

Minutes
City of Monona
Plan Commission
Monday August 22, 2022

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

Present: Alder Brian Holmquist (Acting Chair), Ms. Coreen Fallat, Mr. Chris Homburg, Ms. Susan Fox, Mr. Chris Conrad, Mr. Brandon Gries, and Mr. Robert Stein

Excused: Alder Nancy Moore

Also Present: Doug Plowman, Planning Director

Approval of Minutes

A motion by Mr. Stein, seconded by Mr. Conrad, to approve the minutes of July 25, 2022 carried with no corrections.

Appearances

None

Mr. Gries joined at 7:01pm

Unfinished Business

A. Public Hearing on Request by Galway Companies, Inc., for Approval of a Zoning Permit for Tenant Improvements, Exterior Updates and Future Signage at 2101 W. Broadway. (Case No. 2-016-2022)

Mr. Treichel of Sketchworks Architecture, LLC presented the application. The plan is to improve the façade of the currently vacant storefront, as well as to improve the parking lot. There were no other appearances and the public hearing was declared closed.

B. Consideration of Action on Request by Galway Companies, Inc., for Approval of a Zoning Permit for Tenant Improvements, Exterior Updates and Future Signage at 2101 W. Broadway. (Case No. 2-016-2022)

Planning Director Plowman discussed the request and highlighted discussion points from the staff report. The City's Consulting Engineer reviewed the plans for engineering compliance and his comments were included in the Staff Report. Plans also include proposed changes to the pylon sign facing W. Broadway adding a second tenant panel and increasing overall signage.

The Commission were generally comfortable with the plans, and agreed that the reduced landscaping was appropriate with enhanced landscaping at the future outlot. Mr. Stein suggested at least 12" of planting soil be used for the tree islands. The proposed tree species were discussed given that at least three of the varieties are Columnar, with the suggestion that wider canopy trees be used instead. Two ornamental trees (adirondack crab) were suggested along the western boulevard. It was also suggested that the islands could use additional shrubs at the base of the trees. Mr. Conrad clarified the color temperature on the photometric plan, and the applicant responded that no changes are proposed from the existing Floor & Décor conditions. The Commission were generally comfortable with the

proposed signage, with a preference for Option A as presented. It was suggested that in return for improving the existing pylon sign the Commission could consider a second tenant panel.

A motion was made by Mr. Homburg, seconded by Mr. Stein, to approve a Zoning Permit for tenant improvements and exterior updates, requested by Galway Companies, Inc., as proposed and according to Chapter 480 of the Monona Municipal Code of Ordinances with the following conditions of approval:

1. All required state and local building permits shall be obtained.
2. An erosion control permit application shall be submitted to the city's consulting engineer for review with final approval by City Staff prior to the granting of building permits.
3. A separate sign permit shall be obtained from the Plan Commission for any new signage.
4. A zoning permit shall be obtained for future occupancy of this space.
5. More intensive landscaping will be required for the sites along the W. Broadway Frontage Road to make up for the points deficit at this phase of the project.
6. 12" of planting soil is required in the tree islands.
7. The tree modifications shall be implemented as discussed at the August 22, 2022 meeting with review and approval by City Staff.

The motion carried.

C. Public Hearing for a Rezoning Request and Map Amendment from Retail Business District (Monona Municipal Code of Ordinances Sec. 480-28) to Community Design District (Monona Municipal Code of Ordinances Sec. 480-30) at approximately 4601-4711 Monona Drive (between Springhaven and Dean Avenue) as Requested by the Neutral Project and Compass Properties. (Case No. 2-021-2022)

Mr. Helbach of the Neutral Project presented the rezoning request for their project. The proposed mixed-use redevelopment would like to make use of the Planned Community Development (PCD) framework. The development includes a townhome component, rental apartment units and ground-floor retail. There were no other appearances and the public hearing was declared closed.

D. Prehearing Conference for a Rezoning Request and Map Amendment from Retail Business District (Monona Municipal Code of Ordinances Sec. 480-28) to Community Design District (Monona Municipal Code of Ordinances Sec. 480-30) at approximately 4601-4711 Monona Drive (between Springhaven and Dean Avenue) as Requested by the Neutral Project and Compass Properties. (Case No. 2-021-2022)

Planning Director Plowman outlined the requested rezoning for the 2.2-acre site. The rezoning is needed for the PCD framework, and would not be permissible without the rezoning. The 2016 Comprehensive Plan future land use map shows this site as "Commercial". The Commission was supportive of the request, adding that the rezoning was appropriate and met the intention of the CDD zoning district.

