CITY OF STOUGHTON
DEPARTMENT OF
PLANNING & DEVELOPMENT
381 East Main Street, Stoughton, WI. 53589

(608) 873-6619 www.ci.stoughton.wi.us

RODNEY J. SCHEEL
DIRECTOR

Date: March 2, 2021

To: Plan Commissioners

From: Rodney J. Scheel
Director of Planning & Development

Michael P. Stacey
Zoning Administrator/Assistant Planner

Subject: Agenda Item for the March 8, 2021 Plan Commission Meeting.

Request by Chad Strutzel for approval of an awning and signage installation 151 E. Main Street.
This property is within the Downtown Design Overlay Zoning District and requires Plan Commission approval for exterior changes. The proposed awning and signage appears to meet all zoning requirements. The resolution, application information, and staff review are provided.

CITY OF STOUGHTON, 207 S. FORREST STREET, STOUGHTON, WISCONSIN

RESOLUTION OF THE PLAN COMMISSION

Approving front awning and signage installation at 151 E. Main Street, Stoughton, WI.

Committee Action: Plan Commission approves the request – 0

Fiscal Impact:

File Number:	R - 4 - 2021	**Date Introduced:**	March 8, 2021

RECITALS

A. Chad Strutzel of Tailgaters (the "Applicant") is seeking approval for front awning and signage installation at 151 E. Main Street in the City of Stoughton, Dane County, Wisconsin (the "Property").

B. The Property is zoned Central Business and is located within the Downtown Design Overlay Zoning District.

C. The City Plan Commission reviewed and discussed the proposed improvements at their regular March 8, 2021 meeting and found that the improvements meet the intent of the zoning ordinance and Comprehensive Plan.

RESOLUTION

BE IT RESOLVED, the City of Stoughton Plan Commission approves the awning and signage installation at 151 E. Main Street, Stoughton, WI, with the following conditions:

- Staff review letter dated March 2, 2021

_____

Mayor Tim Swadley Date
Planning Commission Chair

City of Stoughton Downtown Design Overlay Zoning District Procedures per Section 78-517

Applicant Name: Chad Strutzel

Applicant Address: 140 Business Park Circle Stoughton

Applicant Phone and Email: 608-576-6444 chad@performanceext.com

Property Owner Name (if different than applicant): _____

Property Owner Phone and Email: _____

Subject Property Address: 151 E. Main St.

Prior to submitting the final application with the Zoning Administrator, the Applicant shall submit an initial draft application for staff review at least 3 weeks prior to a Planning Commission meeting, followed by one revised draft final application packet if necessary based upon staff review or staff comments. Final application materials are required to be submitted at least 2 weeks prior to a Plan Commission meeting.

Initial Packet
(1 electronic 11 x 17 copy of plans to Zoning Administrator) Date: 2-18-2021

Final Packet (if necessary)
(1 electronic 11 x 17 copy of plans to Zoning Administrator) Date: _____

This form is designed to be used by the Applicant as a guide to submitting a complete application for a downtown design overlay zoning review *and* by the City to process said application. Follow specific requirements depending on the type of proposal as follows:

Maintenance: Maintenance shall be subject to approval by the Zoning Administrator. Maintenance includes preserving or repairing the existing exterior with the same colors, finishes or materials and may require a building/zoning permit and fee.

Renovations: Renovations are subject to Plan Commission approval as set forth in zoning code section 78-517. Renovations include a change in appearance of a structure such as component or signage substitution; painting, roofing, siding with different colors, finishes or materials. Applications for renovation review shall be accompanied by all of the following:

1. A building/zoning permit application (if required).
2. A clear depiction of the existing appearance of the property including color photographs including scaled or fully dimensioned drawings of existing components such as windows, doors, railings, fencing or other site components and detailed building elevations proposed for alteration or replacement.

Cautionary Statement to Contractors for Projects Involving Buildings Built Before 1978

If this project is in a dwelling or child-occupied facility, built before 1978, and disturbs 6 sq. ft. or more of paint per room, 20 sq. ft. or more of exterior paint, or involves windows, then the requirements of Chapter DHS 163 requiring Lead-Safe Renovation Training and Certification apply. Call (608)266-6876 or go to http://www.dhs.wisconsin.gov/lead/wilsr.htm

Wetlands Notice to Permit Applicants

"You are responsible for complying with state and federal laws concerning construction near or on wetlands, lakes, and streams. Wetlands that are not associated with open water can be difficult to identify. Failure to comply may result in removal or modification of construction that violates the law or other penalties or costs. For more information, visit the Department of Natural Resources wetlands identification web page: (https://dnr.wi.gov/topic/wetlands/delineation.html) or contact a department of Natural Resources service center."

