



Board of Adjustment Agenda Item

Subject: Board Consideration of an Appeal of the Zoning Ordinance Prohibiting Roof Signs and a Variance Request to Allow Wall Sign Square Footage to be Calculated as 20% of Total Wall Area for the Property at 601 11th Street NE

Meeting: Board of Adjustment - Nov 21 2024

From: Heath VonEye, Assistant City Manager/Public Works Director

BACKGROUND INFORMATION:

Owner/Applicant: Watertown School District No 14-4/Jason Kann

Property Address: 601 11th Street NE, Watertown, SD 57201

Legal Description: E1/2 SE1/4 SW1/4 Less S659' W292' & Less Street Ol A City Lands 29-117-52 Addition to the Municipality of Watertown, Codington County, South Dakota

Variance Request:

The Watertown School District appeals the terms of the Zoning Ordinance, specifically contesting the prohibition of a roof sign and requesting a variance to exceed the maximum allowable wall sign area in a residential district where institutional uses are permitted signage pursuant to §21.8027 and §21.8028.

Staff did a preliminary review of the proposed signage for the Allen Mitchell Complex and concluded that the Allen Mitchell Complex sign above the ticket booth and the Watertown Arrows wall sign on the south side of the field house are out of compliance with the Sign and Outdoor Advertising section of the Zoning Ordinance. The Allen Mitchell Complex sign would be classified as a roof sign which is not permitted in any of the City's zoning districts and considered a prohibited sign. In previous reviews of signs similar in nature to what the Watertown School District is proposing, staff had determined signs are categorized as a roof sign if they meet the following criteria:

- Meets the definition of a roof sign: A sign erected upon and above a roof structure and wholly supported by the roof structure or a structure placed upon the roof. Roof signs shall constitute any message placed upon sloped building fascia intended to appear as or actually be roof elements of the building.
- If the sky can be seen behind/through it once installed.
- If there is no structure behind it to help support the sign against environmental factors that could lead to structural issues.

The applicant is willing to provide staff with documentation at the time of permitting to verify that the sign will be installed to structurally withstand environmental loads.

As an institutional use in a residential district the allowable square footage for wall signs is calculated at 7.5% of the area of the wall which the sign is a part of, attached to or most nearly parallel to. The combined square footage of the south facing walls on the ticket booth and the field house is

approximately 4,108 SF which 7.5% allows for 308.1 SF area for wall signs. The applicant is requesting to be permitted to use 20% of the wall area which is the allowable wall area percentage for wall signs in the C-3 Highway Commercial District, granting the applicant 2,067.23 SF of wall signage for all walls.

In the Design and Construction portion of the Sign Ordinance, §21.8011, it states that electric signs may be illuminated as long as the lighting is directed away from the public right-of-way and adjacent residential areas. The field house building where the sign will be installed is located 30' off of the south property line, meeting the minimum setback requirements for buildings in the R-3 Multi-Family Residential District. The adjacent property south of the field is owned by the City of Watertown and is the location of The Boys and Girls Club. If the sign was to be constructed at the allowable 7.5% of total square footage, the lighting being directed toward the public right-of-way would not be a point of consideration. In granting any variance, the Board of Adjustment may prescribe appropriate conditions and safeguards in conformity with the ordinance. The Board may consider setting a lighting standard required for electronic message centers brightness levels pursuant to §21.8022 5. No electronic message sign shall exceed a brightness level of 0.3-foot candles above ambient light.

If the variance is approved, the applicant will need to request an additional variance as the maximum total square footage of signage for an Institutional use in a residential district would be exceeded for lots with two or more frontages which allows for a total of 800 SF. The total area of wall signage proposed is 953.72 SF which is 153.72 SF over. The south side has 789.93 SF of wall signage alone. The wall area and proposed signage for all sides are as follows:

	Proposed Wall Signage	Wall Area	% Wall Sign Area
South	789.93 SF	4,108 SF	19.22%
North	NA	NA	NA
East	100.61 SF*	965.58 SF	7.78%
West	63.18 SF	959.72 SF	6.5%
Total	953.72 SF	6,033.3 SF	15.8%

