

**Minutes  
Plan Commission Meeting  
January 25, 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. Ganser, seconded by Alder Holmquist, to approve the minutes of January 11, 2016 carried with corrections.

Appearances

There were no appearances.

Unfinished Business

**A. Consideration of replacement of the existing signage plan for the South Towne II building at 2401 W Broadway with a new signage plan date 1/25/16, and consideration of request by Jackson Hewitt Tax Service for approval of a sign permit for 2401 W Broadway.**

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

David Israel, Property Owner, Learsy & Co., presented his request for a new signage plan for the South Towne II building at 2401 W Broadway.

Mr. Homburg said the staff report requested clarification on whether a certain type of sign should be enforced for future tenants, specifically whether the individual letters shall be flush mounted to the building, or raceway mounted. He said he believes this should be up to the property owner, but said a raceway is generally appropriate for when tenant signage changes because then holes made directly to the façade do not need to be repaired.

Mr. Ganser agreed that the raceway is easier to use for this reason, but aesthetically is inferior to flush mounted individual letters.

A motion was made by Alder Holmquist, seconded by Mr. Stein, to approve the signage plan as requested on the plans submitted dated January 25, 2016.

Planner Reichertz confirmed that the Signage Plan is being approved without a specification for either raceway or flush-mounted letters, which means the tenant and the owner can make this decision, and tenants on the building could use either type of sign. The Commission agreed.

The motion carried.

The Plan Commission discussed the specific tenant signage request from Jackson Hewitt Tax Service with revisions made from the previous Plan Commission review.

A motion was made by Alder Holmquist, seconded by Mr. Stein, to approve the wall sign permits for Jackson Hewitt Tax Service at 2401 B, W Broadway, as proposed.

A friendly amendment was made by Mr. Homburg, and accepted by the makers of the motion, to require that the raceway be painted to match the building.

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.**

A motion was made by Mr. Homburg, seconded by Alder Holmquist to remove this application from the table. The motion carried.

Alvin Huddleston, AH Graphic Arts & Signs and Rebecca Aide, representing tenant Booth 121 were present.

Mr. Homburg said the changes have made an improvement. He added that the red in the legacy martial arts logo seems to help make the logo more recognizable for the business and he does not have a problem with using the red color.

Mr. Stein said the landscaping is still not adequate, and the applicant should revisit the comments previously made and submit a revised landscaping plan to staff for approval.

A motion was made by Mr. Homburg, seconded by Mr. Ganser, to approve the sign permit request for a landscape ground sign as proposed, according to section 13-1-220 of the Monona Municipal Code of ordinances 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. A revised landscaping plan shall be revised as discussed at the 1/11/16 and 1/25/16 Plan Commission meetings and shall be submitted to staff for final approval.
3. Landscaping shall be planted at the time the sign is installed, or by May 2016 weather permitting.

The motion carried.

**C. Consideration of Resolution 1-25-16 Recommending the Adoption of the City of Monona Comprehensive Plan 2016-2036.**

Planner Reichertz reviewed the final draft of the Comprehensive Plan. She said this meeting was noticed by a Class I notice published in the local newspaper. There were no public comments submitted, and no public appearances made for tonight's meeting. She reviewed the highlights of changes from the 2004 plan to the new draft. She outlined the issues and opportunities identified under each plan element and goals over the next ten years that are identified in the implementation element. The Commission agreed to add a closer look at long-range facilities planning to the implementation element. Reichertz said this will be scheduled for the final steps with a public hearing and presentation at a Council meeting in March, after which the Council will consider approving the ordinance that would formally adopt the plan.

A motion was made by Mr. Homburg, seconded by Mr. Stein to approve the Plan Commission resolution number 1-25-16 recommending the adoption of the City of Monona Comprehensive Plan 2016-2036 to the City Council.

The motion carried unanimously.

New Business

There was no new business.

Reports of Staff and Commission Members

**A. Staff Report Regarding Status of Development Project Proposals.**

Staff reported that 2/8/16 meeting is cancelled due to a lack of agenda items.

**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. (7:45 pm)

Respectfully submitted by:  
Sonja Reichertz, City Planner