

AGENDA
City of Monona Plan Commission
Monona Public Library - Municipal Room
1000 Nichols Road, Monona, WI
Monday January 11, 2016
7:00p.m.

1. Call to Order
2. Roll Call
3. Approval of Minutes of December 14, 2015
4. Appearances
5. Unfinished Business
 - A. Public Hearing on Request by Mary Lou Reinwand, Rosy Cheeks and Co., for Approval of a Zoning Permit for a Change in Use for a Salon and Retail Clothing Store at 6045 Monona Drive. (Case No. 2-019-2015)
 - B. Consideration of Action on Request by Mary Lou Reinwand, Rosy Cheeks and Co., for Approval of a Zoning Permit for a Change in Use for a Salon and Retail Clothing Store at 6045 Monona Drive. (Case No. 2-019-2015)
 - C. Public Hearing on Request by Madan Shrestha, Swad Indian Restaurant, for Approval of a Zoning Permit for an Expansion of Use, to Expand the Existing Restaurant at 6007 A Monona Drive into the Adjacent Space at 6007 B Monona Drive and Add Seating at 8 Additional Tables. (Case No. 2-020-2015)
 - D. Consideration of Action on Request by Madan Shrestha, Swad Indian Restaurant, for Approval of a Zoning Permit for an Expansion of Use, to Expand the Existing Restaurant at 6007 A Monona Drive into the Adjacent Space at 6007 B Monona Drive and Add Seating at 8 Additional Tables. (Case No. 2-020-2015)
6. New Business
 - A. Consideration of Action on Sign Permit Request by Jackson Hewitt Tax Service for a Special Exception to the Colors Required by the South Towne II Signage Plan, Represented by Finishing Touch Signs. (Case No. S-001-2016)
 - B. Consideration of Action on Sign Permit Request by James Andrews, Property Owner, and Alvin Huddleston AH Graphic Arts and Signs, for a Landscape Ground Sign for the Building at 6203 Monona Drive. (Case No. S-002-2016)
 - C. First Review of Draft "City of Monona Comprehensive Plan 2016-2036" and Plan Adoption Schedule.

7. Reports of Staff and Commission Members

A. Staff Report Regarding Status of Development Project Proposals.

I. Upcoming Meetings: January 25, 2016 and February 8, 2016

B. Plan Commission Requests for Information Concerning Development Projects.

8. Adjournment

NOTE: Upon reasonable notice, the City of Monona will accommodate the needs of disabled individuals through auxiliary aids or services. For additional information or to request this service, contact Joan Andrusz at (608)222-2525, FAX: (608)222-9225, or through the City Police Department TDD telephone number 441-0399. The public is notified that any final action taken at a previous meeting may be reconsidered pursuant to the City of Monona ordinances. A suspension of the rules may allow for final action to be taken on an item of New Business.

It is possible that members of an a possible quorum of members of other governmental bodies of the municipality may be in attendance at the above state meeting to gather information or speak about a subject, over which they have decision-making responsibility. Any governmental body at the above state meeting will take no action other than the governmental body specifically referred to above in this notice.

Agenda posted 1/5/2016 on the City Hall, Library, and Community Center bulletin boards and on the City of Monona's website, www.mymonona.com.

**Minutes
Plan Commission Meeting
December 14, 2015
7:00pm**

Chair Busse called the meeting of the City of Monona Plan Commission to order at 7:00pm.

Present: Chair Aldm. Jim Busse, Mr. Grif Dorschel, Mr. Robert Stein, Mr. Dennis Kugle, Mr. Dale Ganser, Aldm. Brian Holmquist
Excused: Mr. Chris Homburg
Also present: City Planner Sonja Reichertz

Approval of Minutes

A motion by Mr. Kugle, seconded by Mr. Stein, to approve the minutes of November 9, 2015 carried with no corrections.

Appearances

There were no appearances.

Unfinished Business

A. Public Hearing on Request by Gordon Flesch Company for Approval of a Zoning Permit for Building and Site Improvements, Including a New Entry Façade and Parking Lot Expansion at 2501 and 2551 Kilgust Road.

Fadi Hayek, Zingg Design, and Mike Hackel, Homburg Contractors, presented the revised plan set and described the parking lot revisions and stormwater drainage patterns. There were no other appearances and the public hearing was declared closed.

B. Consideration of Action on Request by Gordon Flesch Company for Approval of a Zoning Permit for Building and Site Improvements, Including a New Entry Façade and Parking Lot Expansion, at 2501 and 2551 Kilgust Road.

City Planner Sonja Reichertz reviewed the staff report which recommended approval with six conditions mostly related to details of the stormwater and civil engineering review.

A motion was made by Mr. Dorschel, seconded by Mr. Kugle, to approve a zoning permit, site plans, and building elevations for site and building improvements for the Gordon Flesch Company, 2501 and 2551 Kilgust Road, as proposed, according to Section 13-1-180 of the Monona Municipal Zoning Code is recommended with the following findings of fact and conditions of approval:

Findings of Fact:

1. A regional stormwater basin for the South Towne Industrial Park Plat was approved by the City of Monona in 1982 and was designed for runoff rate control and TSS reduction for the entire plat without the need for stormwater management facilities on the individual parcels.

Conditions of Approval:

1. All required State and local building permits shall be obtained.
2. Revised plans that address the comments in the 11/17/2015 Vierbicher letter and a letter stating how each comment has been addressed are required prior to approval of building permits.
3. A stormwater management plan report letter, as described in the 11/17/2015 Vierbicher letter, along with an appendix containing the items described in the Vierbicher letter, shall be submitted prior to approval of building permits.
4. A Dane County Register of Deeds recorded copy of the stormwater maintenance agreement which has been modified specifically for this site, including maintenance provisions for the storm sewer, storm inlets, and grass swales, shall be provided before issuance of Erosion Control and Stormwater Management Permits.
5. A City of Monona Erosion Control and Stormwater Management Permit Application signed by the Landowner or Applicant, and accompanied by a check in the amount of the review fee, shall be submitted to the City's Public Works Director prior to approval of building permits.
6. Future signage permits shall be submitted for approval by the Plan Commission.

The motion carried.

C. Public Hearing for Royal Capital Group and JLA Architects on a Proposal for a General Development Plan (GDP) for Lots 2, 3, and 4 of CSM No. 8819 at 1208, 1210, and 1220 East Broadway for a Residential and Commercial Development including 150 Residential Units, 4,000 Square Feet of Commercial Space and a 90 Room Hotel.

Kevin Newell and Terrell Walter, Royal Capital Group and S.R. Mills, Bear Development presented revised plans and outlined the project history. Mr. Newell said the site now includes 150 residential units between two buildings (Building A and Building B), a 5,000 SF "club house" for residential amenities, a 90 room hotel, and a two-three tenant 4,000 SF commercial building fronting on Broadway. The design includes a central boulevard that runs to the back of the site at the hotel entrance, with each residential building fronting on the street, with on street parking, street trees, and walk-up units. He described the common area which includes general meeting space, office space for management, and the residential fitness facilities. Stormwater management is now distributed on the site in four different areas rather than in one larger detention basin.

Mr. Walter provided photos of other developments they are using as inspirational photos for this site. Mr. Walter showed photos of The Woodlands in Menomonee Falls by architect JLA Architects, which shows a three store building and walkup units amidst a commercial corridor and expressway. He talked about Grandview Commons on the east side of Madison with similar townhomes, and also residential buildings along the interstate that are buffered by a large berm.

The applicants described the marketability of this site for tenants, stating that the ease of access on and off transportation corridors is a benefit of this site for residential. Mr. Walter also described their progress on improving transportation options on the site. They have had progressive conversations with BCycle; BCycle indicated they are interested in locating a bicycle station at this site. They also were working with Community Car, but the company was purchased by Zip Car. They intend to continue conversations with Zip Car.

Mr. Newell described the hotel. He said that they have solicited market studies which show that the Madison market is very strong. S.R. Mills of Bear Development was present as the planned development partner for the hotel site. He explained the market studies done by two independent providers. They are exploring this site for a limited service hotel product.

Mr. Newell explained the unit mixes in each residential building. He said they were originally using a 9% tax credit that was dependent on larger units. Now they have a new capital stack that allows them to mix affordable and market rate units in each building. They are still utilizing the Low Income Housing Tax Credits (LIHTC) program but with a 4% credit that can be utilized for smaller units. Their affordability threshold has also changed; originally they were providing units at 30-50% of the County Median Income (CMI) which would be available to individuals with a \$23,000-\$40,000 salary range. Now they are providing units at 60% CMI which would be available to individuals in mid \$40,000 salary range.

There were no other appearances and the public hearing was declared closed.

D. Fifth Prehearing Conference on Request by Royal Capital Group and JLA Architects on a Proposal for a General Development Plan (GDP) for Lots 2, 3, and 4 of CSM No. 8819 at 1208, 1210, and 1220 East Broadway for a Residential and Commercial Development including 150 Residential Units, 4,000 Square Feet of Commercial Space and a 90 Room Hotel.

City Planner Reichertz said this proposal is being reviewed in its 5th prehearing conference. She said the application continues to follow the Planned Community Development (PCD) section of the Code. The application tonight is a conceptual (not complete) general development plan application. The applicants have previously been provided with the requirements for a complete GDP. The applicant is requesting feedback specifically on the revised site design and if it has improved the appropriateness of residential land use in this location.

Mr. Ganser asked Mr. Mills if he was committed to being the hotel developer. Mr. Mills replied that yes, Bear Development is committed and will continue to progress through their due diligence. Mr. Newell said that once the zoning entitlements are in place, then the arrangement with other developers can become clearer. Mr. Ganser said it seems very unique to pass through a residential development into a hotel and that usually it is commercial. He asked for Mr. Mills' feedback. Mr. Mills replied that yes, this would be a unique situation. He said having the Beltline visibility for the hotel is critical, and that as long as the ease of access to the hotel entrance is clear, and safe, it will work properly.

Mr. Ganser asked if the townhomes actually have individual entrances to the units. Mr. Newell replied, yes, it is the primary residential entrance to each unit and that there are one or two units that lead into common hallways inside the building.

Mr. Dorschel asked if they considered moving the hotel to front on Broadway so you do not have to pass through residential to get there. Mr. Mills replied that the Beltline visibility is critical so they kept the hotel on the back of the site. Mr. Dorschel said the newest site plan is more orderly and the layout and green space allocations have been improved.

Alder Holmquist said the primary concern has been residential amidst a commercial neighborhood which he still considers an issue. The site design is much improved and the unit mix is an improvement but the first question still has not been resolved. He said this is an isolated residential development that will never connect to other residential as it does in some of the examples shared, like Grandview Commons. Alder Holmquist said the site layout and design is improved, but would work better in the area if it were an office development rather than residential.

Mr. Newell said he believes 150 units is a good concentration for a neighborhood and that he does not consider this to be isolated.

