

AGENDA FOR PLANNING COMMISSION MEETING NOTICE

A Planning Commission meeting will be held on **Thursday**, **January 09**, **2025** at <u>5:30 PM</u> in the **Council Chambers at City Hall**, **819 Superior Avenue**, **Tomah**, **WI**.

Join Zoom Meeting

https://us06web.zoom.us/j/2708608080?pwd=ZTZ0cmILVEFEb1dzVDNwdi91UHFYQT09

Meeting ID: 270 860 8080

Passcode: 206751

One tap mobile +13126266799,,2708608080#,,,,*206751# US (Chicago)

ROLL CALL

INTRODUCTIONS

APPROVAL OF MEETING MINUTES

October 2024 Minutes

DISCUSSION ITEMS

1. Review and Approve the Certificate of Appropriateness: 1408 Superior Ave

FUTURE AGENDA ITEMS

FUTURE MEETING DATE: FEBRUARY 6, 2025

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 Becki Weyer, City Clerk, at 819 Superior Avenue, Tomah, WI 54660.

MINUTES FOR PLANNING COMMISSION -AMENDED

A Planning Commission -AMENDED was held on **Thursday, October 03, 2024 at <u>5:30 PM</u>** in the Council Chambers at City Hall, 819 Superior Avenue, Tomah, WI.

Meeting was called to order at 5:30 PM by Bryan Meyer.

ROLL CALL

Present: Tina Thompson, Eric Prise, Bryan Meyer, Travis Scholze, Brian Rice and John Glynn. Treasurer Molly Powell via Zoom.

Absent: Mayor Paul Dwyer

APPROVAL OF MEETING MINUTES

Motion by Prise, second by Scholze to approve the meeting minutes for September 2024. All ayes. Motion carried.

CERTIFIED SURVEY MAP

Review and Approval of Certified Survey Map (CSM) for Tomah Storage LLC, Description: Lot 1 of CSM 26CSM162 and Vacated Short Street and Lot 1 Thru 6 of Block "32" of the Plat of Railroad Addition to the City of Tomah Located in Part of the NW 1/4 of the NE 1/4 of Section 4, Town 17 North, Range 1 West, City of Tomah, Monroe County, Wisconsin

Motion by Scholze, second by Thompson to approve the CSM. All ayes. Motion carried.

DISCUSSION ITEMS

A. Discussion and possible recommendation to proceed with proposed Downtown Facade Grant Program

Treasurer Molly Powell gave a brief overview of the grant. She stated that there is \$100,000 in grant money and that the money doesn't have to be repaid. It is a first come first serve basis. Motion by Scholze, second by Glynn to approve the grant and recommend to Council for approval. All ayes. Motion carried.

B. Review and Approval of Site Plan for 1730 Rezin Rd

Motion by Prise, second by Thompson to approve the site plan for 1730 Rezin Rd. All ayes. Motion carried.

C. Review and Approval of Certificate of Appropriateness for 309 Superior Ave

Motion by Glynn, second by Thompson to approve the COA for 309 Superior Ave. All ayes. Motion carried.

FUTURE AGENDA ITEMS

-Discussion of process for owners that do not comply with permit or certificate of appropriateness process.

FUTURE MEETING DATE: November 7, 2024

ADJOURNMENT

Motion by Prise, second by Thompson to adjourn the meeting at 5:45 PM.

Written & submitted by Casey Kinnear

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:

2970.00

SUPERIOR AUE Project Address: 1408 Do you have any questions or concerns?

NO

I understand the criteria for this application, approval and reviews by the Plan Commission 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: James 7 wchul	Date:	12/16/2024
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Pr operty Own er (Applicant		

FOR OFFICE USE ONLY

3

Received By:

Date of Meeting:

Approved or Denied?:

Conditions of Approval

or Reasons for Denial:

Page 2 of 2

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<u>Design Standards Checklist</u>

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 \mathbb{NA} . If any part of a section does apply, please fill out the entire section with checks for completed standards and cross outs $\overline{}$ 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

