



AGENDA FOR LONG RANGE PLANNING COMMITTEE

MEETING NOTICE

A Long Range Planning Committee meeting will be held on **Tuesday, June 22, 2021 at 5:30 PM**
in the **VIA TELECONFERENCE**.

Join Zoom Meeting:

Meeting Link: <https://zoom.us/j/93324698850?pwd=clJMMXQyN3BpNjYxeW1jM1JVUkhkdz09>

Meeting ID: 933 2469 8850 | **Passcode:** LRPC1234

Dial by your location: +1-312-626-6799 US (Chicago)

Meeting ID: 933 2469 8850 | **Passcode:** 01265468

1. AGENDA:

- A. Call to Order - Roll Call
- B. [Approval of May 25, 2021 Long Range Planning Committee Meeting Minutes](#)
- C. [Reviewing Certificate of Appropriateness - 115 W La Crosse Street \(Signage\)](#)
- D. Building Inspector Project Updates
- E. Administrator Updates

2. NEXT MEETING DATE: July 27, 2021

3. ADJOURNMENT

NOTICE: It is possible that a quorum of members of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information. No action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact JoAnn Cram, City Clerk, at 819 Superior Avenue, Tomah, WI 54660.



LONG RANGE PLANNING COMMITTEE

The City of Tomah Long Range Planning Committee (LRPC) met in session on **Tuesday, May 25, 2021** at 5:30 p.m. in the Municipal Building, 819 Superior Avenue, Tomah, WI, and via Zoom teleconference. The meeting access information was provided on the posted agenda. The meeting agenda notice was posted at City Hall and on the City's website in compliance with the provisions of Section 19.84 Wisconsin Statutes.

Call to Order – Roll Call: Member Remy Gomez called the meeting to order at 5:30 p.m. Members present: Adam Gigous, Remy Gomez, Pete Reichardt, Tina Thompson, and Shawn Zabinski. Absent: Jeff Holthaus, Mike Murray, Dustin Powell, and Joanne Westpfahl. Quorum present.

Also in attendance: City Administrator Brad Hanson, Building Inspector Shane Rolff, MSA Community Planner Steve Tremlett, MSA Finance/TID Specialist Jeff Thelen, and Deputy City Clerk Berta Downs.

Approval of April 27, 2021 Citizen Participation Committee (CPC) Meeting Minutes: Motion by Gigous, second by Zabinski to approve the minutes of the April 27, 2021 CPC meeting. Motion carried.

Approval of April 27, 2021 Long Range Planning Committee (LRPC) Meeting Minutes: Motion by Gigous, second by Zabinski to approve the minutes of the April 27, 2021 LRPC meeting. Motion carried.

Nominations and Election of Officers (Chair and Vice-Chair): Powell expressed before the meeting to nominate Pete Reichardt as the Committee Chairperson. Pete respectfully declined as he is involved with other committees and activities that may conflict with this meeting and won't be able to perform the duties.

Thompson nominated Remy Gomez for Committee Chairperson and to re-elect Dustin Powell as Committee Vice-Chairperson.

Motion by Thompson, second by Zabinski to nominate Remy Gomez as Committee Chairperson and to nominate Dustin Powell as Committee Vice-Chairperson. There were no other nominations. Motion carried. Remy Gomez was duly elected Chairperson of the Long Range Planning Committee and Dustin Powell was duly elected Vice-Chairperson of the Long Range Planning Committee.

Downtown Design Standards - Outdoor Food Service and Vending Unit: Steve Tremlett, MSA Community Planner, presented site design standard examples and recommendations for outdoor food service and vending units. The intent is to create an enjoyable atmosphere for visitors that would serve as a benefit for the community, provided that such service is planned and managed properly.

Motion by Gigous, second by Zabinski to adopt recommendation "A. All outdoor food service areas open to the public shall be ADA compliant" and recommendation "B. Vending Unit use of plastic materials, concrete block, fabric, and other loose materials are prohibited base materials", to become site design standards and be removed from the recommendation list. Motion carried.

