the existing door is, and will open into the garden area. Ms. Fonesca questioned how high the gate will be. Ms. Heft replied it is a customized gate, and was not sure at this time. Aldermanic Representative Kott stated the gate should be either 7 feet or 8 feet high when walking in. Ms. Heft responded it will be high enough for privacy. Chairman Eisenhardt asked if the gate was ground level or inches off the ground. Ms. Heft answered the gate goes to the ground.
- Chairman Eisenhardt stated the Plan Commission recommended approval, thus the applicant should work with city staff prior to any installation.
- There were no further comments.

NEW BUSINESS

A. 588 N. Pine Street – Corner Vapery (Silver Cloud)

1. Certificate of Appropriateness to install signage

- Chairman Eisenhardt introduced and opened this item for discussion.
- Mr. Guidry explained the size and color blend well with the building and found no issues in updating the marketing look. The letters are less than 12 inches high for the new logo.
- There were no further comments.
- Aldermanic Representative Kott moved, and Commissioner Capra seconded to approve the Certificate of Appropriateness.
- All were in favor and the motion carried.

2. Sign Permit application to install signage

- Chairman Eisenhardt introduced and opened this item for discussion.
- Commissioner Wagner asked if the font was okay, because it is a logo. Mr. Guidry stated the size of the font itself is okay. Aldermanic Representative Kott stated if this is the new logo then it can be approved, otherwise, it has to be a serif font. Chairman Eisenhardt asked if the business name is Silver Cloud Vape Café/Corner Vapery or just Corner Vapery. Mr. Fonesca suggested that Mr. Guidry confirm if the name is changing to Corner Vapery, if not then the applicant has to comply with the serif font requirements.
- There were no further comments.

- Commissioner Wagner moved, and Aldermanic Representative Kott seconded to table the Sign Permit until the next meeting for clarification.
- All were in favor and the motion carried.

DISCUSSION ITEMS

A. Review of Façade Grant Funding Status

- Chairman Eisenhardt introduced and opened this item for discussion.
- Commissioner Eisenhardt stated 401 N. Pine Street expires in December and 557 N. Pine Street expires in October. Commissioner Wagner asked which address was granted an extension. Chairman Eisenhardt stated 525 Milwaukee Avenue was extended until November 23, 2018, but was last years' funding.

Ms. Schulz stated if the commissioners are strict on the serifs, then they should be strict on the awnings too.

ADJOURNMENT

Commissioner Wagner moved, and Aldermanic Representative Kott seconded to adjourn the meeting at 7:28 p.m. *All were in favor and the motion carried.*

Recording Secretary,

Kristine Anderson
Administrative Assistant



Building & Zoning Department
300 N. Pine Street, Burlington, WI, 53105
(262) 342-1164 – (262) 763-3474 fax
www.burlington-wi.gov

Historic Preservation Commission Item: 6A (1)	Date: September 27, 2018
Submitted By: Gregory Guidry, Building Inspector	Subject: Sign Permit for 588 N. Pine Street

Details:

Anthony Lauria of Silver Cloud Vape Café is requesting approval of a Sign Permit located at 588 N. Pine Street. The proposed project consists of:

- The installation of new signage. The proposed signage includes new vinyl signs on the storefront window. The applicant proposes to change the existing window signs to the new logo design to read “Corner Vapery”. The size of the letters are approximately 8½ inches high. The proposed color of the new signs are compatible with the color of the building construction.

Gregory Guidry, Building Inspector, whose memorandum is attached, recommends approval of this request, subject to conditions listed in the August 16, 2018 memorandum to the Commission.

Please see attached pictures of logo from the Kenosha location.

The Certificate of Appropriateness was approved at the August 23, 2018 meeting. However, the Sign Permit was tabled at the August 23, 2018 meeting.

Financial Remarks:

The approved items will be paid 100% by the owner.

Executive Action:

This item is for consideration to approve the Sign Permit at the September 27, 2018 Historic Preservation Commission meeting.



CITY OF BURLINGTON

Building & Zoning Department
300 N. Pine Street, Burlington, WI 53105
(262) 342-1163 – (262) 763-3474 fax
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To: City of Burlington Historic Preservation Commission
From: Gregory Guidry: Building Inspector & Zoning Administrator
Date: August 16, 2018
Re: Certificate of Appropriateness and Sign Permit Application, 588 N. Pine Street Burlington

Desired Outcome: Change out the existing window signs to the new logo design

Location: Building at 588 N. Pine Street, serving Silver Cloud Vape Café/ Corner Vapery

Summary: Antonio Lauria would like to remove and replace the existing window signs with the new logo signage.

Recommendation: I recommend that the Historical Preservation Commission recommend approval of this request for sign improvements at 588 N. Pine Street, subject to the following conditions:

1. All work shall be per the application materials submitted on August 13, 2018
2. The applicant shall obtain a building permit for the work.
3. Any other conditions that the Commission may recommend that are consistent with applicable zoning ordinance requirements.

Analysis of Request against Applicable City Ordinance Requirements and Guidelines

APPLICABLE REVIEW STANDARD	EVALUATION	COMMENTS
HAS APPLICANT SUBMITTED ALL REQUIRED APPLICATION MATERIALS?		
(1) For Certificate of Appropriateness	Complete	
(2) For Sign Permit Application	Complete	
STANDARDS FOR SIGNAGE IN THE HPO HISTORIC PRESERVATION OVERLAY DISTRICT (SECTION 315-74)		
(1) Prohibited Signs	NA	
(2) Wall, fascia (including transoms), and awning signs	NA	
(3) Projecting and Hanging Signs	N/A	
(4) Illumination of Signs	NA	
(5) Limitations on types of window signs 315-74	Met	Applicant proposes the window signage letters to be approximate 8.5 inches in height. The total size of the window signs do not count toward the maximum area of signage allowed on a facade nor does it count toward the maximum number of signs allowed per 315-74 B(2) and (4). The lettering and signage will be a vinyl material on the glass meeting 315-74 E ordinance.
(6) Signage Color 315-74 F	Met	Colors chosen for the sign per submitted application is compatible with the color of the building construction, Cream City brick.

GENERAL STANDARDS FOR HPO HISTORIC PRESERVATION OVERLAY DISTRICT (SECTION 315-42)		
District Standards 315-42(B)	Met	Colors, materials, and other details of sign comply with district standards.
Limitation on Structural/Appearance Changes 315-42(E)	N/A	
BURLINGTON HISTORIC DOWNTOWN MAIN STREET DISTRICT DESIGN QUALITY AND STANDARDS/GUIDELINES		
Design Issues (pp. 7-9)	Met	
Maintenance and Repair (pp. 10-13)	NA	
Lighting (pp. 15-16)	NA	
Screening (p. 16)	NA	
Pedestrian Access (p. 17)	NA	
Secretary of Interior's "Standards for Rehabilitation" (p. 19)	Met	
OTHER CITY OF BURLINGTON ZONING ORDINANCE STANDARDS		
Article VII (Signs)	Met	



City of Burlington
 Historic Preservation Overlay District
 Sign Permit Application

All parties intending to place signage within the HPO District must complete the following steps:

- ⇒ Provide completed Sign Permit Application to the City of Burlington Building Inspector's office located at 300 North Pine Street, Burlington;
- ⇒ The Historic Preservation Commission (HPC) meets every 4th Thursday of the month at 6:30 p.m. within the Common Council Chambers located at 224 East Jefferson Street. Application(s) must be submitted by Monday following the meeting (to be on the next month's regularly scheduled HPC meeting).

