

Plan Commission Minutes
July 26, 2021
Approved August 9, 2021

Minutes
City of Monona
Plan Commission
Monday July 26, 2021

The meeting of the City of Monona Plan Commission was called to order (7:00 pm).

Present: Alder Kristie Goforth (Acting Chair), Mr. Chris Homburg, Ms. Susan Fox, Mr. Brian Holmquist, Mr. Robert Stein, and Mr. Patrick DePula

Absent: Alder Nancy Moore and Ms. Coreen Fallat

Also Present: Doug Plowman, City Planner

Approval of Minutes

A motion by Mr. Holmquist, seconded by Mr. Stein, to approve the minutes of July 12, 2021 carried with no corrections.

Appearances

None

Unfinished Business

None

New Business

A. Public Hearing on Request by Menard, Inc. for Approval of a Zoning Permit for a Building Addition at 6401 Copps Ave. (Case No. 2-017-2021)

Mr. Tyler Edwards, representing Menards, presented the proposal for an expansion to the building in order to better accommodate online order pick-up, and a reconfiguration of the entry process to the yard. The addition would replace an existing canopy along the back of the building, creating a dedicated place for customers to drive up and pick up their online orders. There would be no additional exterior lighting, and only minimal changes to signage to better direct online order traffic.

Mr. Plowman shared written public comment submitted before the meeting:

- Alice Hanson, 119 Shato Lane, opposed the application citing concerns about nighttime light pollution, traffic flow and release of toxic chemicals.
- Jo Anderson, 121 Shato Lane, opposed the proposal citing concerns about excessive lighting.
- Kaye and Paul Ketterer, 103 Shato Lane, opposed the proposal citing lighting, semi-truck traffic and construction noise concerns.

Mr. Edwards said that all Menards properties ensure that there is no light trespass beyond their property lines and the 14ft screening fence along the north property line would be maintained. The only additional lighting would be underneath the canopy of the addition, and they did not expect any additional traffic to the store.

B. Consideration of Action on Request by Menard, Inc. for Approval of a Zoning Permit for a Building Addition at 6401 Copps Ave. (Case No. 2-017-2021)

Mr. Plowman shared the staff report, highlighting that the building footprint would expand slightly (although the area is already impervious surface) and that the addition would use similar materials as the rest of the building. No additional customer traffic would be expected,

just a re-direction of online orders to the back of the building versus parking and using the main entrance.

The Commission members agreed that the proposal was an acceptable use and would likely improve the experience for online order customers. Mr. Holmquist and Ms. Fox commented that, related to resident concerns, traffic on Femrite would be difficult to control, but that most Menards traffic comes from E. Broadway. Mr. Homburg suggested that staff review a lighting plan before final approval and that the applicant work with the Fire department to confirm that the property has Knox Boxes.

A motion was made by Mr. Homburg, seconded by Mr. DePula, to approve a Zoning Permit for a building addition at 6401 Copsps Avenue, as proposed and 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 proposed addition is for storage and not additional retail sales area. As such, it does not require additional parking.

Conditions of Approval:

1. All required state and local building permits shall be obtained.
2. A separate sign permit shall be obtained from the Plan Commission for any new signage on the building.
3. The applicant shall review and upgrade exterior lighting (as needed), especially those facing a residential area, to shielded lighting with approval by City Staff.
4. The applicant shall confirm that a Knox Box is installed at the property, and if one is missing it shall be installed in coordination with City of Monona Emergency Service Personnel.
5. This approval does not include the proposed bridge, and this will need separate City approvals.

The motion carried unanimously.

C. Public Hearing on Request by Menard, Inc. for New Signage at 6401 Copsps Ave. (Case No. S-014-2021)

Mr. Edwards presented the new signage requested for the online order pick up area which included new wayfinding signage on the north entrance to delineate the online order entrance from the entrance for other orders. There would also be a new wall sign indicating the location for online orders above the door on the building addition.

D. Consideration of Action on Request by Menard, Inc. for New Signage at 6401 Copsps Ave. (Case No. S-014-2021)

Mr. Plowman shared that many of the signs proposed for the three-lane entrance on the north side of the building would be replacing existing signs, which included directional signage and a warning sign. He commented that some signs were placed higher than allowed by code but that this was the best location and staff recommended approval.

The Commission members felt the proposed signage was appropriate and saw no issues. Mr. Holmquist asked for clarification on the warning sign on the eastern face of the yard entrance. Mr. Edwards clarified that this warning sign included legal language for customers entering the area, and that they would also like to permit the second sign that already exists in that location but was not included in the submitted materials.

A motion was made by Mr. Holmquist, seconded by Mr. DePula, to approve the request by Menard, Inc. for new wall signs, on-site directional, and warning signs, to be located at 6401 Cops Avenue, as proposed, and according to Chapter 480 Article XII of the Monona Municipal Code of Ordinances with the following finding of fact and conditions of approval:

Finding of Fact:

1. The on-site directional and warning signs are allowed to exceed mounting height and size due to the scale of the building, and the need to effectively direct customers through the site.

Conditions of Approval:

1. If the signs are to be illuminated, an electrical permit shall be obtained from the City's building inspector.
2. 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.
3. The applicant shall apply for a permit for both signs on the eastern face of the yard entrance, with final approval by City Staff.

The motion carried unanimously.