*25.5 SF "W" logo to be included on the east side of the Fieldhouse not included on the renderings provided but included in overall calculation

Chapter 21.0202.1. and 2. state:

In granting a variance, the Board shall ascertain that the following criteria are met:

1. Variances shall be granted only where special circumstances or conditions (such as exceptional narrowness, topography or siting), fully described in the finding of the Board, do not apply generally in the district;
2. Variances shall not be granted to allow a use otherwise excluded from the particular district in which requested;
3. For reasons fully set forth in the findings of the board, the aforesaid circumstances or conditions are such that the strict application of the provisions of this title would deprive the applicant of any reasonable use of his land. Mere loss in value shall not justify a variance; there must be a deprivation of beneficial use of land;
4. Any variance granted under the provisions of this section shall be the minimum adjustment necessary for the reasonable use of the land;

5. The granting of any variance is in harmony with the general purposes and intent of this title and will not be injurious to the neighborhood, detrimental to the public welfare, or in conflict with the comprehensive plan for development.

Before the board shall have the authority to grant a variance, the person seeking the variance has the burden of showing:

1. That the granting of the building permit will not be contrary to the public interest;
2. That the literal enforcement of this title will result in unnecessary hardship;
3. That by granting the building permit contrary to the provisions of this title the spirit of this title will be observed;
4. That by granting the permit, substantial justice will be done.

FINANCIAL CONSIDERATIONS:

N/A

OVERSIGHT / PROJECT RESPONSIBILITY:

Brandi Hanten, Community Development Manager

Carla Heuer, Planner

STAFF RECOMMENDATION / SUGGESTED MOTION:

The board may approve the following appeal and/or variance requests through the following motions for the property located at 601 11th Street NE:

1. I move to approve the Appeal to the Zoning Ordinance Prohibiting Roof Signs as an Institutional Use in a Residential District pursuant to §21.8027 *with the condition that Engineer-stamped plans are submitted verifying the roof and roof sign will meet International Building Code.*
2. I move to approve the Variance request to allow for the maximum wall signage to be 20% of the total wall area as an Institutional Use in a Residential District pursuant to §21.8028 *with the condition that the brightness level does not exceed .3-foot candles above ambient light pursuant to §21.8022 5.*

The Board of Adjustment shall make findings that the requirements of Section 21.0202(2)(c)(1) and (2), above have been met by the applicant for a variance.

ATTACHMENT(S):

[Application](#)

[Vicinity Map](#)

[Letter to City](#)

[Proposed Signage Exhibit](#)



C-24-23

Variance Application

Status: Active

Submitted On: 11/13/2024

Primary Location

Owner

Applicant



Jason Kann



605-520-0825



jason@co-oparch.com



440 E 8th St

Suite 221

Sioux Falls, SD 57103

Applicant Information

Applicant is...

Agent

Main Contact Information

Responsible party for all correspondence throughout the project.

Main Contact Name

Jason

Main Contact Phone Number

605-520-0825

Main Contact Email

jason@co-oparch.com

Main Contact Address

440 E 8th St., Suite 221, Sioux Falls, SD
57103

Property Information

Address of Variance Request*

3rd Ave. NE

Property Owner Name(s)*

Watertown School District

Legal Description of Property*

S659' W292' E1/2 SE1/4 SW1/4 LESS STREET OL A CITY LANDS 29-117-52 TAX EXEMPT

Requested Variances

Description* [?](#)

In section 21.8027 Table 1, we are requesting a variance to permit the installation of a roof sign at the ticket booth/entrance along 3rd Avenue. In table 2, we are also requesting that we be allowed to exceed the maximum area requirement for signage.

Please read through Section 21 of the Ordinance: [click here](#) and note which section and requirement is applicable in the box below.

Ordinance Section and Requirement* [?](#)

Addresses of other sites [?](#)

21.8027 Signs by Types and Zoning District

Variance Request Information

Describe the special conditions and circumstances which are peculiar to the land, structure or building involved and which are not applicable to other lands, structures or buildings in the same district:*

The site will serve as the athletic complex for the Watertown School District, and will host all kinds of athletic and community events. This will include sporting events from elementary to varsity athletics. It will also host the myriad of community events that currently take place at the track.

