



# PLANNING, ZONING, & ECONOMIC DEVELOPMENT

## Department Status Report

**City Council June 2014**

Sonja Reichertz

City Planner

Assistant Economic Development Director



*Long Range Planning...*

# Municipal Planning Documents

- Comprehensive Plan 2004
- Parks and Open Space Plan 2014
- Broadway Corridor Plan 1989
- Monona Drive Urban Design Guidelines 2010
- Strategic Housing Plan 2007
- Strategic Plan for Economic Development 2006
- Sustainability Plan 2014
- Façade Improvement Program  
Renew Monona
- TID 2 (Broadway)
- TID 4 (South Monona Drive)
- TID/RDA 5 (Owen Road)
- TID/RDA 6 (Clinics)
- TID/RDA 7 (North Monona Drive)
- TID/RDA 8 (Treysta on the Water)
- + Zoning Code (Regulation)

# Long Range Planning... Comprehensive Plan



## *Long Range Planning...*

# Comprehensive Plan

- Provide a vision for future growth and development
- 25% of individuals (that responded to the 2013 survey) have lived in Monona for < 5 years.
- Comments from 2013 Citizen Survey
  - Need more info on what future plans are
  - I am concerned about the future in regards to bringing in businesses to Monona, particularly on Monona Drive
  - The communication about where the City is headed is lacking
  - I have no idea what direction Monona is moving in
  - Monona needs fresh ideas
  - “need a better articulated long range plan that we all can understand”

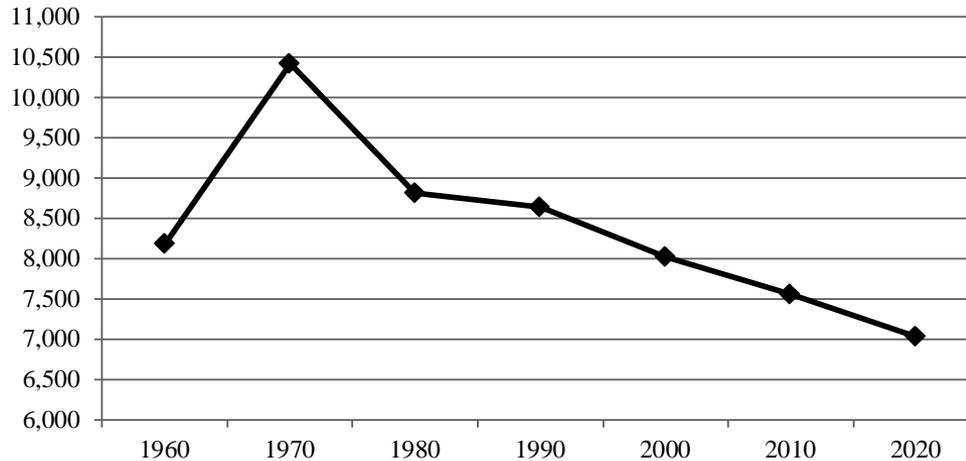
# Monona Community Overview

- Stabilizing population –
  - 7,727 (Applied Geographic Solutions 2013, InWisconsin)
  - DOA projects 3% decline
  - Trends and demographics indicate otherwise
- Median Income - \$54,425
- Median SF Home Value - \$206,000.00
- Median SF List Price - \$230,000.00
- Total Number of Households: 3,777
  - 65+ living alone: 590
- Median Age – 45.46
- Bachelor's Degree or Higher – 44.7%