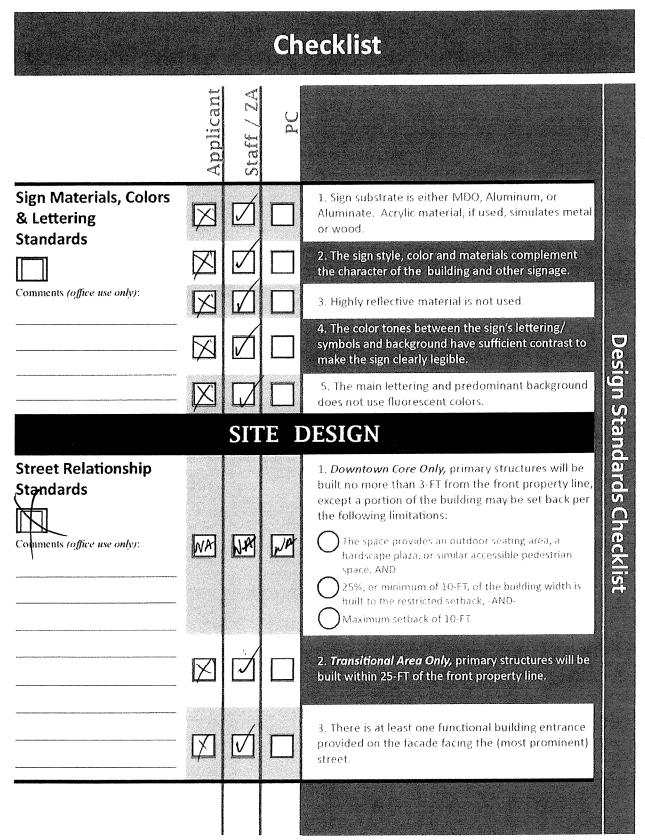
- Parking and circulation
- Landscaping
- Stormwater management features

U

Lighting

esign Standards Checklist **SIGNAGE DESIGN** Sign Type Usage 1. All signs conform to the sign design and maintenance requirements in the City's Zoning V **Standards** Ordinance, -AND- have applied/acquired sign permit 2. The project does not include following sign types: Comments (office use only): roof-mounted, pole, external neon cabinet/canister, Х \bigvee billboard, -AND- there is no canopy in the public right-of-way. 3. All ground signs, if any, utilize monument-style JA NA NA design. 4. Ground signs do not extend higher than the mean street grade following the restriction shown below. NA NA NN 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 \times roof. - AND - no signage is placed on the side of the structure. LED changeable messaging sign incorporated in NA NA NA 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.

		Applicant	Staff / ZA	PC	
	1. Signs are placed to fit in with the building's overall architectural composition -AND- do not significantly obscure the building's architectural features.	Ø			Sign Placement, Installation & Lighting Standards
	2. Placement of signs and mounting systems do not obscure windows or doorways, including door, glass panes, and corresponding trim and supports.	Ø			Comments (office use only):
klist	3. Signage on masonry buildings are mounted through the mortar joints rather than through the masonry itself, if possible.	M			
s Chec	 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 	Ø			
andard	inside this space -AND- does not extend above, below or beyond the edges of the signboard area. 6. Awnings are not internally illuminated.	NA	NM NM		
Design Standards Checklist	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.	<u></u>	Ń		
	8. <i>Downtown Core Only</i> , if wall/projecting sign is internally illuminated, the sign face (background) is opaque with only push thru lettering/symbols illuminated.	NA	J.Pl		
	9. There are no color changing and "chasing" LED features.	<u>N</u> A	JP#		
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			NAME OF COMPANY OF THE ADDRESS OF THE OWNER OF		
33	City of Tomah, WI				



			Ch	ecklist	na na
	Applicant	Staff / ZA	DC		
Scale, Articulation & Roofline Standards (cont.) Comments (office use only):	× ×			 10. <i>Transitional Area Only</i>, there is a positive visual termination at the top of the building, using either a pitched roof with gable(s) or parapet facing the street, mansard roof, or a flat roof with a defined cornice. 11. The roof has a slope no less than 5:12. 12. An accurately-measure elevation of each exposed building facade, including roofline, is submitted. The elevations include for reference purposes any adjacent buildings, including the roof profile, window configuration, and any other important architectural features. 	Design S
Projections Standards Comments (office use only):	×K			 Signage on projections meet the requirements under Signage Design section (P.11-13). Projections, excluding awnings, do NOT extend more than 5-FT beyond the property line. Awnings do NOT extend closer than 3 ft. from the street curb. Canopies and marquees do not use wood or shingle components. Canopies and marquees are a minimum of 10-FT above sidewalk grade. Awnings are not made of shiny materials or have a shiny finish. Awnings/Canopies are at least 3 feet in depth and at least 8 feet above the sidewal The building has no glowing awnings (backlit, light shows through the material). Downtown Core Only, awnings are mounted below the horizontal expression line that defines the ground floor. 	Design Standards Checklist