Mr. Mills talked about some of the unique sites they have developed and he said many successful sites have easy access on and off a transportation corridor, like the Beltline. He said the marketability of that access works well here and that retail would not perform as well because of a smaller market and the depth of the site.

Mr. Stein said the site design is greatly improved as far as flow and connectivity. The hotel development seems like a great fit with the Beltline visibility. His concern is that the residential is still separated from the community. He said he does not think the land use is appropriate and that the land use plan shows commercial.

Mr. Kugle said he has continued concerns with the residential. He said there have been a lot of good improvements, but it is still isolated in a commercial area. He said this is a significant amount of people to locate out there, and that the area was always meant to be a commercial corridor. He is not personally ready to approve residential on this site. He said if these units were elsewhere in the community, he would probably be a big supporter.

Chair Busse said the hotel is a great use, however, with the elimination of the entrepreneur space the development has gone even more residential.

There was no further discussion.

E. Review of Comprehensive Plan Map Series.

Chair Busse took this item out of order. The Plan Commission reviewed the remaining maps in the Comprehensive Plan Map series. The Commission requested minor revisions to the font and colors on some maps. City Planner Reichertz said this was the last item for individual review and a full draft of the Plan will be provided as soon as possible.

New Business

A. Public Hearing on Request by Mary Lou Reinwand, Rosy Cheeks and Co., for Approval of a Zoning Permit for a Change in Use for a Salon and Retail Clothing store at 6045 Monona Dr.

Mary Lou Reinwand, owner of the retail store Rosy Cheeks and Co., presented her proposal to occupy the building at 6045 Monona Drive with a salon use including 4-5 rental suites and a retail dancewear clothing store. They sell unique Dancewear products. Her daughter would run the salon suites. She has an accepted offer to purchase the building and is now requesting zoning approval. There were no other appearances and the public hearing was declared closed.

B. Prehearing Conference on Request by Mary Lou Reinwand, Rosy Cheeks and Co., for Approval of a Zoning Permit for a Change in Use for a Salon and Retail Clothing store at 6045 Monona Drive.

City Planner Reichertz said this proposed use is a change in use that requires a zoning permit. She explained that there are 17 existing parking stalls on site, and based on the square footage of the building, 21 parking stalls are required per the standards in the Code. She said she recommends that the existing 17 stalls are adequate because there would be a maximum of 10 people using the salon suites and once, and about 5 people using the retail space at once for a total of 15. She said the applicant may propose exterior improvements in the future that could require Plan Commission review.

Mr. Ganser said the parking seems fine. He asked what the plans were for the exterior, specifically, if anything would be done to alter the existing overhead door. Ms. Reinwand said they may replace it with a more decorative door, but they have not discussed any detailed exterior plans at this time. Mr. Kugle said it would be great to have another retail use in this area.

The Plan Commission consensus was that the use can be allowed at this site and that available off-street parking is adequate.

C. Public Hearing on Request by Madan Shrestha, Swad Indian Restaurant for Approval of Zoning Permit for an Expansion of Use to Expand the Existing Restaurant at 6007 A Monona Drive into the Adjacent Space at 6007 B Monona Drive and Add Seating at 8 Additional Tables.

Madan Shrestha, business owner, presented his plans for expansion of the existing restaurant at 6007 A Monona Drive. He said his business is doing well and they need a larger space that can be reserved for large parties, or private meetings. Property owner Duane Hendrickson said the space Mr. Shrestha is expanding into is about 2,000 SF in total size and that Mr. Shrestha will occupy only 1,000 SF. Mr. Shrestha said the space would not necessarily be used every day but for overflow and weekends and reservations for large parties. According to the materials submitted, La Rosita usually has a maximum of six vehicles. He said Swad has about eight employees but they usually only use three parking spaces. Mr. Shrestha said the expanded space will be most popular in evenings when parking is not in as high of demand for the rest of the shopping center. Mr. Hendrickson said he has talked with the other tenants and they are supportive of the Swad expansion. There were no additional appearances and the public hearing was declared closed.

D. Prehearing Conference on Request by Madan Shrestha, Swad Indian Restaurant for Approval of Zoning Permit for an Expansion of Use to Expand the Existing Restaurant at 6007 A Monona Drive into the Adjacent Space at 6007 B Monona Drive and Add Seating at 8 Additional Tables.

Mr. Kugle asked if the parking numbers shown for La Rosita and the Pet Clinic are based on observations. Mr. Shrestha replied yes.

Mr. Dorschel said he is pleased with the success of the restaurant, and that given the other uses in the center he believes the parking can be accommodated.

There was no further discussion.

E. Review of Revisions to Section 13-1-64 of the Monona Municipal Zoning Code, Historic Conservation, as Drafted and Recommended by the Landmarks Commission.

City Planner Reichertz reviewed the existing and revised historic conservation ordinance and the purpose of making the revisions. She said the Landmarks Commission recently had a turnover of its entire membership and the new members are reviewing the ordinances and procedures, and has requested revisions to the historic conservation ordinance of the zoning code. The current ordinance is very brief and does not involve the landmarks commission in the review process. She said the review process is triggered when there is an application for a zoning permit or occupancy permit. The landmarks commission requested two specific revisions: 1) as the responsible party for designating landmarks, the Commission possesses certain expertise that would be of assistance to the plan commission in making determinations. They have added referral of applications to the landmarks commission for advisory recommendation to the Plan Commission. 2) Second, they have added clarification on when review would be triggered. They added that applications for building or

demolition permits would trigger review. Currently a landmark could be demolished and it would not trigger a review process, but an addition could be proposed and it would go through the review process. This revision is intended require review when a landmark could potentially be destroyed by demolition. Other information was added including the purpose and intent, definitions, and designation criteria where were taken from the original 1975 ordinance. The ordinance does not otherwise change the authority of the landmark status in any way.

Mr. Stein asked if other communities also require both Landmarks and Plan Commission review for building permits affecting Landmark properties. Planner Reichertz replied yes.

A motion was made by Mr. Stein, seconded by Mr. Dorschel, to recommend approval of Section 13-1-64 of the Monona Municipal Zoning Code, Historic Conservation, as drafted by the Landmarks Commission, the City Council. The motion carried.

Reports of Staff and Commission Members

A. Staff Report Regarding Status of Development Project Proposals.

Planner Reichertz said the next meeting is January 11, 2016. She said the City Attorney will be reviewing a draft of the Sign Code. She will also present a draft of the housing project scope at a future meeting that will be part of the UniverCity Alliance program for the Plan Commission's review and input. A faculty member from the Department of Urban and Regional Planning (URPL) will also attend a future Plan Commission meeting to discuss the desired outcomes of the housing project and to work with the Plan Commission in developing the scope of work.

B. Plan Commission Requests for Information Concerning Development Projects.

Mr. Ganser asked for an update on the Riverfront Redevelopment project. City Planner Reichertz said that the Plan Commission last received an update when the Redevelopment Area No. 9 Project Plan was approved. She said since then, the City has been working with various developers on either pieces of the site, or the entire triangle shaped redevelopment area. She said that until recently, Ascendant Holdings, LLC was the planned master developer. After review of their expectations on financial returns and the existing TIF gap, Ascendant decided to withdraw their interest in the project. Reichertz said that the CDA is very positive about moving forward and currently the plan is to pursue individual developers for development sites and uses within a conceptual master plan. She said progress continues, and she is meeting with another developer this week.

Adjournment

A motion by Mr. Dorschel, seconded by Mr. Stein, to adjourn was carried. (8:45 pm)

Respectfully submitted by:
Sonja Reichertz, City Planner

**PLAN COMMISSION STAFF REPORT
CITY OF MONONA**

**MEETING DATE: January 11, 2016
AGENDA ITEM 5A & 5B
CASE NO. 2-019-2015**

Project: Recommendation on Request by Mary Lou Reinwand, Rosy Cheeks & Co. for Approval of a Zoning Permit for a Change in Use for a Salon and Retail Clothing Store at 6045 Monona Drive.
Project Address: 6045 Monona Drive
Applicants: Mary Lou Reinwand, Rosy Cheeks & Co.

Proposal Summary:

Mary Lou Reinwand, owner of business Rosy Cheeks & Co., has an accepted offer to purchase the building at 6045 Monona Drive, the current site of GT Mobility. She is proposing to open a salon and retail clothing store at this location.

Applicable Regulations, Policy, or Practice:

The proposed change is a change in use to the site that requires review and approval of a zoning permit by the Plan Commission. 6045 Monona Drive is zoned Retail Business (RB). The Plan Commission must review the plans for consistency with the RB Zoning District and Performance Standards, and with Appendix A of the Zoning Code.

Recommendation:

Approval of a zoning permit for a change in use for a salon and retail clothing store at 6045 Monona Drive, as proposed, according to Section 13-1-180 of the Monona Municipal Code of Ordinances, is recommended with the following findings of fact and conditions of approval:

Findings of Fact:

1. The available off-street parking is sufficient to accommodate all vehicles which are expected to use the premise in the normal course of events.

Conditions of Approval:

1. All required building, electrical, and plumbing permits required by the City of Monona and State Building Code shall be obtained.
2. Compliance with all City of Monona Fire Code regulations is required.
3. Future substantial exterior building alterations shall be submitted for Plan Commission review and approval.
4. Future signage for the salon and retail uses in this building shall be submitted for Plan Commission review and approval.

Proposal

Mary Lou Reinwand, owner of business Rosy Cheeks & Co., has an accepted offer to purchase the building at 6045 Monona Drive, the current site of GT Mobility. She is proposing to open a salon and retail clothing store at this location. The salon includes 4-5 rental “suites” in half of the building. The suites will be contract rented through the owner to each individual suite lease who will set their own appointments for their clients and their own hours. The other half of the building will be occupied by Rosy Cheeks & Co., a dancewear retail clothing store.

Plans Submitted

The following plans were submitted for the 12/14/15 meeting (no revisions made for the 1/11/16 meeting):

- Letter of Application dated 11/11/2015
- Parcel data including both lots (adjacent vacant lot and the improved lot).
- Aerial photo of surrounding area with property outlined.
- Aerial photo with property dimensions.

Public Hearing and Prehearing Conference Held 12/14/15

A public hearing and prehearing conference were held on 12/14/15. The Plan Commission consensus was that the proposed use can be allowed at this site and that the available off-street parking is adequate.

Public Hearing Scheduled for 1/11/2016

This proposal is scheduled for a public hearing for 1/11/16 to allow nearby property owners the opportunity to comment on the plans and to notify them of the proposal. A notice was mailed to surrounding properties within a 250' radius on 1/6/2016.

Consistency with Zoning Code, Comprehensive Plan, and Surrounding Uses

6045 Monona Drive is zoned Retail Business (RB). The RB district is characterized by retail trade, service, office, and financial, professional, ancillary residential and entertainment activities serving the community. The Plan Commission must review the plans for consistency with the RB district and with Appendix A of the zoning code for parking lot, landscaping, and lighting standards.

Hours of Operation

Hours of operation are described in the letter of application. The hours of overlap for parking between the two businesses will occur between noon and 5:00 pm, and 7:00 pm on Thursdays.