You are encouraged to attend said meetings to address any questions or concerns that the Commission members may have regarding your sign application.

Please find the attached ordinances, which indicate the standards of signage within the HPO district.

Project Location: (Building Address) 588 N. Pine Street	Applicant Name(s): Antonio Lauria
Property Owner Name: Dave Flitcroft / Flitcroft Rentals	Applicant Mailing Address: 14416 71st Place, Kenosha WI 53142
Property Owner Telephone Number: (262) 206-8312	Applicant Telephone Number: (773) 251-1002
Property Owner E-mail:	Applicant E-mail: Lauria3@mac.com
Sign Contractor Signarama	Sign Contractor Mailing Address 7600 75th St. #115, Kenosha, WI 53142

1. Signs Prohibited in the HPO District.

In addition to signs prohibited in ALL ZONING DISTRICTS as set forth in § 315-65, the following signs are **prohibited**:

A. **Freestanding Signs.** Exception – one sandwich sign not exceeding six (6) square feet per sign face and does not constitute a public safety or traffic hazard.

Applicable to proposed sign permit application? ___ Yes No

B. **Plastic Formed Signs.** No plastic formed signs or signs formed from plastic-like materials unless such materials simulate historic signage.

Applicable to proposed sign permit application? ___ Yes No

2. Wall, Fascia (including transoms) and Awning Signs.

A. **Placement.** All wall, fascia, transoms and awning signs shall be placed BELOW the upper edge of the traditional building sign band (for graphic example, please see page three of attached HPO zoning ordinance). No signage allowed above upper edge of said sign band, with the exception of projecting and hanging signs (see item #3).

Applicable to proposed sign permit application? Yes No
Conform to Placement Requirement? Yes No

B. **Maximum Signage Area.** Total cumulative signage area of all exterior signage placed upon street-facing façade of building (does not include signage placed inside of windows, freestanding sandwich signs or projecting and overhanging signs) shall NOT EXCEED 15% of total facade area of the FIRST FLOOR street-facing façade.

Applicable to proposed sign permit application? Yes No
Conform to Maximum Signage Requirement? Yes No

If yes, indicate the total façade area (in square feet) of the first floor street-facing façade: _____ square feet.

If applicable, indicate the current total cumulative signage area (square feet) of all street-facing signs: _____ square feet.

C. **Maximum Signage Lettering.** For wall and fascia signage, lettering shall not be greater than 12" in height AND cover not more than 60% of the sign board on which the letters are placed.

Applicable to proposed sign permit application? Yes No
Conform to Lettering Requirement? Yes No

D. **Maximum Number of Wall, Fascia, Transom and Awning Signs.** Total number shall not exceed 3 signs. Gilded, vinyl or painted letters on the inside or outside of storefront display windows are not included within said maximum.

Applicable to proposed sign permit application? Yes No
Conform to Maximum Requirement? Yes No

If yes, indicate the total façade area (in square feet) of the upper (second) floor street-facing façade (as measured from the upper edge of the sign band to the upper edge of the cornice): _____ square feet.

If applicable, indicate the current total cumulative signage area (square feet) of all projecting and hanging signs facing the street: _____ square feet.

E. **Wall, Fascia and Transom Sign Placement.** No wall sign or fascia (including transom) shall be placed to visually obscure architectural details of the building.

Applicable to proposed sign permit application? Yes No
Conform to Placement Requirement? Yes No

3. Projecting and Hanging Signs.

A. **Minimum and Maximum Height.** All projecting and hanging signs shall be elevated a minimum height of 8 feet. Said signs may be placed ABOVE the sign band; however not above the top edge of the largest second story window.

Applicable to proposed sign permit application? Yes No
Conform to Placement Requirement? Yes No

B. **Limitation of the Extension.** All projecting and hanging signs shall not project more than 5 feet from the surface of its supporting building. All said signs shall not extend closer than 2 feet to any public street curb or pavement.

Applicable to proposed sign permit application? Yes No
Conform to Extension Requirement? Yes No

C. **Placement of Projecting and Hanging Signs.** All projecting and hanging signs shall be placed perpendicular to the façade and not flush with building façade.

Applicable to proposed sign permit application? Yes No
Conform to Perpendicular Requirement? Yes No

D. **Maximum Area of Projecting and Hanging Signs.** The maximum cumulative area allowed for projecting and hanging signs shall not exceed 7% of the UPPER building façade area.

Applicable to proposed sign permit application? Yes No
Conform to Maximum Area Requirement? Yes No

E. **Limitation of the Number of Projecting and Hanging Signs.** The total number of projecting and hanging signs allowed on a structure shall be 1 sign per business.

Applicable to proposed sign permit application? Yes No
Conform to Number of Signs Requirement? Yes No

4. Illumination of Signs.

A. **No internally illuminated signs shall be placed in the HPO District.** If signs are illuminated, signs shall be EXTERNALLY illuminated.

Applicable to proposed sign permit application? Yes No
Conform to Illumination Requirement? Yes No

B. **Non-flashing, illuminated neon signs shall be permitted.**

Applicable to proposed sign permit application? Yes No
Conform to Neon Requirement? Yes No

5. Limitation of Types of Window Signs.

All window signs, including transom windows, shall be gilded, painted, vinyl, etched glass or leaded glass letters placed on the inside of storefront display windows. Product and/or company logo signs are allowed on the inside of storefront display windows.

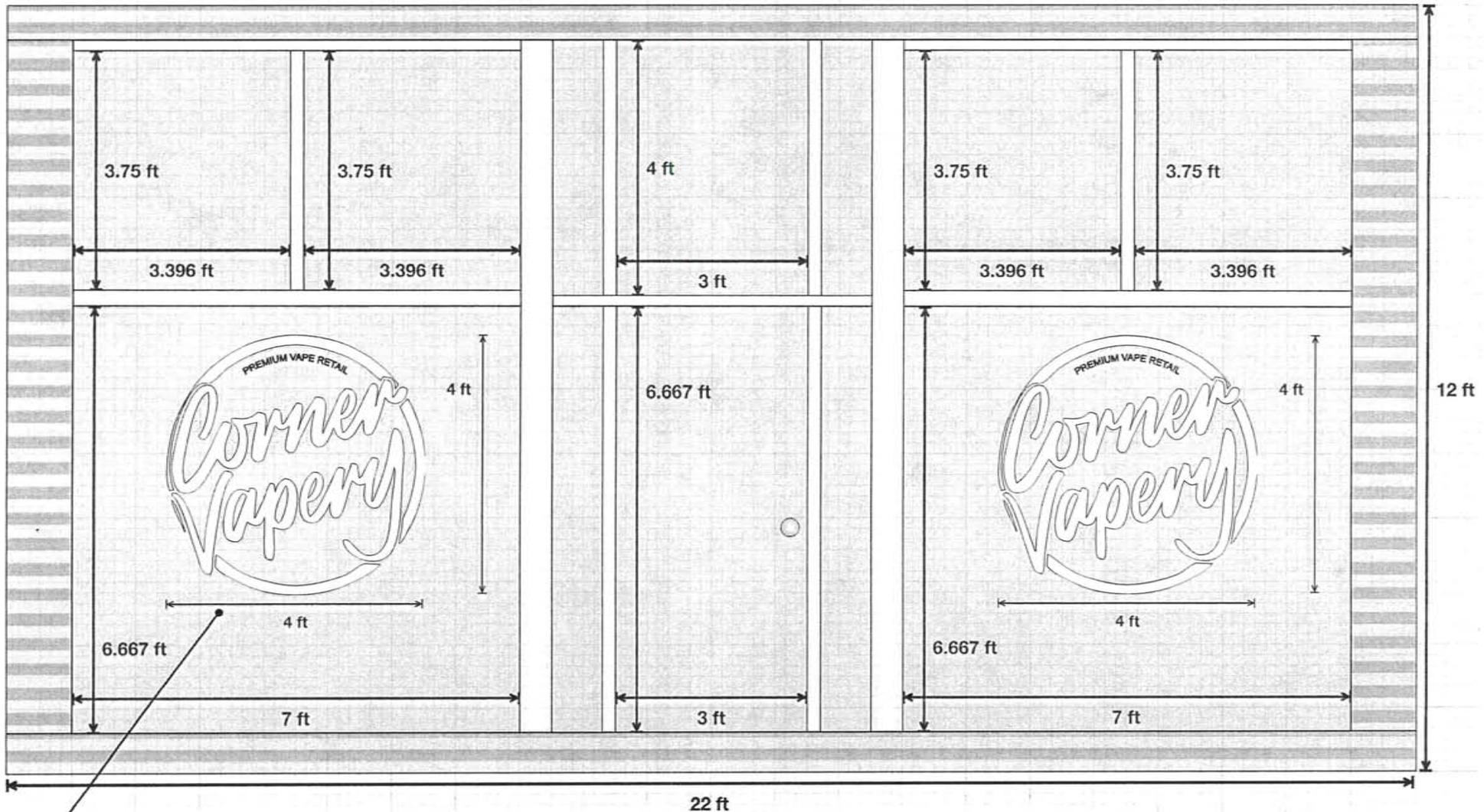
Applicable to proposed sign permit application? Yes No
Conform to Types of Signage Requirement? Yes No