Do these special circumstances result from the actions of the applicant?*

Yes

Would granting the variances requested give the applicant any special privilege that is denied by this ordinance to other lands, structures or building in the same district?*

No

Unnecessary Hardship: A hardship that is substantial and of compelling force, not merely for reasons of convenience or profit must be identified by the Board when granting a variance. Unnecessary hardship is demonstrated when the land in question cannot yield a reasonable return without the variance, or the plight of the owner is due to unique circumstances and not to the general conditions in the neighborhood.

Describe the hardship that will result if variance is denied:*

This project is generational community project for the citizens of Watertown. A lot of community discussion took place, and one of the key items the community asked for were ways to tie Watertown Stadium to the new complex. The ALLEN MITCHELL COMPLEX signage over the gateway entrance was intended to mirror the WATERTOWN STADIUM signage that currently sits atop the canopy. This signage would be build and attached similarly to the PRARIE LAKES ICE ARENA signage on the new ice area, and would be of similar font to the existing signage to reinforce the connection. If the signage is not allowed to be installed as hoped, the project would lose an aspect that community members showed a strong connection and preference for.

For the WATERTOWN ARROWS signage on the fieldhouse, the intent is also to create a graphic/ mural that honors Watertown Stadium and serves a point of community and arrow pride. The original plan was to paint WATERTOWN ARROWS and a graphic/mural on that wall. The mural will likely be a line drawing/silhouette of WATERTOWN STADIUM, and the hope was that by adding lit signage for WATERTOWN ARROWS over the top of it, that it would create a dynamic, memorable piece of community pride. It is our opinion that the mural would lose much of its dynamic presence if signage is not allowed on it.

Acknowledgement

I, the undersigned, do hereby affirm the above statements are true and correct and agree to comply with the provisions of the ordinances of the City of Watertown and the approved plans and specifications accompanying this application.