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Administration

Applicability

The Downtown Design Standards apply to all parcels in the Downtown Design Standards Overlay District, excluding single-family lots; however these standards DO NOT require a property owner/ leaseholder to modify their building(s).

Any modification to a building exterior design (new paint, siding, doors, windows, awnings, etc.) or site design (parking, lighting, storage areas, etc.) must receive approval from the Zoning Administrator and/or Plan Commission based on these standards, even if a building permit is not otherwise required.

It is not the intent of these standards to require alterations beyond the scope of a proposed change, meaning that, for example, window replacements will not automatically trigger structural changes or awning changes.

Design District Sub-Areas

The Design District is organized into two distinct zones: **Downtown Core** and **Transitional Area**. The Design Standards will apply to all properties within the District, unless a standard specifically states "**Downtown Core Only**", or "**Transitional Area Only**". The map at right and descriptions below explain each of these zones:

Downtown Core

This zone is comprised of properties abutting Superior Avenue between Council Street and Monroe Street, and expands to McLean and Kilbourn between Monowau and Monroe Streets. The intent of this zone is to ensure that new buildings and redevelopment of existing structures reinforce and complement the historic downtown core.

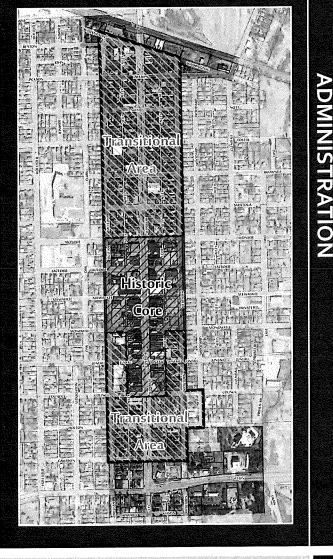
Transitional Area

This zone incorporates areas between McLean and Kilbourn Avenues from Cameron Street to Washington Street, excluding those areas in the Downtown Core (see above). The intent of this zone is to establish a more uniform approach to design that will reinforce an urban, pedestrian-friendly environment, while continuing to allow for variety and flexibility in building design.

INTENT

The Tomah Downtown Design District is intended to encompass commercial, mixed use, industrial multi-family residential and civic properties in the downtown area. The District includes historic structures that should be preserved, and non-historic properties that are candidates for redevelopment. All building or site improvement activities must conform to the standards defined herein.

DESIGN OVERLAY DISTRICT MAP



Sign Type Usage

INTENT: To promote effective and attractive signage that complements the building's architectural character and reflects the pedestrian scale of the district.

<u>Standards</u>

1. All signs **shall** conform to the sign design and maintenance requirements in the City's Zoning Ordinance and a sign permit must be acquired.

2. <u>**Prohibited</u>** sign types: roof-mounted, pole, external neon cabinet/canister, billboard and canopy in public right-of-way.</u>

3. Ground signs, if used, <u>shall</u> utilize monumentstyle design.

4. <u>Downtown Core Only</u>, ground signs <u>shall</u> extend no higher than five (5) feet above the mean street grade. <u>Transitional Area Only</u>, ground signs <u>shall</u> extend no higher than eight (8) feet above the mean street grade.

5. Signage on an *Awning, Marquee* and *Canopy* is **prohibited** on the side of the structure, and <u>shall</u> **not** cover more than seventy-five (75) percent of the front valance, flat profile, and/or roof.

6. A LED changeable messaging sign may be incorporated in a *monument sign*, but <u>shall not</u> make up more than thirty (30) percent of the sign area, inclusive of the base area.

7. Signage, excluding product display, <u>shall not</u> cover more than twenty-five (25) percent of each *storefront display window/door area*.