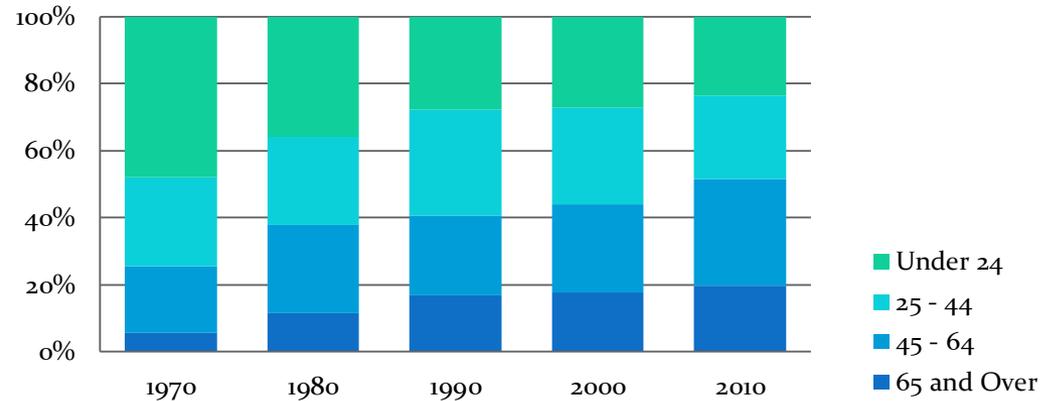
# Long Range Planning...

# Demographics

**CHART A: City of Monona Population**



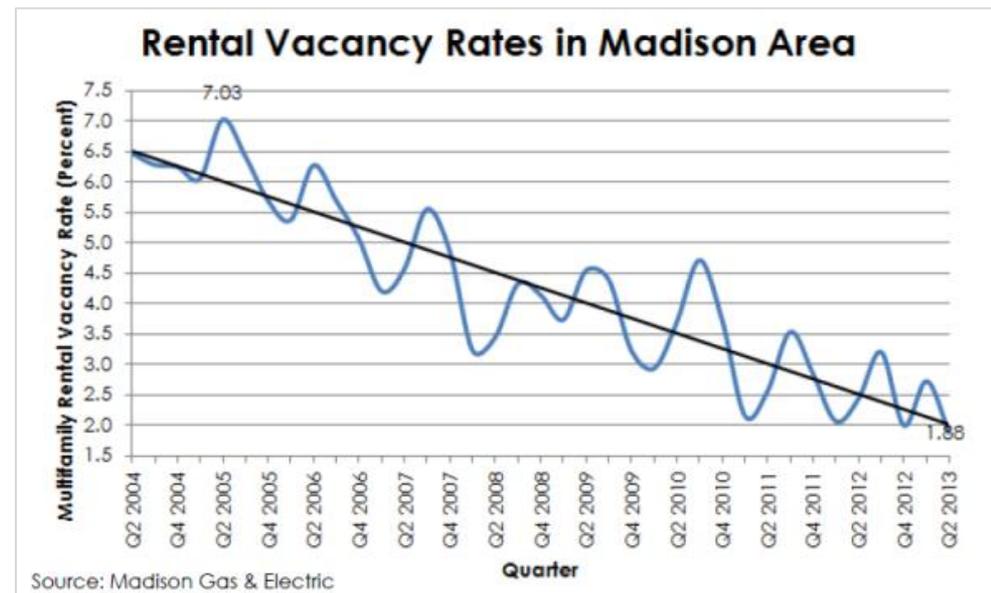
**Age Groups as Proportions of Total Population from 1970-2010**