E. Public Hearing for the Neutral Project and Compass Properties on Request for Consideration of a Certified Survey Map (CSM) for the site located at approximately

4601-4711 Monona Drive (between Springhaven and Dean Avenue), for a Mixed-Use Development. (Case No. 2-022-2022)

Mr. Cappert of JT Engineering presented the CSM request on behalf of the applicant. The request is to re-divide the existing lots to allow for the development. The plans include one lot for townhome development, as well as a bigger lot for the mixed-use buildings. There are existing public utility easements that will need to be addressed prior to the CSM being recorded. There were no other appearances and the public hearing was declared closed.

F. Prehearing Conference for the Neutral Project and Compass Properties on Request for Consideration of a Certified Survey Map (CSM) for the site located at approximately 4601-4711 Monona Drive (between Springhaven and Dean Avenue), for a Mixed-Use Development. (Case No. 2-022-2022)

Planning Director Plowman highlighted suggested discussion points for the Commission from the Staff Report. This includes the Ordinance requirement for lots fronting dedicated streets of at least 60' in width. The Commission may grant a variance, and it was recommended that this be discussed. A 24' wide shared access easement is proposed for access across the two lots. There was discussion of the access and possible parking easements for the two lots as well as the consistency of the width of the driveway flares and proposed access easement. Mr. Homburg and Ms. Fox were comfortable with the deviation from the dedicated street width given these streets are existing and not the applicant's responsibility. Mr. Stein added that both proposed Lots 1 and 2 front Gordon Avenue and have frontage along a street with a 60' width. Ms. Fallat asked if the proposed Lot 2 needs a Stormwater Management easement, and was supportive of a shared parking easement across the two lots. It was agreed that a Stormwater Management easement would be needed given one treatment option is planned serving both lots. Alder Holmquist suggested that the townhomes could remain separate in order to maximize parking for the mixed-use project instead.

G. Public Hearing for the Neutral Project and Compass Properties on Request for Consideration of a General Development Plan (GDP) and Precise Implementation Plan (PIP) for the site located at approximately 4601-4711 Monona Drive (between Springhaven and Dean Avenue), for a Mixed-Use Development. (Case No. 2-016-2021)

Mr. Helbach of the Neutral Project and Mr. Harsevoort, the project architect presented their project plans to the Commission. Plans include nine townhome units facing Gordon Avenue as well as 93 apartment units. The project includes a large sustainability component and will pursue a SITES certification that focuses on the site as a whole, and how it can be developed in a sustainable manner. One change since the last GDP discussion is regarding site access, which now includes a secondary access from Springhaven Avenue. Revisions have been made to the surface parking and site design at-grade. The northwest corner includes a community park, additional surface parking versus previous iterations, as well as pull in parking along Springhaven Avenue. An alternative design has been included that allows a possible net increase of 13 parking stalls by removing the corner community park.

Mr. Helbach discussed the parking demand analysis that was completed. This includes expected demand throughout the day, balancing the different uses proposed. The heaviest parking demand is between 11:00pm and 5:00am. The applicant has a design option that includes additional parking instead of the greenspace in the northwest corner. Other ideas were presented for parking demand reduction strategies including transit annual passes, car sharing services, a dedicated Madison Metro bus stop and additional off-site overflow parking. Planning Director Plowman shared written comment from Nicole Gruter (4603 Shore Acres Rd.) who was concerned about the scale of the development and its impact on the character of Monona. There were no other appearances and the public hearing was declared closed.

H. Prehearing Conference for the Neutral Project and Compass Properties on Request for Consideration of a General Development Plan (GDP) and Precise Implementation Plan (PIP) for the site located at approximately 4601-4711 Monona Drive (between Springhaven and Dean Avenue), for a Mixed-Use Development. (Case No. 2-016-2021)

Planning Director Plowman outlined suggested discussion from the Staff Report. The plans were last before the Plan Commission in January of this year. The Commission had asked for a Traffic Impact Analysis (TIA), another access point off Springhaven Ave and increased surface parking for retail uses. Green space calculations were included with the plans and exceed the City's 30% target, with an additional 10% provided by a green roof. Parking was suggested for discussion, with underground parking stalls decreasing from the previous submittal. Plans include a future parking area in the northwest corner should this be needed. 184 stalls are required by code, and the applicant has discussed alternatives to alleviate some demand. Additionally an ITE parking analysis was submitted with the plans from their traffic engineer. A TIA was also included in the materials, and W. Dean Avenue shows limited impact given it is light controlled. Springhaven and Monona Drive experiences a greater impact as it is not light controlled, but capacity could move south. No changes were recommended as part of the report. Landscaping plans were included, although calculations did not include the underground stalls which are typically included.

Mr. Conrad shared his support for the proposal overall. His main concern centered on the parking, especially for the apartment building. It was clarified that another level of underground parking was not possible financially for the project by the applicant. Ms. Fallat thanked the applicant for their responsiveness to Commission comments overall. She shared that parking along Gordon Avenue should not be used, and had concerns about removing the park for future parking. She was open to reviewing data for the Zipcar use, and considering a possible adjustment to parking standards. It was suggested that the applicant look at the density and adjust the unit mix to meet City Ordinance. There was some discussion of the TIA as it was conducted in July when students were out of session.

