

KENOSHA HISTORIC PRESERVATION COMMISSION  
HISTORIC SIGN APPLICATION

**GENERAL INFORMATION**

A) INFORMATION CONTAINED ON THE SIGN

B) LOCATION OF THE SIGN (ADDRESS OF THE PROPERTY)

C) TYPE OF SIGN	ARCHITECTURAL	POLE
	PROJECTING	ROOFTOP
	WALL	

D) NAME OF PERSON COMPLETING THIS APPLICATION

NAME

ADDRESS

PHONE

E) ARE YOU THE OWNER OF THE SIGN?      YES      NO

IF NO, WHO IS THE OWNER?

NAME

ADDRESS

PHONE

**CRITERIA**

A) IS THIS SIGN AT LEAST 40 YEARS OLD?      YES      NO

B) THE SIGN, IF 40 YEARS OLD, MUST ALSO MEET AT LEAST ONE OF THE SIX FOLLOWING CRITERIA.  
PLEASE CHECK THE APPLICABLE CRITERIA AND THEN BRIEFLY, IN THE SPACE PROVIDED BELOW, EXPLAIN  
HOW THE SIGN MEETS EACH OF THE CRITERIA YOU CHECKED.

1)            IS IDENTIFIED WITH THE HISTORY OF A PRODUCT, BUSINESS, OR SERVICE ADVERTISED.

- 2) REFLECTS THE HISTORY OF THE BUILDING OR A HISTORIC DISTRICT ON/IN WHICH LOCATED.
- 3) IS INTEGRATED INTO THE ARCHITECTURE OF THE BUILDING ON WHICH LOCATED AND MAY BE EXEMPLARY OF A HISTORICALLY SIGNIFICANT ARCHITECTURAL STYLE OF THE BUILDING.
- 4) THE SIGN, IF REMOVED FROM THE HISTORIC STRUCTURE, WILL HARM THE INTEGRITY OF THE BUILDING OR CAUSE SIGNIFICANT DAMAGE TO ITS MATERIALS.
- 5) IS RECOGNIZED AS A POPULAR FOCAL POINT IN THE AREA BY REASON OF ITS PROMINENT LOCATION, LONG EXISTENCE, LARGE SIZE OR UNUSUAL DESIGN.
- 6) EXEMPLIFIES OR REFLECTS THE CITY'S CULTURAL, SOCIAL, ECONOMIC, POLITICAL, ENGINEERING AND/OR ARCHITECTURAL HISTORY.

C) DOCUMENTATION OF AGE OF SIGN.

IT WILL BE YOUR RESPONSIBILITY TO PROVIDE SUFFICIENT EVIDENCE OF AGE OF THE SIGN. SUFFICIENT EVIDENCE MAY INCLUDE PHOTOGRAPHIC EVIDENCE, HISTORICAL ADVERTISEMENTS WHICH INCLUDE A PHOTOGRAPH OR RENDERING OF THE SIGN OR A CONTRACT OR WORK ORDER FOR THE SIGN WHICH INCLUDES A DRAWING OF THE SIGN, DATE WHEN THE SIGN WAS ORDERED, AND A REFERENCE TO THE WORDING ON THE SIGN WHETHER SHOWN ON A DRAWING OR IN THE APPLICATION.

**RETURN FORM TO**

DEPARTMENT OF CITY DEVELOPMENT  
625 52ND STREET, ROOM 308  
KENOSHA, WI 53140

IF YOU HAVE ANY QUESTIONS, PLEASE CALL 262.653.4030.

## PROCEDURE FOR DESIGNATION OF HISTORIC SIGNS

SIGNS ARE ELIGIBLE FOR INCLUSION ON THE HISTORIC SIGN INVENTORY IF THEY MEET THE CRITERIA ESTABLISHED FOR HISTORIC SIGNS AND ARE APPROVED BY THE HISTORIC PRESERVATION COMMISSION. HISTORIC SIGNS ARE ELIGIBLE FOR EXEMPTION FROM OBTAINING SIGN PERMITS UNDER SECTION 15.11 OF THE CODE OF GENERAL ORDINANCES. HISTORIC SIGNS MAY BE MAINTAINED AND PRESERVED WITHOUT A SIGN PERMIT UNLESS A PROPOSAL IS MADE TO ALTER THE SIGN MESSAGE OR UNIQUE SIGN SHAPE WHERE THE MESSAGE IS OF HISTORICAL SIGNIFICANCE. ALTERATION, REHABILITATION, RECONSTRUCTION, OR REMOVAL OF HISTORIC SIGNS DO NOT REQUIRE A REVIEW BY THE HISTORIC PRESERVATION COMMISSION, UNLESS THE SIGN IS LOCATED ON A BUILDING OR STRUCTURE DESIGNATED AS A HISTORIC STRUCTURE OR SITE.

THE DETERMINATION OF ELIGIBILITY FOR LISTING ON THE HISTORIC SIGN INVENTORY MAY BE INITIATED BY EITHER THE HISTORIC PRESERVATION COMMISSION OR A PROPERTY OWNER. WHERE A PROPERTY OWNER INITIATES THE DETERMINATION OF ELIGIBILITY AS A HISTORIC SIGN, SUFFICIENT EVIDENCE SHALL BE PROVIDED TO DOCUMENT THE REQUIRED CRITERIA FOR HISTORIC SIGNS WHICH INCLUDE THE FOLLOWING:

***ALL HISTORIC SIGNS SHALL BE AT LEAST 40 YEARS OLD. REPLACEMENT SIGNS WHICH CONTAIN THE SAME WORDING AS A REMOVED SIGN AND ARE LESS THAN 40 YEARS OLD SHALL NOT BE ELIGIBLE.***