Potential TID Amendments and TID Creation: Steve Tremlett, MSA, reviewed the city's TID Health and discussed potential TID amendments/creation with the possibility of adding territory to the existing TID 8 and creation of a new TID 11. Administrator Hanson noticed the TID plans were missing items that could help the city with acquisition of equipment and assist community housing needs. The State of Wisconsin is promoting a housing rehabilitation program which is unique and first of its kind. Hanson is not aware of any other municipality currently utilizing this program in the state. Hanson provided information on the proposal to create a new "Tomah Owner Occupied Housing Assistance Program" which would start after the limit was

met for the CBGD housing program. Use of this program will help prevent dilapidated buildings, benefit TID's, provide workforce housing, improve the value of city homes, and keep utility users in our city. It will be ground breaking and very impressive for our community. Information only, no action needed on this item.

Building Inspector Project Updates: Rolff advised the city is discussing development suggestions south of Tomah with Don Brenengen. Thompson advised a community survey was conducted to see what residents wanted developed in the Tomah area with "Recreation Center" topping the list.

Administrator Updates: Hanson advised the city is still working on the hotel comprehensive study and hoping to get feedback soon.

Next Meeting Date: June 22, 2021.

Adjournment: Motion by Thompson, second by Reichardt to adjourn at 6:33 p.m. Motion carried.

Respectfully submitted by:

Berta Downs

Berta Downs, Deputy City Clerk, May 26, 2021

Certificate of Appropriateness

City of Tomah: Building/Site Improvement Review Application for Certificate of Appropriateness

Address of Property:

115 W La Crosse St

Property Owner Name:

First Congregational United Church of Christ

Property Owner Address (if different from Address of Property):

Street

Municipality

State

Property Owner Phone Number: (Home/Mobile):

608.372.6242

Have you reviewed the Downtown Tomah Design Standards (if applicable)?

☒ Yes

☐ No

☐ Not Applicable

Have you reviewed the City's Historic Preservation Ordinance (if applicable)?

☒ Yes

☐ No

☐ Not Applicable

Is your property a historic site, in a historic district, or contain a historic structure?

☐ Yes

☒ No

Scope of project to include: (Please check appropriate items.)

☐ New Construction

☐ Siding

☒ Signage

☐ Building Addition

☐ Landscaping / Fencing

☐ Exterior Lighting

☐ Façade Restoration

☐ Parking / Rear Access

☐ Other: _____

☐ Awning/Canopy/Shutters

☐ Doors, Windows, & Entrances

☐ Roofing

☐ Exterior Painting

Briefly explain the proposed work: (Attach extra sheets if necessary.)

One (1) single-sided, internally illuminated, 72" high x 84" wide ground sign. Includes a full color electronic message center. This sign replaces the existing ground sign.

Last Modified: March 2, 2017

Page 1 of 2

Certificate of Appropriateness

City of Tomah: Building/Site Improvement Review Application for Certificate of Appropriateness

Please submit the following information:

- One historical (if available) and one modern photograph of building
- Eight (8) copies of plans of proposed work, including color and/or material samples if appropriate.
- A completed downtown design standards checklist

Estimated total cost/budget for proposed project:

\$20,000

Do you have any questions or concerns?

I understand the criteria for this application, approval and reviews by the Long Range Planning Committee and/or Historic Preservation Commission (check with Zoning Administrator if unknown whom will review), and agree to be subject to the Downtown Design Standards and/or Historic Preservation Ordinance (if applicable) for the above described work in accordance with City ordinances.

Signed: 

Date: 6/14/2021

Property Owner / Applicant

FOR OFFICE USE ONLY

Application Number: Shane R. H. H.

Received By: 6/22/2021

Date of Meeting: 6-14-21

Approved or Denied?:

Date Received: 6-14-21

Conditions of Approval or Reasons for Denial:

Last Modified: March 2, 2017

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Design Standards Checklist

Checklist

Instructions

If a section of these standards does not apply to the proposed project (e.g. *parking standards for a facade renovation project*) the entire section can be skipped by checking the "does not apply" box ☐ NA. If any part of a section does apply, please fill out the entire section with checks for completed standards and cross out ☐ for any that do not apply.

In addition to this checklist, a site plan shall be submitted, including (as applicable):

- ☐ Trash and recycling containers
- ☐ Pedestrian pathways
- ☐ Parking and circulation
- ☐ Landscaping
- ☐ Stormwater management features
- ☐ Lighting

Applicant

Staff / ZA

LRPC

SIGNAGE DESIGN

Sign Type Usage Standards

☐

Comments (office use only):

<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

1. All signs conform to the sign design and maintenance requirements in the City's Zoning Ordinance, -AND- have applied/acquired sign permit

2. The project does not include following sign types: roof-mounted, pole, external neon cabinet/canister, billboard, -AND- there is no canopy in the public right-of-way.