- Salon: The salon use will be open between 9:00 am and 8:00 pm daily with varied hours for each individual salon suite.
- Retail: The retail clothing use will be open from noon to 5:00 pm most weekdays, noon to 7:00 pm on Thursdays, and Saturday from 10:00am to 4:00 pm.

Parking

Appendix A of the zoning code regulates minimum parking requires and parking lot design. Existing conditions include 15 total parking stalls in front of the building and two spaces behind the building

(17 total). Standards for retail and service uses require one parking space for each 300 square feet of gross floor area. The building is 6,300 SF which requires 21 stalls. Another way to analyze the parking need is based on the expected number of customers and employees to use the premise during normal business hours. With 5 salon suites all in use at once, the parking need would be 10 stalls (one for each employee and customer). The expected number of users of the retail store at once could include up to 2 employees and 3 customers. In total, a reasonable expected parking demand at one time could be about 15 stalls (rather than the 21 required based on square footage).

Building Design Elements

The letter of application submitted states that the front of the building will be redesigned to accommodate the two businesses if the sale of the building goes through. The applicant is not proposing any changes at this time. Future substantial alterations to the building exterior shall be submitted for Plan Commission review and approval. The applicant was also given information on the city's Façade Improvement Grant Program. The application also states that the interior of the building will be remodeled.

Future Signage

Section 13-1-220 of the Monona Municipal Zoning Code requires that all sign permits which accompany requests for a zoning permit shall receive approval by the Plan Commission. Future signage requests for the salon and retail uses in this building shall therefore be submitted for Plan Commission review and approval.

Rosy Cheeks & Co.
Mary Lou Reinwand
2665 Bluebird Lane
Cottage Grove, WI 53537

November 11, 2015

City of Monona Plan Commission:

We have an accepted offer to purchase the building at 6045 Monona Drive. We are proposing new businesses to occupy the building.

The building will be owned by Mary Lou Reinwand, owner of Rosy Cheeks & Co.

The building will be divided into two different businesses.

- Rosy Cheeks & Co. (Dancewear store) ½ building
- 4-5 Beauty Salon Suites (1/2 building)
 - There will be 4-5 rental suites, a reception area, common space, and a restroom. The suites will be contract rented through the owner to each individual suite lease who will set their own appointments for their clients, and their own hours.

Both businesses will have their own entity, and their own front entrance. The front of the building will be redesigned to accommodate the two businesses if the sale of the building goes through.

Proposed hours of operation:

- Rosy Cheeks & Co. Store Hours
 - MTWF 12:00-5:00
 - Thurs 12:00-7:00
 - Saturday 10:00-4:00
- Beauty Salon Suites
 - 9:00am-8pm daily, varied hours per the lease of each suite operator

Employees:

- Rosy Cheeks has one employee at a time.
- Beauty Suites has 1-4 employees at varied appointment times per day.

Customers per day:

- Rosy Cheeks anticipates 1-10 clients per day.
- Beauty Suites anticipates 5-6 clients per day per suite, which varies per the hours each lease

Current parking available:

- There are currently 15 spaces in the front of the building, and 2 parking spaces at the rear of the building

Changes to building:

- We will be remodeling the building to accommodate both businesses. We are anticipating a new front look to the building.

Attached are the land survey, and an aerial view of the property.

Unfortunately, we are under a tight timeline for a contingency on purchase of the building, so there is no time for an architect to draw a formal drawing of the building.

Parcel Number - 258/0710-204-0376-6

Current

[← Parcel Parents](#)

Summary Report

Parcel Summary		More +
Municipality Name	CITY OF MONONA	
Parcel Description	LOT 2 CSM 3589 CS14/216 R2434/90-12/3/80...	
Owner Name	URSO LIVING TR	
Primary Address	6045 MONONA DR	
Billing Address	4912 TONYAWATHA TRL MONONA WI 53716	

Assessment Summary		More +
Assessment Year	2015	
Valuation Classification	G2	
Assessment Acres	0.366	
Land Value	\$105,000.00	
Improved Value	\$330,400.00	
Total Value	\$435,400.00	

Show Valuation Breakout

Zoning Information

Contact your local city or village office for municipal zoning information.

Parcel Maps



[DCiMap](#)

[Google Map](#)

[Bing Map](#)

Tax Summary (2014)

[More +](#)

[E-Statement](#)

[E-Bill](#)

[E-Receipt](#)

Assessed Land Value	Assessed Improvement Value	Total Assessed Value
\$36,200.00	\$0.00	\$36,200.00
Taxes:		\$792.49
Lottery Credit(-):		\$0.00
First Dollar Credit(-):		\$0.00
Specials(+):		\$0.00
Amount:		\$792.49

District Information

Type	State Code	Description
REGULAR SCHOOL	3675	MONONA GROVE SCHOOL DIST
TECHNICAL COLLEGE	0400	MADISON TECH COLLEGE
METRO SEWERAGE	5150	MADISON METRO SEWER DIST
TIF/TID	5904	TIF 04

Parcel Maps



[DCiMap](#)

[Google Map](#)

[Bing Map](#)

Tax Summary (2014)

[More +](#)

[E-Statement](#)

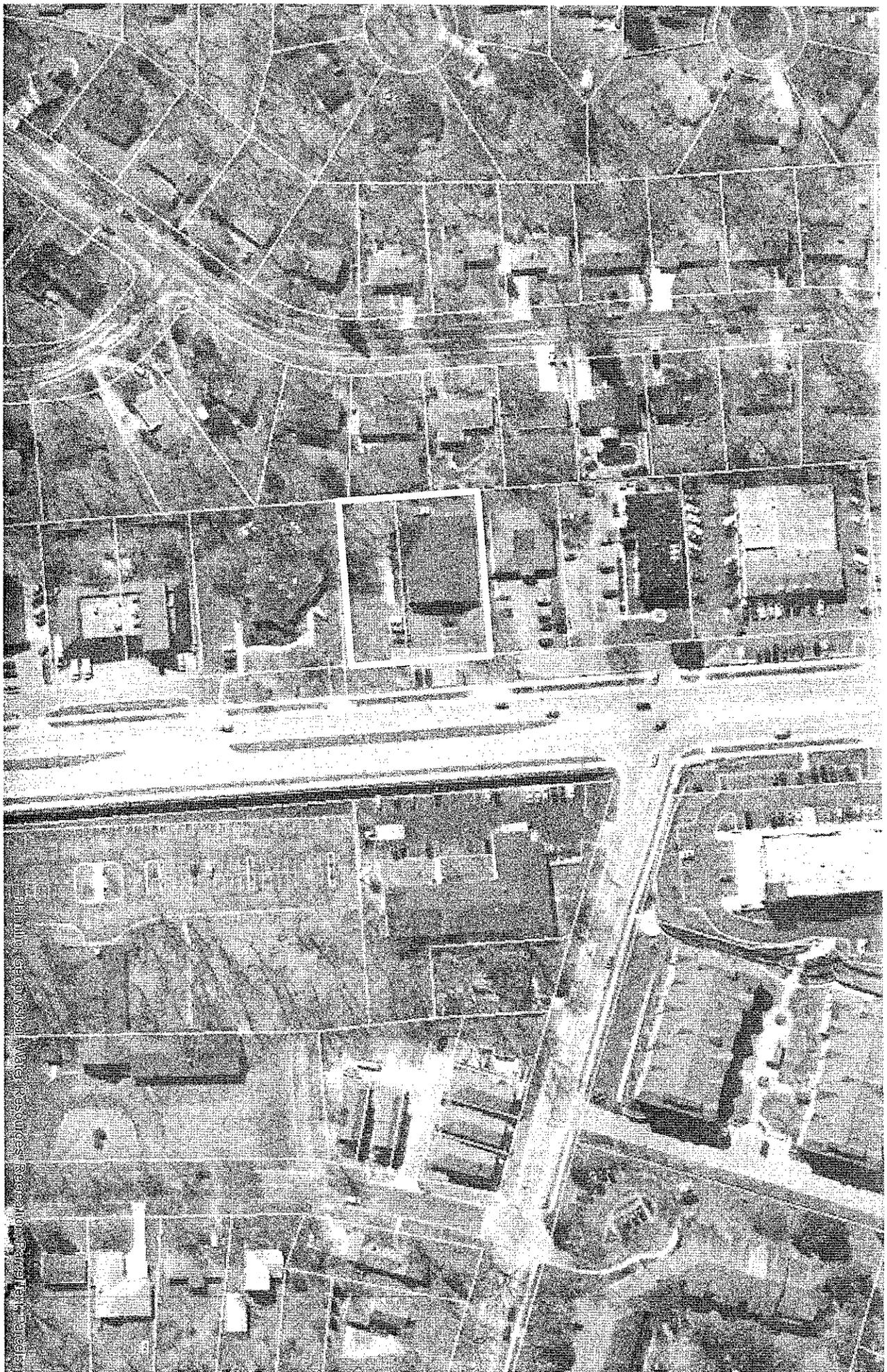
[E-Bill](#)

[E-Receipt](#)

Assessed Land Value	Assessed Improvement Value	Total Assessed Value
\$105,000.00	\$330,400.00	\$435,400.00
Taxes:		\$9,531.76
Lottery Credit(-):		\$0.00
First Dollar Credit(-):		\$87.59
Specials(+):		\$0.00
Amount:		\$9,444.17

District Information

Type	State Code	Description
REGULAR SCHOOL	3675	MONONA GROVE SCHOOL DIST
TECHNICAL COLLEGE	0400	MADISON TECH COLLEGE
METRO SEWERAGE	5150	MADISON METRO SEWER DIST
TIF/TID	5904	TIF 04



Planning Georgia's Water Resources Reception and Treatment



Planning, Geographical, and Environmental Resources - Aerial Photo, Parcel Text, Parcels

**PLAN COMMISSION STAFF REPORT
CITY OF MONONA**

**MEETING DATE: January 11, 2016
AGENDA ITEM 5C & 5D
CASE NO. 2-020-2015**

Project: Recommendation on Request by Madan Shrestha, Swad Indian Restaurant, for Approval of a Zoning Permit for an Expansion of Use, to Expand the Existing Restaurant at 6007 A into the Adjacent Space at 6007 B Monona Drive and Add Seating at 8 Additional Tables.

Project Address: 6007 A & B Monona Drive

Applicants: Madan Shrestha, Business Owner/Tenant
Duane Hendrickson, Property Owner

Proposal Summary:

Madan Shrestha, owner of Swad Indian Restaurant at 6007 A Monona Drive, is requesting approval of a zoning permit for an expansion of use of the restaurant into the adjacent space at 6007 B. The property is owned by Duane Hendrickson, who has authorized this application. The restaurant spaces are within a multi-tenant commercial building that also houses the Citywide Pet Clinic and La Rosita Market.

