

AGENDA
City of Monona Plan Commission
Monona Public Library - Municipal Room
1000 Nichols Road, Monona, WI
Monday January 25, 2016
7:00p.m.

1. Call to Order
2. Roll Call
3. Approval of Minutes of January 11, 2016
4. Appearances
5. Unfinished Business
 - A. Consideration of Action on Replacement of the Existing Signage Plan for the South Towne II building at 2401 W Broadway with a New Signage Plan dated 1/25/16 as requested by Owner David Israel, Learsi & Co., and Consideration of Action on Request by Jackson Hewitt Tax Service for Approval of a Sign Permit Request for 2401 B W Broadway, Represented by Finishing Touch Signs (Tabled 1/11/16). (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 (Tabled 1/11/16). (Case No. S-002-2016)
 - C. Consideration of Resolution 1-25-16 Recommending the Adoption of the City of Monona Comprehensive Plan: 2016-2036.
6. New Business
7. Reports of Staff and Commission Members
 - A. Staff Report Regarding Status of Development Project Proposals.
 - I. Upcoming Meetings: February 8, 2016 and February 22, 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 1/18/2016 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
January 11, 2016
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. Dale Ganser, Aldm. Brian Holmquist, Mr. Chris Homburg
Excused: Mr. Dennis Kugle
Also present: City Planner Sonja Reichertz

Approval of Minutes

A motion by Mr. Kugle, seconded by Mr. Stein, to approve the minutes of December 14, 2015 carried with no corrections.

Appearances

There were no appearances.

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.

Mary Lou Reinwand, business owner, restated her request for approval of a zoning permit to allow two new uses in the building at 6045 Monona Drive. There were no other appearances and the public hearing was declared closed.

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.

City Planner Sonja Reichertz reviewed the staff report which outlines a recommendation for approval. Mr. Homburg asked if the applicant was also purchasing the vacant parcel to the south. Ms. Reinwand replied yes. Mr. Homburg said he wanted to confirm that because some of the existing parking is located on the second parcel.

A motion was made by Mr. Homburg, seconded by Mr. Ganser to approve 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, 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.

The motion carried.

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.

Madan Shrestha, business owner, explained his request for a zoning permit to expand the Swad Indian Restaurant by an additional 8 tables, or 30-32 new seats. He said he received a letter written by the tenants of a neighboring property, Jeng's Asian Kitchen at 6001 Monona Drive. He explained that the property he occupies is separate from the Jeng's property. Customers will often park on either property, whether the customer is going to his restaurant or theirs. He does not have a big concern regarding this issue. The main reason he wants to expand is to provide space for more private business meetings and gatherings.

Planner Reichertz received a letter from Jamie Xiong and Jeng Tong Vu at Jeng's Asian Kitchen, 6001 Monona Drive, and read the letter aloud per their request. The letter explained that they are concerned about parking issues if Swad expands. They recently opened their restaurant and many customers have brought to their attention that parking spots are not available to them, especially on Thursday, Fridays and Saturdays. They observed that many of their parking spots would be filled, but their restaurant did not appear to be full, leaving them to assume that customers of the adjacent businesses are parking in their lot. They recommended a more strict policy for the other businesses to encourage their employees to park elsewhere to leave parking for customers.

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

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.

Planner Reichertz reviewed the staff report which recommends approval with conditions.

Mr. Ganser said that the applicants found that at any given time, there were 11 stalls available out of the 46, yet the letter from the neighbor indicates that there are customers overflowing onto their lot. He asked whether the Commission should require an agreement between the two property owners.

Mr. Homburg said there are parking issues along many properties on Monona Drive, especially where there are connected driveways. He said he feels the issue is more that there are three different uses (restaurant, office, and apartment) in the 6001 Monona Drive building, but that the Commission did determine that the parking would be sufficient when they approved a zoning permit. He feels very comfortable that 46 stalls at the Swad building are adequate to handle the tenants

using that building including the expansion of the restaurant. He encouraged Mr. Shrestha to have employees park away from the main doors. Mr. Homburg added that we do not have the legal authority as a Commission to require an agreement between the two property owners especially if we feel the 46 stalls on site are adequate for the request.

Mr. Dorschel said he feels the 46 stalls on site are adequate for the request to expand the restaurant. He would be reluctant to condition this approval upon further agreement between the property owners but would certainly be pleased if it were discussed.

Mr. Stein said he feels the site has sufficient parking for the expansion and he would encourage discussion between the property owners.

A motion was made by Mr. Homburg, seconded by Mr. Stein, to approve 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, according to Section 13-1-180 of the Monona Municipal Zoning Code, 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.
3. The existing shared parking agreement shall remain in effect.

Mr. Homburg said that clearly parking is a contentious issue and the Commission would really appreciate communication between the businesses and property owners, because success of each business will be better for all.

The motion carried.

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.

Tara Teske, Finishing Touch Signs, represented the property owner and tenant and explained that blue is the corporate brand standard for signage for Jackson Hewitt and they are requesting a variance from the signage plan that requires red faces for one of the tenant spaces at 2401 W Broadway.

