CITY OF STOUGHTON
DEPARTMENT OF
PLANNING & DEVELOPMENT
207 S. Forrest Street, Stoughton, WI. 53589

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

RODNEY J. SCHEEL
DIRECTOR

Date: October 3, 2022

To: Plan Commissioners

From: Rodney J. Scheel
Director of Planning & Development

Michael P. Stacey
Zoning Administrator/Assistant Planner

Subject: Agenda Item for the October 10, 2022 Plan Commission Meeting.

Façade Improvements at 317 S. Division Street.
This property is within the Downtown Design Overlay Zoning District, which requires approval for exterior improvements. Trucks entering the alley from Division Street have damage this building several times. The owner is proposing to install a bollard to protect the building at the alley entrance. The Public Works Committee will need to review/approve the bollard in the right of way. This proposal is for signage, front door improvements and additional façade improvements as outlined in the application. The resolution, application information, and staff review are provided. Plan Commission approval is necessary.

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

RESOLUTION OF THE PLAN COMMISSION

Approving façade and building entry improvements at 317 S. Division Street, Stoughton, WI.

Committee Action: Plan Commission approves the request - 0

Fiscal Impact:

File Number:	R - 17 - 2022	**Date Introduced:**	October 10, 2022

RECITALS

A. Pam Kosanovich (the "Applicant") is seeking approval for façade improvements at 317 S. Division Street, Stoughton, Dane County, Wisconsin (the "Property").

B. The Property is zoned Central Business and is used for commercial on the main floor and residential in the upper floor which is consistent with the Comprehensive Plan.

C. The proposed bollard will need to be approved by the Public Works Committee for placement in the right-of-way.

D. The City Plan Commission reviewed and discussed the proposed façade improvements including signage and moving the front access door to face Division Street at their regular October 10, 2022 meeting and found that the plan meets the intent of the Comprehensive Plan and zoning ordinance requirements.

RESOLUTION

BE IT RESOLVED, the City of Stoughton Plan Commission approves the façade improvements for 317 S. Division Street, Stoughton, WI, as presented.

_____

Tim Swadley Date
Chair

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

Applicant Name: Pamela J. Kosanovich

Applicant Address: 226 East Washington Street, Stoughton, WI 53589

Applicant Phone and Email: 208-610-2437 melakosa@outlook.com

Property Owner Name (if different than applicant): _____

Property Owner Phone and Email: same

Subject Property Address: 317 South Division Street, Stoughton, WI 53589

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: 9-26-22

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.

317 S Division St

Map data ©2022 50 ft

ARGO

CRAFT TAVERN

317 South Division Street

Stoughton, Wisconsin 53589

Proposed Renovation 9-22-22

Damage Repair

1. Damage from the Sysco truck compromised the side wall, top corner, brick, concrete pad and top panel under the second story bay window
2. Repairs will also need to be done the structure under the wood facing of corner and front above the door and windows.
3. At this time we will also renovate the front façade since much of it needs repair and we would like to improve the front corner entry.
4. The current corner entry is not original and is not safe. When exiting the building it faces the person out toward the alley and because it is a solid wall you cannot see the oncoming traffic in the alley.
5. When we modify the entrance our goal is to provide visibility to the alley above a metal railing and a corner post to support the damaged corner support.
6. In doing so we want to use cast iron railing panels, a cast iron corner post, a vintage inspired front door and we also want to install a bollard near the curb to prevent the drivers to cut the corner.
7. Since our bar has a nautical theme we would like to have a timber frame company fabricate metal plates to cover the corner and at each end of the front. This we hope will protect the corner because it has been hit many times.

Cosmetic Intentions

1. Wood panels with raised 1x3 frames will replace the sections of the front façade.
2. Using contrast colors that compliment the brick color and black accents will be a big improvement.
3. The corbels under the second story bay window will need to be replaced and we would like to incorporate pilasters between the windows for added accents. The corner metal plates will be matte black (They appear to be lighter in our illustration but that is to show they are metal. They will be matte black)
4. We want to replace all the second story windows with black framed windows to give a vintage look. Then we want to replace all the windows on the alley side with the same windows on the second floor.
5. Remodeling the coach house and the sun porch on the back will have to be later next spring.
6. We have an issue on the second floor in the kitchen area and we are hoping to find some resolution. China King's fryer hoods are directly under our window placement and the one existing window is very charred, so we have spoke to the fire department and we have spoke to them directly so we are hoping come up with the best solution.