6. Signage Color.

All signage shall be of a color, which is compatible with the color of the building construction materials found in the HPO District.

Applicable to proposed sign permit application? Yes No
Conform to Color Requirement? Yes No

588 N. Pine St. - Silver Cloud Vape Sign Change



Window Signage Material: Vinyl

Main Window Size: 7' x 6.67" = 46.69 sq ft.

Window Sign Area (H x W): 4' x 4" = 16 sq ft.

Window Sign Knockout (Transparent Area): 8 sq ft. - or 50% of Total Sign Area

Window Sign (Actual Area): 16 sq ft - 8 sq ft = 8 sq ft.

Window Sign Coverage: 8 sq ft / 46.69 sq ft = 17.13%

Prepared by: Antonio Lauria

08/12/2018

Scale: 1in=1ft

Sign Contractor:

Signarama, Kenosha, WI



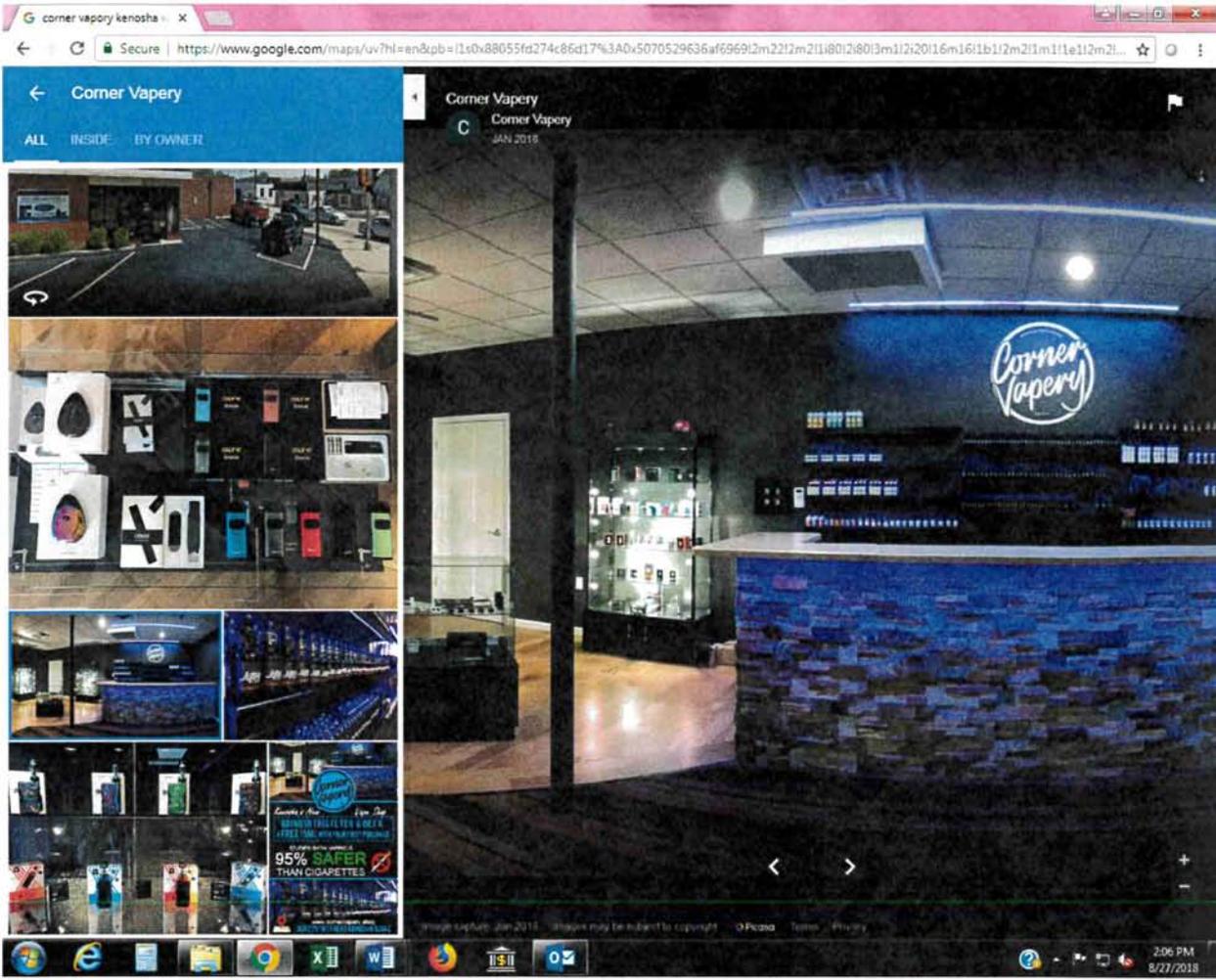
TRUCK



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Building & Zoning Department
300 N. Pine Street, Burlington, WI, 53105
(262) 342-1164 – (262) 763-3474 fax
www.burlington-wi.gov

Historic Preservation Commission Item: 6B (1 & 2)	Date: September 27, 2018
Submitted By: Gregory Guidry, Building Inspector	Subject: Certificate of Appropriateness and Façade Grant for 557 N. Pine Street (front)

Please see the attached extension request correspondence from Michelle Petersen that was approved at the October 26, 2017 meeting.

History:

Michelle Peterson on behalf of Arcade Driving School is requesting approval of a Certificate of Appropriateness located at 557 N. Pine Street. The proposed project consists of:

- The front façade improvements include: replacement of a new awning cover with Sunbrella Eastland Redwood, replace the front door with one similar to the existing door located at 120 E. Chestnut Street, replace the rotted wood and paint below the windows in approved historic colors of Rockwood Dark Brown, Downing Earth and Rookwood Terra Cotta, replace single pane windows with new double pane windows, and also paint the trim around the windows and door to match existing color. The applicant proposes to paint the wooden door and frame for the second floor apartments in Rookwood Dark Brown.