Mr. Ganser said he has no problem with the color but is uncomfortable with the scale of the sign, and the mix of sign types, specifically the box cabinet sign that reads "tax service."

Chair Busse said that some of the exceptions at the South Towne Mall building were made were for large tenants considered to be anchor tenants. He said this is a much smaller space that is consistent in size with other tenant spaces in the building, and it is not an anchor tenant. He added that he found examples of Jackson Hewitt signs in other colors. Tara Teske replied that those were older signs and Jackson Hewitt is replacing them with their updated brand standard color of blue. Chair Busse said he thinks it would be more appropriate for the owner to request a change to the signage plan instead of granting a variance for one tenant.

Mr. Dorschel said he is more concerned about the form of the sign than the blue. He would like to see a better application before voting on this.

Ald. Holmquist said the tenants in this building are uniform in size, and there is one identified anchor space currently occupied by Subway who is allowed to use their corporate colors. He would like the building owner to put together a new plan. He is also concerned with the proportionality of the sign.

Mr. Homburg said he would prefer the owner to come in and have the Signage Plan revised.

Ald. Holmquist said the second line is really out of proportion and is a different type of sign (cabinet). He questioned if it was a tagline or part of the brand standards.

Tara Teske said she will approach the business about removal of the cabinet sign and enlargement of the main business identification.

A motion was made by Mr. Homburg, seconded by Mr. Dorschel to table this request. The motion carried.

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.

Alvin Huddleston, AH Graphic Arts and Signs, explained the request. He said it is a double-sided non-illuminated ground sign.

The Commission discussed the location of the proposed location in the parking lot island in relation to the property lines and ROW and asked staff to verify that the location is in ROW approved for this use, or on private property owned by the applicant.

Mr. Ganser expressed concern with the proposed materials. He said he does not consider plywood to be a permanent sign structure, and the diabond material is intended for interior use. Alvin Huddleston explained that there is a plywood core between the tenant panels for stability, which is faced with the aluminum laminated diabond material which many sign installers are now using outdoors.

Mr. Holmquist spoke about the legibility of the Martial Arts logo. He suggested removal of the red lettering to leave just the graphic.

Mr. Dorschel said he was concerned with all the different colors and font types on the sign. The yellow text on the Booth 121 sign is especially difficult to read.

Mr. Stein said the landscaping plan is weak and requested a new drawing in plan view and suggested plantings such as grasses (prairie drop seed, Karl Forester Reed Grass), daylilies, chokeberry, and spirea.

Mr. Ganser said working with a wider sign would help. Mr. Homburg added that if the sign is widened, to make sure it does not go all the way back to the edge of the island curbs. The width and location are restricted by the required 15' setback, and a few feet off the curb edges on all sides.

Mr. Homburg added that the sign needs to be constructed of quality materials that will continue to be durable for years from now and we need a reasonable landscaping plan.

A motion was made by Mr. Homburg, seconded by Mr. Ganser to table this item. The motion carried.

C. First Review of Draft “City of Monona Comprehensive Plan: 2016-2036” and Plan Commission Adoption Schedule.

Planner Reichertz explained the purpose of this first review. She outlined the process for Plan Adoption which includes three future meetings: 1) A formal presentation and public hearing at the January 25, 2016 Plan Commission meeting at which the Commission will be asked to vote on a Resolution which recommends adoption to the City Council, 2) A formal presentation and public hearing at the March 7, 2016 City Council meeting, and 3) a second reading and vote on an ordinance to adopt the Plan at the March 21, 2016 City Council meeting. Class I notices will be published in accordance with the State Statutes for the public hearings. She added that tonight, she is requesting any last revisions, questions and comments before a final draft is prepared, and asked for input on what the final presentation should include. She provided a memo with highlights of the new plan including the new future land use maps, discussions stemming from new housing data, sustainability considerations, and a new implementation element.

Chair Busse said important items to discuss with the City Council include the land use maps, sustainability, and implementation components.

Mr. Homburg shared revisions including on page 1-1 where language should be clarified regarding population projections. On page 1-9 an issue should be added regarding aging facilities. On page 6-4, construction industry data regarding Monona specifically and the County average should be clarified. On page 6-10, the Monona Grove Businessman’s Association should be added as a long standing economic development partner. On page 7-4, Dane County Regional Plan Commission should be corrected to its current name, CARPC. On page 8-3, Mr. Homburg discussed the continuance of the trend of multi-family housing. He requested the language be softened, and add that the issue is being researched as to whether this is a trend that will be good to continue for Monona. There is an error on table 8.3.

Mr. Homburg also discussed the objectives in Goal 8.1 of the Land Use Element. He said objective 8.1.2 currently reads: “encourage redevelopment projects that will have a positive impact on the city’s tax base and character.” He suggested adding a policy to clarify which projects have a truly positive impact on the tax base, noting that multi-family often uses more in services compared with other uses like commercial. He suggested adding a policy to encourage specifically commercial redevelopment projects.

