



**AGENDA**  
**HISTORIC PRESERVATION COMMISSION**  
**THURSDAY, APRIL 23, 2020 at 5:30 P.M.**

Webinar link:

<https://us02web.zoom.us/j/81747421192?pwd=LytVeHhIWExhUjlWk3Voc1EzNlJydz09>

Password: 441655

Phone: (312) 626-6799, Webinar ID: 817 4742 1192, Password: 441655

- To attend a meeting, click on the link provided or dial in with the phone number provided on the meeting agenda. You may need to create a Zoom account if you access the meeting online.
- You will participate as an attendee, not a panelist. You will be muted by the meeting moderator.
- To participate/speak during a meeting when allowable, you will need to “raise your hand”. Online you will find a ‘raise hand’ option in the menu bar. Via phone you can press \*9.
- All meetings are recorded and subject to the Wisconsin Open Meetings Law.

Darrel Eisenhardt, Chairman  
Susan Kott, Aldermanic Representative  
Frank Capra, Commissioner  
Steve Wagner, Commissioner  
Ken Morrison, Commissioner  
Kevin O’Brien, Commissioner  
Bernard Petersen, Commissioner

1. Call to order
2. Roll Call
3. Citizen Comments
4. Approval of minutes of February 27, 2020
5. Letters and Communications: None
6. Old Business:
  - A. To consider an extension request to the Certificate of Appropriateness and Façade Grant for properties located at 533 and 541 Milwaukee Avenue from Judith Schulz.
7. New Business:
  - A. To consider approving a Sign Permit application from Bernard Petersen for property located at 120 E. Chestnut Street to install a hanging sign.
  - B. To consider approving a Sign Permit application from Carl and Mary Anders for property located at 208 E. Chestnut Street to install a hanging sign.

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, FEBRUARY 27, 2020**

The meeting was called to order by Aldermanic Representative Susan Kott at 5:30 p.m. Commissioners Steve Wagner; Ken Morrison; Kevin O'Brien; and Bernard Petersen were present. Chairman Darrel Eisenhardt and Commissioner Frank Capra were excused. City Administrator Carina Walters was also present.

**CITIZEN COMMENTS**

None

**APPROVAL OF MINUTES**

Commissioner Wagner moved, and Commissioner O'Brien seconded to approve the minutes of January 23, 2020.

**LETTERS AND COMMUNICATIONS**

None

**OLD BUSINESS**

None

**NEW BUSINESS**

**A. To consider approving a Certificate of Appropriateness application from Bob and Pat Sullivan for property located at 700 N. Pine Street for renovations to the rear of the building.**

- Aldermanic Representative Kott introduced and opened this item for discussion.
- Tanya Fonseca stated the applicant is looking to do improvements to the exterior of the building. Ms. Fonseca further stated EIFS is not a very durable material, and encourages a stronger material, considering trucks will be loading and unloading in this area.
- Bob Sullivan, applicant, explained originally there were no walls on this building, because it was a train station. In the 1940s the brick walls were added, but with no insulation. The plan is to make this establishment into a brewery and taproom. Mr. Sullivan further explained he tried matching the brick, however, this was not feasible in cost and color for such a small area. The left garage door would be removed, and the right garage door would be made smaller with a pedestrian door next to it. In order to get insulation and color of bricks to match, he had to go with EIFS. This area is not being used for loading, and is not in public view.

- Aldermanic Representative Kott asked why the wall needs to be covered if only one door is being closed off. Mr. Sullivan replied in order to install the insulation there has to be something to cover it with, plus there is not enough room for insulation inside the building. Aldermanic Representative Kott suggested going with the darker color for the EIFS to blend in with the brick, just as long as it is a historical color. Aldermanic Representative Kott stated the colors could be approved by City staff. Commissioner Wagner asked if the EIFS would cover from wall to wall. Mr. Sullivan responded, yes.
- There were no further comments.
- Commissioner Wagner moved, and Commissioner O'Brien seconded to approve the Certificate of Appropriateness contingent staff reviews the historical color.
- All were in favor and the motion carried.

## **DISCUSSION ITEMS**

### **A. Discussion and decision for a timeline to retroact Façade Grants, and if a Certificate of Appropriateness application for signage is required to receive a grant.**

- Aldermanic Representative Kott introduced and opened this item for discussion.
- Carina Walters, City Administrator, explained at the January 23, 2020 meeting an applicant asked for a grant after installing signage, and the Commissioners wanted to know if it was the correct thing to do. Ms. Walters suggested adding this discussion to the agenda.
- The Commissioners had a discussion regarding grants and applications. During the discussion the Commissioners agreed that a Certificate of Appropriateness application is not needed to receive a grant for signage. They also agreed that the Grant application should be submitted at the same time as the Certificate of Appropriateness or Sign Permit application. The Commissioners stated the building inspector could approve vinyl signage on windows. The Commissioners further stated in order to receive a grant, work cannot be started prior to approval.
- The Commissioners mentioned an awning was installed without coming for approval. The Commissioners asked if a citation can be given, and what will be done. Ms. Walters answered the owners will be contacted and will need to go through the process for approval. Ms. Fonseca responded according to the City ordinance a citation without a sign permit is allowed.
- Ms. Walters stated staff will amend the language on the applications to reflect these decisions, and bring them before the board for approval.