Recommendations

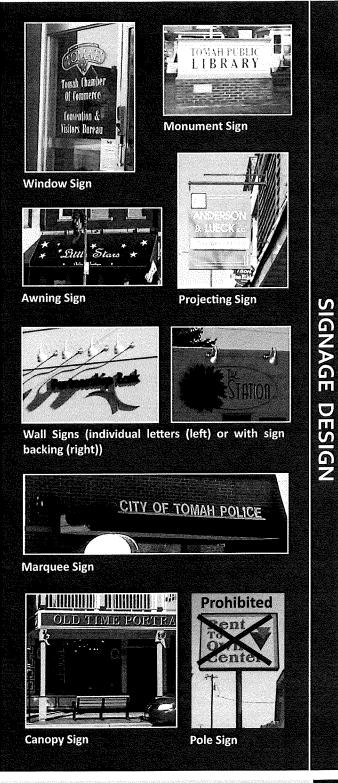
A. <u>Preferred</u> sign types include: wall-mounted, window, projecting, blade and awning.

B. Creative, detailed, artistic and unique signage is <u>encouraged</u>.

C. *Projecting signs* are <u>encouraged</u> to have a visible mounting bracket that projects over or under the sign.

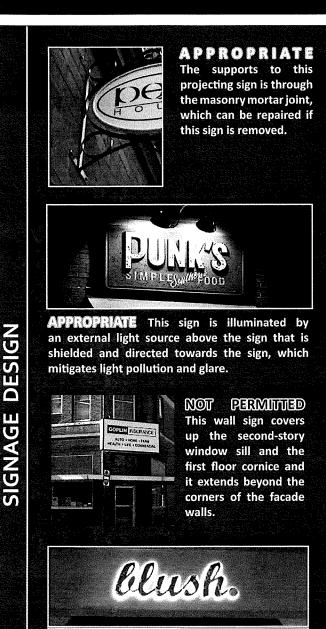
D. Horizontally-oriented and centered *wall signs* are <u>encouraged</u>.

E. Monument-style ground signs are <u>encouraged</u> to have high-quality durable base material, such as brick, stone or cast-in-place concrete, with satisfactory landscaping around the base.



Sign Placement, Installation & Lighting

INTENT: It is important that the installation of signage minimize damage to the building and have external lighting that fits the historic character of downtown.



Day

ALLOWED The above signs (reverse "halo" illumination (above) and pushed thru letters

w/ opaque background (lower) is allowed, but

Citizens

First Bank

discouraged for historic structures.

<u>Standards</u>

1. Signs <u>shall</u> be placed to fit in with the building's overall architectural composition and <u>shall not</u> significantly obscure the building's architectural features (e.g., lintel, horizontal expression line, cornice, etc.), especially on historic facades.

2. Placement of signs and mounting system <u>shall</u> <u>not</u> obscure window or doorways, including door, glass panes, and corresponding trim and supports.

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

4. Signs <u>shall not</u> 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 shall* fit within this space and <u>shall not</u> extend above, below, or beyond the edges of the signboard area.

6. Awnings shall not be internally illuminated.

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

8. <u>Downtown Core only</u>, if a wall or *projecting* <u>sign</u> is internally illuminated, the sign face (background) <u>shall</u> be opaque with only pushed thru lettering/symbols illuminated (see side bar).

9. Color changing and "chasing" LED features are **prohibited**.

Recommendations

A. Existing sign mounting brackets, studs or holes <u>should</u> be reused for new signage, whenever feasible.

B. Wall, projecting and *canopy* signage are <u>strongly encouraged</u> to be externally illuminated.

C. *Reverse illumination* (halo effect channel letters) is <u>discouraged</u> for signage on historic structures.

1.

Night

720

Sign Materials, Colors & Lettering

INTENT: Signage reinforces business brand and identity. It can also strengthen or detract from Tomah's unique downtown character.

Standards

1. Sign substrate shall be either MDO (exterior grade plywood), Aluminum, or Alumalite. If acrylic material is used, it shall simulate metal or wood.

2. The sign style, colors and materials shall be complementary with the character of the building and other signage.

3. Highly reflective material shall not be used, as it is often difficult to read.

4. The color tones between a sign's lettering/ symbols and background shall have sufficient contrast to make the sign clearly legible. Light letters on a dark background or dark letters on a light background have the highest legibility.