Applicable Regulations, Policy, or Practice:

The proposal is an expansion of use that requires review and approval of a zoning permit by the Plan Commission. 6007 Monona Drive is zoned Retail Business (RB). A restaurant use is consistent with this district. The expansion of use, however, must be reviewed for consistency with standards in the code including the parking standards listed in Appendix A, and performance standards for the proposed increased intensity of use.

Recommendation:

Approval of a zoning permit for an expansion of use to expand the existing restaurant at 6007 A into the adjacent space at 6007 B Monona Drive and add Seating at 8 Additional Tables, according to Section 13-1-180 of the Monona Municipal Zoning Code, is recommended with the following findings of fact and conditions of approval:

Findings of Fact:

1. A shared parking agreement for the tenants in the shopping center at 6005-6013 is documented.

Conditions of Approval:

1. The applicant shall obtain all required alcohol licenses for the expansion of the licensed premises.
2. All required building permits shall be obtained.

Proposal

Madan Shrestha, owner of Swad Indian Restaurant at 6007 A Monona Drive, is requesting approval of a zoning permit for an expansion of use of the restaurant into the adjacent space at 6007 B. The property is owned by Duane Hendrickson, who has authorized this application. The restaurant spaces are within a multi-tenant commercial building that also houses the Citywide Pet Clinic and La Rosita Market.

Plan Submitted

The following plans were submitted for the 12/14/15 meeting (no revisions made for the 1/11/16 meeting):

- Letter of Application dated 11/24/2015
- Parking Usage Table
- Floor plan (showing existing space and expansion)

Public Hearing and Prehearing Conference Held 12/14/15

A public hearing and prehearing conference were held on 12/14/15. The Plan Commission reviewed the application and discussed parking availability at the shopping center site, including hours of operation and peak times of use for the adjacent tenants in the building. During the public hearing, Mr. Shrestha said the space would not necessarily be used every day but for overflow and on weekends, and for reservations for large parties. According to the materials submitted, La Rosita usually has a maximum of six vehicles. He said Swad has about eight employees but they usually only use three parking spaces. Mr. Shrestha said the expanded space will be most popular in evenings when parking is not in as high of demand for the rest of the shopping center. Mr. Hendrickson said he has talked with the other tenants and they are supportive of the Swad expansion.

Public Hearing Scheduled for 1/11/2016

This proposal is scheduled for a public hearing for 1/11/16 to allow nearby property owners the opportunity to comment on the plans and to notify them of the proposal. A notice was mailed to surrounding properties with a 250' radius on 1/5/2016.

Consistency with Zoning Code, Comprehensive Plan, and Surrounding Uses

6007 Monona Drive is zoned Retail Business (RB). A restaurant use is consistent with this district. The expansion of use, however, must be reviewed for consistency with standards in the code including the parking standards listed in Appendix A.

Hours of Operation

Hours of operation are shown on the parking usage table. Swad Restaurant opens from 11am-10pm on most days and is closed on Mondays.

Parking

Appendix A of the zoning code regulates parking minimums by use and parking lot design. Existing site conditions for the entire multi-tenant building includes 43 regular spaces and 3 handicap spaces (46 total).

Standards for a restaurant require one parking space for each 3 seats. The floor plan shows existing seats and new seats. In total, the plans show 96 seats (40 of them are new). The standards in **Appendix A require 32 stalls for a restaurant with 96 seats**. If 32 stalls are occupied by the restaurant out of a total 46 stalls, **14 stalls remain to cover the requirements of the other two tenants (pet clinic and market)**.

According to the parking usage table submitted, the lunch hours between 11:00am and 3:00pm are when parking is the mostly heavily demanded. The applicants explained during the prehearing conference that based on observation, the pet clinic uses approximately 3 stalls at one time and the market uses approximately 6 stalls at one time. Additionally, the applicant explained that the restaurant has about 8 employees, but that carpooling is common, and they usually use at most 3 parking spaces. Based on the observed parking stall usage as submitted by the applicant, the 14 remaining stalls as described above would be adequate to cover the off-street parking needs of the other two tenants in the building.

A shared parking provision is included in Appendix A of the code. It allows adjustments to the minimum number of spaces where the applicant can document shared facility arrangements with neighboring uses or where there are documented shared ride or carpooling programs.

Building Design Elements

No exterior changes are proposed. The applicant should coordinate and meet all requirements of the building and fire code for interior alterations.

11/24/2015

Madan Shrestha
6007 A Monona Dr.
Monona WI 53716

Dear Sir/ Madam

I, Madan Shrestha (owner of the Swad Restaurant) applying to expand Swad Restaurant physical footprint in order to better serve an increasing numbers of patrons. Over the past two years Swad has been an increase in its Lunch and Dinner patrons. This increase in business that we have a vibrant business that continues to grow and serve the community. This physical expansion will allow us to serve more patrons by expending the numbers of tables and will provide more efficient service space for our wait staff. Swad would like to have additional space that could be utilized by community or business groups for private dinning or meeting space.

THANK YOU !

THURSDAY

	8 a.m.	9 a.m.	10 a.m.	11 a.m.	12 p.m.	1 p.m.	2 p.m.	3 p.m.	4 p.m.	5 p.m.	6 p.m.	7 p.m.	8 p.m.	9 p.m.	10 p.m.
SWAD SPACES CURRENTLY USED				23	23	23	23	23	23	23	23	23	23	23	23
LA ROSITA SPACES CURRENTLY USED	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
CITY WIDE PET CLINIC CURRENTLY USED	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
TOTAL SPACES CURRENTLY USED	9	9	9	32	32	32	32	32	9	32	32	29	29	29	23
AVAILABLE REG SPACES FOR NEW USE	34	34	34	11	11	11	11	11	34	11	11	14	14	14	14

FRIDAY

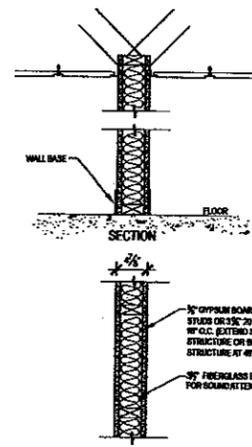
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SWAD SPACES CURRENTLY USED				23	23	23	23	23	23	23	23	23	23	23	23
LA ROSITA SPACES CURRENTLY USED	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
CITY WIDE PET CLINIC CURRENTLY USED	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
TOTAL SPACES CURRENTLY USED	9	9	9	32	32	32	32	32	9	32	32	29	29	29	23
AVAILABLE REG SPACES FOR NEW USE	34	34	34	11	11	11	11	11	34	11	11	14	14	14	14

SATURDAY

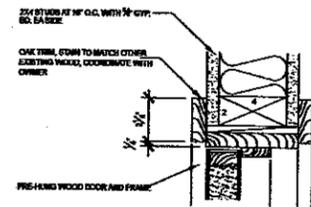
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SWAD SPACES CURRENTLY USED				23	23	23	23	23	23	23	23	23	23	23	23
LA ROSITA SPACES CURRENTLY USED	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
CITY WIDE PET CLINIC CURRENTLY USED	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
TOTAL SPACES CURRENTLY USED	9	9	9	32	32	32	29	29	6	29	29	29	29	29	23
AVAILABLE REG SPACES FOR NEW USE	34	34	34	11	11	11	14	14	14	37	14	14	14	14	14

SUNDAY

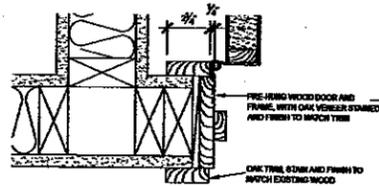
	8 a.m.	9 a.m.	10 a.m.	11 a.m.	12 p.m.	1 p.m.	2 p.m.	3 p.m.	4 p.m.	5 p.m.	6 p.m.	7 p.m.	8 p.m.	9 p.m.	10 p.m.
SWAD SPACES CURRENTLY USED				23	23	23	23	23	23	23	23	23	23	23	23
LA ROSITA SPACES CURRENTLY USED	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6
CITY WIDE PET CLINIC CURRENTLY USED	6	6	6	29	29	29	29	29	6	29	29	29	29	29	23
TOTAL SPACES CURRENTLY USED	12	12	12	38	38	38	38	38	12	38	38	38	38	38	32
AVAILABLE REG SPACES FOR NEW USE	37	37	37	14	14	14	14	14	14	37	14	14	14	14	14



PARTITION DETAIL
SCALE: 1" = 1'-0"

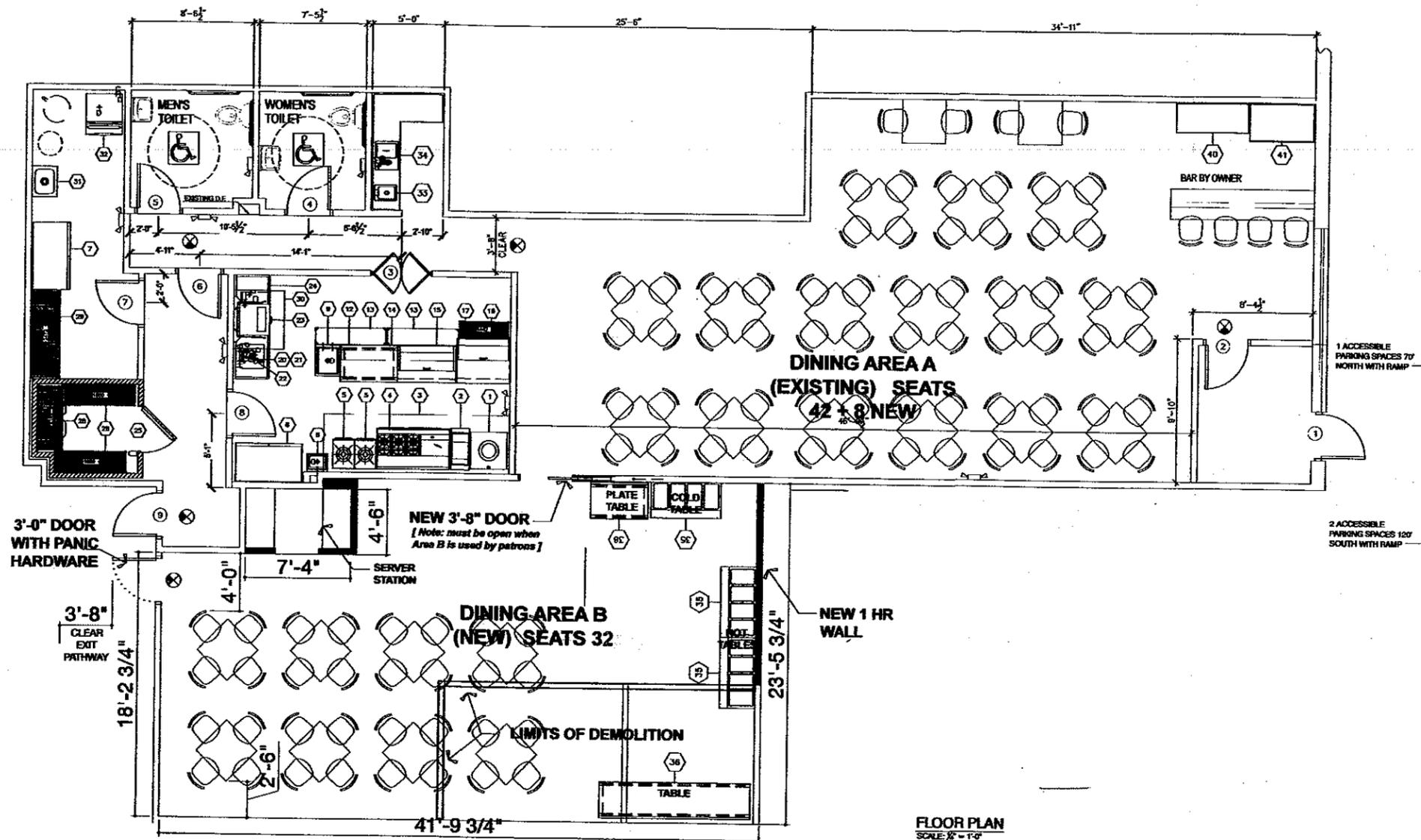


DOOR HEAD/JAMB



DOOR TO JAMB

WOOD DOOR DETAILS
SCALE: 3/4" = 1'-0"