## Long Range Planning...

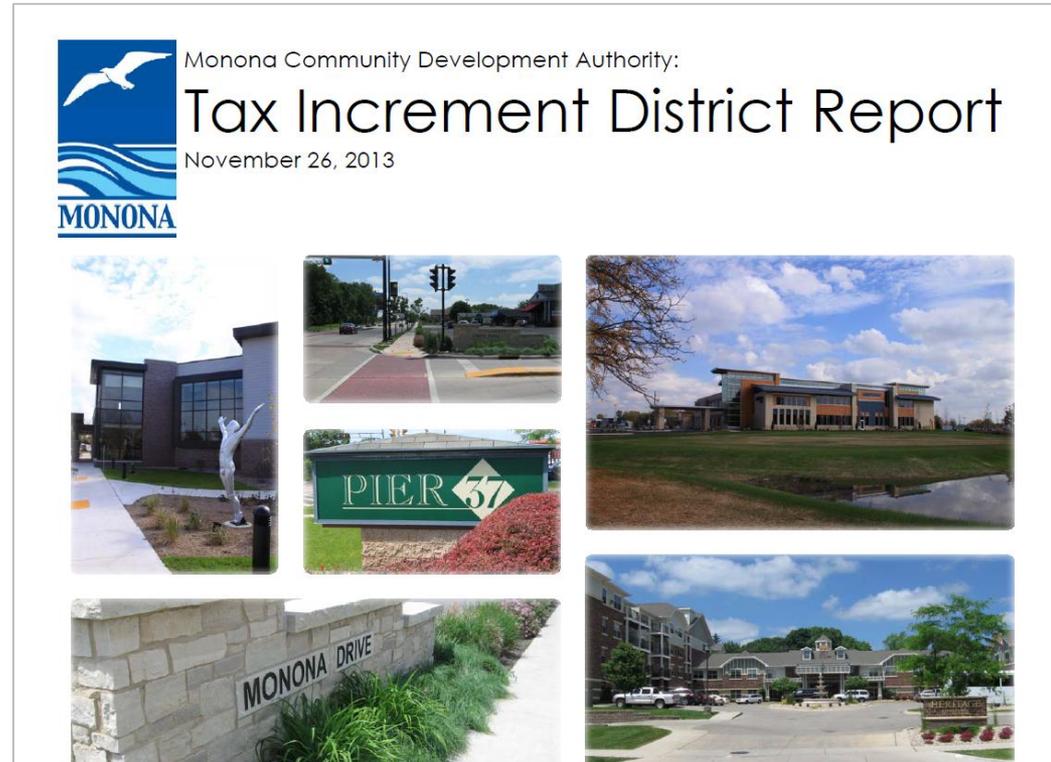
# Housing

- Decreasing household size
- The number of older individuals living alone has increased
- The multi-family rental vacancy rate is at a low.
  - 55 Fairway Glen
  - 42 Lake Edge
  - 121 Treysta on the Water
  - 66 Broadway Apartments
- Turn-over, remodel, and tear-down/rebuild of existing single family homes



