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 1, 2019

To: Plan Commissioners

From: Rodney J. Scheel
Director of Planning & Development

Michael P. Stacey
Zoning Administrator/Assistant Planner

Subject: Agenda Item for the October 14, 2019 Plan Commission Meeting.

Request by Dr. Daniel Tataje of Stoughton Family Dental for approval of a projecting sign at 101 W. Main Street.
This request is a proposed signage change to a building within the Downtown Design Overlay Zoning District. The front wall signs are proposed to be removed and a projecting sign is planned for installation on the Main Street side of the building. The resolution, application information, and staff review letter are provided.

CITY OF STOUGHTON, 381 E. MAIN STREET, STOUGHTON, WISCONSIN

RESOLUTION OF THE PLAN COMMISSION

Approving a projecting sign at 101 W. Main Street, Stoughton, WI.

Committee Action: Plan Commission approves the request – 0

Fiscal Impact:

File Number:	R - 13 - 2019	**Date Introduced:**	October 10, 2019

RECITALS

A. Dr. Daniel Tataje (the "Applicant") is seeking approval for a projecting sign at 101 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 improvements at their regular October 14, 2019 meeting and found that the improvements meet the intent of the DDOZD requirements, sign ordinance and Comprehensive Plan.

RESOLUTION

BE IT RESOLVED, the City of Stoughton Plan Commission approves the projecting sign at 101 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: Stoughton Family Dental Practice - Dr. Daniel TaTaje

Applicant Address: 6660 University Ave Middleton WI 53562

Applicant Phone and Email: 608-358-2522 dtataje@mercydentalwi.com

Property Owner Name (if different than applicant): CHHS Investments LLC

Property Owner Phone and Email: 608-205-1870 cornerstonestoughton@gmail.com

Subject Property Address: 101 W. Main St. Stoughton

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: _____

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.

City of Stoughton Downtown Design Overlay Zoning District Review Documents

Stoughton Family Dental

101 W Main Street Stoughton, Wi

Outside Overhanging Street Sign

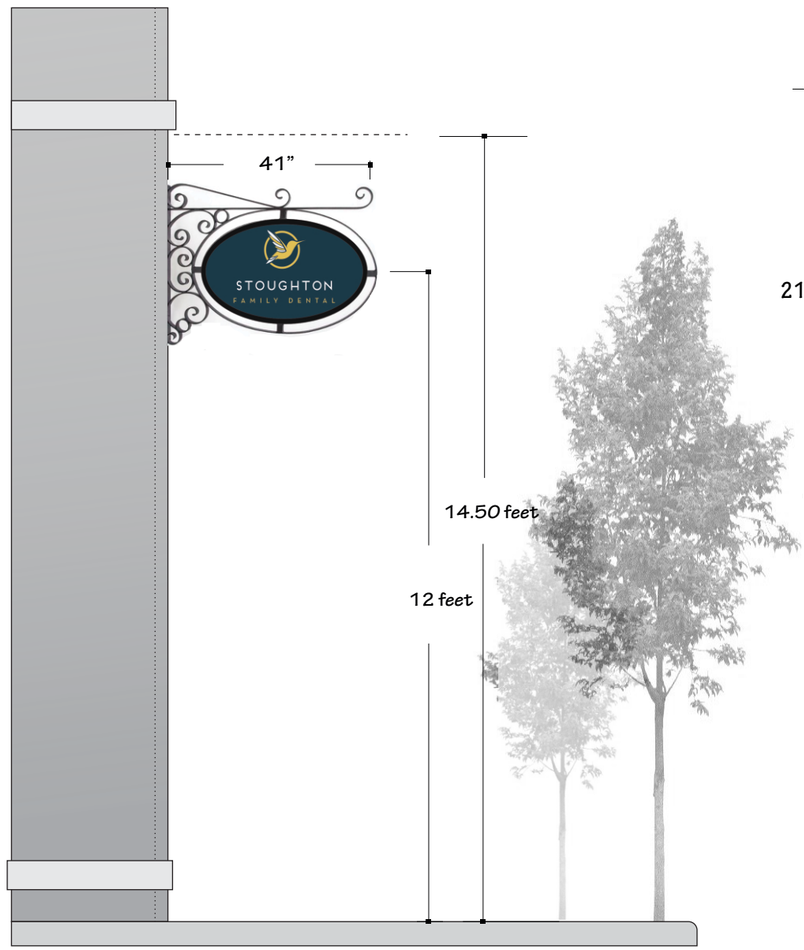
Job Detail:

Manufacture (1) dimensional, elliptical overhanging sign for street / sidewalk display attached to building front. Graphics to be applied on both sides of piece.