5. The main lettering and predominant background shall not use flourescent colors, but may be used in a secondary role.

Recommendations

A. Generally limit the number of colors to three. Competition between too many colors often results in decreased legibility.

B. Subdued and darker colors are encouraged.

C. Lettering that is simple and bold is encouraged.

D. Overly-ornate and trendy typefaces that are hard-to-read are discouraged.

E. Excessive lettering is discouraged, including listing products/services and slogans.

F. Use of symbols, logos and other graphics as a part of the sign is encouraged to reduce the need for excessive lettering, are easy to recognize, and contribute to the unique identity of a business.

G. For multi-tenant buildings, sign colors of individual tenant signs should be compatible with each other.



NOT PERMITTED

The colors used for the background is too bright, and the lettering, especially the secondary text "bakery" and "deli", are extremely hard to read.



APPROPRIATE The sign is complementary to the building's materials and colors. The lettering is simple, bold, subdued in color, and contrasts well with the sign background.



NOT RECOMMENDED The lettering of this window signage makes it difficult to read.

11

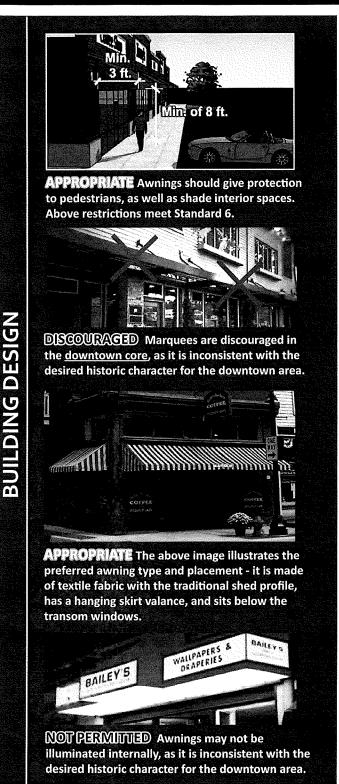
Downtown Design Standards 13

SIGNAGE

DESIGN

Projections

INTENT: To reinforce the existing building character within the downtown area.



<u>Standards</u>

 Signage on projections <u>shall</u> meet the requirements under Signage Design section (p.11-13) within this Design Standards Handbook.

2. Projections (balconies, bay windows, canopies, etc.) <u>shall not</u> extend more than five (5) feet beyond the property line at the sidewalk, except awnings, which may extend to within three (3) feet of the street curb.

3. Canopies and marquees using wood or shingle components are **prohibited**.

4. Canopies and marquees **shall** have a minimum clearance height of ten (10) feet above the sidewalk grade. This allows for potential blade signage underneath these structures, while maintaining an eight (8) foot clearance height.

5. Awnings <u>shall not</u> be made of shiny materials or have a shiny finish.

6. Awnings <u>shall</u> be at least three (3) feet in depth and the underside of the projection <u>shall</u> be at least eight (8) feet above the sidewalk.

7. Glowing *awnings* (*backlit*, light shows through the material) are <u>prohibited</u>.

8. **Downtown Core Only**, awnings **shall** be mounted below the horizontal expression line that defines the ground floor.

Recommendations

A. If a building has *transom* windows, the *awning* <u>should</u> be mounted below those windows.

B. Retractable, open-ended shed *awnings* are the <u>preferred</u> style.

C. The <u>preferred</u> material for *awnings* and canopies is fire resistant, textile material. Vinyl with matte finish, canvas, canvas blend, and acrylics that resemble canvas are also appropriate materials. Metal and glass may be appropriate in the Transitional Area.

D. <u>Downtown Core Only</u>, *canopies* and *marquees* are discouraged, except at entrances to a hotel/ motel, theater, civic/public building or similar use.