E. Public Hearing on Request by Madison Mobile Pressure Washing, LLC for Approval of a Zoning Permit to allow for the sale of used cars at 925 E. Broadway. (Case No. 2-018-2021)

Ms. Christine Graebe presented the proposal, explaining that they were interested in selling used cars as a way to expand their business during months when pressure washing and detailing are in lower demand. They proposed to have up to five cars parked along the north side of their building to sell. No parking or traffic flow issues were expected and they were not requesting approval for any additional signage.

F. Consideration of Action on Request by Madison Mobile Pressure Washing, LLC for Approval of a Zoning Permit to allow for the sale of used cars at 925 E. Broadway. (Case No. 2-018-2021)

Mr. Plowman commented that a zoning permit was necessary for including a new use at the property and that the proposed use was complementary to the existing business. He reiterated that there were no proposed changes to the building or traffic flow and that the five cars to be sold would not put a strain on the site's parking availability. No repairs would be done on the cars on site, rather they would be taken to other businesses for that work. Advertising for the cars would take place on the website, given the shape of the lot and limited frontage on Broadway. He recommended that the applicant clean up the landscaping.

Mr. Homburg discussed the availability of parking on the site with the applicant to verify that having five additional cars on site would not adversely impact customer and employee

parking. He also commented that the zoning permit would not allow for signage other than signs required to be placed on the interior of the cars, and that the business owners would have to own all cars being sold on the lot. He also added that the monument sign along Broadway would need to be reduced in height to five feet.

Mr. DePula, Mr. Stein and Mr. Holmquist said they were comfortable approving the permit with conditions limiting the number of cars on the lot and signage, so that the use continued to be a secondary use. Ms. Fox agrees and asked if the applicant if the space would be sufficient to fit five cars, to which Ms. Graebe responded that yes, it was sufficient.

A motion was made by Mr. Homburg, seconded by Mr. DePula, to approve a Zoning Permit for an expansion of use at 925 E. Broadway, as proposed and according to Chapter 480-55 of the Monona Municipal Code of Ordinances with the following conditions of approval:

Conditions 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.
2. The applicant shall have no more than five (5) used cars on the lot for sale at any given time without additional Plan Commission approval, and all cars shall be parked on the north side of the building.
3. No repairs or maintenance activities requiring drainage for oil or grease shall be performed on site without prior review and approval by the Plan Commission.
4. All cars parked outside shall be fully functional.
5. No signs other than the required stickers in the windows and on the rear view mirror shall be allowed, and this includes attention getters, banners etc.
6. All cars shall be owned by the applicant and no consignment sales shall be allowed.
7. All vehicles parked outside must be in their designated stalls on the north side of the building.
8. The existing monument sign shall be brought into compliance with the City's Sign Code.
9. The existing dumpster shall be either screened or moved between the north side of the building and the retaining wall where it will be naturally screened.

The motion carried unanimously.

G. Public Hearing on Request by Balancing Meridians, Represented by Capital City Signs for New Signage at 136 Owen Road. (Case No. S-013-2021)

Ms. Sheila Williams from Capital City Signs, representing Balancing Meridians, presented the proposed wall sign with the business name and logo made from molded plastic lettering

which would not be illuminated. The sign would fit in with the few other signs on the building and be centered above the storefront door.

H. Consideration of Action on Request by Balancing Meridians, Represented by Capital City Signs for New Signage at 136 Owen Road. (Case No. S-013-2021)

Mr. Plowman shared that the sign met the code's size requirements for the Retail Business district and seemed to complement the USPS sign also on the building. He mentioned that submittal of landlord approval of the sign should be a condition of approval.

The Commission members agreed that the sign looked good and was appropriate.

A motion was made by Ms. Fox, seconded by Mr. DePula, to approve the request by Balancing Meridians, represented by Capital City Signs for new signage to be located at 136 Owen Road, as proposed, and according to Chapter 480 Article XII of the Monona Municipal Code of Ordinances with the following condition of approval:

Condition of Approval:

1. The applicant shall submit landlord approval of the signage request to City Staff for verification prior to the installation of sign.

The motion carried unanimously.

Reports of Staff and Commission Members

A. Staff Report Regarding Status of Development Project Proposals.

1. Economic Development Update

Mr. Plowman said that the developers from Populance met with the CDA to discuss the Monona Garden development and would meet with City staff soon to discuss next steps, likely coming before the Plan Commission again in the fall.

2. Potential Upcoming Plan Commission Items

Items for the next meeting in August included a CSM for a project at 6501 Monona Drive. The Capital Area Regional Plan Commission will make a presentation on the Regional Development Framework.

3. Updates/Discussion on Diversity, Equity, and Inclusion (DEI) Efforts

Alder Goforth explained that every City committee would now have a standing agenda item related to DEI for any relevant updates. She mentioned that the City's Ad Hoc DEI Committee would meet for the first time in July and had an appointment of 6 months.

4. Upcoming Meetings: August 9, 2021, August 23, 2021.

B. Plan Commission Requests for Information from City Staff.

Alder Goforth asked about the massage business on Monona drive, the Paws Aquatic Center, the new Floor and Décor location and Hobby Lobby. The massage business on northern Monona Drive is beginning to be renovated and that the Paws Aquatic business on Femrite has yet to open. Floor & Décor has started interior renovations on the building. Hobby Lobby has applied for a temporary signage permit to indicate they had moved.

Mr. Homburg commented that there are often long periods between a new business being approved and opening to the public, depending on what renovations they need done.

Adjournment

A motion by Mr. Stein, seconded by Ms. Fox, to adjourn carried. (8:01pm)

Respectfully submitted by:

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Elisa Guerrero, City Planning Intern