Mr. Homburg echoed comments that Gordon Avenue parking is not an option for this project, and he is very cautious for overall parking at the site. He is interested in reviewing car share options and a possible reduction, although there would need to be a backup plan. He added that site green space should not include the green roof, and it should be at grade. There was discussion that greater detail would be needed for a Precise Implementation Plan (PIP) prehearing to be considered. There was discussion of parking demands, and that the Gordon Avenue request was above their requirements and not needed. Mr. Homburg supported the proposed Springhaven parking which mirrors the existing conditions. Landscaping was discussed, with expectations that this be much higher than the minimum. Mr. Gries shared his support for alternative parking options, and the applicant's good faith effort to make the parking work in the short-term. He had little concern for long-term parking demand at the site. Mr. Helbach added that each unit will have at least one parking stall underground, and they have very little concern from a business case as this 1:1 parking stall to unit ratio is seen elsewhere. Mr. Gries discussed Zipcar and he added his support for the service given its success in urban communities across the Country. Mr. Gries and Ms. Fox both appreciated the shadow analysis that was in previous submittals and asked that those be included in future submittals for reference.

Ms. Fox had little concern with the TIA being conducted in the summer and that it should not be revised. She added that changing from a restaurant use to an alternative commercial use could lower needs for parking. She also shared her support for a reduction in site green space below 30% if it was needed to meet the parking for the site. Both Zipcar and a flexible backup seem like viable alternatives, although Ms. Fox did not see the need for the full 184

parking stalls. The lack of balconies was discussed, and Mr. Helbach responded that revised plans now include balconies at 50% of units.

Mr. Stein shared his overall support for the project adding that the site design is well laid out, and the landscaping plan is generally really good. He added that the courtyard trees should have more soil depth to help them establish. The green roof mix could be a great addition to other areas of the site, and enhance the overall landscaping. Mr. Stein argued that the green roof should be counted in some manner towards green space calculations even if not in a 1:1 format. Mr. Stein is less concerned with parking than other Commission members. He asked for alternative options that are concrete including a dedicated vehicle for the building versus a Zipcar. Another suggestion was electric bikes as their ridership is consistently increasing. He shared that there is an alternative option already on the site, and would like to see a design idea for further discussion in the northwest corner. Mr. Stein commended the submittal, the design evolution as well as the analysis of adjacent buildings to give assurances moving forward.

Alder Holmquist added that the parking solution appears to be close for the project, especially with a Plan B using the strategies mentioned in the applicant's materials. He added his support for the revisions and feedback that has been incorporated from the Commission. The revised curb cuts at the north and south of the site are preferred and should mitigate traffic along Gordon Avenue. The City's requirement for a tree island to break up 12 or more parking linear stalls was discussed. The Commission raised the possibility of waiving this requirement with adequate landscaping (especially canopy trees) elsewhere on site. Alder Holmquist summarized that for the GDP the site layout, massing and architecture appears appropriate, while the parking is the main issue. There was general agreement on the strategies to address decreasing parking demand and balancing that with other options to increase parking availability to meet the Ordinance with a possible Plan B. Future documentation should include calculations for both options, showing impact on both parking counts and green space as well as design standards for how it could be built.

New Business

A. Public Hearing on Request by Madison Pediatric Dental & Orthodontics, LLC, for Consideration of a Zoning Permit for Building Renovations and a New Dental Office at 220 W. Broadway. (Case No. 2-019-2022)

Mr. Breitenfeldt of Robert E. Lee and Associates presented the request on behalf of the applicant. The plans are to improve the property, expand the building and relocate from their current location at River Place. Site improvements include additional vehicular parking across both lots and a building addition. Ms. Rasmussen, the project architect discussed the building improvements. Approximately 3,000 sq.ft. of building additions are proposed, as well as accessibility improvements. There were no other appearances and the public hearing was declared closed.

B. Prehearing Conference on Request by Madison Pediatric Dental & Orthodontics, LLC, for Consideration of a Zoning Permit for Building Renovations and a New Dental Office at 220 W. Broadway. (Case No. 2-019-2022)

Planning Director Plowman discussed the staff report and suggested discussion points for the Commission. This included the site parking across both parcels, the building design given the proximity to River Place as well as site circulation given the number of visitors expected. Mr. Stein supported the use as well as the building improvements. There may need to be a railing on the east side of the building given the grade change, and a high level

of landscaping will need to be presented given the prominence of the building. Ms. Fox and Mr. Gries were supportive of the proposal.