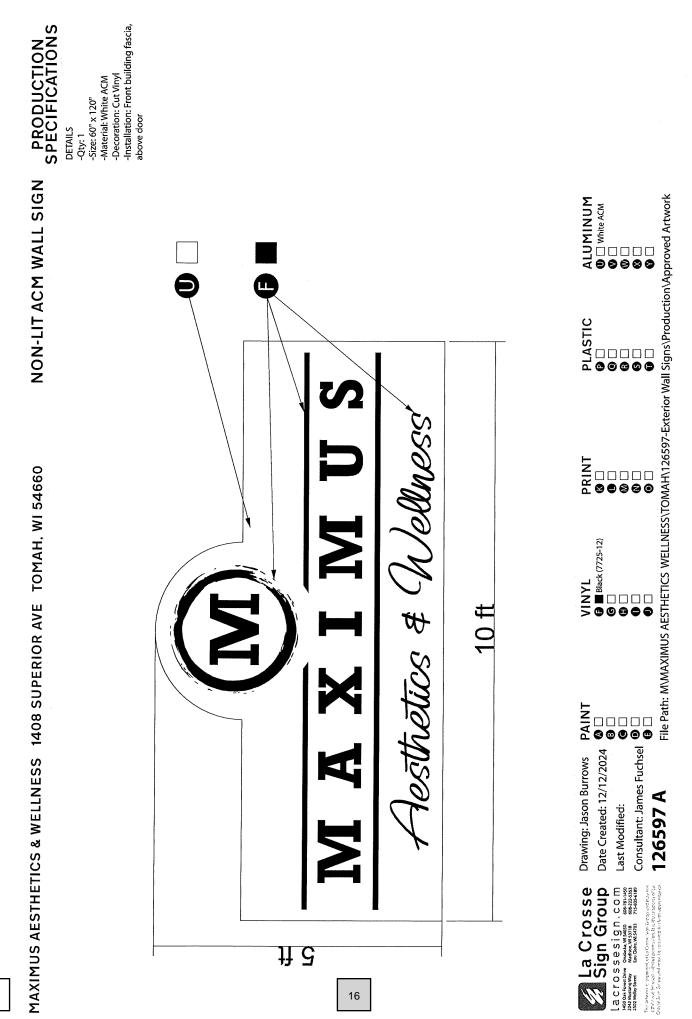
22 City of Tomah, WI

Property Owner Name: $\[\LATHYN TRFICHLE \]^{MAXIMUS AESTHETICS + \]$ Property Owner Address (if different from Address of Property): $\[\LATHYN \]^{Municipality}$ Street $\[\LATHYN \]^{Municipality}$ Property Owner Phone Number: (Home/Mobile): $\[\LATHYN \]^{Municipality}$ $\[\LATHYN \]^{Municipality}$ $\[\LATHYN \]^{Municipality}$ Property Owner Phone Number: (Home/Mobile): $\[\LATHYN \]^{Municipality}$ Property Owner Phone Number: (Home/Mobile): $\[\LATHYN \]^{Municipality}$ $\[\LATHYN \]^{Municipality}$ $\[\LATHYN \]^{Municipality}$ Have you reviewed the Downtown Tomah Design Standards (if applicable)? $\[\LATHYN \]^{Municipality}$ Have you reviewed the City's Historic Preservation Ordinance (if applicable)? $\[\LATHYN \]^{Municipality}$ Have you reviewed the City's Historic district, or contain a historic structure? $\[\LATHYN \]^{Municipality}$ Scope of project to include: (Please check appropriate items.) $\[\LATHYN \]^{Municipality}$ $\[\Mew \]^{Municipality}$ $\[\LathyN \]^{Municipality}$ $\[\LathyN \]^{Municipality}$ Scope of project to include: (Please check appropriate items.) $\$	Address of Property: 1408 Superior	Ave TOMAH, WI	54660	
Property Owner Address (if different from Address of Property): JII Charles Dr Jomah WT Stret Municipality Store Municipality Muticipality Muticipality <th co<="" th=""><th></th><th></th><th></th></th>	<th></th> <th></th> <th></th>			
Image: Street Image: Municipality State Street Nunicipality State Property Owner Phone Number: (Home/Mobile): $(6 \ 0 \ 8 - 9 \ 9 \ 9 \ 9 \ - 3 \ 4 \ 4 \ 4 \ 4 \ 4 \ 4 \ 4 \ 4 \ 4 \$	KATAYN TRF.	ICHLE - MAXIMUS	AESTHETICS + W	
$b \circ b - 449 - 3444$ Have you reviewed the Downtown Tomah Design Standards (if applicable)? \square Yes No \square Not Applicable Have you reviewed the City's Historic Preservation Ordinance (if applicable)? \square Yes No \square Yes \square No Scope of project to include: (Please check appropriate items.)	911 Charle		ah WI State	
Have you reviewed the Downtown Tomah Design Standards (if applicable)? Image: Second Standards (if applicable)? Have you reviewed the City's Historic Preservation Ordinance (if applicable)? Image: Second Standards (if applicable)? <t< th=""><th>Property Owner Phone Number: (Home</th><th>e/Mobile):</th><th></th></t<>	Property Owner Phone Number: (Home	e/Mobile):		
Yes No Not Applicable Have you reviewed the City's Historic Preservation Ordinance (if applicable)? Yes No Sour 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 Building Addition Landscaping / Fencing Façade Restoration Parking / Rear Access Awning/Canopy/Shutters Doors, Windows, & Entrances Roofing Exterior Painting Briefly explain the proposed work: (Attach extra sheets if necessary.) NCN-LIT SIGNS	608-999-34	44		
