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: October 5, 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 Trisha Brown for approval of front wall signage at 208 W. Main Street.
This property is within the Downtown Design Overlay Zoning District and requires Plan Commission approval for exterior changes. The proposed 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 a wall sign at 208 W. Main Street, Stoughton, WI.

Committee Action: Plan Commission approves the request – 0

Fiscal Impact:

File Number:	R - 12 - 2021	**Date Introduced:**	October 11, 2021

RECITALS

A. Trisha Brown (the "Applicant") is seeking approval for a wall sign at 208 W. Main Street in the City of Stoughton, Dane County, Wisconsin (the "Property").

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

C. The City Plan Commission reviewed and discussed the proposed wall sign at their regular October 11, 2021 meeting and found that the wall sign meets the intent of the DDOZD requirements, sign ordinance and Comprehensive Plan.

RESOLUTION

BE IT RESOLVED, the City of Stoughton Plan Commission approves the wall sign at 208 W. Main Street, Stoughton, WI, with the following conditions:

- A zoning permit is required prior to sign installation.

_____

Mayor Tim Swadley Date
Planning Commission Chair

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

Applicant Name: Trisha C Brown

Applicant Address: 208 west main st. stoughton, wi

Applicant Phone and Email: 7153935566

Property Owner Name (if different than applicant): Dale Beck

Property Owner Phone and Email: 6082251329

Subject Property Address: 208 west main st. stoughton wi

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: _____

Final Packet (if necessary)

(1 electronic 11 x 17 copy of plans to Zoning Administrator) Date: 9.24.21

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.

3. A clear depiction of the proposed appearance of the property including color renderings, paint charts, scaled or fully dimensioned drawings of proposed components such as windows, doors, railings, fencing or other site components and detailed building elevations of the proposed improvement.
4. A clear written description of the proposed modification including a complete listing of proposed components, materials and colors.
5. A clear written explanation regarding how the proposed alteration will conform to section 78-517(7) (attached) with direct reference to each applicable design standard.

Structural Projects: Structural projects are subject to Plan Commission approval as set forth in zoning code section 78-517. Structural projects include work involving modification to the physical configuration of an existing structure (such as remodeling) or the construction of a new structure (such as erection of a new structure, the addition or removal of bulk to an existing structure, and includes the removal or destruction of any building façade). Structural projects shall require a public hearing prior to action by the Plan Commission. Applications for structural projects shall be accompanied by all of the following:

1. A building/zoning permit application.
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.
3. A clear depiction of the proposed appearance of the property including color renderings, paint charts, scaled or fully dimensioned drawings of proposed components such as windows, doors, railings, fencing or other site components and detailed building elevations of the proposed improvement.
4. For all projects involving a new building, or an addition to an existing building, a detailed site plan which provides the following information:
    a. A title block indicating name and address of the current property owner, developer and project consultants;
    b. The date(s) of original and revisions to the plan;
    c. A north arrow and graphic scale. Said scale shall be no less than one inch equals 100 feet;
    d. All property lines and existing and proposed right-of-way lines with bearings and dimensions clearly labeled (a survey is likely necessary);
    e. All existing and proposed easements lines and dimensions including explanation of ownership and purpose;
    f. All existing and proposed buildings and paved areas including walks, drives, decks, patios, fences, utility poles, drainage facilities and walls;

g. All required building setback lines;

h. A legal description of the subject property;

i. The location type and size of all signage onsite;

j. The location, type and orientation of all exterior lighting of the subject property (a photometric plan may be necessary);

k. The location of all access points, parking, loading areas on the subject property including a summary of the number of parking stalls provided with all dimensions of such areas;

l. The location of all outdoor storage areas;

m. The location and type of any permanently protected green space areas (not common).