HISTORIC SIGNS ALSO ARE REQUIRED TO MEET AT LEAST ONE OF THE FOLLOWING CRITERIA:

1. IS IDENTIFIED WITH THE HISTORY OF A PRODUCT, BUSINESS, OR SERVICE ADVERTISED.
2. REFLECTS THE HISTORY OF THE BUILDING OR A HISTORIC DISTRICT ON/IN WHICH LOCATED.
3. IS INTEGRATED INTO THE ARCHITECTURE OF THE BUILDING ON WHICH LOCATED AND MAY BE EXEMPLARY OF A HISTORICALLY SIGNIFICANT ARCHITECTURAL STYLE OF THE BUILDING.
4. THE SIGN, IF REMOVED FROM A HISTORIC STRUCTURE, WILL HARM THE INTEGRITY OF THE BUILDING OR CAUSE SIGNIFICANT DAMAGE TO ITS MATERIALS.
5. IS RECOGNIZED AS A POPULAR FOCAL POINT IN THE AREA BY REASON OF ITS PROMINENT LOCATION, LONG EXISTENCE, LARGE SIZE, OR UNUSUAL DESIGN.
6. EXEMPLIFIES OR REFLECTS THE CITY'S CULTURAL, SOCIAL, ECONOMIC, POLITICAL, ENGINEERING, AND/OR ARCHITECTURAL HISTORY.

SUFFICIENT DOCUMENTATION OF AGE OF THE SIGN SHALL INCLUDE PHOTOGRAPHIC EVIDENCE WHICH CAN BE USED TO DATE THE SIGN, HISTORICAL ADVERTISEMENTS WHICH INCLUDE A PHOTOGRAPH OR RENDERING OF THE PROPOSED HISTORIC SIGN, OR A CONTRACT OR WORK ORDER FOR THE SIGN WHICH INCLUDES A DRAWING, DATE WHEN THE SIGN WAS ORDERED AND A REFERENCE TO THE WORDING ON THE SIGN WHETHER SHOWN ON A DRAWING OR IN TEXT. THE HISTORIC PRESERVATION COMMISSION RESERVES THE RIGHT TO REJECT ANY PROPOSED HISTORIC SIGN BASED ON INSUFFICIENT EVIDENCE OF SIGN AGE.

THE PROPERTY OWNER SHALL BE RESPONSIBLE IN PROVIDING SUFFICIENT EVIDENCE OF SIGN AGE AND CRITERIA FOR LISTING ON THE HISTORIC SIGN INVENTORY. ADDITIONAL BACKGROUND INFORMATION SUCH AS IF THE SIGN

WAS LOCATED ON A DIFFERENT BUILDING, LONGEVITY OF THE BUSINESS OR PRODUCT ADVERTISED, AND PHOTOGRAPHIC EVIDENCE DATING THE SIGN TO BE AT LEAST 40 YEARS OLD WILL AID IN THE REVIEW BY THE HISTORIC PRESERVATION COMMISSION. THE COMPLETED APPLICATION AND EVIDENCE SHOULD BE RETURNED TO THE:

DEPARTMENT OF CITY DEVELOPMENT  
625 52ND STREET, ROOM 308  
KENOSHA, WI 53140

ONCE THE REQUIRED INFORMATION IS RECEIVED, STAFF WILL SCHEDULE THE PROPOSED HISTORIC SIGN FOR A REGULARLY SCHEDULED HISTORIC PRESERVATION COMMISSION MEETING. IN ACCORDANCE WITH SECTION 15.081 OF THE ZONING ORDINANCE, PROPERTY OWNERS WITHIN 100 FEET OF THE PROPOSED SIGN WILL BE NOTIFIED OF THE PUBLIC HEARING AND A CLASS 2 PUBLIC NOTICE WILL BE PUBLISHED. THE OWNER, IF REQUESTING THE DESIGNATION, SHOULD ATTEND THE PUBLIC HEARING AND PRESENT EVIDENCE TO THE COMMISSION WHY THE SIGN SHOULD BE DESIGNATED AS HISTORIC.

THE COMMISSION MAY DESIGNATE THE SIGN AS HISTORIC IF THEY ARE SATISFIED WITH THE EVIDENCE PRESENTED. IF THE COMMISSION DESIGNATES THE SIGN AS A HISTORIC SIGN, THE SIGN SHALL BE LISTED ON A HISTORIC SIGN INVENTORY, WHICH WILL BE ON FILE IN THE DEPARTMENT OF CITY DEVELOPMENT AND THE DEPARTMENT OF NEIGHBORHOOD SERVICES AND INSPECTIONS. ONCE LISTED ON THE INVENTORY, SIGN PERMITS WILL NOT BE REQUIRED TO PRESERVE OR MAINTAIN THE SIGN, UNLESS A PROPOSAL IS MADE TO CHANGE THE MESSAGE OF THE SIGN WHERE THE MESSAGE HAS BEEN DETERMINED TO BE OF HISTORICAL SIGNIFICANCE. A REVIEW BY THE HISTORIC PRESERVATION COMMISSION SHALL NOT BE REQUIRED FOR ALTERATION, REHABILITATION, RECONSTRUCTION, OR REMOVAL UNLESS THE SIGN IS LOCATED ON A BUILDING OR STRUCTURE DESIGNATED AS A HISTORIC STRUCTURE OR SITE. HISTORIC SIGNS MAY BE REMOVED AT ANY TIME BY THE OWNER, HOWEVER, THE OWNER SHALL NOTIFY THE DEPARTMENT OF CITY DEVELOPMENT OF ITS REMOVAL, SO THAT THE SIGN MAY BE REMOVED FROM THE HISTORIC SIGN INVENTORY.