Financial Remarks:

The applicant applied for a Façade Grant.

Executive Action:

This item is for consideration to approve the Certificate of Appropriateness and Façade Grant at the September 27, 2018 Historic Preservation Commission meeting.

Anderson, Kristine

From: Michelle Petersen <michelle@mpcpm.com>
Sent: Friday, September 14, 2018 2:16 PM
To: Anderson, Kristine
Subject: RE: Facade grant

Hey Kristine!

Can I request an extension at the September meeting? I have Burlington Glass and BurliSign (awning) ready to order materials, but am hesitate to do so if we can't guarantee funds. I would like to get this buttoned up in 2018 though, and if we wait until the end of October, the lead time on the glass system could push us past January 1st. The lead on the awnings is 4-6 weeks.

I apologize, this had been on my radar to get back to, I just thought we had until the end of the year to complete.



Setting the standard, exceeding expectations

Michelle Petersen
Owner/Broker
P (262)671-2414
F (888)611-4191
www.mpcpm.com

From: kanderson@burlington-wi.gov [mailto:kanderson@burlington-wi.gov]
Sent: Monday, September 10, 2018 11:20 AM
To: Michelle Petersen <michelle@mpcpm.com>
Subject: Facade grant

Hi Michelle,

This is a reminder that your façade grant for 557 N. Pine St. expires Oct. 26, 2018. Please let me know when the work is completed so I can send a HPC response team out to verify the completed work. If the work will not be completed by then, you will have to request an extension at the Oct. 25, 2018 HPC meeting. This request may or may not be approved.

Thank you,
Kristine Anderson

Kristine Anderson



Building & Zoning Department
300 N. Pine Street, Burlington, WI, 53105
(262) 342-1164 – (262) 763-3474 fax
www.burlington-wi.gov

Historic Preservation Commission Item: 7A (1 & 2)	Date: September 27, 2018
Submitted By: Gregory Guidry, Building Inspector	Subject: Certificate of Appropriateness and Sign Permit for 457 Milwaukee Avenue

Details:

Jonathan Thorngate, owner, is requesting approval of a Certificate of Appropriateness and Sign Permit located at 457 Milwaukee Avenue. The proposed project consists of:

- Repainting signage on the western façade. The western façade has changed throughout the years, with the painted signs advertising the particular business located within the building. Though the brands have changed, the style and colors of these signs have preserved a consistent aesthetic. The proposed signage for LifeBridge Church maintains this historic aesthetic, while updating the information presented to reflect the new use.

The proposed signage features the name and logo of LifeBridge Church, its vision statement, a welcome message, and service times. Each of these elements is framed in a way that mirrors the existing layout that features appliance brands. The proposed signage will also mirror typography of the former Chevrolet signage that was featured on this building, with a primary dark text color on white background, and a contrasting white text on blue background, serving to highlight the primary logo. The proposed signage will utilize both sans serif font and cursive, just as the original Chevrolet signage did. Though larger than what is explicitly permitted for signage in the Historic Preservation Overlay District, the proposed signage will maintain the maximum letter height of the existing signage.

Graef, whose memorandum is attached, recommends approval of this request, subject to conditions listed in the September 18, 2018 memorandum to the Commission.

Financial Remarks:

The approved items will be paid 100% by the owner.

Executive Action:

This item is for consideration to approve the Certificate of Appropriateness and Sign Permit at the September 27, 2018 Historic Preservation Commission meeting.



collaborāte / formulāte / innovāte

MEMORANDUM

TO: Historic Preservation Commission
City of Burlington

FROM: GRAEF
Ben Block
Tanya Fonseca, AICP

DATE: September 18, 2018

SUBJECT: Review of Certificate of Appropriateness Application and Sign Permit Application for
457 Milwaukee Avenue.

A. PURPOSE

Review two applications from LifeBridge Church, located at 457 Milwaukee Avenue, Burlington, WI, to repaint the signage on the western façade.

B. RECOMMENDATION

Based upon the review of submitted materials, GRAEF recommends that the Historic Preservation Commission recommend to the Common Council the **APPROVAL** of the following:

1. An Application for the Certificate of Appropriateness for new signage at 457 Milwaukee Avenue; and,
2. A Historic Preservation Overlay District Sign Permit Application for new signage at 457 Milwaukee Avenue.

C. TYPE AND CHARACTER OF RENOVATIONS

LifeBridge Church, located at 457 Milwaukee Avenue in Burlington, WI, submitted a Certificate of Appropriateness Application and a Sign Permit Application to repaint the western façade of the building. The western façade has changed throughout the years, with the painted signs advertising the particular business located within the building. Though the brands have changed, the style and colors of these signs have preserved a consistent aesthetic. The proposed signage for LifeBridge Church maintains this historic aesthetic, while updating the information presented to reflect the new use.

The proposed signage features the name and logo of LifeBridge Church, its vision statement, a welcome message, and service times. Each of these elements is framed in a way that mirrors the existing layout that features appliance brands. The proposed signage will also mirror typography of the former Chevrolet signage that was featured on this building, with a primary dark text color on white background, and a contrasting white text on blue background, serving to highlight the primary logo. The proposed signage will utilize both sans serif fonts and cursive, just as the original Chevrolet signage

did. Though larger than what is explicitly permitted for signage in the Historic Preservation Overlay District, the proposed signage will maintain the maximum letter height of the existing signage.

The following documents were submitted:

- a. Application for the Certificate of Appropriateness (1 page)
- b. Historic Preservation Overlay District Sign Permit Application (7 pages)

D. REVIEW OF PROPOSED RENOVATIONS WITH HISTORIC PRESERVATION ORDINANCES & GUIDELINES

The regulation of the appropriateness of renovations to historical buildings within the Burlington Historic Downtown Main Street District falls under the purview of City of Burlington Zoning Code §315-139 "Certificate of Appropriateness," §315-74 "Signs in the HPO Preservation Overlay District," and the "Burlington Historic Downtown Main Street District: Design Quality – Standards Guidelines."

I. City of Burlington Zoning Code §315-139 "Certificate of Appropriateness"

City of Burlington Zoning Code §315-139 "Certificate of Appropriateness" enumerates nine required pieces of information, documents, or exhibits that need to be provided by an applicant. The Applicant satisfied the relevant requirements and submitted a complete submittal for review. The submittal is compliant with §315-139.

II. City of Burlington Zoning Code §315-74 "Signs in HPO Historic Preservation Overlay District"

City of Burlington Zoning Code §315-74 "Signs in HPO Historic Preservation Overlay District" contains the regulations for signs in a Historic Preservation Overlay District. The proposed signage for LifeBridge Church is compliant with these regulations, with the exception of the size of the lettering. Whereas the Code indicates that the maximum size of the lettering should not exceed 12", the proposed signage features letters that measure 48" in size. It should be noted that the signage that presently exists at this building features letters that also measure 48" in size.

These signage regulations primarily relate to signage on the front façade of buildings. As such, strict adherence to regulation governing the size of the lettering is not recommended. It is our opinion that the Historic Preservation Commission should evaluate the proposed LifeBridge signage in the historic context of this particular building, which has featured signage larger than what the Code permits. As the western façade consists of a blank wall with no doors or windows, the large painted signs provide visual interest for what would otherwise be a bland view on a major thoroughfare in the city. Just like the former Chevrolet signage and existing appliance signage, the proposed signage for LifeBridge Church provides visual interests that is historically sensitive and attractive.