Mr. Homburg discussed the necessity of the driveway between the two parking lots. The drive aisle would cause a net loss of parking. It was discussed that when Treysta developed it most likely took advantage of these stalls for their parking counts. The suggestion was for City Staff to review previous materials to verify if this was the case. The addition of masonry was encouraged, especially to tie this in with River Place. It was suggested that final staff counts be included ahead of final review to ensure that parking availability is well managed. Ms. Fallat echoed the concerns with parking, especially based on conditions at their existing location. A sidewalk was suggested between the two parcels, especially if the driveway is closed off. Appropriate landscaping limiting glare was also suggested ahead of the final submittal. Mr. Conrad echoed concerns with parking given the popularity of the current use. Alder Holmquist highlighted the parking that is shared with the adjacent multi-family development, and that it should be clarified before final consideration.

C. Public Hearing on Request by Walter Wayne Development, for Consideration of a Zoning Permit for a Multi-Family Development at 5105 Monona Drive. (Case No. 2-020-2022)

Mr. Christianson of Walter Wayne Development introduced the development team and the project. The proposal is for a five-story multi-family property with a subsequent rezoning for the use. Mr. Ott of JLA Architects discussed the project, and walked through the plans. 61 units are proposed with 72 covered parking stalls. The unit mix focusses on the studio and one-bedroom units, with less two-units proposed. Two-bedroom walk-up units are proposed along Monona Drive to engage the frontage at-grade. The massing steps back with outdoor resident space and with the intent to limit building mass at the top of the building. There were no other appearances and the public hearing was declared closed.

D. Prehearing Conference on Request by Walter Wayne Development, for Consideration of a Zoning Permit for a Multi-Family Development at 5105 Monona Drive. (Case No. 2-020-2022)

Planning Director Plowman presented the staff report and suggested points for discussion. It was suggested that the Commission discuss a possible rezoning, and what categorization they would prefer to see. Lot coverage and landscaping will be important, especially given the intensity of the use. As proposed the parking is 14 stalls short of the City Ordinance, and alternative options were suggested for discussion as a way to address this shortage. High quality materials will be important as stipulated in the Monona Drive Urban Design Guidelines.

Ms. Fox was in support of the design on St. Teresa Terrace, but shared her concern with the green space and setbacks along Gordon Avenue. She shared that the stepped floors help with the massing and building height, although parking will be a concern. Mr. Homburg shared that the proposal is too dense for the site and out of keeping with the adjacent properties. Ms. Fallat added her concern with the density as proposed. She suggested that revised plans have a commercial element to the ground floor of the building and a greater interaction and landscaping at the street. The question of affordable units or condominiums was also raised, and the applicant would prefer market-rate units, citing the smaller units as offering more affordable options. Mr. Conrad supports the addition of commercial in the

building. Greenspace and parking concerns will also need to be addressed in future plans. Mr. Stein echoed density concerns, especially being more than double the typical density. He did not see the need for commercial in the building, but will need to see a significant reduction in the number of units. Mr. Gries echoed previous comments about the project. Alder Holmquist reiterated density and parking concerns, especially given that the project is still short of parking. He recognized the constraints of the site, but that density is the main indicator of issues. The applicants shared feedback on parking standards across their current projects, as well as market trends that they are seeing with the impacts that COVID has had.

Reports of Staff and Commission Members

A. Staff Report Regarding Status of Development Project Proposals.

1. Economic Development Update

Planning Director Plowman shared that term sheets have been provided to both the Neutral Project and Populance developments.

Northpointe will appear before the CDA with an informational presentation prior to a formal TIF request.

2. Potential Upcoming Plan Commission Items

One City Schools will return with updates to their approved Zoning Permit. Chipotle will finalize the last conditions of approval, as well as final signage. Go Riteway will return with an operational expansion in anticipation of an RFP. A prehearing for 605 W. Broadway is also expected for a future commercial use.

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

None.

4. Updates/Discussion on Sustainability Efforts

None.

5. Upcoming Meetings: September 12, 2022, September 26, 2022.

B. Plan Commission Requests for Information from City Staff.

Mr. Homburg questioned the number of apartment units under review and recently approved in Monona, and what is best for the City. He cited the lack of diversity in the housing options coming before the Commission. He asked City Staff to review the number of approved apartment units across the last ten years, using Census information for the number of households. There was also discussion of the difficulty financing and building condominiums that the Commission has heard from applicants. Ms. Fallat asked for a presentation regarding market trends, and Mr. Gries suggested major property managers or realtors should have that data. Ms. Fallat added that greater discussion regarding parking standards would also be helpful.

Alder Holmquist shared that the Commission will likely review a short-term rental Ordinance at an upcoming meeting.

Mr. Homburg commented that Floor & Décor standards for the tree islands are not built according to the approved landscape plans.

Adjournment

A motion by Ms. Fallat, seconded by Mr. Stein, to adjourn carried. (10:30pm)

Respectfully submitted by:
Doug Plowman, Director of Planning and Community Development