**B. Review of Façade Grant Funding Status.**

- Aldermanic Representative Kott introduced and opened this item for discussion.
- Aldermanic Representative Kott stated Round 8 has \$39,475.57 pending with projects not completed, Round 9 has \$4,563.99 pending with projected not completed, and \$50,000 of grant money was approved for Round 10 in 2020.

**ADJOURNMENT**

Commissioner Petersen moved, and Commissioner Wagner seconded to adjourn the meeting at 6:22 p.m. *All were in favor and the motion carried.*

Recording Secretary,

Kristine Anderson  
Administrative Assistant



**DATE:** April 23, 2020

**SUBJECT:** Extension for Façade Grant for properties located at 533 and 541 Milwaukee Avenue.

**SUBMITTED BY:** Gregory Guidry, Building Inspector

---

**DETAILS:**

Judith Schulz of Teacher Place is requesting an extension to the front Façade Grants for properties located at 533 and 541 Milwaukee Avenue. The Façade Grant expires May 23, 2020. On May 23, 2019, the Historic Preservation Commission approved a Certificate of Appropriateness (COA) application for 533 and 541 Milwaukee Avenue. The HPC also approved a façade grant in the amount of \$5,000 for 533 Milwaukee Avenue, and \$5,000 for 541 Milwaukee Avenue.

As a reminder, the proposed project for 533 Milwaukee Avenue consists of:

- The front façade restoration include: repair, repaint, and replace the lights of the street-facing façade of the building. The applicant proposes to repaint the façade in three colors (similar to current colors, but not exactly replicating the existing colors);
  1. “Rugger Brown” brown color: field panels, 1<sup>st</sup> and 2<sup>nd</sup> story cornices, mullions
  2. “Ruby Red” red color: 1 x 1 and 2 x2 bulkhead trim and similar, upper cornice details
  3. Gold color: small trim, cove moldings, cornice details, and similar
- Repair where possible. Replacements of wood panels, trim, etc. as necessary with painted white pine, BDO board, fiber cement trim board, Fypon.
- Repaint sign background brown, gold letters, red and gold details as approved in 2000
- Replace lights/shades with same design and color in black

As a reminder, the proposed project for 541 Milwaukee Avenue consists of:

- The front façade restoration include: repair, repaint, and replace the lights of the street-facing façade of the building. The applicant proposes to repaint the façade in three colors (similar to current colors, but not exactly replicating the existing colors);
  1. “Olive Tree Green” green color: field panels, column details, upper cornice details
  2. “Rugger Brown” brown color: 1 x 1 and 2 x2 bulkhead trim and similar, 1<sup>st</sup> story cornice, mullions
  3. Gold color: small trim, cove moldings, cornice details, and similar
- Repair where possible. Replacements of wood panels, trim, etc. as necessary with painted white pine, BDO board, fiber cement trim board, Fypon.
- Repaint sign background brown, gold letters, green, and gold details as approved in 2000
- Replace lights/shades with same design and color in black

**Please see the attached extension request correspondence.**

# TEACHER PLACE & PARENT RESOURCES

533 Milwaukee Avenue downtown historic Burlington, Wisconsin 53105  
(262) 763-3946 non-profit educational center established 1976

April 15, 2020

Historic Preservation Commission  
Burlington, Wisconsin

Due to the Coronavirus COVID-19 pandemic and its severe impact, we are requesting an extension of the May 31, 2020 completion date for the approved work on our 2 facades, with a matching extension on the associated façade grants.

Once businesses are all opened up and running again, we will have a better idea of when the work can be done. I hope you will approve an extension, as our community and country goes through this difficult time of unknowns.

Hope everyone is staying safe,  
Judith Schulz  
Director Teacher Place  
262 763-3946



**HISTORIC PRESERVATION COMMISSION**

**ITEM NUMBER: 7A**

**DATE:**

April 23, 2020

**SUBJECT:** Sign Permit for 120 E. Chestnut Street

**SUBMITTED BY:** Gregory Guidry, Building Inspector

The HPC’s role is to review the proposed Sign Permit according to the Secretary of Interior’s Standards for Rehabilitation.

**PROJECT/SCOPE:**

Bernard Petersen, applicant, is requesting approval of a Sign Permit located at 120 E. Chestnut Street. The proposed project consists of:

- The installation of a projecting sign. Bernard Petersen, applicant, proposes to relocate a sign that was previously approved and installed at 109 E. Chestnut Street. Now that 109 E. Chestnut Street is the Runaway Brewery, the applicant would like to relocate the sign from across the street to his other MPC office location at 120 E. Chestnut Street. The sign will be the exact same sign that was approved at the January 26, 2012 meeting, but the address number will change from 109 to 120. The size and location of the installation meets all of the required HPC requirements.

Gregory Guidry, Building Inspector, whose memorandum is attached, recommends approval of this request, subject to conditions listed in the March 18, 2020 memorandum to the Commission.

**PROPERTY FILE HISTORY:**

<b>Year Built:</b> 1867			
<b>COA previously issued?</b>	<b>Yes:</b> X	<b>No:</b>	<b>Year:</b> 2016
<b>Previous COA project details:</b>	2016 – signage, awnings, windows		
2015 - signage			
<b>Previous façade grants received?</b>	<b>Yes:</b> X	<b>No:</b>	<b>Amount:</b> \$5,000 (2016)
<b>Current violations on property?</b>	<b>Yes:</b>	<b>No:</b> X	
<b>Violation Details:</b>			

**FINANCIAL REMARKS:**

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

**RECOMMENDATION:**

Staff recommends approval of this Sign Permit.