It should be noted that on June 14, 2016, the Zoning Board of Appeals approved lettering that is larger than the permitted 12", in line with historic photos of the original Chevrolet signage, after the initial review of the Historic Preservation Commission on April 28, 2016.

III. "Burlington Historic Downtown Main Street District: Design Quality – Standards Guidelines"

The "Burlington Historic Downtown Main Street District: Design Quality – Standards Guidelines" describe the preferred technical characteristics of contextually-appropriate historic preservation renovations. A building owner that follows these guidelines may increase the likelihood of approval of his or her project, as the Historic Preservation Commission uses the guidelines to determine compliance. The primary objective of the guidelines is to preserve the traditional façade of the storefronts through the regulation of materials, colors, and construction and renovation techniques. Specifically, an assessment of an applicant's proposed renovations considers:

- a. Historically appropriate design themes,
- b. Contextual sensitivity of renovations in relation to surrounding buildings, and
- c. Simple and unobtrusive storefront materials that maintain the building's original appearance.

The proposed renovations to the signage on the building at 457 Milwaukee Avenue are appropriate, contextually sensitive, and unobtrusive. The proposed signage is harmonious with the past signage that has been featured on this building and will be an attractive addition to Downtown Burlington that improves navigability and reduces confusion for the patrons of LifeBridge Church.

In light of the above, the proposed renovations are compliant with the "Burlington Historic Downtown Main Street District: Design Quality – Standards Guidelines."



Application for the Certificate of Appropriateness

Per section § 315-42 of the HPO Historic Preservation Overlay District zoning ordinance, the following application must be completed when alterations in the architectural appearance of any structure within the HPO district is proposed.

Please provide the following:

1. Architectural plans, elevations, photographs, color samples and/or perspective drawings and sketches illustrating the design and character of all proposed alterations (except painting, see below) must be submitted. Said elevations and drawings shall indicate the location and placement of all auxiliary building equipment such as heating, ventilating, and/or air-conditioning equipment. These drawings are to be completed to a recognized architectural scale with the name of the project noted. Building plans shall be submitted with all detail drawn on each elevation. Plans drawn with partial building details indicated will be returned to the Applicant for redrafting.

For alterations consisting of painting only, color samples and photographs shall be submitted indicating the areas to be painted.

- 2. Project Address: 457 Milwaukee Ave, Burlington, WI
3. Applicant Name: LifeBridge Church
4. Owner Name: LifeBridge Church
5. Name of Tenant: LifeBridge Community Church, Inc.
6. Name of Business: Church
7. What is (are) the existing use(s) of the building? Church
8. Telephone Number: 2622157887 Facsimile Number:
9. E-Mail Address: jon@lifebridge.church
10. Applicant Mailing Address: PO Box 28, Burlington WI 53105
11. Does the applicant own the project building? X Yes ___ No
12. If no, please list owner's name and address:
13. Architect or engineer's name and address:
14. Date of submittal of plans: 8/14
15. Scale of drawings noted on each drawing: Not scaled-measurements listed
16. Building type, size and location: Church, 8000 sqft, downtown
17. Height of building: 14'
18. Exterior material samples to be provided: None- paint is the only proposed material

NOTE: Please supply material samples of all exterior alterations for the HPC meeting.

- 19. Proposed Start Date: 10/1/2018
20. Proposed Completion Date: 10/31/2018

21. Additional information may be requested to include, but not limited to, the following:

- A. Photographs from the site adjacent neighboring structures and/or property;
- B. Detailed drawings of decorative elements of the buildings and/or structure(s);
- C. Sectional building or site drawings drawn to recognized engineering or architectural scale.

NOTE: Please provide any and all information that will illustrate to the Commission the effect of the proposed change.

Property Owner
LifeBridge Church

Print _____ Signature _____ Date _____

Applicant
Jonathan Thorngate

Print _____ Signature  _____ Date 8/14/2018

- Please reserve my position for Façade grant money in the event additional funding is made available in the future. I understand I would be required to complete a Façade Grant Application within 25 business days of notification of fund availability or I would lose my reserved position.



STOP! Have you included the following with your application?

1. Color photographs of current building façade, including some view of the buildings on either side for context;
2. Architectural plans, elevations, and/or perspective drawings and sketches illustrating the design and character of all proposed alterations completed to a recognized architectural scale with the name of the project noted;
3. Historic photos of your building as it appeared in the past. You are required to visit the Burlington Historical Society Museum at 232 North Perkins Blvd. for this information if your project includes façade renovations;
4. Material samples of all exterior alterations; i.e., color samples, siding. Only one sample per design element is required;
5. 10 copies of all supplemental information; i.e., drawings, renderings, elevations, photos/pictures, etc. that are not easily duplicated due to size or other restrictions.

If any of the above pertain to your project and are not included with your application, your application will be considered INCOMPLETE and will not be placed on the meeting agenda for discussion.

THANK YOU FOR YOUR COOPERATION!

APPLICATION FEE: \$150



City of Burlington
Historic Preservation Overlay District
Sign Permit Application

All parties intending to place signage within the HPO District must complete the following steps:

- ⇒ Provide completed Sign Permit Application to the City of Burlington Building Inspector's office located at 300 North Pine Street, Burlington;
- ⇒ The Historic Preservation Commission (HPC) meets every 4th Thursday of the month at 6:30 p.m. within the Common Council Chambers located at 224 East Jefferson Street. Application(s) must be submitted by Monday following the meeting (to be on the next month's regularly scheduled HPC meeting).

You are encouraged to attend said meetings to address any questions or concerns that the Commission members may have regarding your sign application.

Please find the attached ordinances, which indicate the standards of signage within the HPO district.

Project Location: (Building Address) 457 Milwaukee Ave.	Applicant Name(s): LifeBridge Church
Property Owner Name: LifeBridge Church	Applicant Mailing Address: PO Box 28, Burlington WI 53105
Property Owner Telephone Number: 2622157887	Applicant Telephone Number: 2622157887
Property Owner E-mail: jon@lifebridge.church	Applicant E-mail: jon@lifebridge.church
Sign Contractor Undetermined	Sign Contractor Mailing Address

1. Signs Prohibited in the HPO District.

In addition to signs prohibited in ALL ZONING DISTRICTS as set forth in § 315-65, the following signs are **prohibited**:

- A. **Freestanding Signs.** Exception – one sandwich sign not exceeding six (6) square feet per sign face and does not constitute a public safety or traffic hazard.

Applicable to proposed sign permit application? **Yes** **No**

- B. **Plastic Formed Signs.** No plastic formed signs or signs formed from plastic-like materials unless such materials simulate historic signage.

Applicable to proposed sign permit application? **Yes** **No**

2. Wall, Fascia (including transoms) and Awning Signs.

A. **Placement.** All wall, fascia, transoms and awning signs shall be placed BELOW the upper edge of the traditional building sign band (for graphic example, please see page three of attached HPO zoning ordinance). No signage allowed above upper edge of said sign band, with the exception of projecting and hanging signs (see item #3).

Applicable to proposed sign permit application? Yes No
Conform to Placement Requirement? Yes No

B. **Maximum Signage Area.** Total cumulative signage area of all exterior signage placed upon street-facing façade of building (does not include signage placed inside of windows, freestanding sandwich signs or projecting and overhanging signs) shall NOT EXCEED 15% of total facade area of the FIRST FLOOR street-facing façade.

Applicable to proposed sign permit application? Yes No
Conform to Maximum Signage Requirement? Yes No

If yes, indicate the total façade area (in square feet) of the first floor street-facing façade:
_ square feet.