3. All ground signs, if any, utilize monument-style design.

4. Ground signs do not extend higher than the mean street grade following the restriction shown below.

- ☐ Downtown Core Only: 5 feet
- ☐ Transitional Area Only: 8 feet

5. Signage on awnings, marquees and canopies is > 75% of the front valance, flat profile, and/or roof. - AND - no signage is placed on the side of the structure.

6. LED changeable messaging sign incorporated in monument sign does not comprise > 30% of the sign area, inclusive of the base area.

7. Signage is > 25% of each storefront display window/door area, excluding product display.

Design Standards Checklist

Design Standards Checklist

1. Signs are placed to fit in with the building's overall architectural composition **-AND-** do not significantly obscure the building's architectural features.



2. Placement of signs and mounting systems do not obscure windows or doorways, including door, glass panes, and corresponding trim and supports.



3. Signage on masonry buildings are mounted through the mortar joints rather than through the masonry itself, if possible.



4. Signs do not extend above the roofline, cornice or parapet, whichever is lowest.



5. If a historic sign board area exists above the transom windows, the primary wall sign is placed inside this space **-AND-** does not extend above, below or beyond the edges of the signboard area.



6. Awnings are not internally illuminated.



7. Exterior lamps are located and shielded to prevent the casting of direct light or glare on roadways, adjacent properties and the sky, **-AND-** does not interfere significantly with the sign or sign bracket.



8. **Downtown Core Only**, if wall/projecting sign is internally illuminated, the sign face (background) is opaque with only push thru lettering/symbols illuminated.



9. There are no color changing and "chasing" LED features.



Sign Placement, Installation & Lighting Standards



Comments (office use only):

Checklist

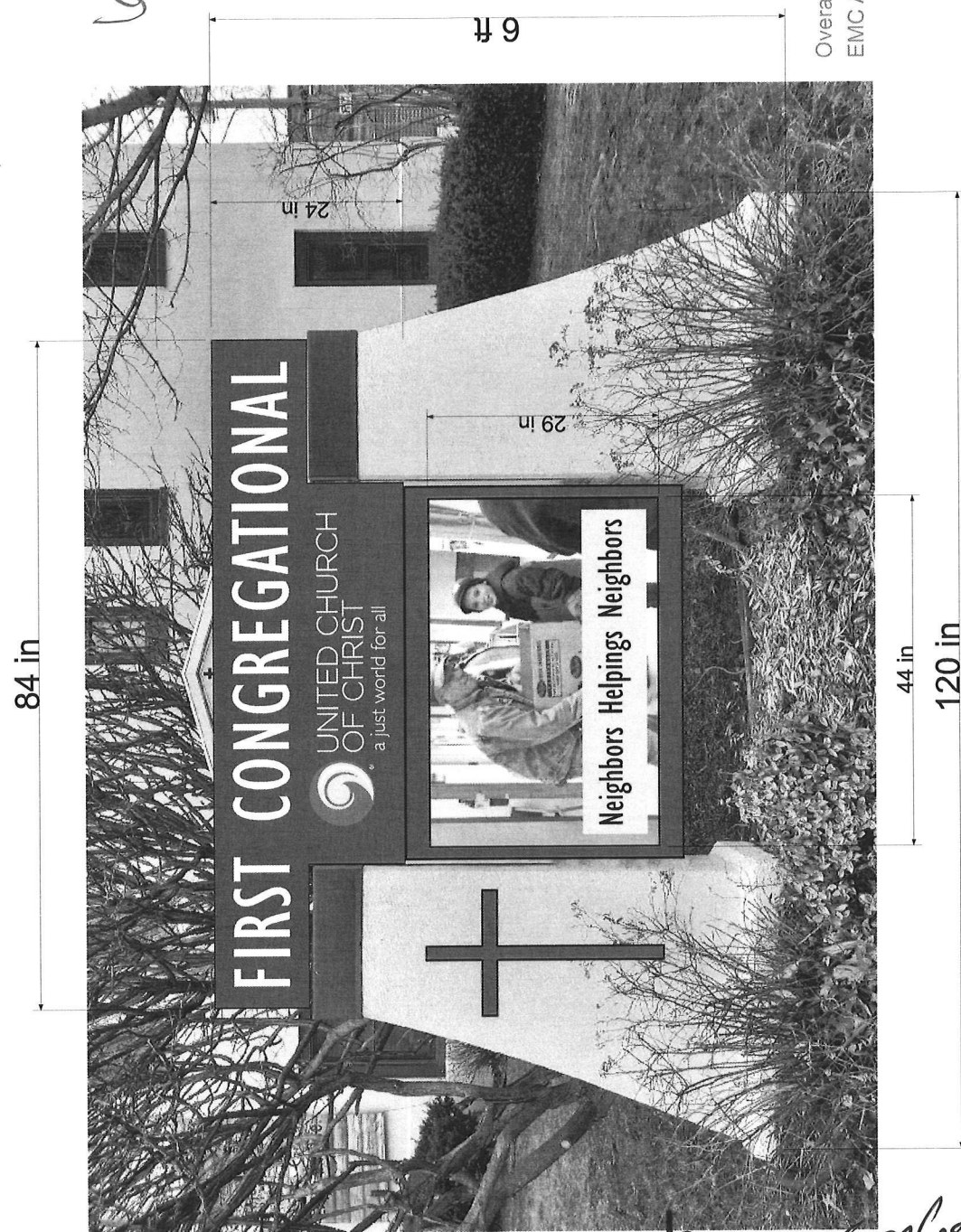
	Applicant	Staff / ZA	LRPC	
Sign Materials, Colors & Lettering Standards <input type="checkbox"/> Comments (office use only): 	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	1. Sign substrate is either MDO, Aluminum, or Aluminate. Acrylic material, if used, simulates metal or wood.
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	2. The sign style, color and materials complement the character of the building and other signage.
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	3. Highly reflective material is not used.
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	4. The color tones between the sign's lettering/symbols and background have sufficient contrast to make the sign clearly legible.
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	5. The main lettering and predominant background does not use fluorescent colors.

