

Minutes
City of Monona
Plan Commission
Monday October 24, 2022

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

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

Excused: Ms. Susan Fox

Also Present: Doug Plowman, Planning Director and Thor Jeppson, Assistant Planner

Approval of Minutes

A motion by Mr. Stein, seconded by Alder Holmquist, to approve the minutes of October 10, 2022 carried with one correction.

Appearances

Assistant Planner Jeppson introduced himself to the Commission.

Unfinished Business

None

New Business

A. Public Hearing on Request Taco John's, Represented by Capital City Signs for Approval of New Wall Signs and a New Landscape Ground Sign at 6305 Monona Drive. (Case No. S-016-2022)

Ms. Sheila Williams of Capital City Signs introduced the application for three new wall signs and one new landscape ground sign. She stated that the existing signs had not been updated since 2010, and the owner is looking to update the signs to align the design with Taco John's new branding. She added that the new signs are approximately the same height as the existing signs, but the sign area is changed because of the new font used.

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

B. Consideration of Action on Request by Taco John's, Represented by Capital City Signs for Approval of New Wall Signs and a New Landscape Ground Sign at 6305 Monona Drive. (Case No. S-016-2022)

Assistant Planner Jeppson shared the staff report and suggested discussion points. He highlighted that the applicant is seeking approval of three new wall signs and one landscape ground sign. The zoning is Retail Business (RB), which allows for one wall sign per building façade which abuts a public street frontage and one sq. ft. of signage per building façade length. One landscape ground sign is allowed per site, with a maximum area of 60 sq. ft. and five ft. height. He added that the site is subject to the Monona Drive Urban Design guidelines.

Mr. Jeppson stated that wall sign 1 which faces Monona Drive exceeds the maximum size permitted by the City's Sign Code but is smaller than the existing sign. He added that wall signs 2 and 3 are on façades which do not abut a public street frontage, and an exception would need to be granted. These additional signs were previously approved in 2010, and the new signs will be larger than the existing signs. The landscape ground sign meets City Sign Code requirements. He suggested the Commission discuss the appropriateness of granting

an exception for the size and number of wall signs based on previous approvals, consistency with similar establishments, and the decrease in the cumulative size of the signs.

Alder Holmquist and Mr. Gries felt that the building was oversigned but overall approved of the signs given the site's location at the bottom of the hill on Monona Drive. They felt the north and south signs might be necessary for visibility. Alder Holmquist added that if the Commission approves the permit, the findings of fact should be based on the current conditions rather than based on previous decisions.

Mr. Stein, Mr. Conrad, and Ms. Fallat had no concerns and approved of the rebranded signs. Mr. Homburg felt that the south sign was too large and seemed to serve as identification rather than to label the drive-through like the previous sign. Mr. Homburg and Mr. Gries urged caution in using a white background as it can cause excessive glare and be distracting.

Alder Moore had no comments. Mr. Conrad asked the applicant if the brightness of the white signs could be adjusted and if she knew the color temperature of the white. Ms. Williams did not know the temperature but shared that it was a cooler white. She stated that they could install fewer LEDs, add a dimmer, or illuminate only the letters and logo on an opaque white background. Mr. Conrad stated that cool white tend to be brighter and that reducing brightness would be safer.

A motion was made by Alder Holmquist, seconded by Mr. Conrad, to approve a sign permit for three new wall signs and one new monument sign, as requested by Taco John's, to be located at 6305 Monona Drive, as proposed and according to Chapter 480 Article XII of the Zoning Code of the Monona Municipal Code of Ordinances, with the following findings of fact and conditions of approval:

Finding of Fact:

1. An exception to the sign area is granted due to the proposed signs representing a decrease in cumulative area when compared to existing signs as well as rebranding of the signage
2. The existing size and placement of the monument sign meets sign code requirements.

Conditions of Approval:

1. The existing wall signs shall be removed before installation of the proposed signs.
2. As the sign is to be illuminated, an electrical permit shall be obtained from the City's Building Inspector.
3. If glare from the lighting is deemed to be excessive by the Plan Commission, then the Plan Commission may require adjustments to the lighting.
4. Additional approval of changes to the lighting color temperature or lighting of the acrylic panels is to be made by City Planning staff, as needed.

The motion carried unanimously.

