

Minutes
City of Monona
Plan Commission
Tuesday May 26, 2020

The meeting of the City of Monona Plan Commission was called to order (6:04 pm).

Present: Alder Nancy Moore (Chair), Alder Kristie Schilling, Ms. Susan Fox, Mr. Chris Homburg, Mr. Brian Holmquist and Mr. Robert Stein

Absent: Mr. Josh Peterson, Ms. Coreen Fallat

Also Present: City Planner Doug Plowman and City Planning Intern Elisa Guerrero

Approval of Minutes

A motion by Alder Schilling, seconded by Mr. Holmquist, to approve the minutes of May 11, 2020, carried with two corrections.

Appearances

There were no appearances.

Unfinished Business

A. Public Hearing on Request by Greg Jones of Dave Jones, Inc. for a Zoning Permit for a new Accessory Building at 2251 Kilgust Road. (Case No. 2-006-2020)

Mr. Jones explained that his company plans to build a new training building and that the plans from the building have not changed from the plans presented to the Commission at the May 11th, 2020 meeting.

B. Consideration of Action on Request by Greg Jones of Dave Jones, Inc. for a Zoning Permit for a new Accessory Building at 2251 Kilgust Road. (Case No. 2-006-2020)

Mr. Plowman shared the staff report for the application, saying that Commission comments from the pre-hearing conference were addressed and that staff recommend approval.

The Commission members agreed that they had no additional comments or questions about the application, beyond what was discussed during the pre-hearing conference. Mr. Homburg said that the zoning permit should include a Finding of Fact explaining why the Commission was allowing a pole building, since it normally wouldn't be allowed.

A motion by Mr. Homburg, seconded by Mr. Stein, to approve for a Zoning Permit for a new Accessory Building at 2251 Kilgust Road, according to Chapter 480-55 of the Monona Municipal Code of Ordinances with the following finding of fact and condition of approval:

Finding of Fact:

1. While a pole building is not typically allowed in the industrial park (Industrial Zoning District), this is an accessory building in the rear of the property, is only readily visible to the applicant, and has siding and roof with similar elevation and materials to the existing buildings.

Condition of Approval:

1. All required building permits from State and local agencies shall be obtained. The applicant shall contact the City of Monona Building Inspection Department to confirm requirements.

The motion carried.

New Business

A. Public Hearing on Request by Capital Custom Contractors for one new Wall Sign at 6350 Copps Avenue. (Case No. S-004-2020)

Dan Pietrzykowski, the representative from Grant Signs, explained that a new business has taken over the store front and the new proposed signage will simply put a new face on the existing sign. There will be no structural changes to the shape or location of the sign, just updated graphics. The business owner, Mr. Aranda, echoed Mr. Pietrzykowski's explanation of the application.

B. Consideration of Action on Request by Capital Custom Contractors for one new Wall Sign at 6350 Copps Avenue. (Case No. S-004-2020)

Mr. Stein said that he approves of the proposed sign, noting that the sign area is larger than allowed, but because only the graphics are changing, he doesn't believe that the non-conforming size should be an issue for the permit. Mr. Homburg agreed that the size of the sign is non-conforming, based on the building frontage, but that the new sign should still be allowed, because there are no proposed changes to the sign cabinet. He also said a condition should be included that requires the size of the sign to follow code, should the sign be replaced.

Mr. Holmquist and Ms. Fox agreed with Mr. Homburg's proposed Finding of Fact, and both members, in addition to Alder Schilling, said that they approved of the new proposed sign.

A motion by Mr. Homburg, seconded by Alder Schilling, to approve the request by Capital Custom Contractors for one new Wall Sign at 6350 Copps Avenue, according to Chapter 480-55 of the Monona Municipal Code of Ordinances with the following finding of fact and conditions of approval:

Finding of Fact:

1. The Community Design District standards allow 40 square feet of signage for this property, but the proposed sign, which totals 68 square feet, is permitted because the new sign uses the existing sign cabinet and has more frontage along Copps Ave.