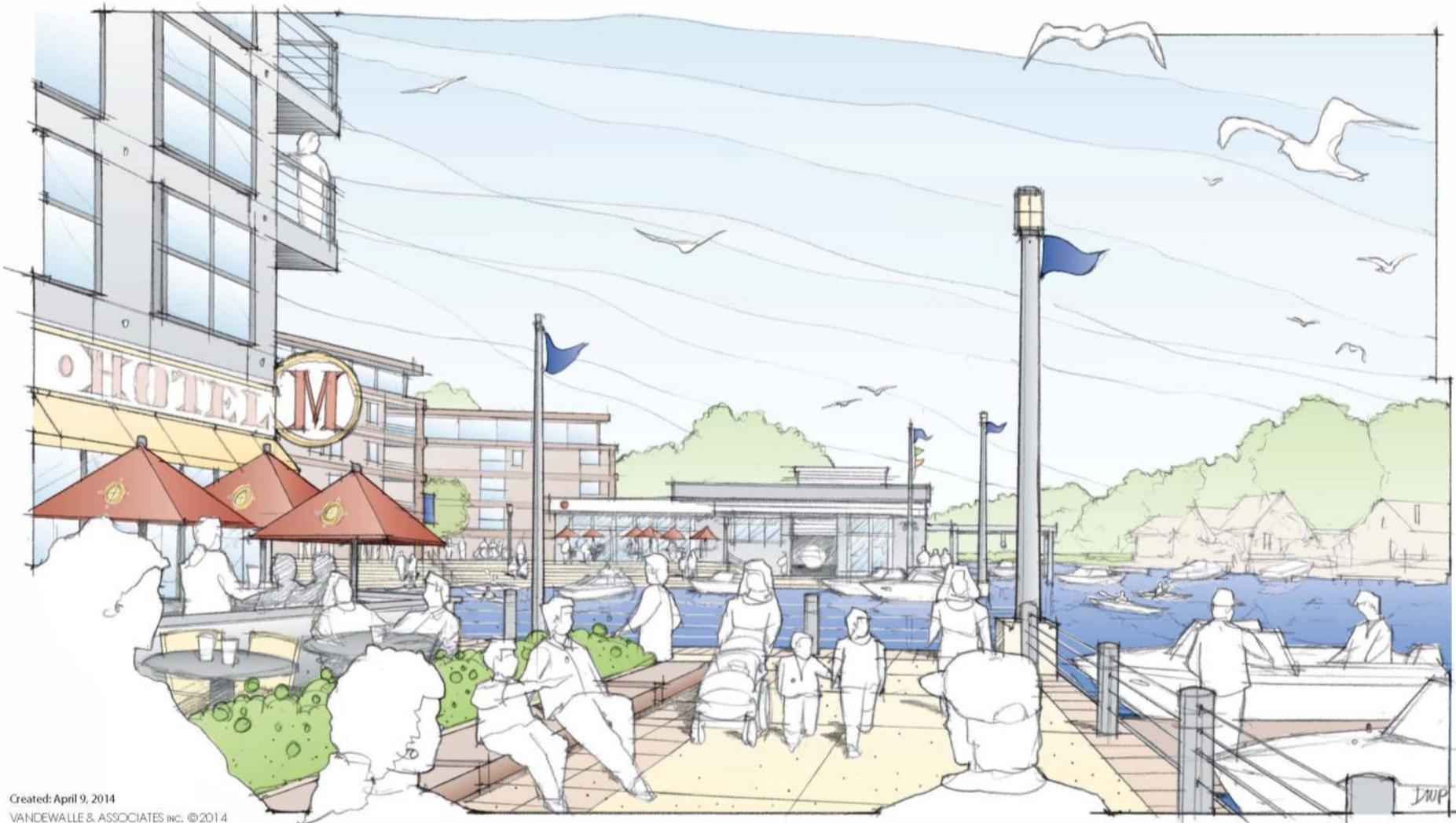
# Economic Development Programs

- Programs
  - RDA 1, 2, & 3
  - 4, 5, 6, 7, and 8
  - TID 2
  - TID 4, 5, 6, 7, and 8
- Façade Improvement Program
- RENEW Monona
- Partnerships
  - WEDC, WEDA, MG&E, MadREP, DNR