If applicable, indicate the current total cumulative signage area (square feet) of all street-facing signs:
_ square feet.

C. **Maximum Signage Lettering.** For wall and fascia signage, lettering shall not be greater than 12" in height AND cover not more than 60% of the sign board on which the letters are placed.

Applicable to proposed sign permit application? Yes No
Conform to Lettering Requirement? Yes No

D. **Maximum Number of Wall, Fascia, Transom and Awning Signs.** Total number shall not exceed 3 signs. Gilded, vinyl or painted letters on the inside or outside of storefront display windows are not included within said maximum.

Applicable to proposed sign permit application? Yes No
Conform to Maximum Requirement? Yes No

If yes, indicate the total façade area (in square feet) of the upper (second) floor street-facing façade (as measured from the upper edge of the sign band to the upper edge of the cornice):
_square feet.

If applicable, indicate the current total cumulative signage area (square feet) of all projecting and hanging signs facing the street:
_ square feet.

E. **Wall, Fascia and Transom Sign Placement.** No wall sign or fascia (including transom) shall be placed to visually obscure architectural details of the building.

Applicable to proposed sign permit application? Yes No
Conform to Placement Requirement? Yes No

3. Projecting and Hanging Signs.

A. **Minimum and Maximum Height.** All projecting and hanging signs shall be elevated a minimum height of 8 feet. Said signs may be placed ABOVE the sign band; however not above the top edge of the largest second story window.

Applicable to proposed sign permit application? Yes No
Conform to Placement Requirement? Yes No

B. **Limitation of the Extension.** All projecting and hanging signs shall not project more than 5 feet from the surface of its supporting building. All said signs shall not extend closer than 2 feet to any public street curb or pavement.

Applicable to proposed sign permit application? Yes No
Conform to Extension Requirement? Yes No

- C. **Placement of Projecting and Hanging Signs.** All projecting and hanging signs shall be placed perpendicular to the façade and not flush with building façade.

Applicable to proposed sign permit application? Yes No
Conform to Perpendicular Requirement? Yes No

- D. **Maximum Area of Projecting and Hanging Signs.** The maximum cumulative area allowed for projecting and hanging signs shall not exceed 7% of the UPPER building façade area.

Applicable to proposed sign permit application? Yes No
Conform to Maximum Area Requirement? Yes No

- E. **Limitation of the Number of Projecting and Hanging Signs.** The total number of projecting and hanging signs allowed on a structure shall be 1 sign per business.

Applicable to proposed sign permit application? Yes No
Conform to Number of Signs Requirement? Yes No

4. Illumination of Signs.

- A. **No internally illuminated signs shall be placed in the HPO District.** If signs are illuminated, signs shall be EXTERNALLY illuminated.

Applicable to proposed sign permit application? Yes No
Conform to Illumination Requirement? Yes No

- B. **Non-flashing, illuminated neon signs shall be permitted.**

Applicable to proposed sign permit application? Yes No
Conform to Neon Requirement? Yes No

5. Limitation of Types of Window Signs.

All window signs, including transom windows, shall be gilded, painted, vinyl, etched glass or leaded glass letters placed on the inside of storefront display windows. Product and/or company logo signs are allowed on the inside of storefront display windows.

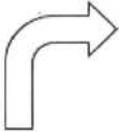
Applicable to proposed sign permit application? Yes No
Conform to Types of Signage Requirement? Yes No

6. Signage Color.

All signage shall be of a color, which is compatible with the color of the building construction materials found in the HPO District.

Applicable to proposed sign permit application? Yes No
Conform to Color Requirement? Yes No

Created on 06/07/2000 10:51 AM



Please attach a **recent photograph** of the entire façade of the building upon which the sign is proposed to be placed (minimum size of 3 inches by 5 inches) and a drawing or other graphic display of the proposed signage (drawn to a known architectural or engineering scale and properly dimensioned). This display must include all details that are applicable to said application including the following:

1. Proposed sign placement on the building with scaled dimensions indicating placement, distance extension from building and height of the sign relative to the abutting sidewalk (or surrounding grade if there isn't a sidewalk) for each sign proposed.
 Yes **No**
2. The actual building dimensions, height and length of window(s) and/or door(s) for the proposed sign placement.
 Yes **No**
3. The material composition of the sign and its various elements.
 Yes **No**
4. The color(s) of the sign(s) proposed.
 Yes **No**
5. Scale of the drawing or graphic noted.
 Yes **No**
6. Date of the drawing or graphic noted.
 Yes **No**
7. Name of the preparer of the drawing noted.
 Yes **No**

I hereby certify that all statements, forms and attachments submitted hereto are true and correct to the best of my knowledge and belief.

Property Owner

x LifeBridge Church		8/21
Print	Signature	Date

Applicant

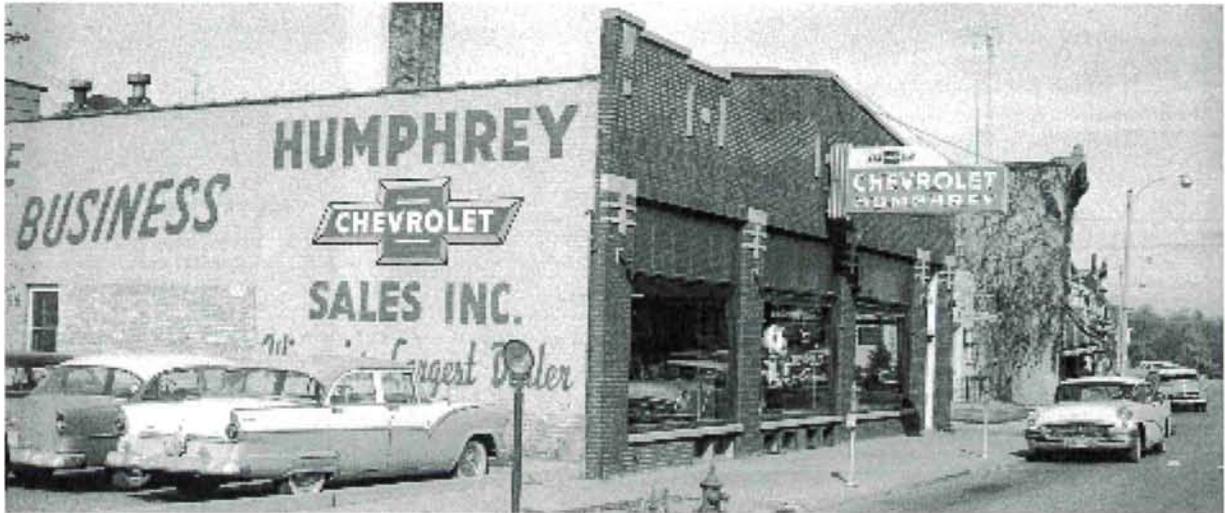
LifeBridge Church		8/21
Print	Signature	Date

LIFEBRIDGE CHURCH

PAINTED SIGN DESIGN NARRATIVE

Historical/Past Image

(Larger Image Below)



Back when our building was a Chevy dealership. Take notice of the two fonts on the signage nearest the front facade. Two fonts are used- a sans serif font, and a cursive font. A primary dark text color is used, with a contrasting white one highlighting the primary brand/logo. All of these typography elements are carried over into our new design.