C. Public Hearing for Northpointe Development Corporation and DreamLane Real Estate Group on Request for Consideration of a Certified Survey Map (CSM) for the site located at approximately 1208 E. Broadway, for a 75-Unit Residential Development. (Case No. 2-029-2022)

Justin Zampardi and Mike Marty of Vierbicher presented the application to combine two parcels into one unified parcel with access to East Broadway from the private outlot. The other two 24-foot access easements would be released upon approval of the CSM.

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

D. Prehearing Conference for Northpointe Development Corporation and DreamLane Real Estate Group on Request for Consideration of a Certified Survey Map (CSM) for the site located at approximately 1208 E. Broadway, for a 75-Unit Residential Development. (Case No. 2-029-2022)

Planning Director Plowman shared the staff report. He highlighted that the CSM is being considered prior to a potential request for approval of a Precise Implementation Plan (PIP) and the design of the private access drive. The private access drive will provide access to East Broadway. He added that the proposal needs approval from the Public Works Commission and is scheduled for their November 2nd, 2022 meeting. It will then need consideration from City Council after recommendation by the Plan Commission. He suggested the Commission discuss details of any future private easements.

The Commission generally had no comment and approved of the proposal. Mr. Homburg stated that future easements could be reviewed with a final Precise Implementation Plan (PIP).

E. Public Hearing on Request by Riverplace Dental, for Consideration of a Zoning Permit for Construction of a New Dental Office at 605 W. Broadway. (Case No. 2-030-2022)

Mr. Matt Tills of MoTis Architecture and Mr. Matt Kutz of Riverplace Dental presented the application. They stressed the difficulty of building on the site due to its size, shape, and large right of way and that they worked with City staff to orient the proposed building on the site. Mr. Tills highlighted principle concerns such as the floodplain which cuts across the property, setbacks from the adjacent two-family residential properties, restoring ecological health to the site, and the large right of way. He stated that they are proposing to raise the property by one foot to protect the building from flooding and that they confirmed with Dane County that the right of way was the jurisdiction of the City. Access was assumed to be on Falcon Circle where there is an existing curb cut. As much parking as possible is on the property, but some of the drive will need to utilize the right of way and work with the Public Works to reach an agreement. He highlighted the clean, modern design and the use of resilient materials.

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

F. Prehearing Conference on Request by Riverplace Dental, for Consideration of a Zoning Permit for Construction of a New Dental Office at 605 W. Broadway. (Case No. 2-030-2022)

Planning Director Plowman shared details from the staff report. The proposal is for a new 3,600 sq. ft., one-story dental clinic with surface parking. Zoning is Community Design District (CDD). The 2016 Comprehensive Plan shows commercial for future land use, vacant for current. He shared that the curb cut on Falcon Circle would remain and there would be pedestrian access from Broadway. The site size and geometry requires the applicant to use a large amount of right of way for parking and lighting. The design was agreeable to City Planning and Public Works staff but will need approval from the Public Works Commission. He mentioned the possibility of rotating the building depending on Commission feedback. He suggested the Commission discuss landscaping and the use of right of way for parking and open space calculations.

Plan Commission Minutes

October 24, 2022

Approval November 14, 2022

In general, the Commission supported the proposed use for this lot and appreciated the proposed building design. Mr. Gries added that there may be too much white. Mr. Homburg stated that the dumpster screening needs to be compatible with the building materials and suggested matching to the metal components. Alder Holmquist asked for clarification on the woodgrain materials, and Mr. Tills stated that it was a metal product with printed woodgrain.

Mr. Stein expressed concerns with site circulation and the amount of right of way needed to build. He pointed out that the drive aisle has four different widths and that there might be a 24 foot minimum. He added that the design was missing a driveway apron, along with curb and gutter in the parking lot. Mr. Tills stated that a 24 foot drive aisle is preferred but there is a need to minimize paved surfaces and maximize the throat length. He also stated that curb and gutter will be included onsite. Mr. Stein also added concern about traffic conflicts between entering vehicles and the parking stalls in the driveway. Mr. Homburg stated that these stalls could be reserved for staff to minimize conflict and was okay with the design of the drive aisle. Mr. Stein suggested the addition of striping for pedestrian access from Broadway. Ms. Fallat and Mr. Homburg supported the proposed amount of parking stalls. Mr. Conrad added support for the included EV charging.