Jason M Kann
Nov 13, 2024

I am the...*

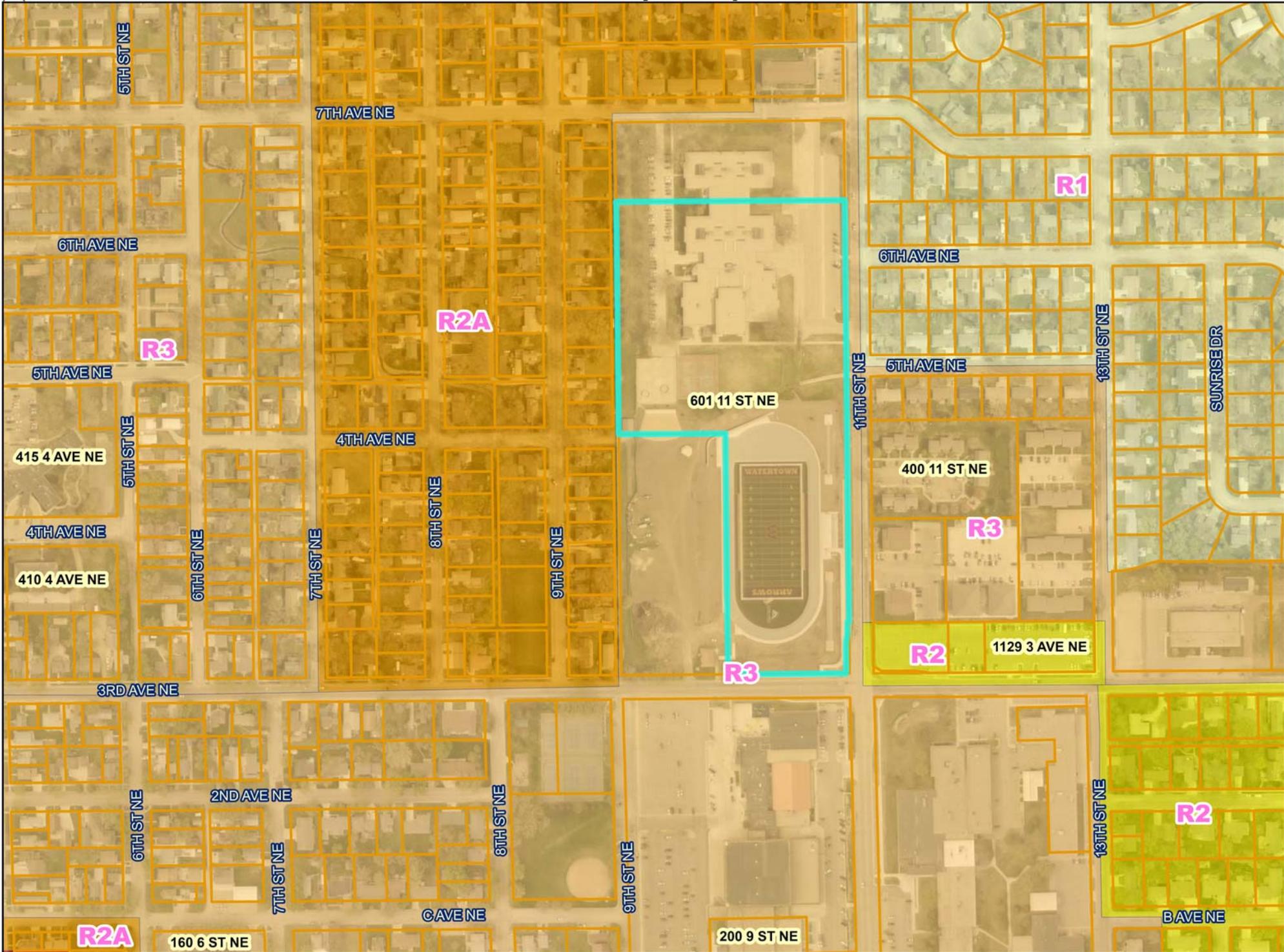
Agent

Date*

11/13/2024

Vicinity Map

0 140 280 560 Feet





WATERTOWN SCHOOL DISTRICT No. 14-4

Business Office

P.O. Box 730 Watertown, SD 57201-0730

Ph. (605) 882-6314 Fax (605) 882-6327

HEIDI CLAUSEN
Business Manager
Heidi.Clausen@k12.sd.us

MICHELE KRUSE
Executive Assistant
Michele.Kruse@k12.sd.us

City of Watertown

Subject: Authorization for Variance Request

Dear City of Watertown,

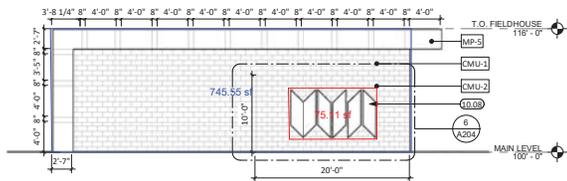
Please consider this letter authorization for CO-OP Architecture to request a variance for the signage on the athletic complex.

We understand that variances are granted with careful consideration, and want to assure you that granting this variance will not negatively impact the surrounding community. In fact, the aesthetic improvements, compliance with safety standards, and increase value to the property will be a positive for the Watertown Community. We are excited to foster community engagement and connectivity with this project.

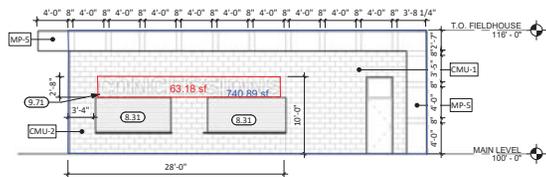
Thank you for considering the request for signage enhancements. Please feel free to contact me at your convenience should you need any further information.