**TIMING/IMPLEMENTATION:**

This item is for consideration to approve the Sign Permit at the April 23, 2020 Historic Preservation Commission meeting.



CITY OF BURLINGTON

---

**Building & Zoning Department**  
300 N. Pine Street, Burlington, WI 53105  
(262) 342-1163 – (262) 763-3474 fax  
www.burlington-wi.gov

**To:** City of Burlington Historic Preservation Commission  
**From:** Gregory Guidry, Building Inspector  
**Date:** March 10, 2020  
**Re:** Sign Permit Application, 120 E. Chestnut Street

---

**Desired Outcome:** Installation of a new signage on the building

**Location:** 120 E. Chestnut Street

**Summary:** Bernard Peterson proposes to relocate a sign that was previously approved and installed at 109 E. Chestnut Street. Now that 109 E. Chestnut Street is the Runaway Brewery, Bernard would like to relocate the sign from across the street to his other MPC office location at 120 E. Chestnut Street. The sign will be the exact same sign that was approved at the January 26, 2012 meeting, but the address number will change from 109 to 120. The size and location of the installation meets all of the required HPC requirements.

**Recommendation:** Staff recommends that the Historic Preservation Commission approve the submitted Sign Permit for 120 E. Chestnut Street. This approval is subject to the following conditions.

1. All work shall be per the application materials submitted on March 6, 2020.
2. The applicant shall obtain a sign permit for the work.

## 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	NA	
(2) For Sign Permit Application	Complete	
<b>STANDARDS FOR SIGNAGE IN THE HPO HISTORIC PRESERVATION OVERLAY DISTRICT (SECTION 315-74)</b>		
(1) Prohibited Signs	NA	
(2) Wall, fascia (including transoms), and awning signs 315-74 and page 19	NA	
(3) Projecting and Hanging Signs 315-74 C	Met	Will be installed a minimum of 8 feet above the sidewalk. Will not be installed above the second floor windows. Will be installed no more than 5 feet projection from the face of the building and not within 2 feet of the street curb. The sign is smaller than the maximum allowable size of 7 % of the upper façade face.
(4) Illumination of Signs 315-74 D	NA	
(5) Limitations on types of window signs 315-74 (E)	NA	
(6) Signage Color 315-74 (F)	Met	The sign is compatible with the building color
(7) Sign Letter and overall size 315-74 B (3)	NA	

<b>GENERAL STANDARDS FOR (HPO) HISTORIC PRESERVATION OVERLAY DISTRICT (SECTION 315-42)</b>		
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)	NA	
<b>CITY OF BURLINGTON HISTORICAL PRESERVATION DISTRICT STANDARDS &amp; GUIDELINES</b>		
Design Issues (pg. 19)	Met	The signs meet the required specifications.
Maintenance and Repair (pg. 23)	NA	
Lighting (pg. 16)	NA	
Screening (pg. 24)	NA	
Doors and Entrances (pg. 14)	NA	
Secretary of Interior's "Standards for Rehabilitation" (pg. 6)	NA	
<b>OTHER CITY OF BURLINGTON ZONING ORDINANCE STANDARDS</b>		
Article VII (Signs)	Met	The signage meets the ordinance.



Application for the Historic Preservation Overlay District Sign Permit

3/6/2020

PROJECT ADDRESS:

120 E. CHESTNUT ST., Burlington, WI

Property Owner Information

BERNARD & MICHELLE PETERSEN  
Owner of Property

124 MONICA CT.  
Owner's Address

BURLINGTON, WI 53105  
City, State and Zip Code

262-903-8970 908-611-4191  
Phone Number Fax Number

bernard@mpcpm.com  
Email Address

*[Signature]*  
Owner's Signature

Property Applicant Information

MPC PROPERTY MANAGEMENT  
Applicant Name

120 E. CHESTNUT ST  
Applicant Address

BURLINGTON, WI 53105  
City, State and Zip Code

262-903-8970  
Phone Number Fax Number

bernard@mpcpm.com  
Email Address

*[Signature]*  
Applicant's Signature

Name of Business: MPC PROPERTY MANAGEMENT

Contractor's name and address: BURLI-SIGNS

**Include the Following with Application**

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:

- 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.
- The actual building dimensions, height and length of window(s) and/or door(s) for the proposed sign placement.
- The material composition of the sign and its various elements.
- The color(s) of the sign(s) proposed.
- Scale of the drawing or graphic noted.
- Date of the drawing or graphic noted.
- Name of the preparer of the drawing noted.
- Notation if you are using a product or company logo

## PROHIBITED SIGNAGE IN THE HISTORIC PRESERVATION OVERLAY DISTRICT

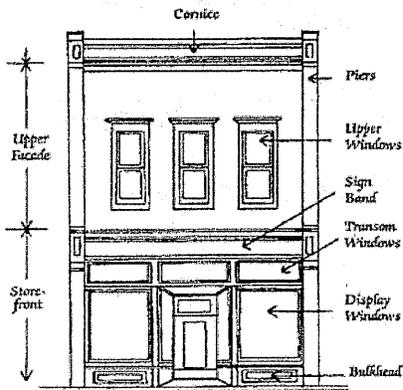
The following signs shall be prohibited in the (HPO) Historic Preservation Overlay District:

- Freestanding signs prohibited. No freestanding signs shall be permitted in the HPO District. Notwithstanding the prohibition of sandwich signs set forth in § 315-65, one freestanding sandwich sign not exceeding a maximum of six square feet per sign face may be permitted per business in the HPO District when such sign does not constitute a public safety or traffic hazard as determined by the Zoning Administrator.
- Plastic formed facade signs prohibited. No plastic formed signs or signs formed from plastic-like materials shall be permitted in the HPO District unless such materials simulate historic signage.