Have you reviewed the City's Historic Preservation Ordinance (if applicable)? Yes No Yes No Yes No Yes No Yes No Scope of project to include: (Please check appropriate items.)	Have you reviewed the Downtown Toma	ah Design Standards (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 Building Addition Landscaping / Fencing Façade Restoration Parking / Rear Access Awning/Canopy/Shutters Doors, Windows, & Entrances Roofing Exterior Painting Briefly explain the proposed work: (Attach extra sheets if necessary.) NCN-LIT SIGNS CON BUILDAINCE FACADE, DUORS	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 Building Addition Landscaping / Fencing Façade Restoration Parking / Rear Access Awning/Canopy/Shutters Roofing Exterior Painting Briefly explain the proposed work: (Attach extra sheets if necessary.) New New	Have you reviewed the City's Historic Pro	eservation Ordinance (if applicable)?		
Yes No Scope of project to include: (Please check appropriate items.)	Yes No	Not Applicable		
New Construction Siding Signage Building Addition Landscaping / Fencing Exterior Lighting Façade Restoration Parking / Rear Access Other:		ríc district, or contain a historic structure?		
Building Addition Landscaping / Fencing Exterior Lighting Façade Restoration Parking / Rear Access Other: Awning/Canopy/Shutters Doors, Windows, & Entrances	Scope of project to include: (Please chee	k appropriate items.)		
Façade Restoration Parking / Rear Access Other: Awning/Canopy/Shutters Doors, Windows, & Entrances Roofing Exterior Painting	New Construction	Siding	Signage	
Awning/Canopy/Shutters Doors, Windows, & Entrances Roofing Exterior Painting Briefly explain the proposed work: (Attach extra sheets if necessary.) New NON-LIT SIGNS ON BUILDING FACADE, DOORS	Building Addition	Landscaping / Fencing	Exterior Lighting	
- Roofing - Exterior Painting Briefly explain the proposed work: (Attach extra sheets if necessary.) New NON-LIT SIGNS ON BUILDING FACADE, DOORS	Façade Restoration	Parking / Rear Access	Other:	
Briefly explain the proposed work: (Attach extra sheets if necessary.) New NON-LIT SIGNS ON BUILDING FACADE, DOORS	Awning/Canopy/Shutters	Doors, Windows, & Entrances		
NEW NON-LIT SIGNS ON BUILDING FACADE, DOORS	Roofing	Exterior Painting		
AND WINDOWS			FACADE, DUORS	

1.

Date: 12/11/2024 Applicant / Owne	r		
Applicant Name: Address: City, State, Zip: Phone: Email:	Derek Miller - La Crosse Sign Group 1450 Oak Forest Dr Onalaska 6087811450 derek.miller@lacrossesign.com	Owner Name: Address: City, State, Zip: Phone: Email:	Katie Treichel - Maximus Aesthetics & Wellness 1408 Superior Ave Tomah, WI 54660 m.aesthetics2021@gmail.co
Project Information	on		
Site Address: City, State, Zip:	1408 Superior Ave Tomah, WI 54660	Sign Type:	Wall
•	n: (1) new non-lit wall sign and various	window vinyl	
Contractors Contractor Name: Address: City, State, Zip:	La Crosse Sign Group 1450 Oak Forest Dr Onalaska	Phone: Email:	6087811450 derek.miller@lacrossesign.co
	I do hereby certify that the information	n contained herein is tru	ue and correct.
	Derek Miller Name		12/11/2024 Date





1.