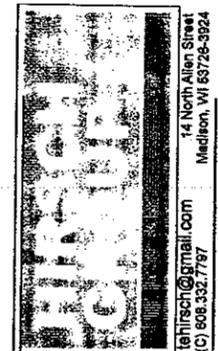
FLOOR PLAN
SCALE: 1/8" = 1'-0"

GENERAL NOTES

1. Governing Code: 2009 Edition of the International Building Code. Use Group: A2, Restaurant
2. This submittal is for review by the local building authorities for permitting purposes and is not to be considered exhaustive detailed construction documents. The Architect is involved with the layout for tenant improvements only and is not responsible for existing construction or conditions. Mechanical, electrical and plumbing designs, equipment and specifications are to be provided by the General Contractor (GC), sub-contractors (Subs) and/ or suppliers with appropriate submittals as required by the governing authorities.

3. All changes, omissions or additions to the scope of work described in these documents must be approved by the Architect. If not approved they are the sole responsibility of those making the changes, omissions or additions.
4. The G.C. & all subs shall confirm that all construction, assemblies, materials and equipment conforms to the governing code requirements and other ordinances which pertain to this project. If conflicting information and/ or requirements are encountered, comply with the most conservative or restrictive requirements. The G.C. shall engage and coordinate all subs for the project work and coordinate with the Owner. The G.C. is responsible for all permits, coordinating inspections and approvals required for construction

5. All materials, finishes and equipment required for the completion of this project shall be installed in accordance with the manufacturer's instructions and recommendations.
6. Dimensions take precedence over drawings. Do not scale off drawings. If in question consult with the Architect. The G.C. shall check and verify all dimensions and conditions. Consult the Architect if any conflict or discrepancy in information is discovered.
7. Interior dimensions are to face of stud frame (unless noted "clear" which indicates to the centerline of doors, windows and posts. Check rough openings prior to framing.
8. The G.C. is solely responsible for the means, methods and techniques of construction and safety precautions in connection with the work and the acts or omissions by the Subs.
9. The G.C. shall supply the Owner with all maintenance and operation manuals, warranties and guarantees on all equipment and materials.
10. The G.C. shall provide blocking necessary for supporting building components such as light workman's compensation, public liability and safety precautions in connection with the work and the acts or omissions by the Subs.



REMODELING FOR
SWAD INDIAN RESTAURANT
6007 A Mona Drive
Monona, Wisconsin 53713

IF THESE DIMENSIONS DO NOT MATCH THE FIELD DIMENSIONS, THE ARCHITECT SHALL BE NOTIFIED IMMEDIATELY.

#	REVISIONS	DATE
1		

Permit Set: 11 20 2015
Print Date:
Scale: AS NOTED

Copyright © 2015 HESCH GROUP, LLC

FLOOR PLAN

Project: Recommendation on Sign Permit Request by Jackson Hewitt Tax Service for a Special Exception to the Colors Required by the South Towne II Signage Plan.
Project Address: 2401 B W Broadway
Applicants: Finishing Touch Signs, Representing the Tenant and Landlord.

Proposal Summary:

Plans were submitted by Jackson Hewitt Tax Service for a wall sign permit, a new tenant planning to occupy the retail space at 2401 B W Broadway located in the South Towne II building at South Towne Mall. The permit could not be approved by staff because it deviates from an approved signage plan for the building which regulates colors of tenant wall signs. The signage plan specifies a requirement for all tenants to have a face color of #2283 Red. The plans submitted show a blue face and with blue returns and trim. The Plan Commission may grant special exceptions upon demonstration of due cause. Every applicant for a special exception shall submit a written statement to the Plan Commission which explains the reason for the request and how it meets the evaluation factors listed in section 13-1-220 of the Zoning Code.

Applicable Regulations, Policy, or Practice:

Section 13-1-220 of the Monona Code of Ordinances regulates all signs. The Plan Commission may require submittal and approval of a comprehensive signage plan for sites which will have more than one sign viewed together as part of a group of signs. A signage plan was submitted and approved for the property at 2401 W Broadway in 1983 which was revised in 1996. Tenants in the building are required to follow the specifications as approved in the 1983 & 1996 signage plan. Requests for special exceptions to sign code regulations require review and approval by the Plan Commission.

South Towne II Signage Plan:

- Color: All signs on building to be same color, except for one key tenant which may have one additional or alternative color.
- South Towne Mall Elevation (Facing South):
 - **Maximum height 24”**
 - Letter Style: Per tenant selection
 - **Face Color: Red #2283**
 - Trim Color: Standard Blue Trim Cap
 - Sidewall Color: To match “interstate blue” roof
- Broadway Elevation (Facing North):
 - **Maximum height 12”**
 - Letter Style: Per tenant selection
 - **Face Color: Red #2283**
 - Trim Color: Standard Blue Trim Cap
 - Sidewall Color: To match “interstate blue” roof
- 1996 Revision:
 - As a special exception to the Signage Plan for South Towne II, one major tenant, as proposed for Subway, may use its corporate colors for their sign, in this case yellow and white only, and increase the size of their sign letters on the north elevation facing W Broadway to up to 24” in height. Other tenant signs on this façade shall remain at their current height at approximately 12”, unless this standard is changed by the Plan Commission.

- All letters shall be consistent with a black trim.
- Subway shall be recognized as the key tenant at South Towne II in regard to signage, and allowed to use separate colors white and yellow.

Exceptions to Requirements (13-1-220(c)): The Plan Commission may grant special exceptions to this Article upon demonstration of due case. Every applicant for a special exception to the sign district requirements shall submit a written statement to the Plan Commission which explains the reason for the request and how it meets the evaluation factors.

All signs shall be reviewed according to the standards in the Sign Code and according to the following evaluation factors:

- 1) Conformance to the Zoning and Sign Code.
- 2) Minimization of conflict with vehicular or pedestrian circulation.
- 3) Compatibility with the building characteristics, adjacent uses and adjacent signs.
- 4) Compatibility with specific physical site conditions which warrant approval of the proposed sign.
- 5) Materials and maintenance aspects.
- 6) Legibility and visual clarity.

The Plan Commission has granted sign permits for tenants that deviate from the signage plan at the main South Towne Shopping Center including Hobby Lobby, Planet Fitness, and Hockey Giant. Currently, other tenants in the South Towne II building comply with the red color requirement, including the Simpson Street Free Press, Happy Wok, a nail salon, and Cash Store. Subway uses their corporate colors as allowed by the 1983/1996 plan.

Recommendation:

Precedent for deviating from the signage plan for the *main* South Towne shopping center exists for multiple different tenants with different colors including Hobby Lobby, Planet Fitness and Hockey Giant. Standards have been consistent on the South Towne II building, however, except for the special exception already granted for the “anchor tenant,” Subway. If the Plan Commission determines that a special exception can be granted, and that the deviation from the standards meets the evaluation factors of the sign code, the following findings of fact are recommended:

Findings of Fact:

1. Special exceptions for other tenant wall signs in the South Towne Mall area have been granted.
2. The applicant and proposed tenant Jackson Hewitt has demonstrated that their trademark brand requires consistency with the blue color sign face and that without the blue color the tenant will not be permitted to occupy this space.

SIGN PERMIT APPLICATION FORM

For all sign standards and requirements, see Monona Municipal Code Ch. 13, Article L at www.mymonona.com.

APPLICANT

Name Tara Teske
 Company Finishing Touch Signs
 Mailing Address 608 Creske Ave Rothschild, WI 54474
 Telephone 715-845-0500
 Email tara@ftsign.com
 Sign Contractor Finishing Touch Signs



PROPERTY INFORMATION

Property Address 2401 B West Broadway
 Owner Name David Israel
 Owner Signature Attached

A sign permit application may be granted to any tenant or lessee acting as agent of the owner with written consent of the owner of the building, structure, and land on which the sign is to be erected. However, such applicant shall be held responsible and liable to prove his/her right for such a permit if contested by any aggrieved party.

SIGN PERMIT APPLICATION PROCEDURES

Applications must include:

- Completed sign permit application form
- A scale drawing of the proposed sign showing the message to be displayed, sign area, height, material composition, colors, typestyle and size, all graphic elements to be used, and landscaping coordinated with site landscaping for landscape ground signs
- A photograph showing the location of the proposed sign and its relationship to the building or surrounding area
- A dimensioned plot plan drawn to scale (1" = 20') showing the location of the lot, building or structure on which the proposed sign is to be attached or erected
- A description of all electrical equipment and attachments if the sign is to be lighted or illuminated (illuminated signs require an electrical permit from the building inspector)

Other requirements:

- Applicants requiring Plan Commission review shall submit 10 hard copy sets of the complete application.
- Submit electronic (PDF) files of all applications to the City Planner at sreichertz@ci.monona.wi.us.
- All freestanding signs 20 feet tall or greater shall submit construction plans stamped by a certified engineer to the City Building Inspector for approval.
- Shopping centers / multi-tenant buildings with leased space shall develop a comprehensive signage plan.
- Temporary sign applications shall include a written statement of the dates on which the sign is to be displayed.
- The fee shall be one dollar (\$1.00) per square foot with a minimum of twenty-five dollars (\$25.00) for all signs and is due before issuance of any sign permit by the Zoning Administrator.

Type of Sign Wall Sign (Channel Letters)
 Sign Material Aluminum, acrylic and Vinyl
 Height of Freestanding Signs n/a
 Signature of Applicant Tara Teske

Message Area Dimensions 18" x 112" w & 7" h x 51" W
 Total Square Feet 16.48 Sqft
 Type of Lighting UL
 Date 12/29/2015 - 1/7/16

Revised

Below Space for Office Use:

Date Approved _____
 Approved by _____
 Permit Number _____

Permit Fee _____
 Paid _____
 Conditions of Approval (see attached)



City of Monona, Dane County, Wisconsin

Zoning Board of Appeals

Re: Jackson Hewitt – 2401 B West Broadway, Monona, WI 53716

Variance Requested: The Customer (Jackson Hewitt) would like to install their Trademarked Logo Signage on the front facade of the building at the above address. This would go against the Monona Signage Plan for the South Towne II that was approved 07/25/83, and revised in 1996. The requirements for this property as stated in the signage specifications are attached.