## ALLOWABLE SIGNAGE IN THE HISTORIC PRESERVATION OVERLAY DISTRICT

*Ordinance 315-62 through 315-83*

**Wall, fascia (including transoms), and awning signs.** Placement of wall, fascia (including transoms), and awning signs. All wall, fascia (including transoms), and awning signs shall be placed below the upper edge of the traditional building sign band as indicated below. No wall, fascia, or awning signage shall be allowed to be located above the upper edge of the traditional building sign band. (See Subsection C for the allowance of projecting and hanging signs). Awning signs should be limited to the valance only.



- **Maximum signage area.** The total maximum cumulative signage area of all signage placed upon the street-facing facade (including all wall, fascia, awning signs and interior signs visible from the display windows and entries) of a building (not including freestanding sandwich signs, or projecting and overhanging signs placed above the upper edge of the building sign band) shall not exceed 15% of the total area of that portion of the first floor street-facing facade which lies below the upper edge of the building sign band. Gilded, vinyl, painted letters or other business signage placed on the inside or outside (attached and detached) of storefront display windows shall not be counted towards the total maximum cumulative signage area.
- **Maximum signage lettering.** The maximum size of letters on a wall or fascia sign shall be no greater than 12 inches in height and cover no more than 60% of the sign band or window upon which the letters are placed.
- **Maximum number of wall, fascia (including transoms), and awning signs.** The total maximum number of all wall, fascia (including transoms), and awning signs placed upon the street-facing facade of a building shall not exceed four signs. Gilded, vinyl, painted letters or other business signage placed on the inside or outside (attached or detached) of storefront display windows shall be counted towards the maximum number of wall, fascia (including transoms), and awning signs. Hours of operation shall not be included in these calculations as they are not considered business signage.

- Wall and fascia (including transoms) sign placement not to visually obscure architectural details. No wall sign or fascia (including transoms) shall be placed so as to visually obscure architectural details which are important to the historic character of the HPO District and the building upon which such wall or fascia sign is placed.

**Projecting and hanging signs.** Projecting and hanging signs are allowed in the HPO District to extend only over public rights-of-way occupied by pedestrian sidewalks subject to the following:

- Minimum and maximum height of a projecting and hanging sign. All such projecting or hanging signs in the HPO District shall be elevated a minimum height of eight feet. Projecting or hanging signs may be placed above the sign band; however, no projecting or hanging sign shall extend above the top edge of the largest second story window.
- Limitation of the extension of a projecting and hanging sign. Any such projecting or hanging sign in the HPO District shall not project more than five feet from the surface of its supporting building. All such projecting signs in the HPO District shall not be permitted to extend closer than two feet to any public street curb or pavement or to any public alley curb or pavement.
- Placement of projecting and hanging signs. All projecting and hanging signs in the HPO District shall be placed perpendicular to the building facade and not flush with the building facade.
- Maximum area of a projecting and hanging sign. The maximum cumulative permitted area allowed for all projecting or hanging signs on a structure in the HPO District shall not exceed 7% of the upper building facade area. The upper building facade area shall be determined by multiplying the width of the upper building facade by its height (height as measured from the upper edge of the sign band to the upper edge of the cornice).
- Limitation of the number of projecting and hanging signs. The total number of projecting signs allowed a structure in the HPO District shall be one sign per business.

**Illumination of signs.** Non-flashing, illuminated signs shall be permitted in the HPO District. If signs are illuminated, said signs shall be externally illuminated and subject to the provisions of §315-70E of this chapter. No electronic message signs shall be installed in the HPO District.

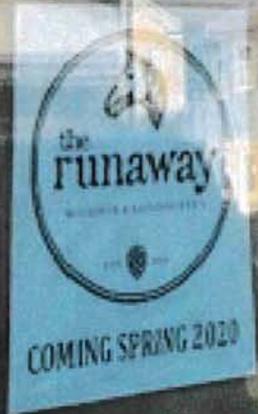
**Limitations on types of window signs** (including transom windows). All window business signs (including transom windows) in the HPO District shall be gilded, painted, vinyl, etched glass, or leaded glass letters placed on the inside or outside of storefront display windows. Product and/or company logo signs are allowed on the inside of storefront display windows.

**Signage color.** All signage shall be of a color which is compatible and complementary with the color of the building construction materials found in the HPO District. Company or organizational logos with colors outside of the HPO color palette are allowed.

**Signage of Corner Buildings.** If a structure in the downtown district is on a corner and therefore has two street-facing facades, consideration to a second sign will be given. The sign dimension can mirror what is allowable on the primary side, if the second side is equal to or larger in size than the primary façade and existing signage. If the secondary façade is shorter, signage must be proportional to the primary façade signage, based on the width of the structure.