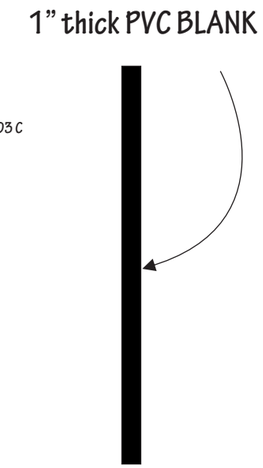
Materials: acrylic letters on a 36" wide elliptical substrate. Fastened to a metal scrolled base attached to building face with bolt or lag screws.

Elliptical shape:
Length: 36 inches by
Height: 21 inches:

Logo & Stoughton Family Dental



facing west view from corner



Pantone Color 534 C

Pantone Color 540 C

Pantone Color 302 C

Pantone Color 303 C

Property Address: 101 W Main St
Property Owner: CHHS INVESTMENTS LLC
Telephone: 608-205-1870
Email: cornerstonestoughton@gmail.com

Sign Contractor: Wis Sign & Graphics, Brooklyn, Wisconsin
Telephone: 608-455-5055
Email: gmarshall@wissign.com

WISCONSIN SIGN & Graphics LLC

Customer Street City	Date: 7-20-19 Acct. Rep. Greg	Designer: Greg Drawing No. Revision Scale:	Client Approval Signature: Print: Date:	Landlord Approval Signature: Print: Date:	Reproduction in whole or part with out written permission by Copyright Wisconsin Sign & Graphics, LLC 2019 ©

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Signs For Your Success!

City of Stoughton Downtown Design Overlay Zoning District Review Documents

Stoughton Family Dental

101 W Main Street Stoughton, Wi

Sign Description:

Sign is elliptical in shape and is 36 inches wide by 21.5 inches high at the co vertex points. Sign materials and construction are as follows:

1 sign ellipse is of PVC industrial grade moisture resistant material, letters are of acrylic plastic.
2 Bracket is metal, scrolled metal elements
3. Sign shall be installed at location presented in document drawing provided. Proposed height approx 10 1/2 feet to 12 feet from grade.
4. Sign shall be situated that the clearance will be greater than 9 ft from grade and sign shall be no more than approx. 4.5 to 5 sq ft. in total.
5. Sign message-content shall be of the business name only.
6. Sign shall not be attached to second story, nor block or be attached to any significant second story features. Sign is in line with existing hanging signs displayed with other business on street.

Job Detail:

Manufacture (1) dimensional, elliptical overhanging sign for street / sidewalk display attached to building front. Graphics to be applied on both sides of piece.

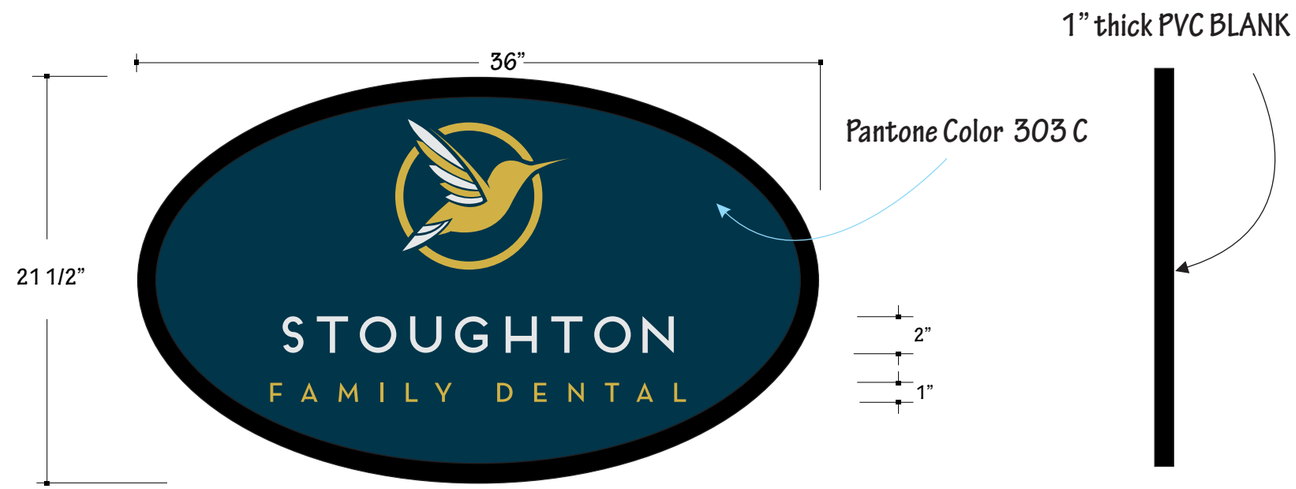
Materials: acrylic letters on a 36" wide elliptical substrate. Fastened to a metal scrolled base attached to building face with bolt or lag screws.