Mr. Ganser said he disagrees with adding that policy. He said we need residents to support additional commercial development, so singling out only commercial would not express the true, whole picture. He said we need high density multi-family residential to support the commercial property owner’s higher property taxes. Additionally, given Monona’s landlocked challenges, he said new single-family is not possible and therefore multi-family is almost as important as commercial.

Chair Busse said multi-family can be a tax burden but it depends on the type of multi-family. If there are no children, it does not impact the school district. If it is not crowded, less fire service is needed.

If it is not senior housing, the less paramedic service is needed. Multi-family properties contract for their own trash service. So, in some cases it is a positive tax impact and in others it is not.

Ald. Holmquist said there are other regulatory components that guide development, probably more so than this one objective, and therefore he is okay with the way it is currently listed.

Mr. Homburg pointed out a revision on the future land use map to reduce the amount of multi-family shown around Falcon Circle.

Planner Reichertz will incorporate these changes into a final draft.

Reports of Staff and Commission Members

A. Staff Report Regarding Status of Development Project Proposals.

Planner Reichertz reported that the next meeting is January 25, 2016. The primary agenda item will be a presentation on the Comprehensive Plan and a vote will be scheduled on the resolution to recommend adoption to the City Council.

B. Plan Commission Requests for Information Concerning Development Projects.

There were no questions.

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: January 25, 2016
AGENDA ITEM 6A
CASE NO. S-001-2016**

Project: Recommendation Replacement of Existing Signage Plan for the South Towne II building at 2401 W Broadway with a New Signage Plan dated 1/25/16 and Recommendation on Sign Permit Request for 2401 B W Broadway by Jackson Hewitt Tax Service.

Project Address: 2401 W Broadway and 2401 B W Broadway

Applicants: Finishing Touch Signs, Representing the Tenant, and David Israel, Owner, Learsy & Co.

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 currently plan specifies a requirement for all tenants to have a face color of #2283 Red. The plans submitted show a blue face.

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. The applicant requested a special exception at the January 11, 2016 Plan Commission. This request was tabled. The Plan Commission requested various revisions including:

- Removal of the second line of text
- Use of all individual letters only
- Improve proportionality of tenant sign to other signs of buildings
- Property owner to request revision of signage plan

The owner has submitted a request to repeal the current signage plans, approved in 1983 and 1996, and to replace them with a new signage plan as described in the attached plans. The tenant, Jackson Hewitt, has also revised their plans as attached.

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 are currently required to follow these specifications as approved in the 1983 & 1996 signage plan. A new signage plan has been submitted by owner David Israel intended to replace the earlier signage plans.

The Plan Commission should also discuss whether clarification of the sign type is desired in the signage plan. It is unclear whether “individual channel letters” should be interpreted as raceway mounted, or individual flush mounted with no raceway. The current Jackson Hewitt sign shows individual lit letters mounted on a raceway.

Recommendation:

Approval of replacement of the existing signage plan for the South Towne II building at 2401 W Broadway, with a new signage plan dated 1/25/16 as requested by owner David Israel, Learsy & Co., and approval on request by Jackson Hewitt Tax Service for Approval of a Sign Permit Request for

2401 B W Broadway, as proposed, according to Section 13-1-220 of the Monona Municipal Zoning Code, is recommended with the following conditions of approval.

1. Previous signage standards for the South Towne II building were adopted in 1983 and 1996. The 1983 and 1996 signage standards are repealed and replaced by the signage standards below, adopted by the Plan Commission on January 25, 2016.

2. South Elevation Wall Sign Specifications:

Letter Height	Maximum 24"
Sign Type	Individual Channel Lit Letters
Letter Style	Per Tenant Selection
Color (including face, trim and returns)	Per Tenant Selection

3. North Elevation Wall Sign Specifications:

Letter Height	Maximum 12"
Sign Type	Individual Channel Lit Letters
Letter Style	Per Tenant Selection
Color (including face, trim and returns)	Per Tenant Selection

4. All sign permit requests must receive written approval from the property owner prior to submitting an application to the City.



January 15, 2016

Sonja Reichertz, AICP
City Planner & Assistant Economic
Development Director
City of Monona
5211 Schluter Road
Monona, WI 53716

RE: South Towne Mall Signage

Dear Sonja:

I am the owner of South Towne Mall and I am requesting that the signage standards attached be approved by the City of Monona.

Thank you for your help.

Sincerely,

David Israel
Manager

Signage Standards for South Towne II
2401 W Broadway
January 25, 2016

1. Previous signage standards for the South Towne II building were adopted in 1983 and 1996. The 1983 and 1996 signage standard are repealed and replaced by these signage standards, adopted by the Plan Commission on January 25, 2016.