Jackson Hewitt has specific colors, and sizes for their signage per their Trademarked Logo. Attached you will also find their Brand Standards Packet. In this packet you will find that changing the colors against Brand Standards isn't allowed. Each location must comply with the Brand Standards for any signage. If the signage that Jackson Hewitt currently has isn't allowed to be installed at this location per the City of Monona's code; Jackson Hewitt won't be able to obtain the space in this building.

The City of Monona is stating the Face Colors must be: Red #2283 and the trim cap must be a standard blue. Jackson Hewitt's face color per their Brand Standards must be Olympic Blue Vinyl color 3630-57, the returns and trim caps are to be painted to match the 3630-57 Olympic Blue.

All we are asking is that we are allowed to install (1) 18" set of Channel Lit letters, mounted to a raceway with the Brand Standard colors of Jackson Hewitt.

The color change of this sign will not affect any traffic, or public issues. The sign will simply be a different color than the others on the building. This facility is being put in the community of Monona to help with community members with their taxes, and will more than likely open a few jobs.

If the variance for the above property is granted to Jackson Hewitt, this should help the community with possible employment, and also will serve as tax services for many.

Thanks

Tara Teske

Permitting Specialist/Executive Buyer

Finishing Touch Signs

608 Creske Avenue
Rothschild, WI 54474

p: 715.845.0500

www.ftsign.com

Jackson Hewitt | Exterior Signing August 12, 2015

Jackson Hewitt | Channel Letters

Blue and Black letters | White returns

Jackson Hewitt
TAX SERVICE



shikatani **Lacroix** 

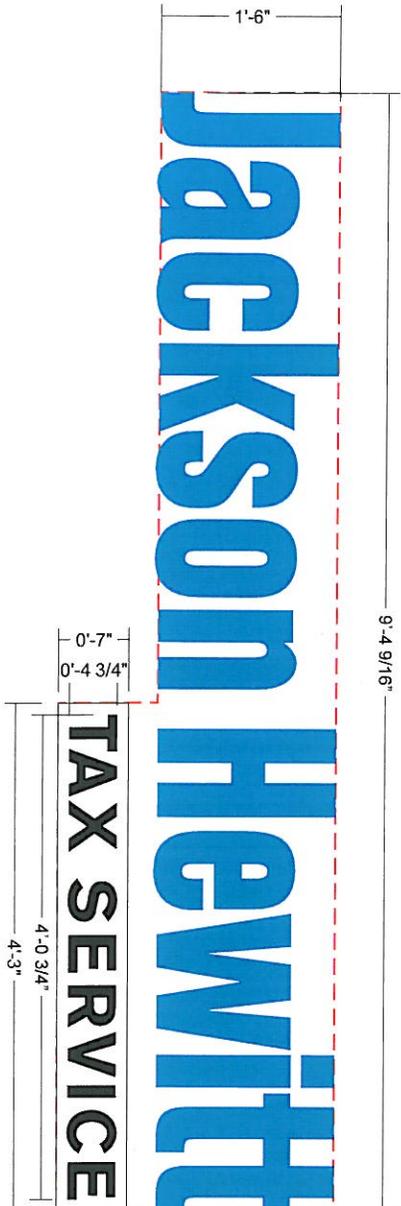
INTRODUCTION

A good logo is engaging. Fresh, modern, clean and contemporary. Unique and ownable. Above all, it tells the world who you are and what you're about.

Consistent use of color, proportions and composition of logo will reinforce recognition of the brand. The Jackson Hewitt logo is available in multiple lockups for flexibility in various applications. **Never use the trademark in any other way than specified here.**

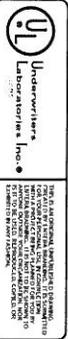
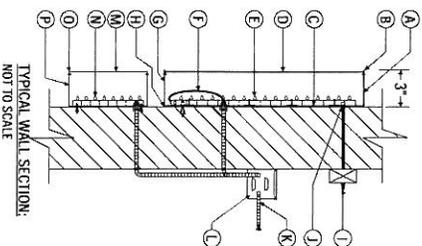
The logo consists of the word "JACKSON" in a bold, black, sans-serif font, followed by the word "HEWITT" in a bold, blue, sans-serif font. A registered trademark symbol (®) is located at the top right of the word "HEWITT".

JACKSON HEWITT®



L.E.D. CHANNEL LETTER MOUNTING DETAIL (EXTERIOR)

- A. .040" X 3" ALUMINUM RETURNS
"JACKSON HEWITT" - PAINTED TO MATCH
3630-57 OLYMPIC BLUE EXACTLY
- B. 1" TRIM CAP - "JACKSON HEWITT" - PAINTED TO MATCH
3630-57 OLYMPIC BLUE EXACTLY
- C. .050" ALUMINUM BACKS - INTERIOR
TO BE PAINTED WHITE
- D. #2447 .118" LD WHITE POLYCARBONATE
W/ 3630-57 OLYMPIC BLUE VINYL OVERLAY
- E. WHITE GE TETRA MAX LED_s - 7100K
- F. POWER CABLE STARTING FROM POWER
SUPPLY THEN LETTER TO LETTER
- G. 1/4" WEEP HOLES AS REQUIRED (FOR
EXTERIOR INSTALLATION ONLY)
- H. SILICONE BEAD AROUND THE INSIDE
OF RETURN AND BACK TO SEAL AND
MAKE WATER TIGHT
- I. 3/8" THREADED RODS WITH
2" X 4" WOOD BLOCKING AS REQD
- J. 3/8" RIVNUTS ON LETTER BACK TO
ALLOW INSTALLATION WITHOUT
FACE REMOVAL
- K. 1/2" SEALTITE CONDUIT RUNNING TO
SECONDARY CONNECTION
* NOTE: PRIMARY CONNECTION BY OTHERS
- L. GE POWER SOURCES MOUNTED INSIDE OF
A UL APPROVED BOX
- M. "TAX SERVICE" - .118" WHITE LD POLYCARBONATE
W/ 3635-20B WHITE OPAQUE VINYL BACKGROUND
W/ PERFORATED 3M 3635-222 BLACK VINYL COPY
- N. WHITE GE TETRA MAX LED_s - 7100K
- O. "TAX SERVICE" - 1" PREFINISHED GLOSS BLACK JEWELITE
- P. "TAX SERVICE" - .040" X 3" ALUMINUM RETURNS
PREFINISHED GLOSS BLACK



CLIENT	JACKSON HEWITT
LOCATION	MADISON, WI
DRAWN BY	JMH

SCALE	1 1/2" = 1'-0"
DATE	11.16.15

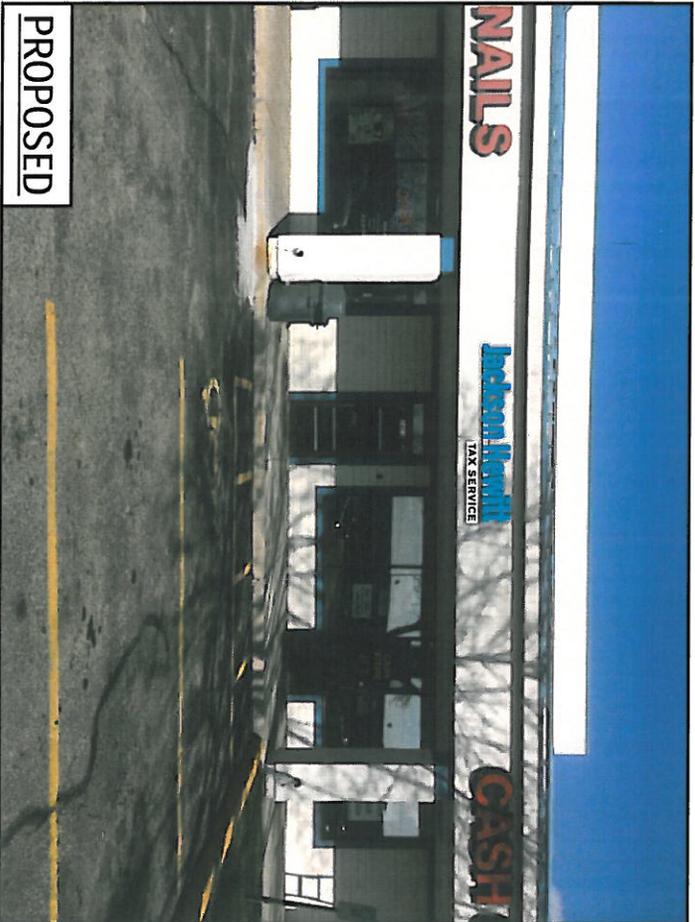
DWG. NO.	MADISON, WI - 2401 B WEST BROADWAY
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FRONT ELEVATION W/ 18" REMOTE MOUNT INTERNALLY ILLUMINATED CHANNEL LETTERS

Jackson Hewitt
TAX SERVICE



EXISTING



PROPOSED



ENTERA
Your total branding solution



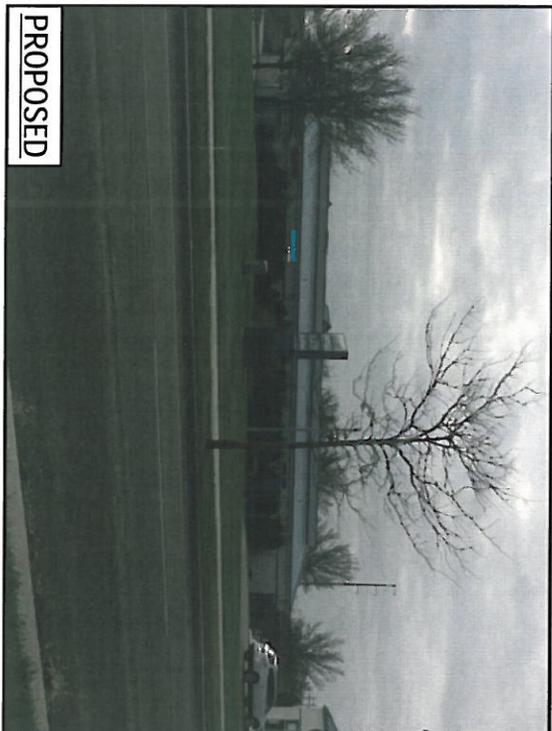
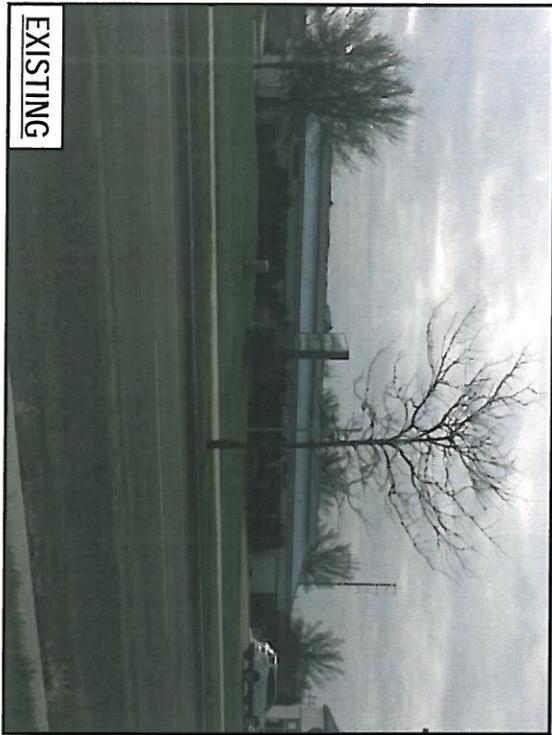
Underwriters
Laboratories Inc.