Additional Responsibilities for Owners with Projects Disturbing One or More Acres of Soil

I understand that this project is subject to Chapter NR 151 regarding additional erosion control and stormwater management and will comply with those standards.

Additional Responsibilities for Property Owners

The owner is responsible to provide the location of lot stakes onsite for many projects to confirm setbacks including but not limited to: prior to pouring footings; new construction; building addition; fencing; accessory structures. Additionally, the owner is responsible to call the building inspector for required inspections such as: Footings (prior to pouring); electrical; plumbing; HVAC; insulation; framing. Call the Building Inspector at 608-873-7626 if you are unsure what inspections are required.

IF APPLICABLE, A PLAN MUST BE SUBMITTED SHOWING LOT LINES AND ALL DIMENSIONS OF THE PROJECT. NO WORK SHALL BEGIN WITHOUT A BUILDING PERMIT. FEES ARE DOUBLED FOR ANY WORK THAT HAS BEGUN WITHOUT A PERMIT.

BY SIGNING THIS APPLICATION, YOU ARE AGREEING TO ALLOW BUILDING INPSECTION AND ZONING STAFF TO ENTER THE PROPERTY TO PERFORM ALL INSPECTIONS. IT IS UNDERSTOOD, PERMISSION WILL NEED TO BE GRANTED TO ENTER ANY STRUCTURE TO PERFORM INSPECTIONS WHICH INCLUDES A REQUEST BY THE APPLICANT OR OWNER FOR AN INSPECTION.

ANY QUESTIONS, CALL THE BUILDING INSPECTOR AT 608-873-7626 OR ZONING ADMINISTRATOR AT 608-646-0421. THERE IS ADDITIONAL INFORMATION AT WWW.CITYOFSTOUGHTON.COM/PLANNING

Owner/Contractor Signature J. Gearhart / Northrop Awning Co. Date 02/18/2021

CITY OF STOUGHTON
DEPARTMENT OF PLANNING & DEVELOPMENT
BUILDING/ZONING PERMIT APPLICATION

Date of Application 02/18/2021

Applicant Name Chad Struzel **Phone** 608-576-6444

Applicant Email chad@performanceext.com

Owners Name (other than applicant) Same **Phone** _____

Subject Property Address 151 E. Main Street

Permit for Awning with logo

Proposed use(s) _____

Project area for new structures and additions (sq. ft.) See rendering

***Estimated building construction cost including labor** $3,980.00 awning with business logo
Estimated electric construction cost including labor _____
Estimated plumbing construction cost including labor _____
Estimated hvac construction cost including labor _____
Estimated zoning project cost (signage, fencing, etc...) _____
*Do not include costs related to flooring, carpeting or painting.

Contractor Information:

Construction Northrop Awning Company **Phone#** 608-754-7158 **Lic#** _____

Electrical _____ **Phone#** _____ **Lic#** _____

Plumbing _____ **Phone#** _____ **Lic#** _____

HVAC _____ **Phone#** _____ **Lic#** _____

Cautionary Statement to Owners Obtaining Building Permits

Section 101.65 (1r) of the Wisconsin Statutes requires municipalities that enforce the Uniform Dwelling Code to provide an owner who applies for a building permit with a statement advising the owner that:

If the owner hires a contractor to perform work under the building permit and the contractor is not bonded or insured as required under Section 101.654(2)(a), the following consequences might occur:
The owner may be held liable for any bodily injury to or death of others or for any damage to the property of others that arises out of the work performed under this building permit or that is caused by any negligence by the contractor that occurs in connection with the work performed under this building permit.
The owner may not be able to collect from the contractor, damages for any loss sustained by the owner because of a violation by the contractor of the one and two-family dwelling code or an ordinance enacted under sub. (1)(a), because of any bodily injury to or death of others or damage to property of others that arises out of the work performed under this building permit or because of any bodily injury to or death of others or damage to property of others that is caused by any negligence by the contractor that occurs in connection with the work performed under this building permit.