Sincerely,

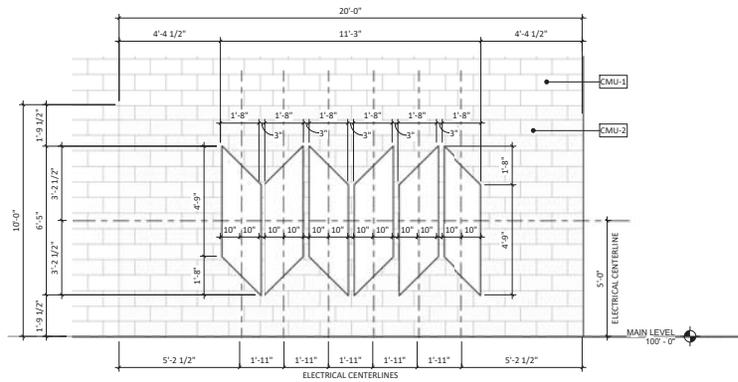
Heidi Clausen
Business Manager



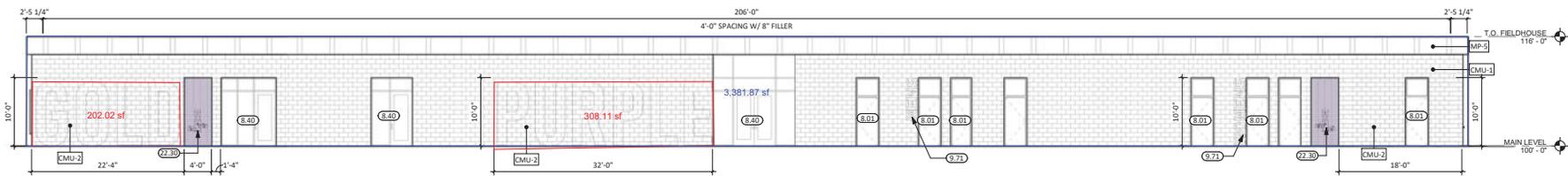
3 FIELDHOUSE EAST ELEVATION
1/8" = 1'-0"



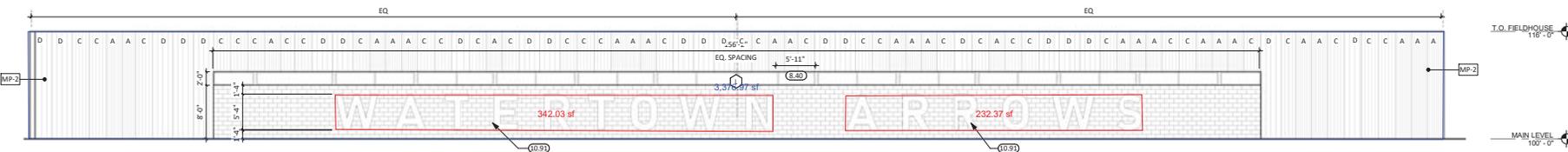
4 FIELDHOUSE WEST ELEVATION
1/8" = 1'-0"



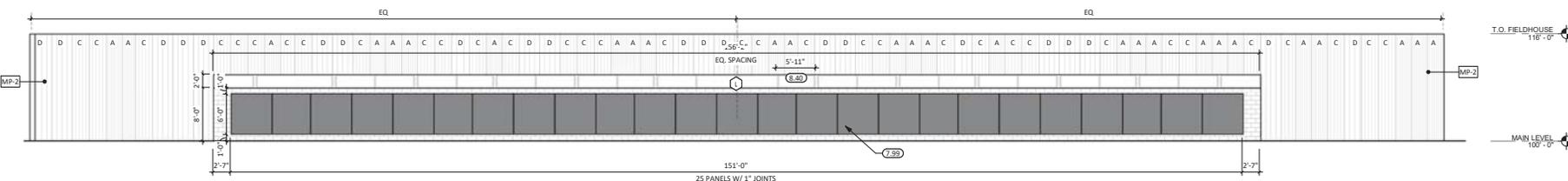
6 ENLARGED SIGNAGE ELEVATION
3/8" = 1'-0"