2. South Elevation Wall Sign Specifications

Letter Height:	Maximum 24"
Sign Type:	Individual Channel Lit Letters
Letter Style:	per Tenant Selection
Color (Including Face, Trim and Returns):	per Tenant Selection

3. North Elevation Wall Sign Specifications

Letter Height:	Maximum 12"
Sign Type:	Individual Channel Lit Letters
Letter Style:	per Tenant Selection
Color (Including Face, Trim and Returns):	per Tenant Selection

4. All sign permit requests must receive written approval from the property owner prior to submitting an application to the City.

Jackson Hewitt

TAX SERVICE

CUSTOMER:

JACKSON HEWITT CORPORATE

LOCATION:

2401 B WEST BROADWAY
MADISON, WI

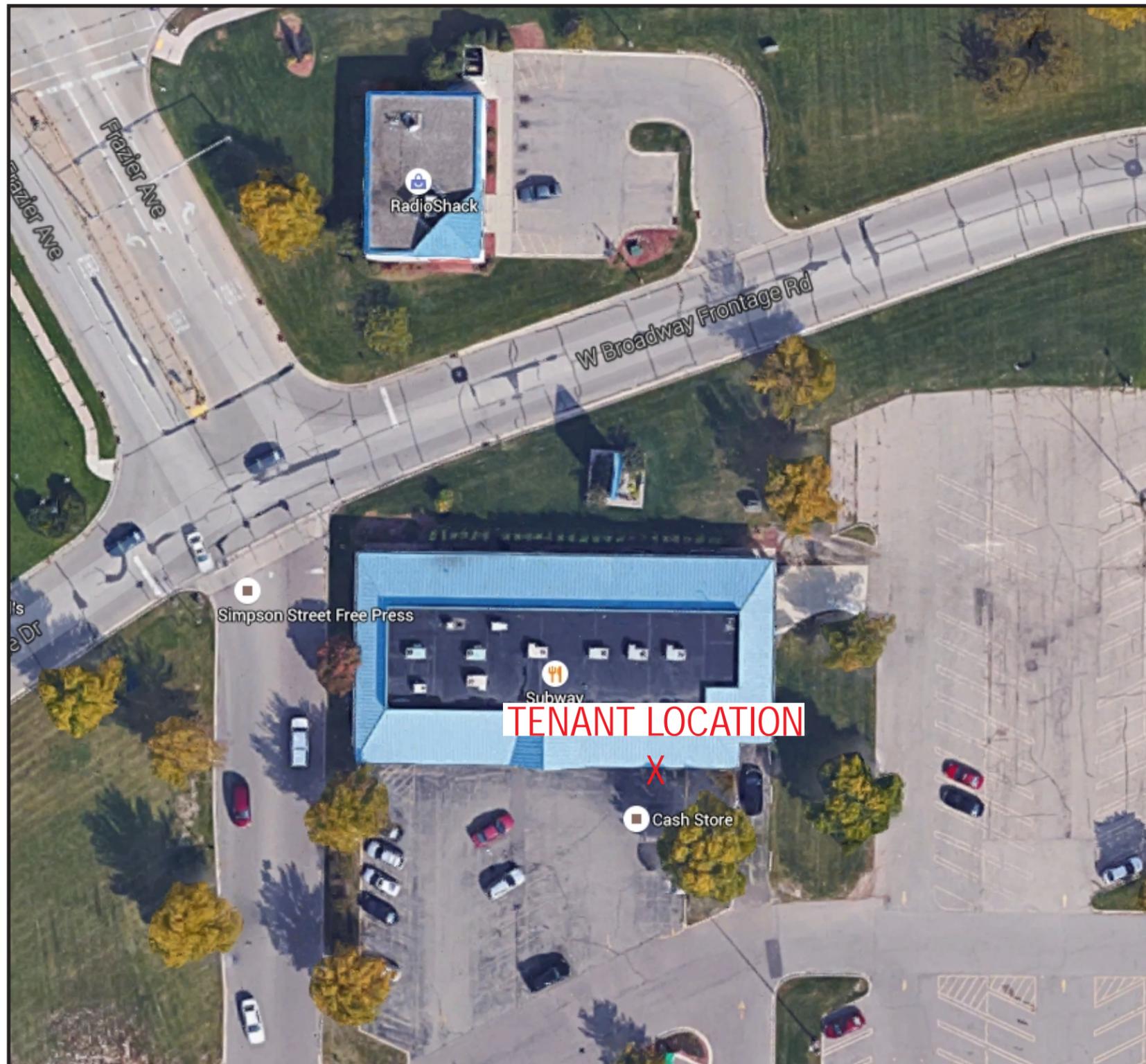
CODE:

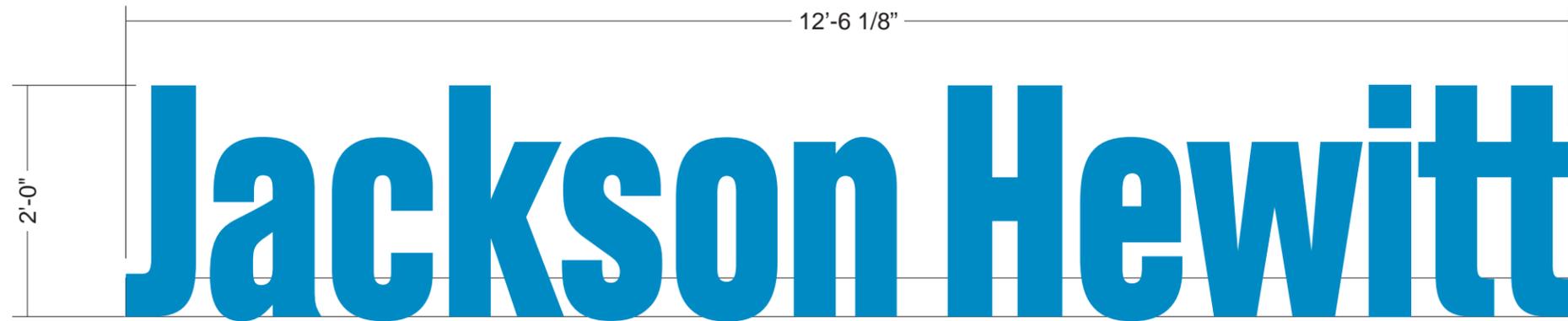
ALLOWED 10% OF TENANT WALL AREA



ENTERA
Your total branding solution

SITE PLAN





L.E.D. RACEWAY 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 LEDs - 7100K

F. 1/2" SEALTITE CONDUIT RUNNING TO
SECONDARY CONNECTION
* NOTE: GENERAL CONTRACTOR TO HAVE
PRIMARY CONNECTION HOOKED UP

G. 3/8" THREADED RODS WITH 2" x 4" WOOD
BLOCKING AS REQUIRED TO MOUNT
RACEWAY TO WALL

H. 2" x 9" x 3/16" ALUMINUM MOUNTING
BRACKETS AS REQ'D - CENTER TO CENTER
DIMENSIONS NOT TO EXCEED 6'-0" OF
UNBRACED LENGTHS

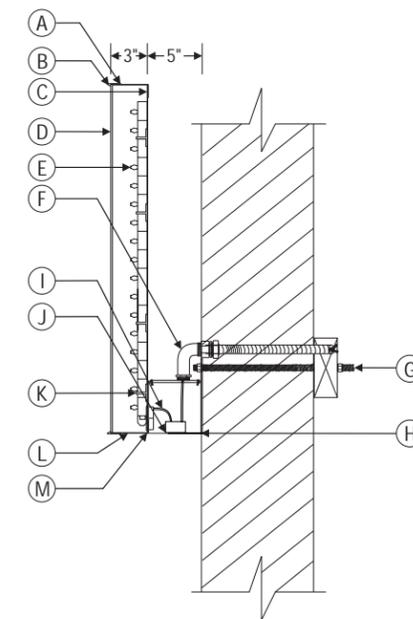
I. POWER CABLE STARTING
FROM POWER SUPPLY THEN LETTER
TO LETTER

J. STANDARD POWER SUPPLY HOUSED
IN A 4" x 5" RACEWAY
PAINTED TO MATCH BUILDING (TBD)

K. PLASTIC MOUNTING CLIPS AS REQ'D

L. 1/4" WEEP HOLES AS REQUIRED

M. SILICONE BEAD AROUND THE INSIDE
OF RETURN AND BACK TO SEAL FROM
WATER LEAKAGE



TYPICAL WALL SECTION:
NOT TO SCALE

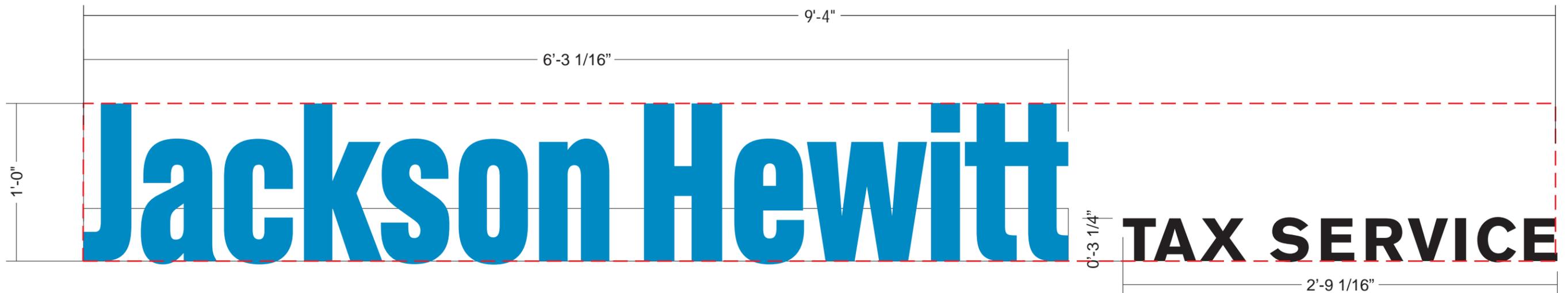
FRONT ELEVATION W/ 24" INTERNALLY ILLUMINATED CHANNEL LETTERS ON A RACEWAY

Jackson Hewitt
TAX SERVICE



THIS IS AN ORIGINAL UNPUBLISHED DRAWING CREATED BY ENTERA BRANDING. IT IS SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY ENTERA BRANDING. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION, NOR IS IT TO BE USED, REPRODUCED, COPIED, OR EXHIBITED IN ANY FASHION.