Image capture: Aug 2018 © 2022 Google

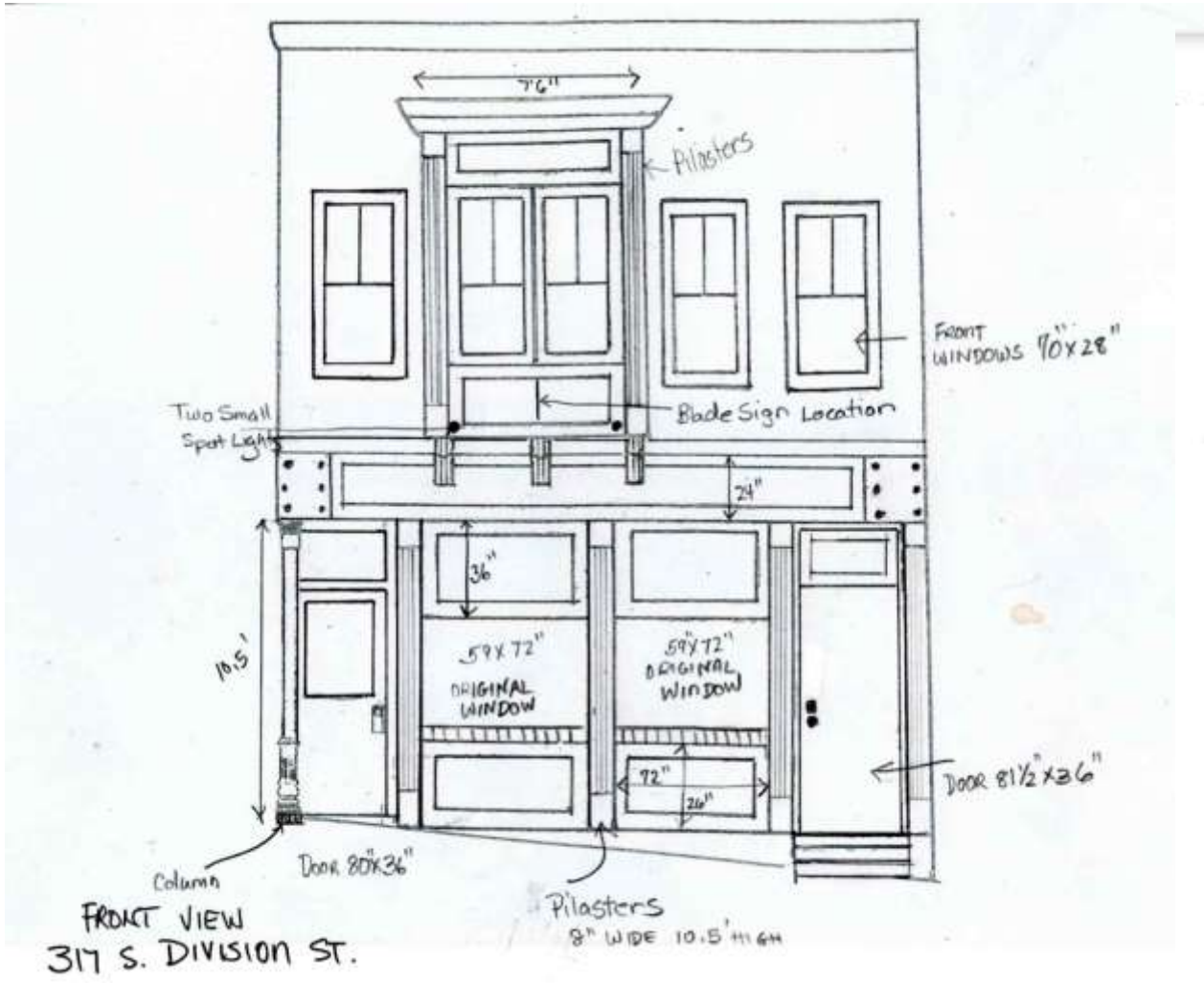
Photos, Drawings and Sketches

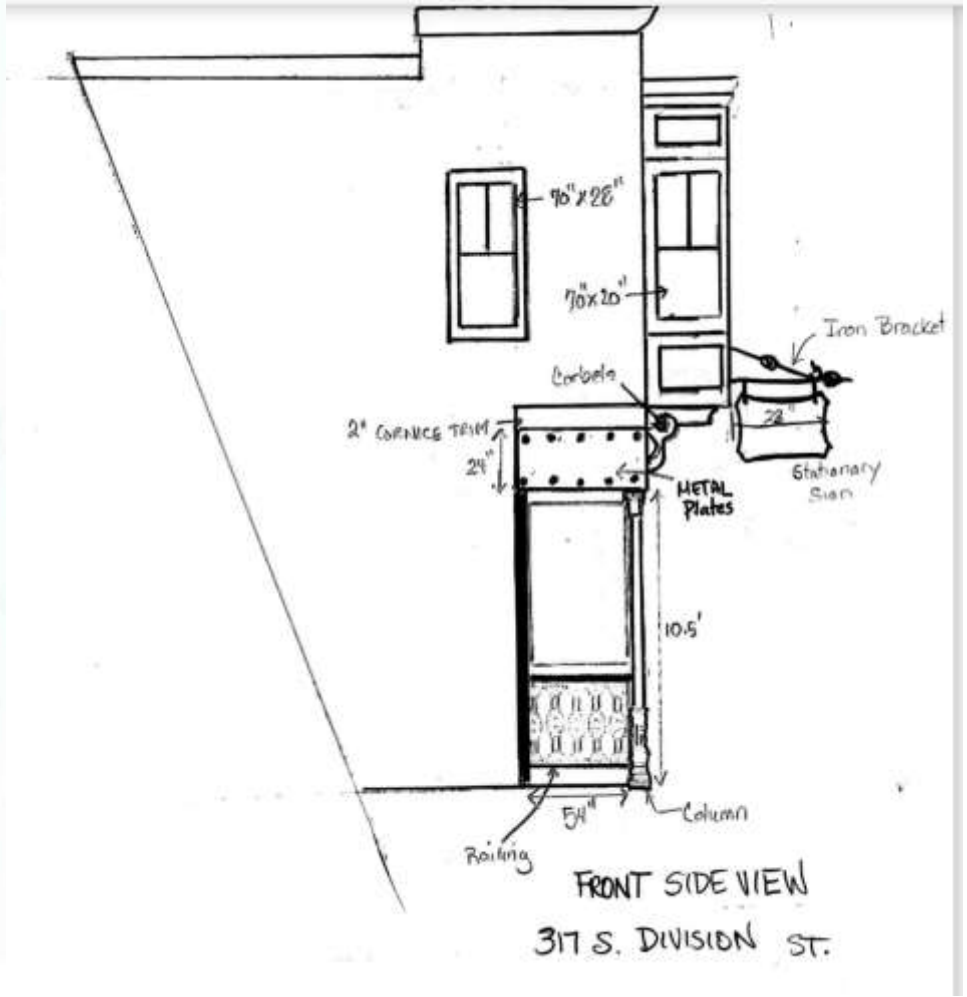
Current Façade

Bar Entrance

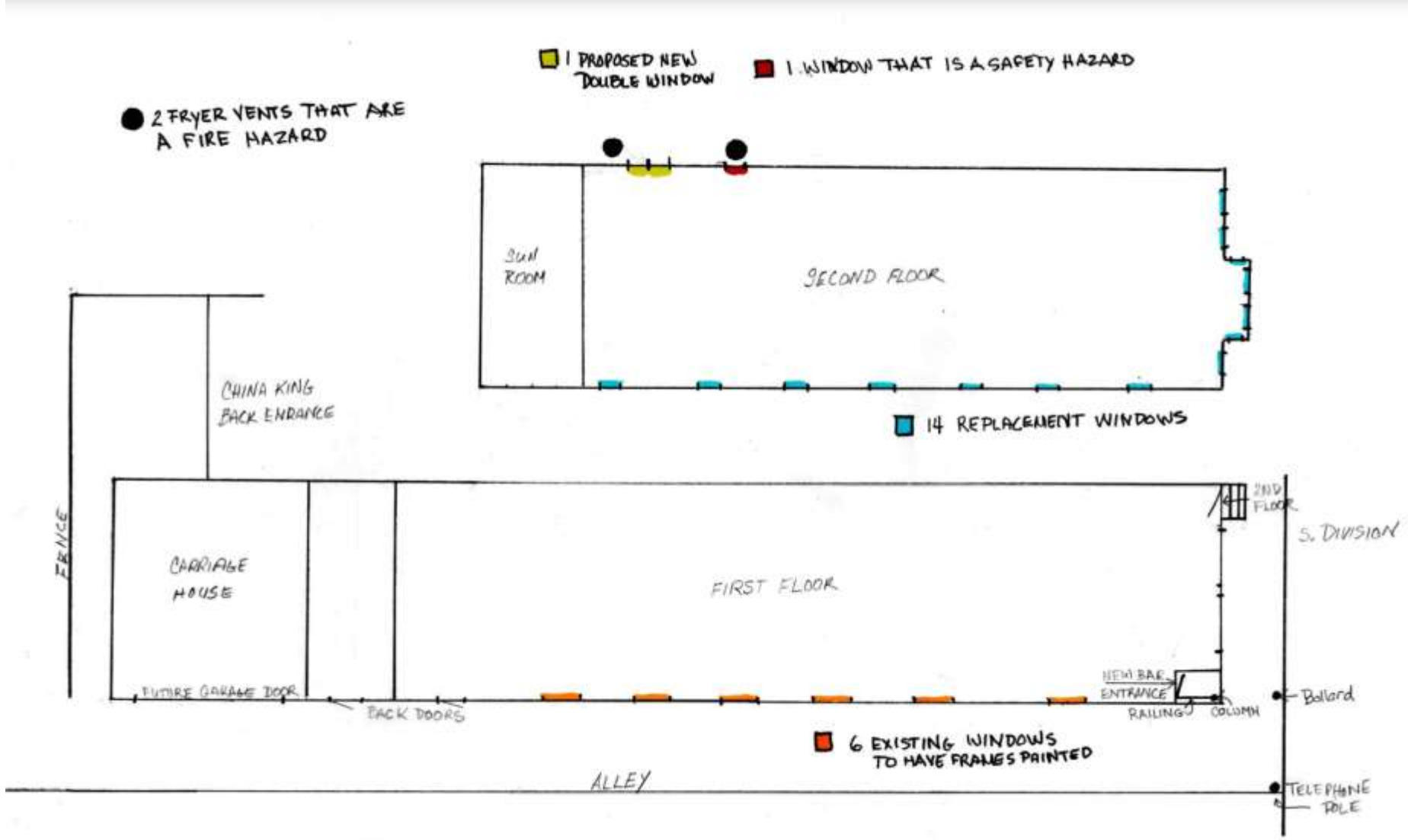