1 FIELD HOUSE NORTH ELEVATION
1/8" = 1'-0"



2 FIELD HOUSE SOUTH ELEVATION (OPTION 1)
1/8" = 1'-0"



5 FIELD HOUSE SOUTH ELEVATION (OPTION 2)
1/8" = 1'-0"

KEYNOTE SCHEDULE	
7.99	EXTERIOR SOLID PHENOLIC RAIN SCREEN PANELS, BASIS OF DESIGN FUNDERMAX INDIVIDUALDECOR
8.01	DOOR (SEE SCHED.)
8.31	OVERHEAD COILING COUNTER DOOR
8.40	ALUMINUM FRAMED ENTRANCE/STOREFRONT
9.71	PAINT ON TRAVERTINA FINISH/CEM. COLOR TBD
10.08	INTERNALLY ILLUMINATED PANEL SIGNAGE
10.91	REVERSE CHANNEL LIT ALUMINUM SIGNAGE, 6'-0" HEIGHT
12.30	ELECTRIC WATER COOLER

EXTERIOR WALL FINISH LEGEND

- MP-1 PURPLE METAL PANEL (TC10-A)
- MP-2 DARK GRAY METAL PANEL
- A - METAL SALES - TC10-A - 36" W
- C - METAL SALES - TC10-C - 30" W
- D - METAL SALES - TC10-D - 28" W
- MP-3 LIGHT GRAY ACM PANEL
- MP-4 SOFFIT PANEL - LUX 6" V-GROOVE - KNOTTY DESERT OAK COLOR
- MP-5 DARK GRAY ACM PANEL
- CMU-1 BURNISHED CONCRETE MASONRY UNIT
- CMU-2 TRAVERTINA CONCRETE MASONRY UNIT
- TILE-1 PURPLE CHEVRON PATTERN TILE
- TILE-2 CUSTOM PERFORATED METAL PANEL - BASIS OF DESIGN - HENDRICK ARCHITECTURAL CONCEALED FASTENER
- PMP-1 PERFORATED METAL PANEL - BASIS OF DESIGN - HENDRICK ARCHITECTURAL CONCEALED FASTENER

ADDENDUM 2:
MP-3 REYNOLDBOND 3 MM COMPOSITE IN BONE WHITE
MP-5 REYNOLDBOND 3MM COMPOSITE IN PEWTER



1108 S. Main St. 102
Aberdeen, SD 57401
Phone: 605-725-4852

601 Kansas City St. 7
Rapid City, SD 57701
Phone: 605-716-3652

440 E. 8th St. 221
Sioux Falls, SD 57103
Phone: 605-334-9999

co-oparch.com

CO-OP PROJECT NO: 2245

ISSUE:		
10-05-23 CONSTRUCTION DOCUMENTS		
REVISION SCHEDULE:		
REV. #	REV. DSC.	REV. DATE
6	RFP #07	Date 6
7	ASH #01	09/11/21

PROJECT:
ATHLETIC COMPLEX - PHASE II
WATERTOWN SCHOOL DISTRICT
WATERTOWN, SOUTH DAKOTA

SHEET TITLE:
EXTERIOR ELEVATIONS

A204

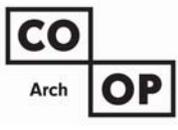
EXTERIOR WALL FINISH LEGEND

- MP-1 PURPLE METAL PANEL (TC10-A)
- MP-2 DARK GRAY METAL PANEL
- A - METAL SALES - TC10-A - 36" W
- C - METAL SALES - TC10-C - 30" W
- D - METAL SALES - TC10-D - 28" W
- MP-3 LIGHT GRAY ACM PANEL
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- MP-5 DARK GRAY ACM PANEL
- CMU-1 BURNISHED CONCRETE MASONRY UNIT
- CMU-2 TRAVERTINA CONCRETE MASONRY UNIT
- TILE-1 PURPLE CHEVRON PATTERN TILE
- PMP-1 CUSTOM PERFORATED METAL PANEL - BASIS OF DESIGN - HENDRICK ARCHITECTURAL CONCEALED FASTENER
- PMP-2 PERFORATED METAL PANEL - BASIS OF DESIGN - HENDRICK ARCHITECTURAL CONCEALED FASTENER