Elliptical shape:
Length: 36 inches by
Height: 21 inches:

Logo & Stoughton Family Dental

Property Address: 101 W Main St
Property Owner: John Landlord
Telephone:
Email:

Sign Contractor: Wis Sign & Graphics
1-608-455-5055



Pantone Color 534 C

Pantone Color 540 C

Pantone Color 303 C

WISCONSIN SIGN & Graphics LLC

Customer Street City	Date: 7-20-19 Acct. Rep. Greg	Designer: Greg Drawing No. Revision Scale:	Client Approval Signature: Print: Date:	Landlord Approval Signature: Print: Date:	Reproduction in whole or part with out written permission by Copyright Wisconsin Sign & Graphics, LLC 2019 ©

City of Stoughton Downtown Design Overlay Zoning District Review Documents

Stoughton Family Dental

101 W Main Street Stoughton, Wi

Existing sign example at another practice location showing similar style and color styling and look.

Facing west view on corner of Main Street and Division Street, downtown

North Facing building front on Main Street, downtown

Property Address: 101 W Main St
Property Owner: CHHS INVESTMENTS LLC
Telephone: 608-205-1870
Email: cornerstonestoughton@gmail.com

Sign Contractor: Wis Sign & Graphics, Brooklyn, Wisconsin
Telephone: 608-455-5055
Email: gmarshall@wissign.com

WISCONSIN SIGN & Graphics LLC

Customer Street City	Date: 7-20-19 Acct. Rep. Greg	Designer: Greg Drawing No. Revision Scale:	Client Approval Signature: Print: Date:	Landlord Approval Signature: Print: Date:	Reproduction in whole or part with out written permission by Copyright Wisconsin Sign & Graphics, LLC 2019 ©

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Signs For Your Success!