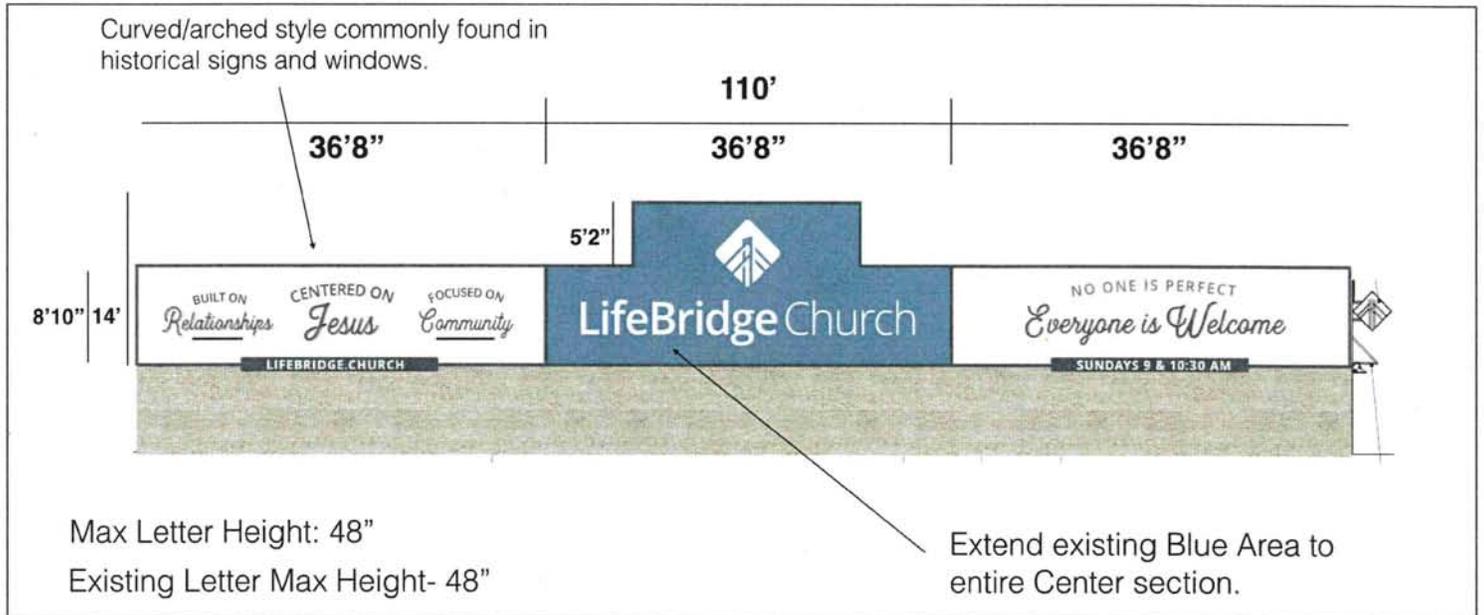
Existing Signage (Larger Image Below)



The fonts in this sign are largely tied to the logos of the various brands represented. **The largest existing letters are over 48" in height.**

This signage does have historical significance in Burlington, and we wanted to maintain some elements of the design. We focused on the layout, bordering, and existing background colors.

Proposed Signage (Larger Image Below)



Left Side

The text content here is our vision statement, which we use on an almost weekly basis as a manner of describing our church DNA.

Center

The center section contains our name and logo. Our primary logo/brand color is blue, so we took the existing blue space and extended it in order to create a larger primary section.

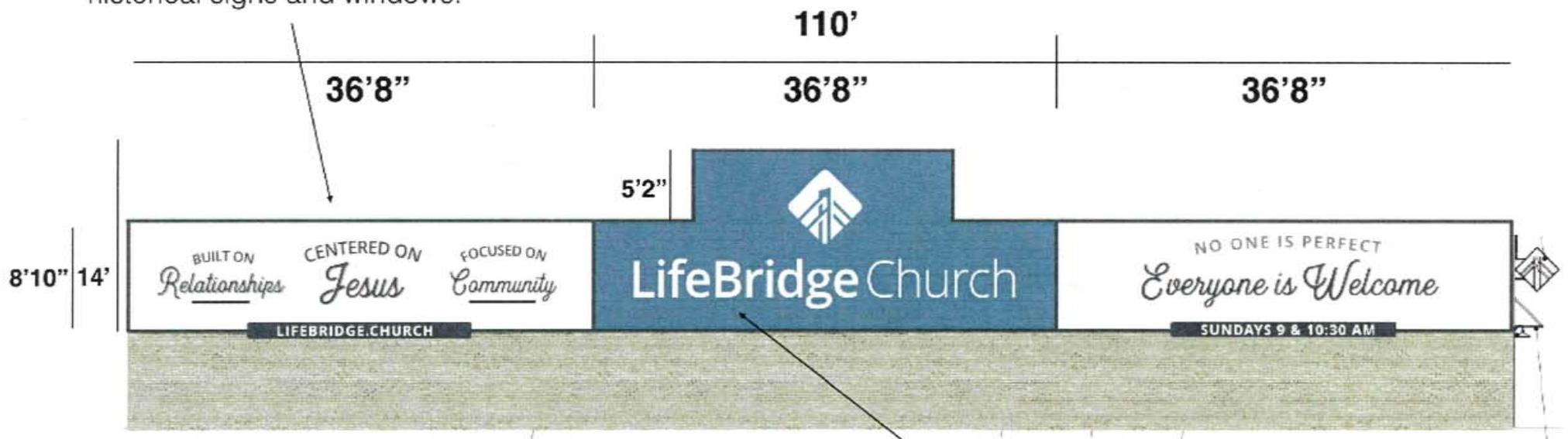
Right Side

The right side matches the aesthetic of the left side, and contains a welcome message and our service times, which is our most frequently asked question.

Conclusion

Our proposal incorporates both the existing aesthetic (layout and color) and the older Chevrolet aesthetic (font/typography). We did our best to design something that is both a) historically appropriate, and b) a beautiful value-add for downtown. The current signage creates consistent confusion for both LifeBridge and Bigelow, and we hope and plan to resolve this quickly, following