THIS IS AN APPROVED UL LISTED PRODUCT. THE UL LISTING IS FOR THE PRODUCT AS SHOWN. ANY CHANGES TO THE PRODUCT WILL VOID THE LISTING. THE LISTING IS FOR THE PRODUCT AS SHOWN. ANY CHANGES TO THE PRODUCT WILL VOID THE LISTING. THE LISTING IS FOR THE PRODUCT AS SHOWN. ANY CHANGES TO THE PRODUCT WILL VOID THE LISTING.

CLIENT: JACKSON HEWITT
LOCATION: MADISON, WI
DRAWN BY: JMH

SCALE: 3/16" = 1'-0"
DATE: 11.16.15
DWG. NO.: MADISON, WI - 2401 B WEST BROADWAY

REAR ELEVATION W/ 18" REMOTE MOUNT INTERNALLY ILLUMINATED CHANNEL LETTERS



ENTERA
Your total branding solution



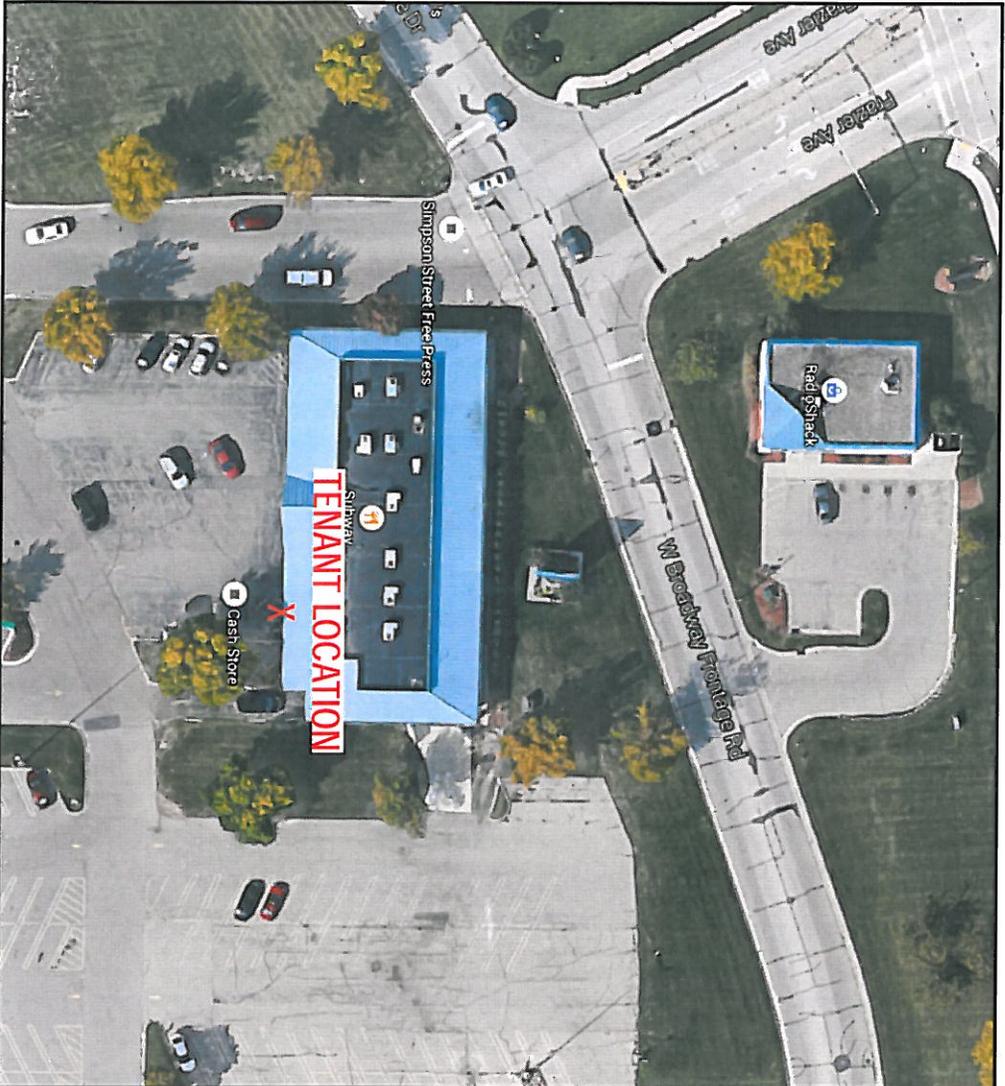
Underwriters
Laboratories Inc.

This plan complies with the requirements of the National Electrical Code, as amended, and the applicable local codes. It is intended to be used in conjunction with the applicable local codes and regulations. The user is responsible for obtaining all necessary permits and approvals from the appropriate authorities.

CLIENT: JACKSON HEWITT
LOCATION: MADISON, WI
DRAWN BY: JMH

SCALE: 1/32" = 1'-0"
DATE: 11.16.15
DWG. NO.: MADISON, WI - 2401 B WEST BROADWAY

SITE PLAN



ENTERA
Your total branding solution



Underwriters
Laboratory of
Product Safety Inc.

THE UL LISTING SERVICE, GENERAL LISTING, IS A SERVICE OF UNDERWRITERS LABORATORY OF PRODUCT SAFETY INC. (UL). THE UL LISTING SERVICE, GENERAL LISTING, IS A SERVICE OF UNDERWRITERS LABORATORY OF PRODUCT SAFETY INC. (UL). THE UL LISTING SERVICE, GENERAL LISTING, IS A SERVICE OF UNDERWRITERS LABORATORY OF PRODUCT SAFETY INC. (UL).

CLIENT: JACKSON HEWITT
LOCATION: MADISON, WI
DRAWN BY: JMH

SCALE: NTS
DATE: 11.16.15
DWG. NO.: MADISON, WI - 2401 B WEST BROADWAY

Tara

From: Cindy Clearman <cindy.clearman@enterabranding.com>
Sent: Tuesday, December 29, 2015 2:10 PM
To: Tara
Cc: tracy@ftsign.com
Subject: FW: Jackson Hewitt #19442 2401 B West Broadway Madison, WI

LLRD APRVL ☺

Cindy Clearman | *Senior Program Manager*



850.392.0821 Phone
850.392.0673 Fax
1200 Entera Drive, Panama City, FL 32401
www.enterabranding.com
cindy.clearman@enterabranding.com

 please consider the environment before printing this e-mail.

From: Kathy Henson [<mailto:khenson@learsico.com>]
Sent: Tuesday, December 29, 2015 1:54 PM
To: cindy.clearman@enterabranding.com
Subject: FW: Jackson Hewitt #19442 2401 B West Broadway Madison, WI

Cindy, see below from David Israel approving the sign. If you need it back sooner than when he returns (January 6th), then I can sign for him if you prefer.
Let me know what you need.

Thanks,

Kathy

Kathy Henson
Property Management Accounting
Learsi & Co., Inc.
3100 Dundee Road, Suite 308
Northbrook, IL 60062
Phone: 847-714-0002, ext. 10
khenson@learsico.com

From: David Israel
Sent: Tuesday, December 29, 2015 1:52 PM
To: Kathy Henson <khenson@learsico.com>
Subject: Re: Jackson Hewitt #19442 2401 B West Broadway Madison, WI



Hi. I'm approving the sign. I'm not in any place to print out and sign. I can do it after the first or the year, but for now this is my approval.

Sent from my iPhone

On Dec 29, 2015, at 9:26 AM, Kathy Henson <khenson@learsico.com> wrote:

From: Cindy Clearman [<mailto:cindy.clearman@enterabranding.com>]
Sent: Monday, December 28, 2015 2:44 PM
To: Kathy Henson <khenson@learsico.com>
Subject: Jackson Hewitt #19442 2401 B West Broadway Madison, WI
Importance: High

Please find attached art we would like to install in place of current signage at the location referenced above. Please sign, date & note approved.
If you have any questions or concerns.

Thanks,
Cindy

Cindy Clearman | *Senior Program Manager*

<image001.jpg>

850.392.0821 Phone
850.392.0673 Fax
1200 Entera Drive, Panama City, FL 32401
www.enterabranding.com
cindy.clearman@enterabranding.com



please consider the environment before printing this e-mail.

<MADISON, WI - 2401 B WEST BROADWAY.pdf>

**PLAN COMMISSION STAFF REPORT
CITY OF MONONA**

**MEETING DATE: January 11, 2016
AGENDA ITEM 6B
CASE NO. S-002-2016**

Project: Recommendation on Sign Permit Request for a Landscape Ground Sign
Project Address: 6203 Monona Drive
Applicants: James Andrews, Property Owner
Alvin Huddleston, AH Graphic Arts and Signs
Rebecca Aide, Booth 121, Tenant
Anthony Harper, Legacy Martial Arts, Tenant

Proposal Summary:

AH Graphic Arts & Signs has submitted signage plans on behalf the property owner and tenants of 6203 Monona Drive for an off-building landscape ground sign. This is a new ground sign that requires approval by the Plan Commission. A zoning permit was approved for the substantial change in use for the martial arts tenant in October 2014. Booth 121 is a retail store that sells up-cycled furniture. This was not a substantial change in use and has low parking demand, and therefore did not need approval of a zoning permit.

The details of the proposed sign are as follows:

- Parking lot island location is on the south side of the site at the entrance from Monona Drive, as shown by a black circle in the photo below.
- The sign is 5' tall, 35 SF in size which meets the requirements of the code.
- Each tenant panel is 19" tall.
- Letter sizes are not shown on the plans (the Legacy Martial Arts logo appears to be illegible).
- The landscape plan on the printed material is illegible. It shows daylilies and spirea around the sign base.
- The required setback is 15 feet from the curb on Monona Drive. The applicant did not make the required revisions on the materials submitted. The setback shown is 13 feet from the curb. The sign location will need to be verified by the zoning administrator prior to installation as recommended in the conditions of approval.
- No lighting is proposed.