Ms. Fallat stated that there seems to be room in the design to rotate the building to reduce the amount of right of way needed. Mr. Conrad felt that the right of way along Broadway was too large and wondered about realigning the right of way. Planning Director Plowman stated that a discussion with Public Works might be necessary to realign the right of way, but that staff feels use of the right of way for the development was appropriate. Mr. Homburg felt the amount of right of way used in the proposal was okay given the precedence of using right of way by developments on Monona Drive, and agreed that the wide right of way did not make sense for the roadway.

Mr. Homburg expressed support for the proposed setback and stated that rotating the building was not necessary and may take away from the landscaping. Mr. Stein pointed out that the fence as proposed does not follow the property line. Mr. Tills clarified that the fence placement will depend on which trees can be kept.

Mr. Homburg and Ms. Fallat appreciated the landscaping including in the proposal. Mr. Stein stated that the stormwater ponds should have a mix of species rather than the monoculture included in the proposal. He also highlighted the opportunity for a restored eco-buffer between the site and the canal. Mr. Homburg mentioned that it would be helpful to include the right of way in the greenspace calculation.

Mr. Stein asked if there were any known environmental issues on the site. Mr. Tills stated that no formal environmental study was performed, but that geotechnical analysis and historical review showed no environmental concerns.

Alder Holmquist asked for clarification on the staff comment regarding rotating the building to avoid putting the building in the floodplain. Mr. Homburg clarified that the building would still be in the 500-year floodplain but not the 100-year floodplain. Mr. Tills explained that the design team considered rotating the building, but that would require difficult grading which may negatively impact drainage. He prefers the current proposal to avoid floodplain issues.

Alder Moore reminded the applicant about fees associated with dredging the canal. She asked if the shoreline had a retaining wall. Mr. Tills clarified that there is a retaining wall but that the condition of the wall is not known. He stressed that the shoreline would likely be part of the project's improvements and that shrubby invasive plants would be removed. He asked if that strip of land was under the Wisconsin Department of Natural Resources' or the City's

jurisdiction. Mr. Homburg clarified that anything above the ordinary high water mark was the City's. Mr. Tills stated that there is a 6-8 foot wide stretch along the shore that is likely the City's responsibility and that the development team would like to work with the City to improve the appearance and ecological health.

Mr. Tills asked about next steps for getting approval from Public Works. Planning Director Plowman requested the applicant finalize the design and then bring the design to the Public Works Commission for formal approval, after which the Plan Commission can consider for formal approval. Alder Holmquist added that the Public Works Commission should consider the use of right of way for the development, the possibility of abandoning some of the right of way, and trees on the shoreline. Mr. Stein asked for clarification on the applicant's previous concern regarding supply chain issues and the potential need to find alternate approvals. Planning Director Plowman stated that a condition of approval could be included which requires the applicant to source similar materials and share with staff for final approval. Mr. Tills also asked about including a front yard setback on the site plan. Mr. Homburg and Planning Director Plowman stated that the plans were okay as is given the requirements of the CDD zoning requirements.

Reports of Staff and Commission Members

A. Staff Report Regarding Status of Development Project Proposals.

1. Economic Development Update

Planning Director Plowman shared that the Community Development Authority (CDA) will be considering a development agreement with the Monona Garden project at their October 25th meeting. The term sheet was generally agreeable and may be recommended to City Council. The CDA will also be sharing a term sheet with the Bloom development team and reviewing two Renew Monona applications.

2. Potential Upcoming Plan Commission Items

Planning Director Plowman asked the Commission if the site visit to the Northpointe Development should be postponed due to poor weather. The Commission agreed. The Bloom project will be seeking formal approval for a CSM, rezoning, and General Development Plan (GDP) at the next Commission meeting. The Northpointe Development is also working to finalize engineering plans for the private access drive and will be seeking formal approval shortly.

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

None

4. Updates/Discussion on Sustainability Efforts

None

5. Upcoming Meetings: November 14 2022, November 28, 2022

B. Plan Commission Requests for Information from City Staff.

Alder Moore shared that public information meetings are ongoing for the discussion of Madison Metro's proposal to provide transit services in Monona, with upcoming meetings on October 25th and November 16th. Mr. Homburg asked about preliminary feedback and Alder Moore said that feedback was mixed. Concerns are based on larger buses and the potential loss of Monona Lift while expanded hours and access has received positive feedback.

Adjournment

A motion by Mr. Stein, seconded by Mr. Conrad, to adjourn carried. (8:37pm)

Respectfully submitted by:
Thor Jeppson, Assistant Planner