Awning Graphic:
105" wide x 48" high - 34 sq. ft.

Awning frame 21' 11" wide

Awning Face:
263" wide x 66" high - 120 sq. ft

Awning frame 54" high

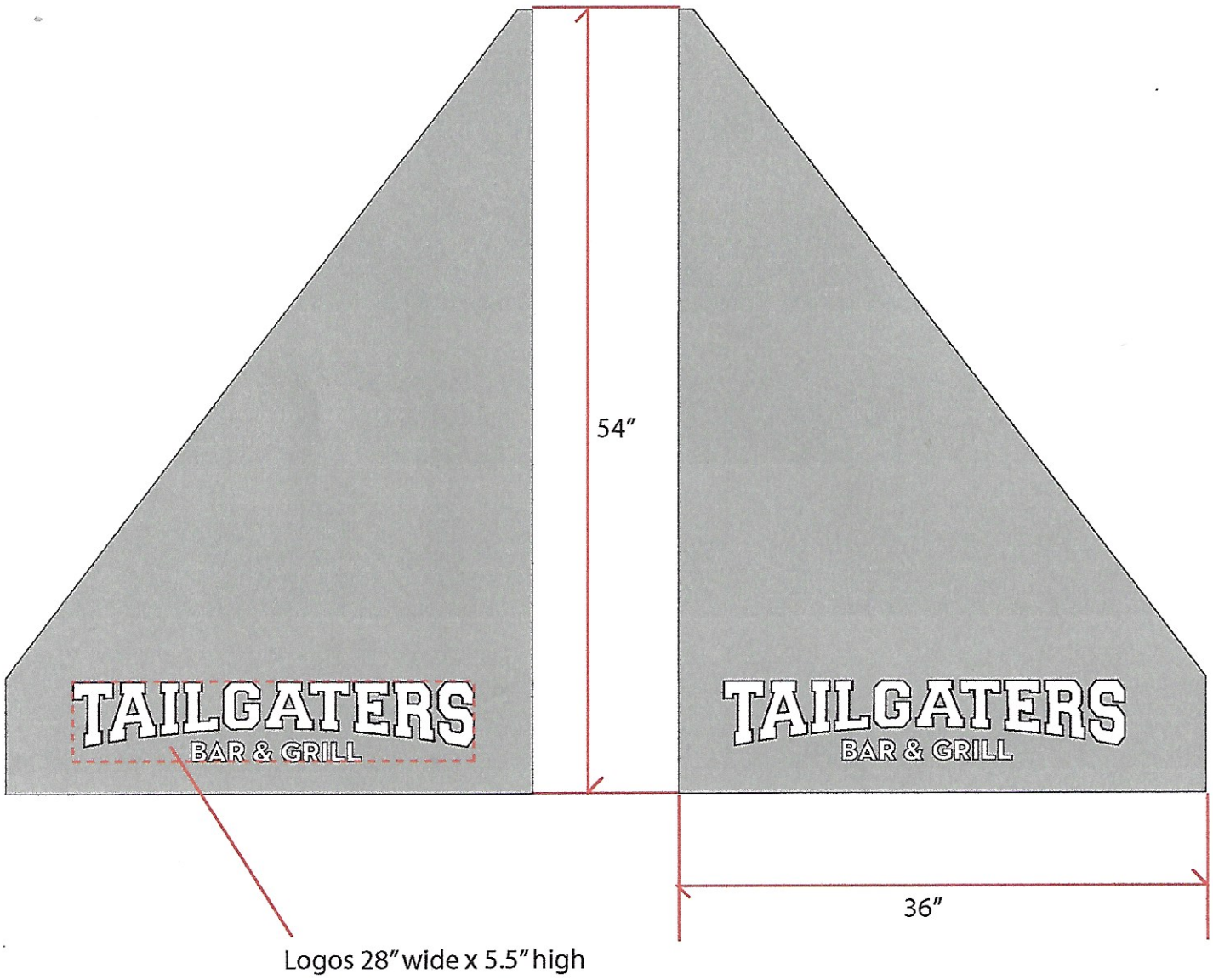
36" projection

Awning 9' off ground

DINE IN - 5" high x 28"
CARRY OUT - 5" high x 43"