Proposed location of landscape ground sign:



Applicable Regulations, Policy, or Practice:

Section 13-1-220 of the Monona Code of Ordinances regulates all signs. Requests for landscape ground sign permits require approval by the Plan Commission. Landscape ground signs must be at least 15 feet from the curb and the landscaping of sign should be integrated with site landscaping. The maximum height allowed is 5 feet above grade and the maximum size allowed is 60 square feet.

All signs shall be reviewed according to the standards in the Sign Code and according to the following evaluation factors:

- 1) Conformance to the Zoning and Sign Code.
- 2) Minimization of conflict with vehicular or pedestrian circulation.
- 3) Compatibility with the building characteristics, adjacent uses and adjacent signs.
- 4) Compatibility with specific physical site conditions which warrant approval of the proposed sign.
- 5) Materials and maintenance aspects.
- 6) Legibility and visual clarity.

Recommendation:

Approval of Landscape Ground Sign Permit for 6203 Monona Drive, according to Sec. 13-1-220 of Monona Municipal Zoning Code is recommended with the following Conditions of Approval:

1. The sign location shall be a minimum of 15' setback from the curb on Monona Drive, and the location shall be verified by the zoning administrator prior to the sign's installation.
2. Landscaping is required to be planted by May 2016 as shown on the approved materials.

The Plan Commission should also discuss the legibility of the Legacy Martial Arts logo and consistency with evaluation factor number 6 in the sign code, legibility and visual clarity.

AH Graphic Arts & Signs 836-3309 AL

Address: 6203 Monona Drive
Double-sided Road Sign Location

Address: 6203 Monona Drive
Layout of Ground Sign - Double-sided

Non-Illuminated Sign
Size Of Sign



Tenant Signs as shown

Materials and Colors:

Painted Wooden Posted - Russet Brown
Gold Decorative Post Caps

White Backboard - With Attached Sign Panels on Both Sides
Each Tenant Signs Could Be Removed and Leave Backboard and Sign Structure

Sign Material Used for Background: 1/2 inch thick MDO aluminated Facing.

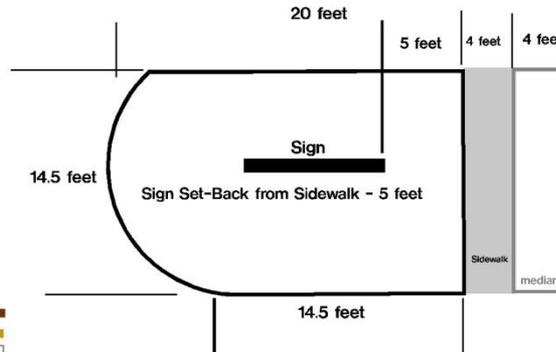
Painted Wooden Posted - Russet Brown
Gold Decorative Post Caps

White Backboard - With Attached Sign Panels on Both Sides
Each Tenant Signs Could Be Removed and Leave Backboard and Sign Structure

Sign Material Used for Background: 1/2 inch thick MDO aluminated Facing.
Tenant Signs 1/4 inch thick Alumilite (Aluminum face), with printed, and applied graphics



Sign Set-Back from Sidewalk - 5 feet



14.5 feet

20 feet

5 feet

4 feet

4 feet

Sign

Sign Set-Back from Sidewalk - 5 feet

14.5 feet

Sidewalk

median

Street





5211 SCHLUTER ROAD

MONONA, WI 53716-2598
CITY HALL (608) 222-2525
FAX (608) 222-9225
<http://www.mymonona.com>

MEMO

TO: Plan Commission
FROM: Sonja Reichertz, City Planner
RE: Comprehensive Plan Review at January 11, 2016 Meeting
DATE: January 8, 2016

A full, final draft of the updated City of Monona Comprehensive Plan was emailed to Plan Commission members on December 22, 2015, along with a memo dated 12/22/15 (attached). A plan adoption schedule is also attached.

A "First review of draft City of Monona Comprehensive Plan 2016-2036 and Plan Adoption schedule" is included on the January 11, 2016 Plan Commission agenda. The purpose of this review is to discuss the process for plan adoption that will occur between January and March of this year. It is also intended to allow the Plan Commission to ask questions and point out any final revisions that can be made prior to the public hearing scheduled for January 25, 2016.

The January 25, 2016 Plan Commission meeting will be a more formal review of the plan, with a public hearing included on the agenda which will have been noticed as a Class I notice published in the newspaper. Staff will provide a more in-depth presentation of the Plan at this time.

Please access the link below to access a full online version of the final draft:

<http://mymonona.com/DocumentCenter/View/4054>

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City of Monona Comprehensive Plan Adoption Schedule	
DATE	ACTIVITY
December 22, 2015	Staff emailed to Plan Commission a complete draft of the Plan (dated 12/22/15). Plan is also posted online for public review.
January 8, 2016	Staff submits Class I notice to newspaper for publishing on January 14, 2016 to run at least one week prior to the Plan Commission Public Hearing scheduled for 1/25/16.
January 11, 2016	Plan Commission to review complete draft of Plan and adoption schedule at Plan Commission meeting – first read
January 14, 2016	Class I notice of public hearing before the Plan Commission is published in the newspaper.
January 25, 2016	Plan Commission public hearing and vote on recommendation of Plan adoption of the Plan to Council. Resolution required & majority vote of Plan Commission. Presentation by city staff.
January 29, 2016	Submittal deadline for optional second publication date for class I notice for Council, which must run for 30 days prior to the Council public hearing.
February 4, 2016	Publication date for a Class I notice of hearing before Council.
March 4, 2016	Notice has run for 30 days.
March 7, 2016	Public hearing and first read by City Council. Presentation by city staff.
March 21, 2016	Second read and adoption of ordinance & Plan by City Council. Ordinance required and majority vote of Council.
March 22, 2016	Staff mails copy of the amended comprehensive plan to the entities specified under Wis. Stats. Section 66.1001(4)(b).

Notes:

Regular Plan Commission Meetings: Second and Fourth Mondays

Regular Common Council Meetings: First and Third Mondays

Newspaper: Weekly; due Friday prior by 12p, publishes Thursday



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MEMO

TO: Plan Commission
FROM: Sonja Reichertz, City Planner
RE: Public Hearing and Review of Final 2016 Comp Plan Draft
DATE: December 22, 2015

Since January 2014, the Plan Commission and City have been working on the required ten-year update of the City of Monona Comprehensive Plan. This update is required by State Statute, but also was an opportunity to review the Plan in-depth and to incorporate the most recent data from the U.S. Census and other sources. A lot has changed in Monona since 2004 and this was a great time to review our development goals and efforts in a big picture context. The process has included public meetings at Plan Commission for review of each element of the plan, a public open house, an online survey, articles advertised in three city newsletters distributed to every household in Monona, coordination with the city's 2015 Sustainability Plan and multiple other meetings with city committees and department heads. Two additional public input events were held on: 1) the sustainability plan and 2) the riverfront redevelopment, and comments from those events have been incorporated into the Comprehensive Plan. This process was managed completely "in house" by Monona committees, elected officials and city staff.

Highlights

The updated plan serves as a complete re-write and replacement of the original 2004 Comprehensive Plan. Many improvements have been made including a reduction of the overall text for improved readability, updates, additions, and clarification of data, review of long-range goals and strategies, and an easy-to-follow action plan for implementation.

A major accomplishment of this Plan update was the incorporation of a new Future Land Use Map. The previous Plan relied on the zoning map and narrative future land use goals as its version of a future land use map. The 2016 Plan more closely complies with the State's Comprehensive Planning Statute, and provides a much clearer illustration of the community's intended future land use by creating the official Future Land Use Map. This effort has also laid the groundwork for a zoning map review in the coming year. The future land use and zoning maps have not been reviewed in over ten years. These maps are the foremost policy and regulatory tools the city has to guide future growth and development; therefore, their detailed review was an important accomplishment for the city.

Reviewing data for the housing element highlighted the need for a more detailed focus on future housing development, policies, and programs in our community. The Plan Commission reviewed data that indicated Monona's proportion of owner-occupied housing continues to decline relative to renter-occupied housing. This can be explained as a function of many statewide and local trends, including a

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growing proportion of older adults, hesitancy of the millennial generation to enter into home-ownership, and a growing preference amongst older active adults for the flexibility and convenience that rental housing provides, a shrinking household size and family size, and a high number of older individuals living alone, as well as the city's geographic context as a land-locked, built-out community. The Plan Commission began discussions about how a declining proportion of owner-occupied housing may have a deleterious effect on neighborhoods and on the quality of housing and tax base for the community overall. This topic needs further research and review and has been slated as a priority project for the UniverCity Alliance Year occurring between 2016 and 2017. The housing element and goals should specifically be reviewed during and after the Alliance Year has been completed.

Additionally, the Plan Commission and other committees made a substantial effort to incorporate sustainability considerations into the Plan. Other communities have adopted Comprehensive Plans with sustainability highlighted as a separate stand-alone chapter. Monona instead chose to integrate sustainability efforts throughout the plan as an interconnected issue and based on the content of the city's 2015 Sustainability Plan. Overlapping sustainability goals of the Comprehensive Plan and Sustainability Plan are highlighted by the green Monona leaf logo as well as a two-page appendix in the Plan.

Another major improvement in the Plan is the updated Implementation Element. Often long range planning documents simply "collect dust" on shelves. This updated "action plan" will allow the Plan Commission to more easily complete one to two year reviews of smaller sections of the plan as needed to ensure our planning and development efforts are consistent with and furthering the goals of this twenty-year Comprehensive Plan. A shorter graphic-heavy summary of the plan (10-15 pages) will provide a condensed version of the Plan that can be reviewed at a glance and make the longer planning document more accessible to residents, businesses, and developers. A presentation of the final Plan will be made before the Plan Commission and the Council. Copies were emailed to Commission members and the final plan is also posted online. Please contact me to request a hard copy if desired.

Adoption Schedule

A public hearing before the governing body is required by State Statute, and it must be noticed by a Class I notice 30 days before the hearing (at the City Council). An additional public hearing has been scheduled and noticed for the Plan Commission meeting on January 11, 2016. This will allow the body that drafted the Plan (Plan Commission) to receive and incorporate public input before it goes to Council for final action. The Plan Commission must adopt a resolution by a vote of a majority of its members to recommend adoption by Council. The Council must enact an ordinance by vote of a majority of its members to officially adopt the new Plan.

- January 7, 2016: Publication of Class I notice of two public hearings.
- January 11, 2016: Plan Commission First Read
- January 25, 2016: Plan Commission Public Hearing and Vote on Resolution to Recommend Plan Adoption
- March 7, 2016: Public Hearing and First Read by City Council
- March 21, 2016: Second Read and Vote on Enactment of Ordinance by City Council.
- March 22, 2016: Staff mails copy of the amended comprehensive plan to the entities specified under Wis. Stats. Section 66.1001(4)(b) and provide final copy to members of Plan Commission and Council.

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