*Current Planning...*  
**Waterfront Redevelopment Project**



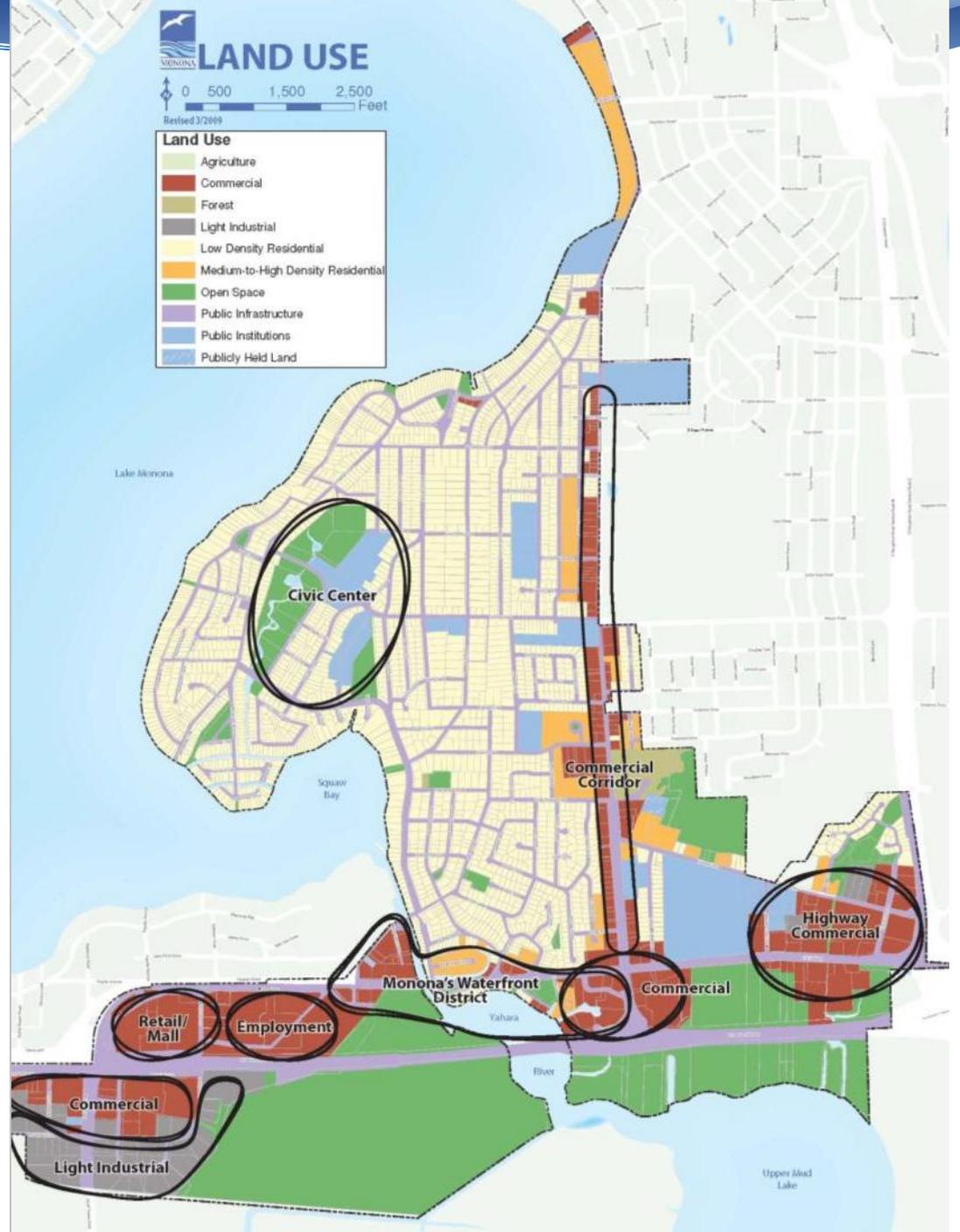
Current Planning...

# City Land Use

- Downtown
- Sense of Place
- Monona as a Destination
  - Does not need to be *“Best Kept Secret...”*



Main Street looking East from Fountain.



*Current Planning...*

# Recent Commercial & Business Development



- Meriter Clinic
- UW Yahara Health Clinic
- Menards Expansion
- Shell Remodel
- **Rutabaga Expansion**
- Salad Creations Façade
- Lush Façade
- Swad Indian Restaurant
- A la Crate Vintage Rentals
- Farrell Equipment
- Pomp's Tire Building
- Pelliterri Waste Addition
- Illingsworth-Kilgust Bldg.
- CNG/Speedway
- **Habitat ReStore**
- It's All Greek
- Pizza Oven Relocation
- Joy in Yoga
- **Gunderson Funeral**
- McDonald's (both)

# Current Planning... Commercial Development Cont.

Before



After

*A la Crate Vintage Rentals*

# Patio Permits...

## ...& Other Life on Monona Drive

- Silver Eagle
- Village Lanes
- Fairway Glen Balconies
- Food Carts (Winnequah)
  
- Pedestrian Environment
  - *“Create an environment that promotes social gathering and neighborliness.”*
  - *“Better promote Monona Drive as the City’s “Main Street.”*



**Pedestrian!**

# Administrative & Internal Improvements

- Annual Department Summaries
- Electronic Documents
  - Filing Cabinets
  - Spreadsheet & Records
- Zoning Code Amendments
  - Zoning Board of Appeals
- Partnering w/ other Depts.
  - Placemaking, Food Carts
  - Sustainability, Signs