**Alleyway signage for deliveries.** Signage in the alleyway to identify businesses for deliveries and staff access are permitted. Alleyway signs shall not exceed 2 foot by 4 foot or eight total square feet in size.

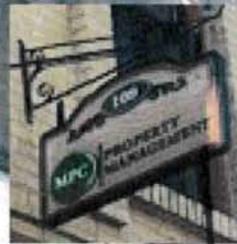
SIGN ON  
EXISTING  
BUILDING  
TO BE  
MOVED



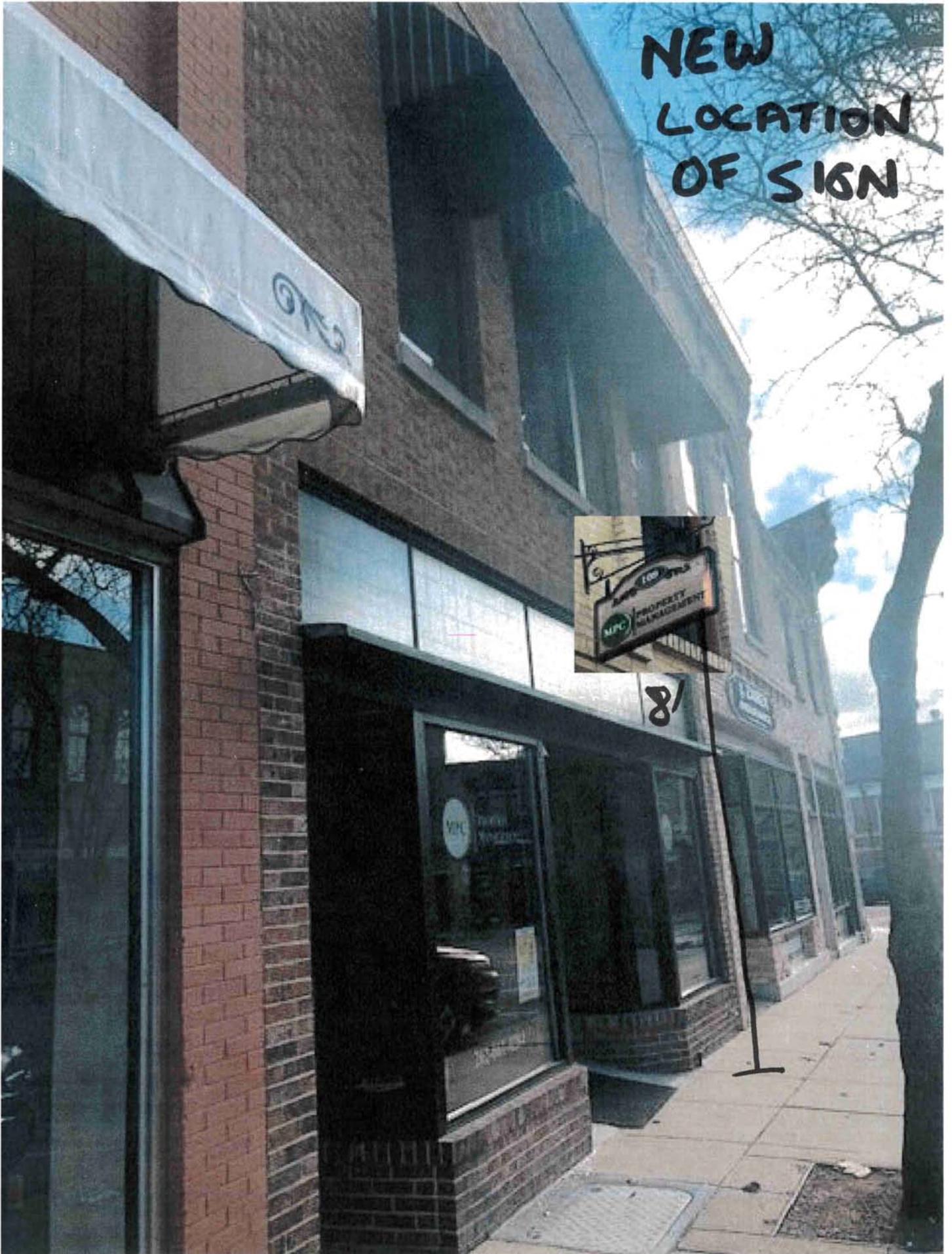
# BUILDING DIMENSIONS



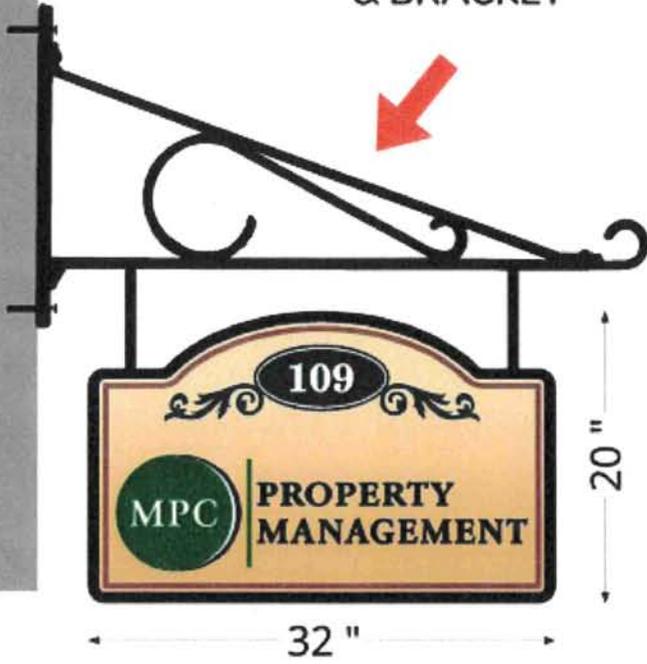
**NEW  
LOCATION  
OF SIGN**



**8/**



REMOVE SIGN  
& BRACKET



COMPOSITE SIGN  
PREVIOUSLY APPROVED  
FOR 109 E. CHESTNUT

BURLI SIGNS MAKING "120" PLATE  
TO COVER "109"