ADDENDUM 2:
 MP-3 REYNOLBOND 3 MM COMPOSITE IN BONE WHITE
 MP-5 REYNOLBOND 3MM COMPOSITE IN FEWTER

KEYNOTE SCHEDULE

5.73	ROUND ALUMINUM GUARDRAIL SECTION BY GRANDSTAND MANUFACTURER
7.84	PRE-FINISHED SCUPPER COLLECTOR (12"x6")
8.01	DOOR (SEE SCHED.)
8.65	SLIDING TICKET WINDOW
9.71	PAIN ON TRAVERTINA FINISHED CMU. COLOR TBD
10.08	INTERNALLY ILLUMINATED PANEL SIGNAGE
10.14	CUSTOM ILLUMINATED CHANNEL LETTERS SIGNAGE, BOTTOM MOUNTED TO STRUCTURE VIA MANUFACTURER RECOMMENDATION

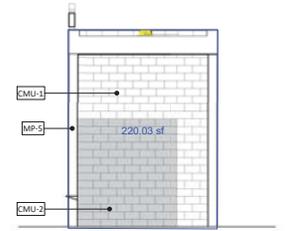


1108 S. Main St. 102
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 Phone: 605-725-4852

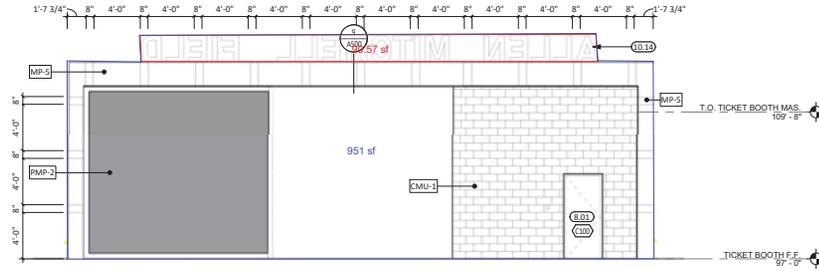
601 Kansas City St. 7
 Rapid City, SD 57701
 Phone: 605-716-3652

440 E. 8th St. 221
 Sioux Falls, SD 57103
 Phone: 605-334-9999

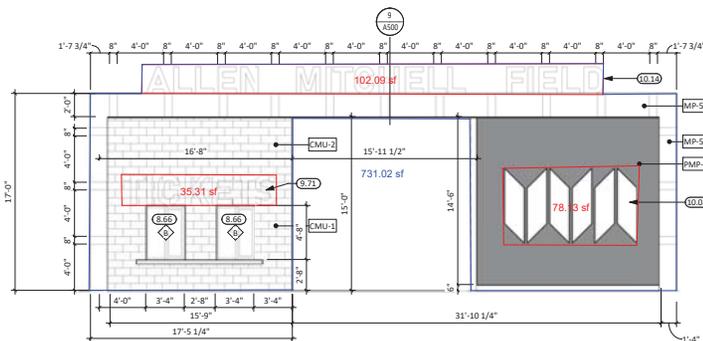
co-oparch.com



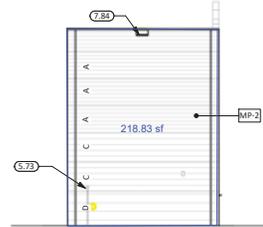
1 TICKET ENTRANCE EAST ELEVATION
 3/16" = 1'-0"



2 TICKET ENTRANCE NORTH ELEVATION
 3/16" = 1'-0"



3 TICKET ENTRANCE SOUTH ELEVATION
 3/16" = 1'-0"



4 TICKET ENTRANCE WEST ELEVATION
 3/16" = 1'-0"

CO-OP PROJECT NO: 2245

ISSUE:
 10-05-23 CONSTRUCTION DOCUMENTS

REVISION SCHEDULE:
 REV. # REV. DSC. REV. DATE

PROJECT:
 ATHLETIC COMPLEX - PHASE II
 WATERTOWN SCHOOL DISTRICT
 WATERTOWN, SOUTH DAKOTA

SHEET TITLE:
 EXTERIOR ELEVATIONS

A205