CLIENT: JACKSON HEWITT	SCALE: 3/16" = 1'-0"
LOCATION: MADISON, WI	DATE: 01.07.16
DRAWN BY: JMH	DWG. NO.: MADISON, WI - 2401 B WEST BROADWAY - R1



L.E.D. RACEWAY 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
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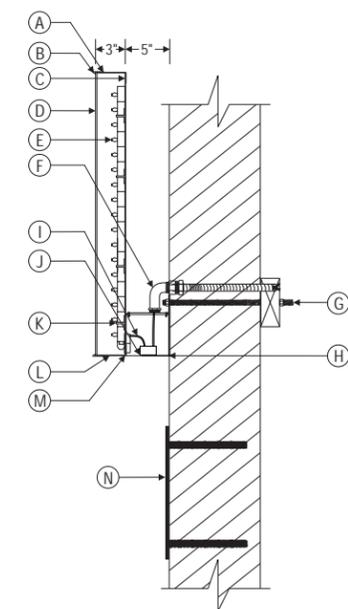
J. STANDARD POWER SUPPLY HOUSED
IN A 4" X 5" RACEWAY
PAINTED TO MATCH BUILDING (TBD)

K. PLASTIC MOUNTING CLIPS AS REQ'D

L. 1/4" WEEP HOLES AS REQUIRED

M. SILICONE BEAD AROUND THE INSIDE
OF RETURN AND BACK TO SEAL FROM
WATER LEAKAGE

N. "TAX SERVICE" - NON-ILLUMINATED 1/4" ALUMINUM
FLAT CUT OUT LETTERS, PAINTED BLACK
MOUNTED W/ PINS



TYPICAL WALL SECTION:
NOT TO SCALE

REAR ELEVATION W/ 12" INTERNALLY ILLUMINATED CHANNEL LETTERS ON RACEWAYS

Jackson Hewitt
TAX SERVICE



THIS IS AN ORIGINAL UNPUBLISHED DRAWING
CREATED BY ENTERA BRANDING. IT IS SUBMITTED
FOR YOUR PERSONAL USE IN CONNECTION
WITH A PROJECT BEING PLANNED FOR YOU BY
ENTERA BRANDING. IT IS NOT TO BE SHOWN TO
ANYONE OUTSIDE YOUR ORGANIZATION, NOR
IS IT TO BE USED, REPRODUCED, COPIED, OR
EXHIBITED IN ANY FASHION.

CLIENT: JACKSON HEWITT	SCALE: 1/32" = 1'-0"
LOCATION: MADISON, WI	DATE: 01.07.16
DRAWN BY: JMH	DWG. NO.: MADISON, WI - 2401 B WEST BROADWAY - R1

**PLAN COMMISSION STAFF REPORT
CITY OF MONONA**

**MEETING DATE: January 25, 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. Plans were submitted and reviewed at the Plan Commission meeting on 1/11/2016. After discussion and requested revisions, the item was tabled.

The Plan Commission requested the following revisions:

- Concern with proposed materials. Requested a more durable material than plywood core and diabond exterior facing on tenant panels to maintain sign quality over time.
 - It is not clear how the sign materials have been changed.
- Suggested removal of the red letters on the Legacy Martial Arts logo to leave only the graphic, to improve legibility.
 - Applicant has presented two options, one with red letters and one with black letters.
- Suggested making the sign wider so letters are not compressed and to make the sign more legible. The maximum square footage is 60 SF and maximum height 5 feet, with a minimum of 15' setback from the face of the curb on Monona Drive.
 - The sign has been widened to 8 feet wide (40 square feet).
- Recommendation to reduce amount of colors on the Booth 121 sign, specifically changing the yellow color to something else, possibly black.
 - The yellow color was changed to black.
- Provide a landscaping plan for around the base of the sign in plan view (looking down on top of the sign), and indicating where plantings will go, and how many. Plantings recommended included grasses, daylilies, chokeberry, and spirea.
 - A plan view was provided, but does not clearly note how many of each plant will be planted.
 - Plantings proposed have not changed. The plan shows daylilies and spirea.
- City staff will review the location related to the discussion of property lines and right-of-way.
 - Staff reviewed ROW documentation and record drawings from the Monona Drive reconstruction, and confirmed this information with the Public Works Director. These documents show that the island is within ROW, and is not on private property of another property owner. See attached drawings.

- The sign is now shown as 15 feet back from the curb.

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.