Proposed Colors

Rough Sketches With Measurements

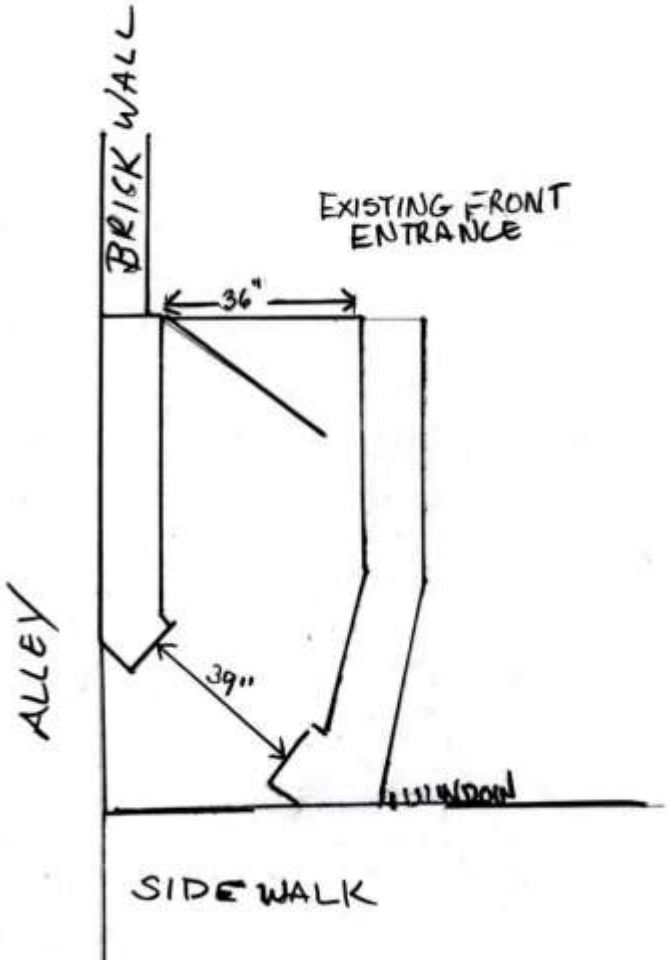


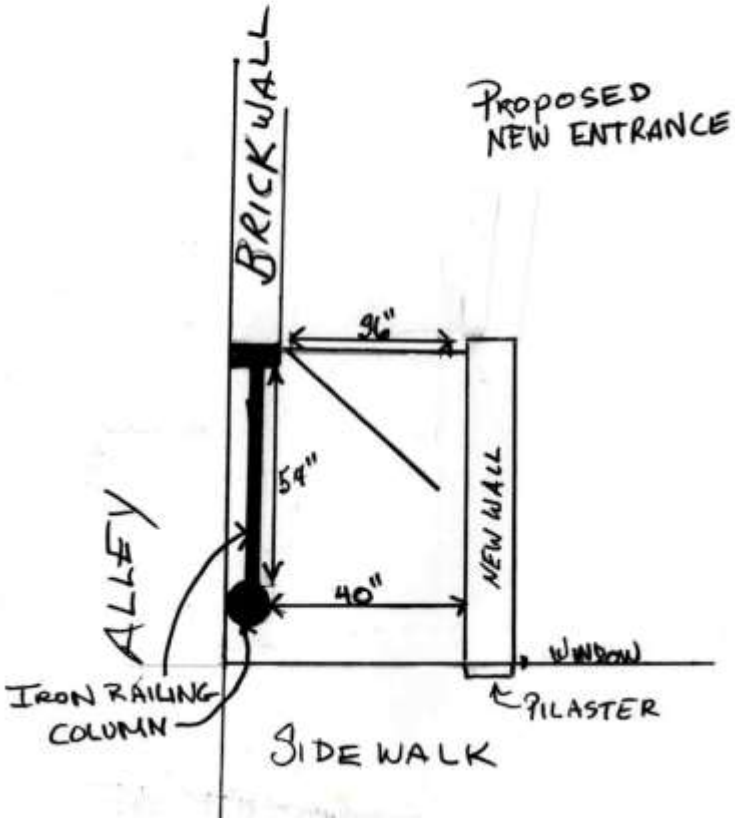


Property Layout



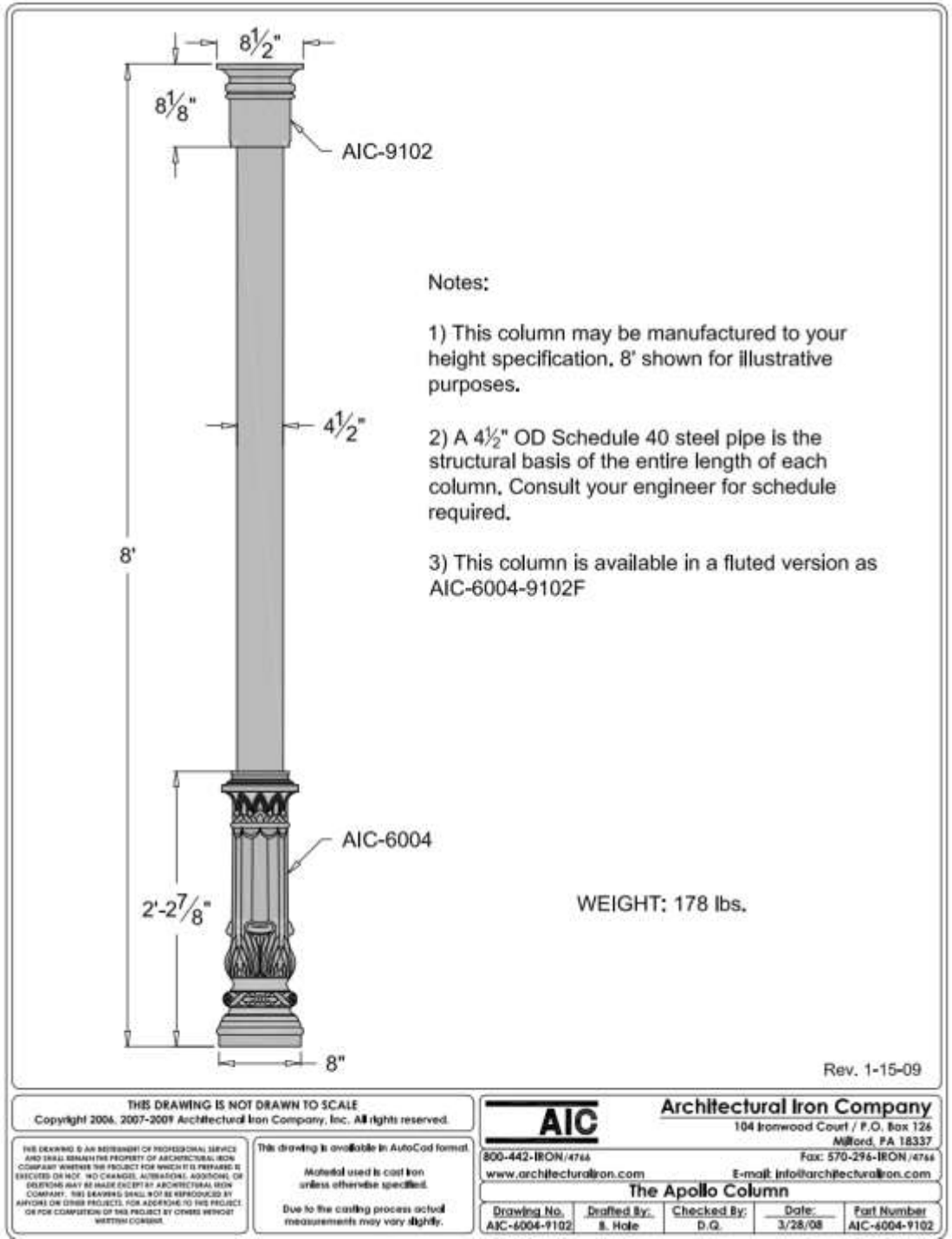