Customer	Tailgaters Bar & Grill
Location	Stoughton, WI
Project	Awning
Date	2-18-21

NORTHROP Awning Company 1890
411 South Pearl Street, Janesville, Wisconsin
608.754.7158 (fax) 608.754.7890



Customer	Tailgaters Bar & Grill
Location	Stoughton, WI
Project	Awning Wing/Graphics
Date	2-22-21

NORTHROP Awning Company 1890
411 South Pearl Street, Janesville, Wisconsin
608.754.7158 (fax) 608.754.7890

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DEPARTMENT OF PLANNING & DEVELOPMENT
207 S. Forrest Street, Stoughton, WI. 53589
www.cityofstoughton.com/planning

RODNEY J. SCHEEL
DIRECTOR
(608) 873-6619
fax: (608) 873-5519

March 2, 2021

Chad Strutzel
151 E. Main Street
Stoughton, WI. 53589

Dear Mr. Strutzel:

I have completed a review of the proposed awning and signage at 151 E. Main Street. The downtown design overlay zoning district requirements are outlined below. This request is planned for review/approval at the March 8, 2021 Plan Commission meeting of which you will receive notice. You and/or your representative are required to attend the virtual meeting to answer questions.

1. The property at 151 E. Main Street is zoned CB – Central Business and is within the Downtown Design Overlay Zoning District (DDOZD). The building is not a Local Landmark and is not subject to Landmarks Commission review. **Installation of an awning and signage shall meet the standards of section 78-517 including the design standards of section 78-517(7).**

2. Section 78-517 (1) – (5) in relation to this request states in part:
   (1) *Purpose.* This district is intended to preserve and enhance the aesthetic qualities of the downtown, and retain a consistent and visually pleasing image for the downtown area.

   (2) *Boundaries.* This district has the same boundaries as the Main Street Commercial Historic District as listed on the National Register of Historic Places, as depicted on the overlay districts zoning map.

   (3)(b) *Renovation* means work involving <u>a change in the appearance of a building or structure</u> (<u>such as</u> <u>architectural component</u> or <u>signage substitution</u> or painting, roofing, siding, with different colors, finishes, or materials).

   (5)(b) *Renovation.* <u>Renovation shall be subject to approval by the plan commission</u>. The plan commission shall approve an application for renovation if the proposed renovation will conform to the standards set forth in section 78-517(7). Applications for approval of a renovation shall be made to the zoning administrator, and shall be accompanied by all of the following:

      1. The building permit application if such an application is required. **Once approved, there is a permit fee of $75 for signage.**
      2. <u>A clear depiction of the existing appearance of the property including clear color photographs</u>. Scaled or <u>fully dimensioned drawings</u> of existing components such as

windows, doors, railings, fencing or other site components, and/or detailed building elevations which are proposed for alteration or replacement are recommended and may be required by the city. **A rendering is provided.**

3. A clear depiction of the proposed appearance of the property including paint charts, promotional brochures, and/or clear color photographs of replacement architectural components. Scaled or fully dimensioned drawings of proposed components such as windows, doors, railings, fencing or other site components, and/or detailed building elevations which are proposed for alteration or replacement are recommended and may be required by the city. **A rendering is provided.**
4. A clear written description of the proposed modification, including a complete listing of proposed components, materials, and colors. **Provided.**
5. A clear written explanation regarding how the proposed alteration will conform to section 78-517(7) with direct reference to each applicable design standard. **Provided.**

3. Section 78-517(7) states the following related to this request:
Design standards. Renovation and structural projects shall conform to the design standards in this section **that the plan commission determines are applicable to the application**.

(7)(i) *Exterior materials.* In any renovation work, preserving the downtown quality and character shall be given the highest priority. Therefore, to protect the distinctive quality and character of an existing building, any new materials used shall match as closely as possible either the existing materials or the materials used at the time the building was originally constructed. When the cost or availability of materials that match original materials make their use prohibitive, and when alternate materials can visually match original materials, the use of alternate materials shall be permitted. The uniform identity created by the repeated use of masonry as the primary building material is very important to retain. As a rule, new buildings shall be constructed with street-facing facades of brick or stone. If the majority of street-facing facades within the block-face are constructed with siding (see below), then siding shall be permitted. On a site-specific basis, the trim materials of existing buildings to either side of the building being designed shall be reflected in the design.