SITE DESIGN

	Applicant	Staff / ZA	LRPC	
Street Relationship Standards <input type="checkbox"/> NA Comments (office use only): 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1. Downtown Core Only , primary structures will be built no more than 3-FT from the front property line, except a portion of the building may be set back per the following limitations: <input type="checkbox"/> The space provides an outdoor seating area, a hardscape plaza, or similar accessible pedestrian space, AND <input type="checkbox"/> 25%, or minimum of 10-FT, of the building width is built to the restricted setback, -AND- <input type="checkbox"/> Maximum setback of 10-FT.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2. Transitional Area Only , primary structures will be built within 25-FT of the front property line.
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3. There is at least one functional building entrance provided on the facade facing the (most prominent) street.

A: Monument Sign with 72x108 10mm RGB EMC, Push-Thru Acrylic Letters, Vinyl Graphics and Cross Accent

1,276 sq inches 6,048 sq inches total
 proposed x .30 = 1,814 sq inches
 allowed for electronic
 counter stands Message Center



Approved by: _____ Date: _____ Landlord: _____ Date: _____

This artwork is copyrighted and may not be otherwise used without permission. It is the property of La Crosse Sign Co., Inc. and must be returned to them.

lacrossesign.com		DESIGN		SALES		FILE		COLOR KEY	
La Crosse Sign Group 1450 Oak Forest Drive • Onalaska, WI 54650 • 608-781-1450 2242 Mustang Way • Madison, WI 53718 • 608-222-5353 2502 Melby Street • Eau Claire, WI 54703 • 715-835-6189		Drawing by: Chris Clark		Job Name: First Congregational		Version Number: 2		<input type="checkbox"/> TBD/Match Existing <input checked="" type="checkbox"/> TBD/Match Existing <input type="checkbox"/> White <input type="checkbox"/> Digital Print	
		Sign Type: Monument Sign		Job Address: 115 West La Crosse		Job File Location:			
		Date Created: 4-15-2021		Tomah, WI 54660		S:\F\First Congregational United			
		Last Modified: 4-28-2021		Consultant: James F.		Church of Christ\Tomah\112568			
		Scale: 1/2"=1'		Job Number: 112568		Monument Sign\Desig			