Proposed New Entrance Layout



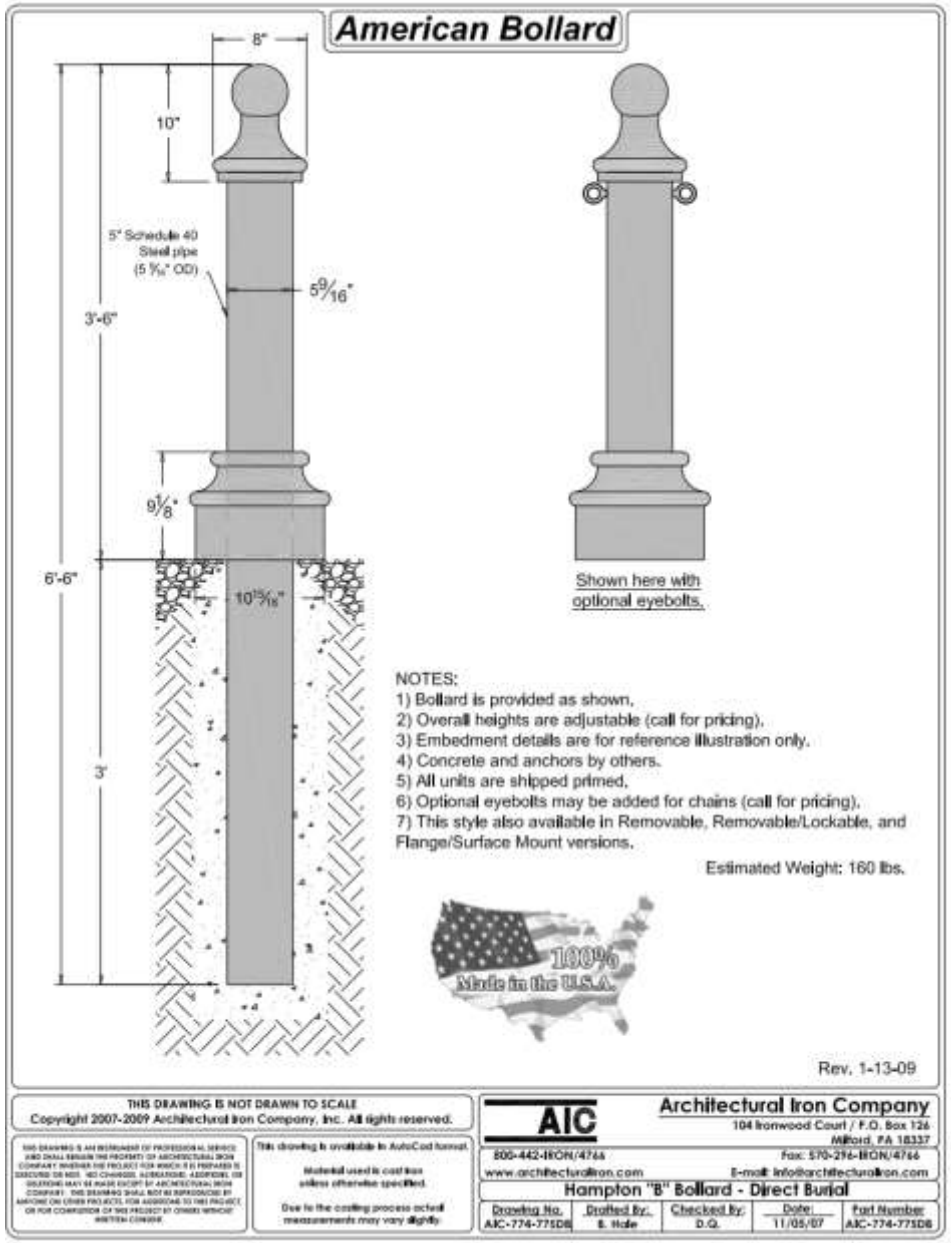


Wrought Iron Column

- Custom made to spec 10.5”high



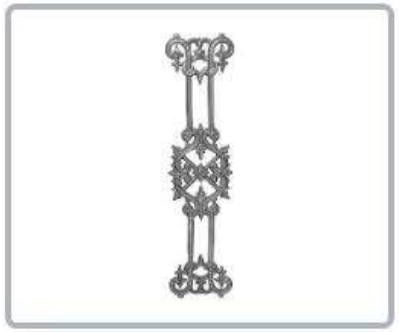
Metal Bollard
At Alley Entrance



Railing Panels