5. A detailed landscaping plan that meets the requirements of Table 78-604 and takes into account both the walking and driving experience.
6. A clear written description of the proposed modification including a complete listing of proposed components, materials and colors.
7. A clear written explanation regarding how the proposed alteration will conform to section 78-517(7) (attached) with direct reference to each applicable design standard.

Demolition: The razing of a building or structure shall follow the following requirements:

1. Demolition is subject to approval by the Common Council. The Common Council shall hold a public hearing before acting on the application;
2. Demolition shall not be approved unless the applicant demonstrates any of the following:

   a. A permit for the construction of a new building or structure on the site has been approved and the owner has entered into a Development Agreement with the City;

   b. The building or structure, through no fault of the current or prior owner, is detrimental to, or does not contribute to, the architectural or aesthetic character of the district. Where a building or structure has been allowed to deteriorate in a manner that failed to comply with the City property maintenance ordinances, such deterioration is the fault of the owner;

   c. A denial of the permit will result in a taking of the owner's property without just compensation in violation of the Constitution of the State of Wisconsin or the Constitution of the United States of America.

The location at 208 west main street will temporarily hang a 4'x4' banner in the center of the building above the door (picture above). The banner will be fastened by screws on all four corners for the safety of pedestrians.

Scanned with CamScanner

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

Date of Application 09/24/2021

Applicant Name Trisha Calumpang Brown **Phone** 7153935566

Applicant Email stoughtonroxys@gmail.com

Owners Name (other than applicant) Dale Beck **Phone**

Subject Property Address 208 west main st

Permit for outdoor signage

Proposed use(s)

Project area for new structures and additions (sq. ft.) 4© by 4©

***Estimated building construction cost including labor** 0
Estimated electric construction cost including labor 0
Estimated plumbing construction cost including labor 0
Estimated hvac construction cost including labor 0
Estimated zoning project cost (signage, fencing, etc...) 200.00
*Do not include costs related to flooring, carpeting or painting.

Contractor Information:

Construction **Phone#** **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.

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 Trisha Brown Date 09/24/2021

CITY OF STOUGHTON
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

September 30, 2021

Trisha Brown
208 W. Main Street
Stoughton, WI. 53589

Dear Ms. Brown:

I have completed a review of the proposed front wall sign at 208 W. Main Street. This review is based on the downtown design overlay zoning district requirements and sign requirements as outlined below. This request is planned for review/approval at the October 11, 2021 Plan Commission meeting of which you will receive notice. You and/or your representative are required to attend the meeting to present your proposed signage request and answer questions.

1. The property at 208 W. 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. **A change in 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 a <u>change in the appearance of a building</u> or structure (<u>such as</u> architectural component 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 <u>section 78-517(7)</u>. Applications for approval of renovation shall be made to the zoning administrator, and shall be accompanied by all of the following:

      1. The <u>building permit application</u> if such an application is required. **Provided. Once approved, a permit fee of $75 will be necessary.**
      2. A clear depiction of the existing appearance of the property including clear color photographs. 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 picture of the building and a detail of the proposed sign are 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 picture of the building and a dimensioned picture are provided.**
4. A clear written description of the proposed modification, including a complete listing of proposed components, materials, and colors. **A picture is 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. **See below.**

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)(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 light 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. **Expected.**
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) *Signage.* 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. **Proposed to be placed on the building front.**

1. Coordinate the placement of signage with adjacent storefronts to avoid visual confusion. Large hanging plastic signs and oversized signs are prohibited. **N/A for wall signage.**
2. Signage placed over features on the second story facade are prohibited. **N/A**
3. Select clear, simple lettering styles for easy readability. **The sign appears to meet this requirement.**
4. Consider the color of the building and of neighboring buildings when determining sign color. **Expected.**
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. **The sign appears to meet this requirement.**
6. Where possible, signs shall reflect an individual business message rather than advertise a nationally-franchised product. **The sign appears to meet this requirement.**
7. There are additional signage requirements in article VIII. **The sign meets the requirements of Article VIII.**

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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