



Application for the Historic Preservation Overlay District Sign Permit

PROJECT ADDRESS:

_____, Burlington, WI

Property Owner Information

Property Applicant Information

Owner of Property

Applicant Name

Owner's Address

Applicant Address

City, State and Zip Code

City, State and Zip Code

Phone Number

Fax Number

Phone Number

Fax Number

Email Address

Email Address

Owner's Signature

Applicant's Signature

Name of Business: _____

Contractor's name and address: _____

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

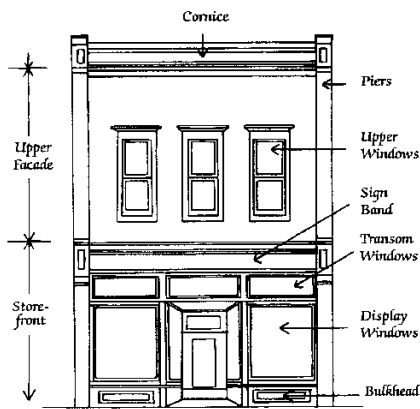
The following signs shall be prohibited in the (HPO) Historic Preservation Overlay District:

- 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.

Façade Elements