Panels, Corner Castings, Plaques - Panels -

9612



Enlarge

Panels, Corner Castings, Plaques » Panels

Product Name: 9612
SKU: 165039

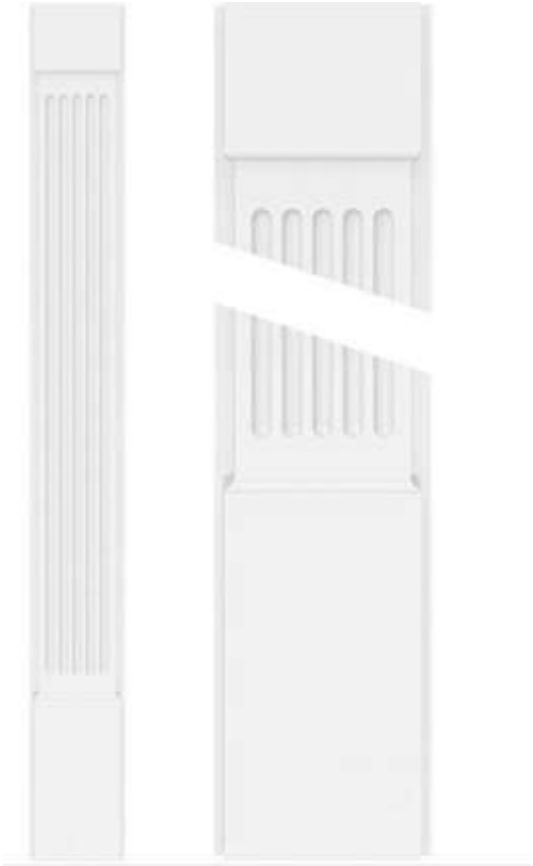
Weight: 8.00
Material: Cast Iron

Description:

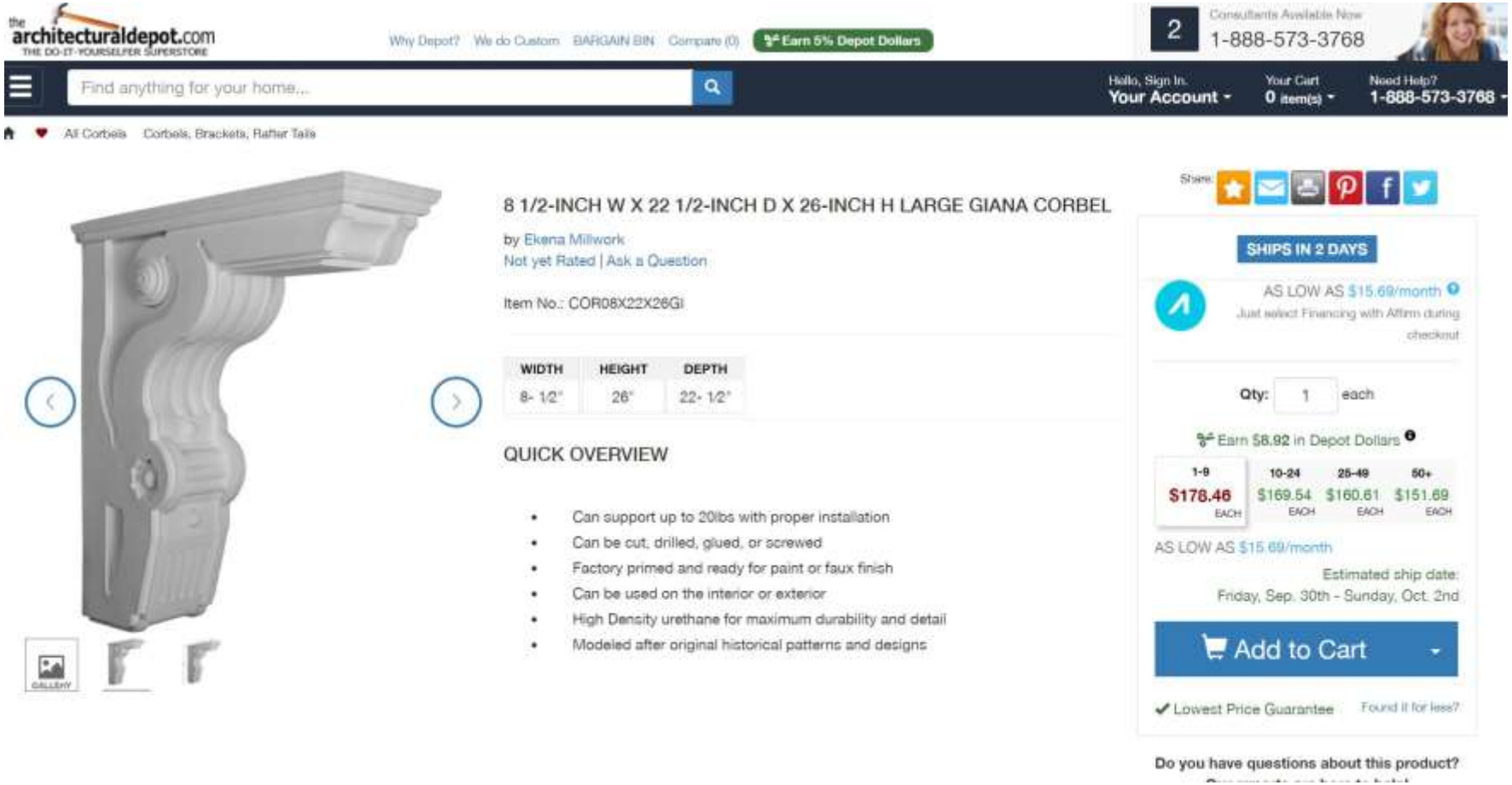
CAST IRON RAILING CASTING

27-1/2"H X 6-3/4"W

Pilasters PVC 8” Wide



Decorative Corbels



Cast Iron Hand Rail for Railing

Preliminary Window Specs

Frame Width = 27 1/2"
Frame Height = 69 1/2"
Sash Split = Even Divide

Line Number	Item Summary	Was Price	Now Price	Quantity	Total Savings	Total Price
100-1	27.5" x 69.5" JELD-WEN V-2500 Rectangle Single Hung	$429.30	$429.30	12	$0.00	$5,151.60
	Unit 100 Total:	$429.30	$429.30		$0.00	$5,151.60

Begin Line 100 Description

---- Line 100-1 ----

V-2500,
Single Hung,
27.5 x 69.5
Assembly = Full Unit,
Product Model = Tilt,
Regional Compliance = US National-AAMA,
Rating = PG20, DP+20/-20,
Installation & Frame Type = Replacement Block Frame
Frame Color - Exterior = FiniShield Black,
Frame Color - Interior = White
Measurement Type = Rough Opening,
Rough Opening Width = 28",
Rough Opening Height = 70",
Actual Size = 27 1/2 -in X 69 1/2 -in,
Vent Division = Even Divide,
Vent Height = 35
Glass Breakage Warranty = No,
Energy Efficiency = Energy Star,
Energy Star Zone = Energy Star - Northern,
Performance Plus = Standard,
Energy Package to Match = None,
Soundmaster = Standard - No Soundmaster,
Glazing = Insulated,

Low-E = SunFlow,
Neat Glass = No,
Glass Color/Texture = Clear,
Glass Type = Standard,
IG Options = Argon,
Elevation = 0 - 3500 feet,
Select Glass Thickness = Standard Default Thickness
Grid Type = 5/8" Contour,
Location for Grid = Top Lite(s) Only,
Grid Color = Define Each Separately,
Grid Color - Exterior = Black,
Grid Color - Interior = White,
Grid Pattern = Colonial (Even Rect Lites),
Lites Wide = 2,
Number of Squares High - Top Glass = 1,
Grid To Match = No
Screen = Screen,
Select Screen Options = Standard Screen Frame,
Select Screen Mesh Type = Fiberglass Mesh
Lock Type = Cam Lock(s),
Number of Locks = 1 Lock,
Hardware Finish - Interior = White
Does Unit Meet Egress Req.? = Meets 5.0 sqft Egress (1st Floor)