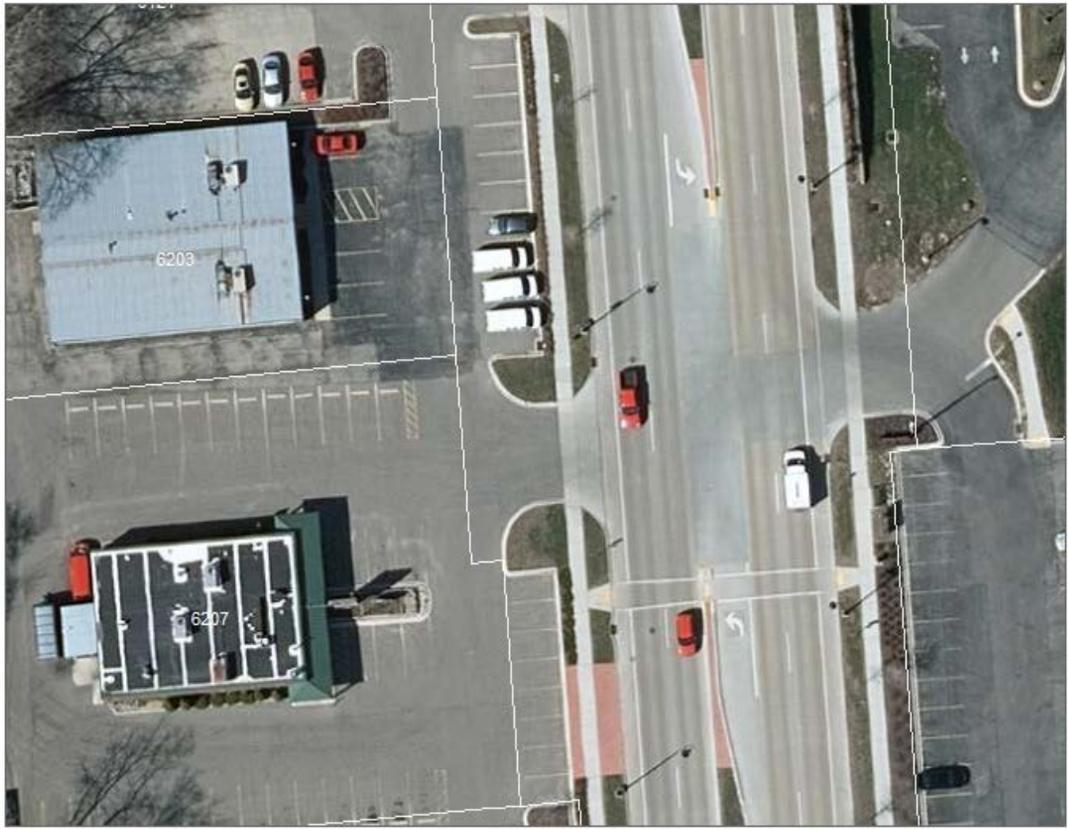
Recommendation:

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:

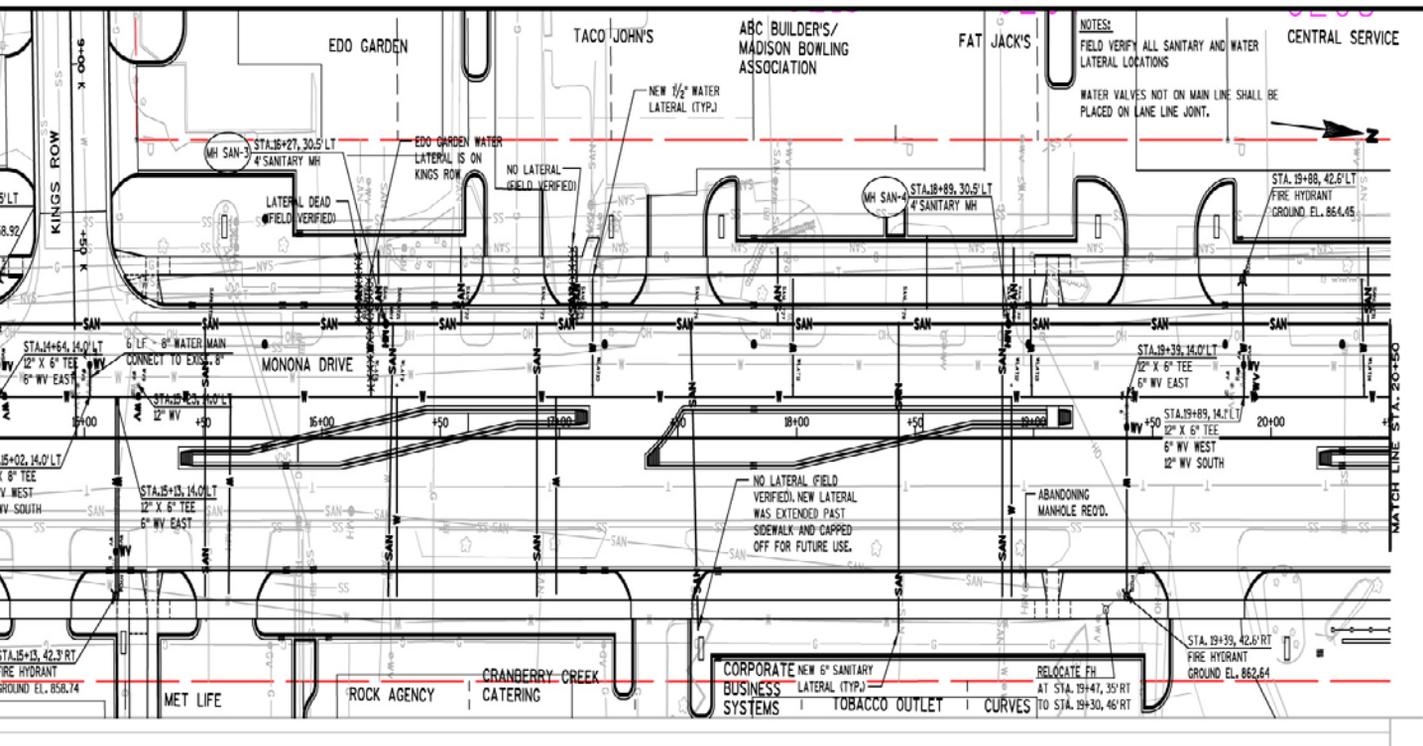
1. The sign location shall be a minimum of 15' setback from the curb on Monona Drive, and the location shall be verified by the zoning administrator prior to the sign's installation.
2. Landscaping is required to be planted by May 2016 as shown on the approved materials.