Google Maps 100 W Main St

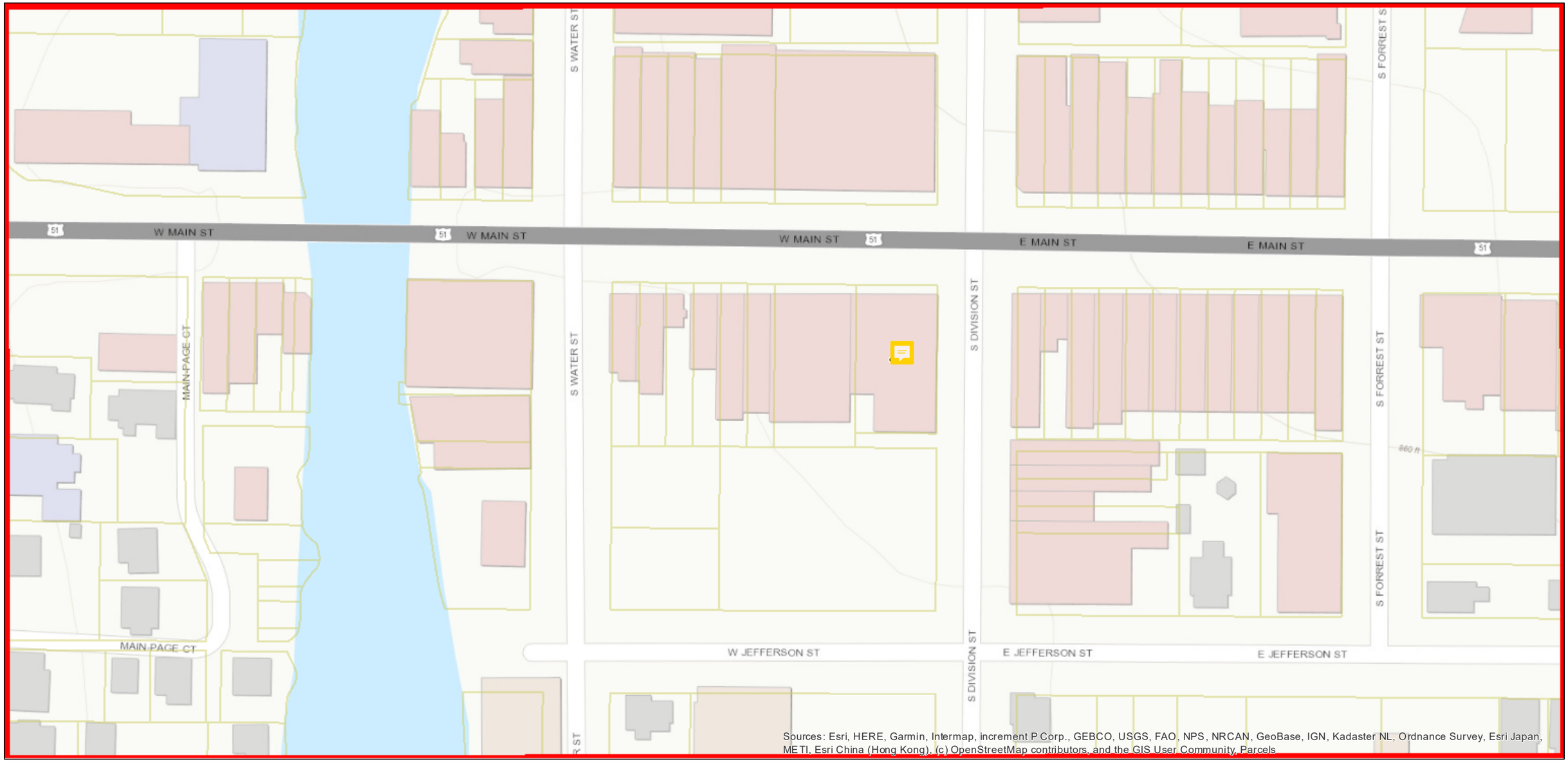
Image capture: Aug 2018 © 2019 Google

Stoughton, Wisconsin

Google

Street View - Aug 2018

101 W. Main Street



October 1, 2019

Parcels

0 50 100 200 Feet

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

Date of Application September 20th 2019

Applicant Name GREG MARSHALL - WIS SIGN AND GRAPHICS CO. **Phone** 608-455-5055

Applicant Email gmarshall@wissign.com

Owners Name (other than applicant) DOCTOR TATAJE- DENTIST **Phone** 608-827-6453

Subject Property Address 101 W MAIN STREET STOUGHTON

Permit for OVERHEAD HANGING EXTERIOR SIGN SIGN DOES NOT MOVE, IS FIXED AND NOT ON CHAINS.

Proposed use(s) Business sign / location / advertising

Project area for new structures and additions (sq. ft.) SIGN IS a bit less than 5.25 square feet.

***Estimated building construction cost including labor** cost of sign is approx $1900.00
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 Wis Sign & Graphics **Phone#** 608-455-5055 **Lic#** na

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://dhs.wisconsin.gov/lead/WisconsinRRPRule.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: (http://dnr.wi.gov/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 Greg Marshall Date 09/20/19

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 26, 2019

Dr. Daniel Tataje
6660 University Ave.
Middleton, WI. 53562

Dear Mr. Tataje:

I have completed a review of the proposed front wall projecting sign at 101 W. Main Street. This review is based on the downtown design overlay zoning district requirements as outlined below. This request is planned for review/approval at the October 14, 2019 Planning Commission meeting of which you will receive notice. You and/or your representative are required to attend the meeting to present your proposed signage and answer questions.

1. The property at 101 W. Main Street is zoned CB – Central Business and is within the Downtown Design Overlay Zoning District (DDOZD). The building is not listed as a Local Landmark and is not subject to Landmarks Commission review. **The building has been determined to be in compliance with the standards of section 78-517 and shall follow the design standards of section 78-517(7). The application involves front projecting signage only.**

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 change in the appearance of a building 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 building permit application 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 fully dimensioned drawings 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 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 drawing and picture is provided.**
4. A clear written description of the proposed modification, including a complete listing of proposed components, materials, and colors. **A description 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.
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.

(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.

1. Coordinate the placement of signage with adjacent storefronts to avoid visual confusion. Large hanging plastic signs and oversized signs are prohibited. **The sign appears to meet this requirement.**
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. **To be determined.**
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 meets this requirement.**
7. There are additional signage requirements in article VIII. **The sign meets the requirements of Article VIII.**

4. Once approved, a zoning permit is necessary prior to signage.

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

Sincerely,
City of Stoughton

Michael P. Stacey

Michael P. Stacey
Zoning Administrator/Assistant Planner

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