Conditions of Approval:

1. If the glare from the lighting is deemed to be excessive by the Plan Commission, then the Plan Commission may require adjustments to the lighting.
2. If the entire sign, including the sign cabinet, is replaced in the future, the size of the sign must be brought into compliance with the sign code, based on the building's frontage.

The motion carried.

C. Public Hearing on Request by Silver Eagle Bar and Grill for one new Canopy Sign at 5805 Monona Drive. (Case No. S-005-2020)

Mr. Marks, owner of the Silver Eagle, explained that the restaurant would like to update the sign on their front awning to include their new logo. He would also like to add smaller versions of the

logos on the side awnings, because customers have mentioned having difficulty recognizing the sign from Monona Drive.

D. Consideration of Action on Request by Silver Eagle Bar and Grill for one new Canopy Sign at 5805 Monona Drive. (Case No. S-005-2020)

Mr. Homburg said that because the entire façade of the building is covered in the awning, as opposed to an awning that covers a small part of the façade, this sign should be considered a building sign instead. He said that he approves of the main sign on the awning, mentioning that businesses are only allowed one building sign, per the sign code. Because of the limit to one building sign, he does not agree with the inclusion of the two smaller signs on the angled sides of the awning, considering that the awning sides are only slightly angled, rather than placed at a 90° angle. Mr. Marks commented that by including the logos on the side awnings he was trying to address customer concerns about the visibility of the signage and difficulty of turning into the restaurant at the appropriate driveway.

Mr. Stein said that he liked the new logo and asked the other Commission members to consider the signage for Summit Credit Union, next door, which has one designated building sign, and has just their logo on separate areas of their building. Mr. Stein argued that the proposed smaller logos on the side of the Silver Eagle façade are similar to the Summit Credit Union logos. He then said that he does not think the side awning logos add anything to the building façade, because the angle of the awning is not very steep.

Ms. Fox agreed with Mr. Homburg, that the signs on the side awnings would be more appropriate if the awnings had a steeper angle, but as is, the extra signs would distract from the main sign. Mr. Holmquist said that he agreed with the others that the side awning logos wouldn't add to the overall look of the façade. He recognized the applicant's concerns about the restaurant's visibility and preventing people from creating traffic issues at the intersection of Owen Rd and Monona Dr, but said that this signage was not the best way to combat those traffic issues.

Alder Schilling said she liked the new logo and wondered if there were non-building signage options that Mr. Marks could use. Mr. Plowman and Mr. Homburg cautioned against the use of a banner sign along the outdoor seating area railing, but Mr. Homburg mentioned that there are other temporary sign options that Mr. Marks could pursue.

A motion by Mr. Homburg, seconded by Ms. Fox, to approve the request by Silver Eagle Bar and Grill for one new Awning Sign at 5805 Monona Drive, according to Chapter 480-55 of the Monona Municipal Code of Ordinances with the following finding of fact and condition of approval:

Finding of Fact:

1. Because the awning of the Silver Eagle covers the entire street frontage of the building's façade, the proposed sign is considered the main building signage instead of awning signage. The center sign meets the standards of the Sign Code.

Condition of Approval:

1. The permit does not include approval of the proposed logo signs on the angled side awnings of the building, and only includes the front awning sign consisting of the logo and the "Est. 1985" text.

Reports of Staff and Commission Members

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

Plan Commission Minutes

May 26, 2020

Approved July 13, 2020

1. Potential Upcoming Items

Mr. Plowman shared that there are no current items for the June 8, 2020 meeting, so it should be cancelled.

2. Upcoming Meetings: June 8, 2020 (Cancelled). June 22, 2020 (Tentative).

B. Plan Commission Requests for Information from City Staff.

Adjournment

A motion by Mr. Stein, seconded by Mr. Holmquist, to adjourn carried. (6:33pm)

Respectfully submitted by:

Elisa Guerrero, City Planning Intern