**HISTORIC PRESERVATION COMMISSION**

**ITEM NUMBER: 7B**

**DATE:**

April 23, 2020

**SUBJECT:** Sign Permit for 208 E. Chestnut Street

**SUBMITTED BY:** Gregory Guidry, Building Inspector

The HPC’s role is to review the proposed Sign Permit according to the Secretary of Interior’s Standards for Rehabilitation.

**PROJECT/SCOPE:**

Carl and Mary Sanders, applicant, is requesting approval of a Sign Permit located at 208 E. Chestnut Street. The proposed project consists of:

- The installation of a projecting sign. Carl and Mary Anders, applicant, proposes to install a projecting sign that measures 48 inches by 36 inches at 208 E. Chestnut Street. These measurements and location are within the allowed size per the Historic District requirements.

Gregory Guidry, Building Inspector, whose memorandum is attached, recommends approval of this request, subject to conditions listed in the March 12, 2020 memorandum to the Commission.

**PROPERTY FILE HISTORY:**

<b>Year Built:</b> 1960			
<b>COA previously issued?</b>	<b>Yes:</b>	<b>No: X</b>	<b>Year:</b>
<b>Previous COA project details:</b>			
<b>Previous façade grants received?</b>	<b>Yes:</b>	<b>No: X</b>	<b>Amount:</b>
<b>Current violations on property?</b>	<b>Yes:</b>	<b>No: X</b>	
<b>Violation Details:</b>			

**FINANCIAL REMARKS:**

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

**RECOMMENDATION:**

Staff recommends approval of this Sign Permit.

**TIMING/IMPLEMENTATION:**

This item is for consideration to approve the Sign Permit at the April 23, 2020 Historic Preservation Commission meeting.



CITY OF BURLINGTON

---

**Building & Zoning Department**  
300 N. Pine Street, Burlington, WI 53105  
(262) 342-1163 – (262) 763-3474 fax  
[www.burlington-wi.gov](http://www.burlington-wi.gov)

**To:** City of Burlington Historic Preservation Commission

**From:** Gregory Guidry, Building Inspector

**Date:** March 12, 2020

**Re:** Sign Permit Application, 208 E. Chestnut Street

---

**Desired Outcome:** Installation of a new signage on the building

**Location:** 208 E. Chestnut Street

**Summary:** Carl and Mary Anders proposes to install a projecting sign at 208 E. Chestnut Street. The sign measures 48 inches by 36 inches, which meets the HPC requirements. The location of the installation also meets the HPC requirements.

**Recommendation:** Staff recommends that the Historic Preservation Commission approve the submitted Sign Permit for 208 E. Chestnut Street. This approval is subject to the following conditions.

1. All work shall be per the application materials submitted on March 10, 2020.
2. The applicant shall obtain a sign permit for the work.

## 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	NA	
(2) For Sign Permit Application	Complete	
<b>STANDARDS FOR SIGNAGE IN THE HPO HISTORIC PRESERVATION OVERLAY DISTRICT (SECTION 315-74)</b>		
(1) Prohibited Signs	NA	
(2) Wall, fascia (including transoms), and awning signs 315-74 and page 19	NA	
(3) Projecting and Hanging Signs 315-74 C	Met	Will be installed a minimum of 8 feet above the sidewalk. Will be installed with a projection of only 44 inches from the face of the building and not within 2 feet of the street curb. The sign is 12 square feet in size which is smaller than the maximum 35 square feet of allowable size of 7 % of the upper façade face.
(4) Illumination of Signs 315-74 D	NA	
(5) Limitations on types of window signs 315-74 (E)	NA	
(6) Signage Color 315-74 (F)	Met	The sign is compatible with the building color
(7) Sign Letter and overall size 315-74 B (3)	NA	

<b>GENERAL STANDARDS FOR (HPO) HISTORIC PRESERVATION OVERLAY DISTRICT (SECTION 315-42)</b>		
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)	NA	
<b>CITY OF BURLINGTON HISTORICAL PRESERVATION DISTRICT STANDARDS &amp; GUIDELINES</b>		
Design Issues (pg. 19)	Met	The sign meets the required specifications.
Maintenance and Repair (pg. 23)	NA	
Lighting (pg. 16)	NA	
Screening (pg. 24)	NA	
Doors and Entrances (pg. 14)	NA	
Secretary of Interior's "Standards for Rehabilitation" (pg. 6)	NA	
<b>OTHER CITY OF BURLINGTON ZONING ORDINANCE STANDARDS</b>		
Article VII (Signs)	Met	The signage meets the ordinance.