Secondary Vent Stop = No Secondary Vent Stop,
Installation Accessories = None,
Interior Frame Options = None,
Jamb Installation Clip = No Jamb Installation Clips,
Perimeter Frame Options = None,
Extension Jamb = None,
Drywall Unit = Not a Drywall Unit
Prep for Shipping = None
Energy Star Qualified = Northern,
U-Factor = 0.29,
Solar Heat Gain Coefficient = 0.49,
Visible Light Transmittance = 0.59,
Condensation Resistance = 58,
CPD# = JEL-A-225-08741-00001
Room Location = Not Specified,
Is This a Remake = No,
Specific Information = Not Specified,
Overall Frame Depth = 2.875
Unit 1 Glass 1: None
Unit 1 Glass 2: 5/8" Contour,
Unit 1 Glass 2: Colonial,
Unit 1 Glass 2: 2W1H

End Line 100 Description

Date Printed: 9/20/2022 4:27 PM

Sign Design

Actual Unpainted Sign Bracket

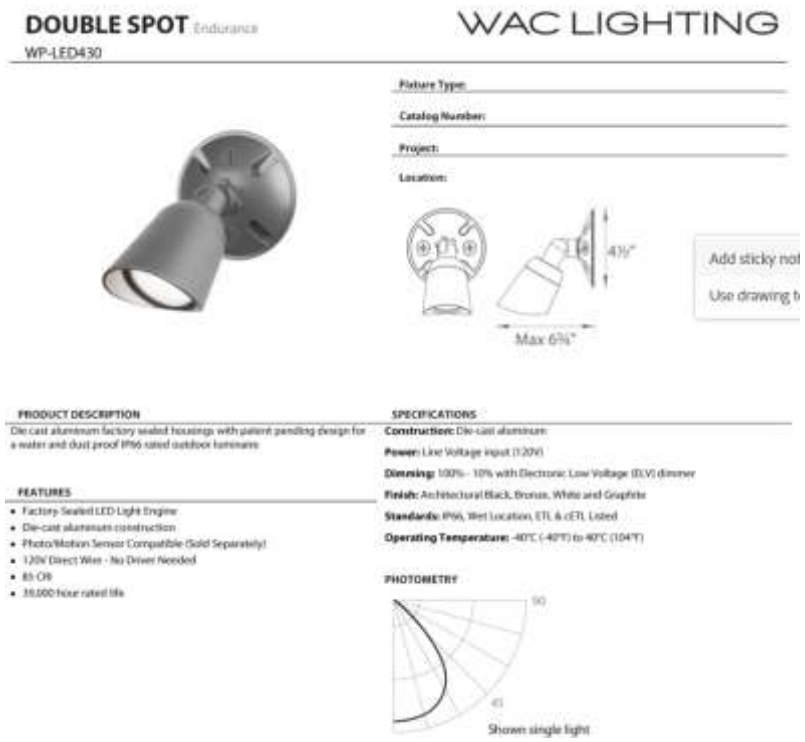
- Will be matte black

Sign Artwork

- Sign will be solid wood
- With CNC engraving
- Painted and sealed
- Will be stationary (no swing)
- Sign Dimensions 20” high 38” wide
- We will install two small spotlights on bay window to light sign

2 Proposed Spot Light

To be installed on bay window to highlight sign



DOUBLE SPOT Endurance

WP-LED430

WAC LIGHTING

Fixture Type:

Catalog Number:

Project:

Location:

4½"

Max 6¾"

Add sticky not

Use drawing t

PRODUCT DESCRIPTION

Die cast aluminum factory sealed housings with patent pending design for a water and dust proof IP66 rated outdoor luminaire

FEATURES

- Factory Sealed LED Light Engine
- Die-cast aluminum construction
- Photo/Motion Sensor Compatible (Sold Separately)
- 120V Direct Wire - No Driver Needed
- 85 CRI
- 35,000 hour rated life

SPECIFICATIONS

Construction: Die-cast aluminum

Power: Line Voltage input (120V)

Dimming: 100% - 10% with Electronic Low Voltage (ELV) dimmer

Finish: Architectural Black, Bronze, White and Graphite

Standards: IP66, Wet Location, ETL & cETL Listed

Operating Temperature: -40°C (-40°F) to 40°C (104°F)

PHOTOMETRY

90

45

Shown single light

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

Date of Application 9-26-22

Applicant Name Pamela J Kosanovich **Phone** 208-610-2437

Applicant Email melakosa@outlook.com

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

Subject Property Address 317 South Division

Permit for Repairing front facade of building

Proposed use(s) Bar /Tavern

Project area for new structures and additions (sq. ft.) 2,500

***Estimated building construction cost including labor** $27,000
Estimated electric construction cost including labor $300
Estimated plumbing construction cost including labor _____
Estimated hvac construction cost including labor _____
Estimated zoning project cost (signage, fencing, etc...) $550 for sign and installation
*Do not include costs related to flooring, carpeting or painting.

Contractor Information:

Construction CR Custom Construction **Phone#** 608-358-0539 **Lic#** DC-112001185

Electrical Ultimate Power and Electric **Phone#** 608-446-2257 **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 Pamela Kosanovich Date 2-26-22

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 27, 2022

Pamela Kosanovich
226 E. Washington Street
Stoughton, WI. 53589

Dear Ms. Kosanovich:

I have completed a review of the proposed front façade improvements at 317 S. Division Street. Design review according to the downtown design overlay zoning district requirements are outlined below. This request is planned for review/approval at the October 10, 2022 Plan Commission meeting of which you will receive notice. You and/or your representative are required to attend the meeting to present your project and answer questions. The meeting will be hybrid meaning it will be in person and have a Zoom option. Any work proposed in the right-of-way such as the bollard will need to be approved by Public Works.

1. The property at 317 S. Division 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 complies with the standards of section 78-517 and shall follow the design standards of section 78-517(7).**

   The façade improvements include the replacement of the second story windows at the front and alley side of the building; modification of the front entry; replacement of corbels under the second story bay window with wood pilasters; wood 1x3 framed panels added to replace sections of the front façade; repair of damaged areas of the building and new projecting signage.

