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: December 5, 2022

To: Plan Commissioners

From: Rodney J. Scheel
Director of Planning & Development

Michael P. Stacey
Zoning Administrator/Assistant Planner

Subject: Agenda Item for the December 12, 2022 Plan Commission Meeting.

Awning and signage review (Downtown Design Overlay Zoning District) at 139 E. Main Street.

This property is within the Downtown Design Overlay Zoning District, which requires approval for any exterior improvements including changes in color for awnings and signage. The proposal is to install a front awning with signage. 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 awning and signage improvements at 139 E. Main Street, Stoughton, WI.

Committee Action: Plan Commission approves the request - 0

Fiscal Impact:

File Number:	R - 24 - 2022	**Date Introduced:**	December 12, 2022

RECITALS

A. Tracy Bellefeuille (the "Applicant") is seeking approval for façade improvements including a new awning and signage at 139 E. Main Street, Stoughton, Dane County, Wisconsin (the "Property").

B. The Property is zoned Central Business and is within the Downtown Design Overlay Zoning District which requires approval for any exterior changes.

C. The City Plan Commission reviewed and discussed the proposed façade improvements at their regular December 12, 2022 meeting and found that the improvements meet the intent of the Comprehensive Plan and zoning ordinance requirements.

RESOLUTION

BE IT RESOLVED, the City of Stoughton Plan Commission approves façade improvements at 139 E. Main Street, Stoughton, WI, as presented.

_____

Tim Swadley Date
Chair

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

Applicant Name: Tracy Bellefeuille (Diamonds Select)

Applicant Address: 139 e. Main Stoughton WI 53589

Applicant Phone and Email: 608 873-3529

Property Owner Name (if different than applicant): Lou

Property Owner Phone and Email: 920-791-0591

Subject Property Address: 139 e. Main

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: 11/21/22

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.

X **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.

Hello,

Just wanted to replace exact what was there but a new one. The old had holes in it and needed to be replaced. We did replace it with exact same but a different color. The color being pink in the picture.

I did not realize I needed a permit to do this. This was the 3rd one I have replaced in 12 years of being downtown. I apologize

Tracy Bellefeuille

Diamonds Select

NEW AWNING AND SIGNAGE

OLD AWNING AND SIGNAGE

Image capture: Sep 2022 © 2022 Google

Norwegian
age Center

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

November 22, 2022

Tracy Bellefeuille
139 E. Main Street
Stoughton, WI. 53589

Dear Ms. Bellefeuille:

I have completed a review of the front awning and signage improvements at 139 E. Main Street. Renovation review according to the downtown design overlay zoning district requirements is outlined below. This request is planned for review/approval at the December 12, 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.

1. The property at 139 E. 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 is contributing to the Main Street Historic District. The project has been determined to fall under Renovation, which is subject to review and approval, by the City Plan Commission. The proposed project consists of front awning and signage replacement.**

2. Section 78-517 (1)and (3)(b) 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.

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

3. Section 78-517(5)(b) *Procedural requirements and standards for approval,* states:
   (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. **An application and fee of $80 will be required for signage.**

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. **Staff acquired.**

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. **Façade rendering 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. **Description provided.**

4. Section 78-517(7) states the following related to this request:

(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.

The previous awning was black in color and the new awning is pink. To be reviewed by the Plan Commission.

(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.

To be reviewed by the Plan Commission.

(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.

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.

To be reviewed by the Plan Commission.

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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