Public Planning Maps

Planning Maps



U.S. Department of Agriculture, Natural Resources Conservation Service | Capital Area Regional Planning Commission, Madison Area Metropolitan Planning Board, Dane County Land Information Office, Dane County Planning & Development. | Esri, HERE, DeLorme, MapmyIndia, © OpenStreetMap contributors



Address: 6203 Monona Drive

Layout of Ground Sign - Double-sided

Non-Illuminated Sign



All other details are shown on submitted prints

Legacy Martial Arts have Black and Red Logo's on printed materials, and Uniforms.

Resolution No. 1-25-16

**A RESOLUTION RECOMMENDING THE ADOPTION OF THE CITY OF MONONA
COMPREHENSIVE PLAN**

WHEREAS, section 62.23 of the Wisconsin Statutes authorizes the City to adopt a Comprehensive Plan for the general purpose of guiding and accomplishing coordinated, adjusted, and harmonious development of the City, which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity or the general welfare, as well as efficiency and economy in the process of development; and

WHEREAS, the Common Council adopted a Comprehensive Plan in 2004, entitled “Comprehensive Plan: Looking to the Future 2004-2024 of the City of Monona,” and said plan has since been in effect; and

WHEREAS, the Comprehensive Plan has been updated by City staff, Committees and the Plan Commission in accordance with the requirements and elements of section 66.1001 of the Wisconsin Statutes; and

WHEREAS, the Comprehensive Plan contains data, maps, goals, and objectives for the elements required in section 66.1001 of the Wisconsin Statutes, including issues and opportunities, housing, transportation, utilities and community facilities, agricultural, natural and cultural resources, economic development, intergovernmental cooperation, land use and implementation; and

WHEREAS, the Comprehensive Plan has been reviewed and recommended for approval by the Plan Commission;

NOW, THEREFORE, BE IT RESOLVED, that the City of Monona Plan Commission hereby approves, and recommends to the Common Council that the Comprehensive Plan dated January 25, 2016 and entitled “City of Monona Comprehensive Plan: 2016-2036,” be adopted by the City Council pursuant to sections 62.23 and 66.1001(4) of the Wisconsin Statutes, as the Comprehensive Plan of the City of Monona, replacing the City’s 2004 Comprehensive Plan.

Adopted this ____ day of _____, 2016.

BY ORDER OF THE PLAN COMMISSION
CITY OF MONONA, WISCONSIN

James Busse
Co-Chairman

Brian Holmquist
Co-Chairman

Requested By: Plan Commission – 1/25/16

Drafted By: Sonja Reichertz, City Planner – 12/22/15

Approved As To Form By: William S. Cole, City Attorney – 12/23/15



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

Revisions requested at the January 11, 2016 Plan Commission meeting have been incorporated into a final draft. This final draft is dated January 25, 2016, and is scheduled for a formal public hearing/presentation at the Plan Commission meeting on 1/25/16. The hearing was published as a class I notice in the Herald Independent. The Plan Commission must approve the attached resolution by a majority vote of its members in order to recommend adoption of the Plan to the City Council.

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

<http://mymonona.com/DocumentCenter/View/4105>

POLICE DEPARTMENT
5211 Schluter Road
222-0463

COMMUNITY CENTER
1011 Nichols Road
222-4167

MONONA SENIOR CENTER
1011 Nichols Road
222-3415

FIRE DEPARTMENT
5211 Schluter Road
222-2528