Application for the Historic Preservation Overlay District Sign Permit

3/10/20

**PROJECT ADDRESS:**

208 E Chestnut St., Burlington, WI

Property Owner Information

Kevin O'Brien  
Owner of Property

516 N Pine St  
Owner's Address

Burlington, WI 53105  
City, State and Zip Code

262 767-1100  
Phone Number Fax Number

262  
Email Address

kmobrien@yahoo.com  
Owner's Signature

Name of Business: Joyful Creations Art Center

Contractor's name and address: Burl. Sign Co  
125 FRONT ST. Burlington

Property Applicant Information

Carl & Mary Anders  
Applicant Name

Home 409 S. Pine St / Business 208 E Chestnut  
Applicant Address

Burlington, WI 53105  
City, State and Zip Code

402-505-1458  
Phone Number Fax Number

Imary@wi.rr.com  
Email Address

Mary Anders Carl Anders  
Applicant's Signature

**Include the Following with Application**

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:

- 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.
- The actual building dimensions, height and length of window(s) and/or door(s) for the proposed sign placement.
- The material composition of the sign and its various elements.
- The color(s) of the sign(s) proposed.
- Scale of the drawing or graphic noted.
- Date of the drawing or graphic noted.
- Name of the preparer of the drawing noted.
- Notation if you are using a product or company logo

## PROHIBITED SIGNAGE IN THE HISTORIC PRESERVATION OVERLAY DISTRICT

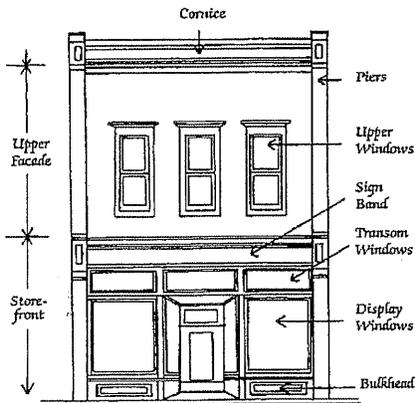
The following signs shall be prohibited in the (HPO) Historic Preservation Overlay District:

- Freestanding signs prohibited. No freestanding signs shall be permitted in the HPO District. Notwithstanding the prohibition of sandwich signs set forth in § 315-65, one freestanding sandwich sign not exceeding a maximum of six square feet per sign face may be permitted per business in the HPO District when such sign does not constitute a public safety or traffic hazard as determined by the Zoning Administrator.
- Plastic formed facade signs prohibited. No plastic formed signs or signs formed from plastic-like materials shall be permitted in the HPO District unless such materials simulate historic signage.

## ALLOWABLE SIGNAGE IN THE HISTORIC PRESERVATION OVERLAY DISTRICT

*Ordinance 315-62 through 315-83*

**Wall, fascia (including transoms), and awning signs.** Placement of wall, fascia (including transoms), and awning signs. All wall, fascia (including transoms), and awning signs shall be placed below the upper edge of the traditional building sign band as indicated below. No wall, fascia, or awning signage shall be allowed to be located above the upper edge of the traditional building sign band. (See Subsection C for the allowance of projecting and hanging signs). Awning signs should be limited to the valance only.



- **Maximum signage area.** The total maximum cumulative signage area of all signage placed upon the street-facing facade (including all wall, fascia, awning signs and interior signs visible from the display windows and entries) of a building (not including freestanding sandwich signs, or projecting and overhanging signs placed above the upper edge of the building sign band) shall not exceed 15% of the total area of that portion of the first floor street-facing facade which lies below the upper edge of the building sign band. Gilded, vinyl, painted letters or other business signage placed on the inside or outside (attached and detached) of storefront display windows shall not be counted towards the total maximum cumulative signage area.
- **Maximum signage lettering.** The maximum size of letters on a wall or fascia sign shall be no greater than 12 inches in height and cover no more than 60% of the sign band or window upon which the letters are placed.
- **Maximum number of wall, fascia (including transoms), and awning signs.** The total maximum number of all wall, fascia (including transoms), and awning signs placed upon the street-facing facade of a building shall not exceed four signs. Gilded, vinyl, painted letters or other business signage placed on the inside or outside (attached or detached) of storefront display windows shall be counted towards the maximum number of wall, fascia (including transoms), and awning signs. Hours of operation shall not be included in these calculations as they are not considered business signage.

- Wall and fascia (including transoms) sign placement not to visually obscure architectural details. No wall sign or fascia (including transoms) shall be placed so as to visually obscure architectural details which are important to the historic character of the HPO District and the building upon which such wall or fascia sign is placed.

**Projecting and hanging signs.** Projecting and hanging signs are allowed in the HPO District to extend only over public rights-of-way occupied by pedestrian sidewalks subject to the following:

- Minimum and maximum height of a projecting and hanging sign. All such projecting or hanging signs in the HPO District shall be elevated a minimum height of eight feet. Projecting or hanging signs may be placed above the sign band; however, no projecting or hanging sign shall extend above the top edge of the largest second story window.
- Limitation of the extension of a projecting and hanging sign. Any such projecting or hanging sign in the HPO District shall not project more than five feet from the surface of its supporting building. All such projecting signs in the HPO District shall not be permitted to extend closer than two feet to any public street curb or pavement or to any public alley curb or pavement.
- Placement of projecting and hanging signs. All projecting and hanging signs in the HPO District shall be placed perpendicular to the building facade and not flush with the building facade.
- Maximum area of a projecting and hanging sign. The maximum cumulative permitted area allowed for all projecting or hanging signs on a structure in the HPO District shall not exceed 7% of the upper building facade area. The upper building facade area shall be determined by multiplying the width of the upper building facade by its height (height as measured from the upper edge of the sign band to the upper edge of the cornice).
- Limitation of the number of projecting and hanging signs. The total number of projecting signs allowed a structure in the HPO District shall be one sign per business.