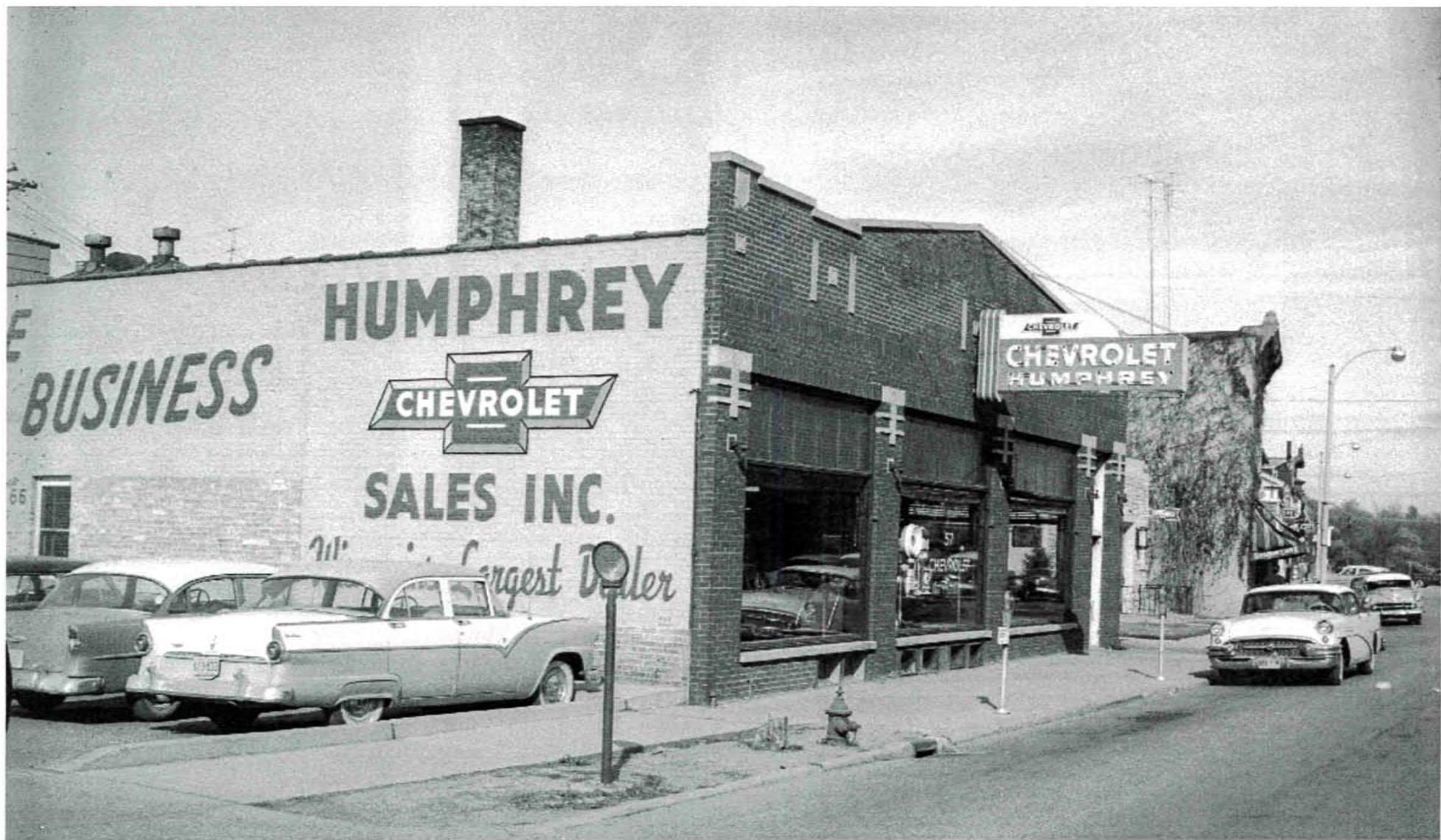
Curved/arched style commonly found in historical signs and windows.



Max Letter Height: 48"

Existing Letter Max Height- 48"

Extend existing Blue Area to entire Center section.



BUSINESS

HUMPHREY



SALES INC.

Largest Dealer

**CHEVROLET
HUMPHREY**





Bigelow INC.
APPLIANCE
SALES & SERVICE

Amana
A Legacy of Tradition of the Esplanade

Hotpoint
QUALITY APPLIANCES

JENN-AIR

KitchenAid
Built better not cheaper

Frigidaire
For a better way of Life



CITY OF BURLINGTON

Administration Department
300 N. Pine Street, Burlington, WI, 53105
(262) 342-1161 – (262) 763-3474 fax
www.burlington-wi.gov

Historic Preservation Commission Item: 8A	Date: September 27, 2018
Submitted By: Megan Watkins, Director of Administrative Services	Subject: Façade Grant Funding

Details

Attached please find the Façade Grant Funding report for Round 8 dated September 20, 2018 with a balance of \$42,680.96. Round 7 has an actual balance of \$0.00 remaining 2017, with four projects pending.

Executive Action:

This item is for discussion only at the September 27, 2018 Historic Preservation Commission meeting.

Burlington HPC - Façade Grant Funding, Round #8 - \$50,000

Applicant Name/Company	Property Address	Total Improvement Amount Proposed	Grant Amount Approved for Funding	Notes	Approved Date	Expiration Date	Funded	Amount Funded	Date Paid
LuAnne Clark	401 N. Pine Street (south side)	\$4,793.00	\$2,396.50	**	12/28/2017	12/28/2018	Yes	\$319.04	1/29/2018
Itzin's Shoes & Repair	420, 428, & 436 N. Pine St.	\$14,000.00	\$7,000.00		7/26/2018	7/26/2019	Pending	Pending	Pending

Obligated Funds:	\$ 50,000.00
Total Distributed to Date	\$319.04
Pending	\$7,000.00
Actual Balance Remaining:	
\$50,000 Less Total Disbursed and Pending =	\$ 42,680.96

Updated: 9/20/2018

NOTES:
 (a) Total Round 8 funding includes: \$50,000 allotment (2018)
 ** LuAnne Clark (401 N. Pine) received funds from Round 7 and Round 8 for full approved grant amount

Burlington HPC - Façade Grant Funding, Round #7 - \$50,000

Applicant Name/Company	Property Address	Total Improvement Amount Proposed	Grant Amount Approved for Funding	Notes	Approved Date	Expiration Date	Funded	Amount Funded	Date Paid
David Flitcroft - Flitcroft Rentals	580-588 N. Pine Street (rear façade)	\$10,600.00	\$5,000	See below **	3/9/2017	3/9/2018	Yes	\$4,874.64	9/15/2017
Commercial Investment Properties Corp.	525 Milwaukee Avenue (front)	\$22,298.13	\$5,000		3/23/2017	Org: 3/23/2018 New: 9/23/2018 New Extended: 11/23/2018	Pending	Pending	Pending
Thrivent Financial	400 N. Pine Street (front)	\$33,362.00	\$5,000		3/23/2017	3/23/2018	Yes	\$5,000.00	9/29/2017
Thrivent Financial	400 N. Pine Street (side)	\$22,549.00	\$5,000		3/23/2017	3/23/2018	Yes	\$5,000.00	9/29/2017
Thrivent Financial	208 E. Washington Street (front)	\$12,676.00	\$5,000		3/23/2017	3/23/2018	Yes	\$5,000.00	9/15/2017
Thrivent Financial	208 E. Washington Street (side/alley)	\$13,623.00	\$5,000		3/23/2017	3/23/2018	Yes	\$5,000.00	9/15/2017
Cassandra Spiegelhoff - C. Mae Designs	202 E. Chestnut Street (awning)	\$1,695.79	\$847.90		5/25/2017	5/25/2017	Yes	\$847.90	8/14/2017
Uncle Steve's Garage	564 N. Pine (rear)	\$5,050.00	\$2,525		5/25/2017	2/25/2018	Yes	\$2,525.00	8/11/2017
John Royel - Kass Management	316-344 N. Pine Street (front)	\$9,400.00	\$4,700.00		11/1/2017	11/1/2018	Pending	Pending	Pending
John Royel - Kass Management	316-344 N. Pine Street (rear)	\$9,950.00	\$4,975.00		11/1/2017	11/1/2018	Pending	Pending	Pending
Michelle Peterson	557 N. Pine Street	\$11,622.79	\$5,000.00		10/26/2017	10/26/2018	Pending	Pending	Pending
LuAnne Clark	401 N. Pine Street (south side)	\$4,793.00	\$2,396.50	See below **	12/28/2017	12/28/2018	Yes	\$2,077.46	1/29/2018

Obligated Funds:	\$ 50,000.00
Total Distributed to Date	\$30,325.00
Pending	\$19,675.00
Actual Balance Remaining:	
\$50,000 Less Total Disbursed and Pending	
=	\$0.00

Updated: 9/17/2018

NOTES:

- (a) Total Round 7 funding includes: \$50,000 allotment (2017)
- ** Flitcroft Rental's total payment was lower than the original estimate provided with the COA and grant application
- ** LuAnne Clark (401 N. Pine) received funds from Round 7 and Round 8 for full approved grant amount