2. Section 78-517 (1), (2) and (4) states:
   (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.

   (4) *Application of regulations.*

   (a) Except as expressly provided otherwise in this section, the regulations of this section apply to all <u>maintenance, renovation</u>, structural projects and demolition within the district.

(b) This section does not apply to any building or improvement designated as a local landmark or located within a historic district established pursuant to chapter 38 of this Code.
(c) This section does not apply to the demolition of a building or structure that has been ordered to be razed by a court of competent jurisdiction pursuant to Wis. Stat. § 66.0413(2).
(d) This section does apply to the demolition of a building or structure ordered razed by the building inspector pursuant to Wis. Stat. § 66.0413(1), and neither the owner, the city nor any city official may demolish a building pursuant to Wis. Stat. § 66.0413 without first obtaining approval pursuant to this section.

3. Section 78-517 (5)(b) states, *Procedural requirements and standards for approval.*

(b) Renovation. Renovation shall be subject to approval by the plan commission. 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 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**
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. **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. **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. **As outlined below.**

4. Section 78-517(7) states, in part, 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.

(d) *Horizontal bands.* Wherever possible, existing horizontal bands (such as storefront cornice or lintel and transom windows) shall be retained and uncovered; owners shall move or remove large signs that may cover the banding to allow the horizontal elements to be expressed. When horizontal rhythms are found, horizontal elements that also exist in buildings to either side of the subject building shall be retained. Existing transom windows shall not be filled with brick, wood or other materials. If original building

design called for transom windows that are now missing, they shall be visually recreated. If the storefront cornice or lintel is missing, a horizontal division shall be achieved by replacing or simulating the cornice and/or incorporating it in the signboard. **The plan appears to meet this requirement.**

(f) *Vertical rhythms.* Wherever possible, the floor heights on main facades shall appear visually in proportion to those of adjoining buildings. The rhythm of the ground floor shall harmonize with the rhythm of upper floors. The vertical pattern of exterior building elements formed by patterns of building openings for windows and doors, and related elements such as sills, headers, transoms, cornices and sign bands shall be compatible in design and elevation with those of existing buildings in the immediate area. Front and secondary doorways/entries, porches and steps present at the time the building was originally constructed shall be retained; except as required to meet accessibility standards. Non-commercial style doors such as solid doors, half-glazed doors, "colonial style" doors, and highly decorative doors are not permitted in commercial applications. Storm doors are prohibited because they make access difficult.

Window features, including lintels, sills, architraves, shutters, cornice/pediments, hoods and hardware, shall be maintained where possible, or replaced with visually matching features and materials. Replicating missing window features (such as hoods) in sheet metal, fiberglass, or wood shall be permitted. If window features cannot be replaced or replicated, at least the shape of the window opening shall be retained and expressed. Frames for new windows shall be divided to match original window divisions or shall be based on divisions typical to that building type. Within block-faces where windows are consistently proportioned, structural projects shall maintain this proportion and spacing of windows. **The façade has had previous work and we believe the proposed changes enhance the historic look of the building.**

(g) *Rhythm/relationship of solids and voids.* The majority of the front wall surface of the first floor shall be window area. Large storefront windows shall be maintained; do not block up the storefront to install smaller windows. Storefront spandrels shall be as low as possible; do not make the spandrel higher than originally designed and as a result infill the window opening. Spandrel design shall relate to the architectural style of the building; a brick spandrel shall match the masonry of the building and a wood spandrel shall include stiles and rails at the top, bottom and sides. Existing columns shall be left intact and included in the overall design of framing for the shopfront.

Maintain the rhythm of solids and voids in upper stories; the surface of the upper floors shall bear a repeated solid-void relationship, with windows spaced evenly in the wall. Do not change the size of windows or cover over the upper facade. Windows, including transom windows, shall not be painted or filled with brick, wood or other materials. Where old sash will be replaced with new sash, replacement shall be made with sash of the same size and appearance rather than blocking part of the window opening and therefore changing its proportion.

The window locations are not changing and the front door is being modified to face west instead of angled toward the alley for safety reasons.

(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. In addition:

1. *Masonry.* Stone or brick facing shall be of even coloration and consistent size. Cinder block, concrete block, concrete slab, or concrete panel shall not be permitted on street-facing facades. **Existing brick remains the same.**
2. *Siding.* Wood or thin board textured vinyl or textured metal clapboard siding may be appropriate, particularly if the proposed non-masonry exterior was originally used on the building. In certain instances, clapboard or board and batten may be in keeping with the general design theme. Asphalt shingle siding, rough-sawn shake siding or diagonal wood sidings shall not be permitted. **Wood panels with raised frames are proposed.**
3. *EIFS.* Exterior insulation and finish systems (EIFS) such as Dryvit shall not be permitted. Stucco shall not be permitted for structural projects and shall only be permitted for renovations if used at the time the building was originally constructed. **N/A**
4. *Glazing (glass).* Clear or slightly tinted glass or related glazing material shall be used. Mirrored glass, smoked glass, or heavily tinted glass shall not be permitted. **Clear glass is expected.**

(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.

   We believe the proposed improvements meet the intent of this section.

(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. **Compliant**
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 colors proposed**
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. **Compliant**

(m) *Exterior lighting.* Throughout the district, on-site exterior lighting shall be compatible and harmonious with existing lighting in the immediate area. Specifically:

1. Pedestrian lighting: The design, color, height, location and light quality of on-site pedestrian lighting shall be consistent with existing pedestrian lighting fixtures.
2. Additional lighting standards are found in section 78-707.
   Signage lighting cannot be over 0.5 footcandles at the property line and the lighting cannot cause any distraction for motorists.

(n) *Signage.* Signs shall be placed at the top of the storefront; painted on the window itself; <u>hanging over the sidewalk</u>; 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.
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.
   Projecting signage must be firmly attached to the building and cannot swing on chains.

5. Once approved, a building permit will be necessary for exterior and interior work including signage but not for painting.

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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