(7)(j) *Exterior surfaces.* Appurtenances (accessories): Exterior surface appurtenances shall be compatible with those of existing buildings in the immediate area. In addition:

1. Traditional storefront design (characterized by strong horizontal and vertical rhythms formed by building openings, storefront columns, storefront cornices, upper cornices, kickplates, signbands, large display windows, and transom windows) shall be employed for all buildings.
2. Throughout the district, cluttering street-facing facades with unnecessary signs, brackets, wiring, meter boxes, antennae, gutters, downspouts and other appurtenances is prohibited. Where necessary, such features shall be colored so as to blend in, rather than contrast, with the immediately adjacent building exterior. Extraneous ornamentation which is inconsistent with buildings within the immediate area is also prohibited.

(7)(k) *Awnings.* Awnings shall fit within the storefront space, shall not cover the side piers, or be installed above the lintel of the storefront and shall be made of durable weather-resistant canvas or vinyl fabric. The color of awnings shall complement facade colors; solid colors or stripes shall be permitted. Awnings shall project no more than seven feet from the front wall. Awnings with a curved profile and backlit awnings are prohibited. Permanent sloped canopies of aluminum, shakes or shingles shall not be permitted. Awnings shall be a minimum of nine feet from grade. **The Plan Commission shall determine if the color of the awning complements the façade colors.**

(7)(l) *Exterior colors.* Colors shall relate in a positive way to the existing materials found on the facade (especially the masonry), and to existing elements, **such as signs or awnings**. Clean the exterior surfaces with the gentlest means possible, such as washing with light pressure, (sandblasting destroys the brick by prematurely weathering and eroding its surface). When the surface to be painted has a quantity of three-dimensional detail, use light or mid-range color values, rather than extremely dark colors, so the details are not hidden. When in doubt on an appropriate palette, use shades of one color with one highlight color. When choosing colors, take into account the position of the building in relation to sunlight. Exterior colors for structures and appurtenances including fixtures and signs shall be compatible and harmonious with those of existing buildings in the immediate area. Specifically, throughout the district:

1. High gloss paints, lacquers, varnishes or other "shiny" non-glazing surfaces shall not be used. **N/A**
2. Facade color combination schemes shall be limited to no more than three different colors for each structure on a property. (Varying shades, tints or intensities of a color shall count as a different color for this purpose.)
3. Facade color schemes shall be used consistently throughout the property, including on both the upper and lower portions of buildings, and on all facades of a building or structure.

To be determined by the Plan Commission.

(7)(n) S*ignage.* Signs shall be placed at the top of the storefront; painted on the window itself; hanging over the sidewalk; or on the edge of an awning.

1. Coordinate the placement of signage with adjacent storefronts to avoid visual confusion. Large hanging plastic signs and oversized signs are prohibited.
2. Signage placed over features on the second story facade are prohibited. **N/A**
3. Select clear, simple lettering styles for easy readability.
4. Consider the color of the building and of neighboring buildings when determining sign color.
5. Select sign colors that provide contrast between letters and background: a dark background with lighter colored letters is most easily perceived by the human eye.
6. Where possible, signs shall reflect an individual business message rather than advertise a nationally-franchised product.
7. There are additional signage requirements in article VIII. **The sign meets the requirements of Article VIII (see below).**

78-814(6) *Lettering of awnings.* Letters may be painted or otherwise affixed to any permissible awning subject to the following regulations:

(a) Lettering or letters shall not project above, below or beyond the physical dimensions of the awning and shall be an integral part of the awning.

(b) Lettering or letters shall not be larger from top to bottom than eight inches.

(c) Lettering or letters shall not denote other than the name and address of the business conducted therein and/or a product produced or sold or service rendered therein.

(d) One under-awning sign, not to exceed an area of ten square feet. Such sign shall have a minimum clearance from grade of nine feet to the bottom of the sign.

4. Once approved, zoning and building permits are necessary.

If you have any questions, please contact me at 608-646-0421

Sincerely,
City of Stoughton

Michael P. Stacey

Michael P. Stacey
Zoning Administrator

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