**Illumination of signs.** Non-flashing, illuminated signs shall be permitted in the HPO District. If signs are illuminated, said signs shall be externally illuminated and subject to the provisions of §315-70E of this chapter. No electronic message signs shall be installed in the HPO District.

**Limitations on types of window signs** (including transom windows). All window business signs (including transom windows) in the HPO District shall be gilded, painted, vinyl, etched glass, or leaded glass letters placed on the inside or outside of storefront display windows. Product and/or company logo signs are allowed on the inside of storefront display windows.

**Signage color.** All signage shall be of a color which is compatible and complementary with the color of the building construction materials found in the HPO District. Company or organizational logos with colors outside of the HPO color palette are allowed.

**Signage of Corner Buildings.** If a structure in the downtown district is on a corner and therefore has two street-facing facades, consideration to a second sign will be given. The sign dimension can mirror what is allowable on the primary side, if the second side is equal to or larger in size than the primary façade and existing signage. If the secondary façade is shorter, signage must be proportional to the primary façade signage, based on the width of the structure.

**Alleyway signage for deliveries.** Signage in the alleyway to identify businesses for deliveries and staff access are permitted. Alleyway signs shall not exceed 2 foot by 4 foot or eight total square feet in size.



**REVISED**



Marine Plywood sub-straight

Base Sign Double sided \$955.00  
 New Mast arm & Installation \$430.00  
\$1,385.00  
 Plus Tax / Permits



12'

35'

1 1 2005



**HISTORIC PRESERVATION COMMISSION**

**ITEM NUMBER: 8A**

---

**DATE:** April 23, 2020

**SUBJECT:** Façade Grant Funding

**SUBMITTED BY:** Gregory Guidry, Building Inspector

The HPC's role is to review the Façade Grant Funding summary for projects requesting grants.

---

**DETAILS:**

Attached please find the Façade Grant Funding report for Rounds 8, 9, and 10 dated March 18, 2020.

Round 8

Balance - \$0.00

Pending - \$39,475.57

Round 9

Balance - \$4,563.99

Pending - \$524.43

Round 10

Balance - \$50,000

Pending \$0.00

**EXECUTIVE ACTION:**

This item is for discussion only at the April 23, 2020 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	Yes	\$6,825.39	11/29/2018
Al Strelbecki	572 N. Pine St. (front & rear)	\$8,450.00	\$4,225.00	**	5/24/2018	5/24/2019	Rear expired	\$ 3,380.00	11/8/2018
Brian Torgerson	164 E. Washington St. (front)	\$18,875.51		Council approved 6 months	1/29/2019	8/31/2019	\$5000 Recinded by applicant	Recinded by applicant	Recinded by applicant
Brian Torgerson	164 E. Washington St. (side)	\$9,241.51		Council approved 6 months	1/29/2019	8/31/2019	\$4620.76 Recinded by applicant	Recinded by applicant	Recinded by applicant
Brian Torgerson	164 E. Washington St. (rear)	\$9,400.00		Council approved 6 months	1/29/2019	8/31/2019	\$4700 Recinded by applicant	Recinded by applicant	Recinded by applicant
Teacher Place	533 Milwaukee Ave.	\$16,061.00	\$5,000.00		5/23/2019	5/23/2020	Pending	Pending	Pending
Teacher Place	541 Milwaukee Ave.	\$11,182.00	\$5,000.00		5/23/2019	5/23/2020	Pending	Pending	Pending
Dustin & Molly Elsbury	164 E. Washington St. (front)	\$27,037.25	\$5,000.00		6/27/2019	6/27/2020	Pending	Pending	Pending
Dustin & Molly Elsbury	164 E. Washington St. (side)	\$16,692.81	\$5,000.00		6/27/2019	6/27/2020	Pending	Pending	Pending
Dustin & Molly Elsbury	164 E. Washington St. (rear)	\$14,850.30	\$5,000.00		6/27/2019	6/27/2020	Pending	Pending	Pending
Bevin Dawson	488 Milwaukee Avenue (West)	\$16,015.49	\$5,000.00		7/25/2019	7/25/2020	Pending	Pending	Pending
Bevin Dawson	488 Milwaukee Avenue (North)	\$48,120.76	\$5,000.00		7/25/2019	7/25/2020	Pending	Pending	Pending
Bevin Dawson	488 Milwaukee Avenue (East)	\$15,292.35	\$4,475.57		7/25/2019	7/25/2020	Pending	Pending	Pending

<b>Obligated Funds:</b>	<b>\$ 50,000.00</b>
<b>Total Distributed to Date</b>	<b>\$10,524.43</b>
<b>Pending</b>	<b>\$39,475.57</b>
<b>Actual Balance Remaining:</b>	
\$50,000 Less Total Disbursed and Pending =	<b>\$0.00</b>

**Updated: 3/18/2020**

**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

\*\*Rear façade at 572 N. Pine not approved by HPC Response Team. Front was approved 11/8/18 and front funds disbursed. Rear façade funds (\$845) expired 5/24/19