COMMUNITY DEVELOPMENT  
ANNUAL SUMMARY - 2013

City of Monona  
Planning and Community Development

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Monona, WI  
Phone: \_\_\_\_\_

## CITY OF MONONA: CHECKLIST OF SUBMITTALS FOR PLAN COMMISSION REVIEW

Applications must include:  
1. A letter or memo stating your request and reasons why the request should be reviewed and considered for approval.  
2. Name, address, and phone number of the Owner, Developer, Firm and Individual at that firm who prepared the plans. Text must be asked to submit 12 copies of all plans, with any changes suggested by department heads, on 11" x 17" size paper or larger two weeks readable (font size 10 font). It is recommended plans be prepared by a professional engineer, architect, etc.  
3. Project plans labeled with scale, north arrow, adjacent street names, and dates on which plans were prepared or revised. Text must be readable (font size 10 font). It is recommended plans be prepared by a professional engineer, architect, etc.

### Plan Submittal Process:

1. All application materials must be received at the City Planning office before the item is schedule for a meeting. The petitioner will be asked to submit 12 copies of all plans, with any changes suggested by department heads, on 11" x 17" size paper or larger two weeks prior to the meeting (date of meeting requested: \_\_\_\_\_).
2. The applicant is also asked to submit electronic copies of plans for placement on the City's webpage.

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Applicable plans may include the following or additional information and the applicable permit fee: \_\_\_\_\_

**Site Plan:** (include 12) copies at a scale of 1"=20' or 1"=40', with all text being readable)  
 Indicate property boundaries, existing and proposed structures, parking, building location with front yard, side yard & rear yard setbacks.  
 Location of neighboring buildings.  
 Total area of the site, square footage of buildings, square footage or % of paved surface, square footage or % of green space.  
 Location of existing & proposed driveways, curb-cuts, sidewalks, loading & delivery areas, fire hydrants, etc.  
 Locations of existing and proposed sanitary sewer, storm sewer, water mains, proposed or existing easements.  
 Picking lot layout indicating size and quantity of spaces, dimensions of drive aisles, handicapped stall locations.  
 Location, type, height and materials of existing and proposed fences or walls.  
 Location of dumpsters, any outdoor storage areas and a list of items to be stored in that area.

**Stormwater Management Plan:** (include 12) copies on at a scale of 1"=20' or 1"=40', with all text being readable)  
 Existing and proposed grades, contours of the site.  
 Direction of water runoff, drainage and the location of stormwater holding areas.  
 Site drainage plans and schedules.  
 Erosion control plans and schedules.  
 A signed maintenance agreement may be required before final permits are issued.

**Building Plans:** (include 12) copies at a scale of 1/8"= 1', with all text being readable)  
 Building floor plan with dimensions.  
 Detailed building elevations of all sides of the proposed building(s).  
 Elevations must indicate the type & location of the exterior materials to be used & the proposed color scheme.  
 Locate exterior lighting, locations for wall signage, awnings, or other exterior features.  
 Indicate location of all HVAC units and other mechanicals and your proposal for screening.  
 Present actual samples of materials and colors proposed for all exterior materials to the Plan Commission.

**Landscaping Plan:** (include 12) copies at a scale of 1"=20' or 1"=40', with all text being readable)  
 Indicate size, quantity, type and common name of all existing and proposed trees, shrubbery, perennials, and other landscaping.  
 Present actual samples of materials and colors proposed for all exterior materials to the Plan Commission.  
 Indicate size, quantity, type and common name of all existing and proposed trees, shrubbery, perennials, and other landscaping.  
 Indicate the use of large scale planters, solutions for foundation plantings, and landscaping for parking islands.  
 Describe the screening proposed for outdoor storage areas, parking, etc.  
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**Lighting Plan:** (include 12) copies at a scale of 1"=20' or 1"=40', with all text being readable)  
 Show exterior lighting solutions including locations and the levels of illumination/foot candles to be supplied.  
 Include copies of manufacturers' brochures, specs, sizes and colors to show the type of fixtures or poles proposed.  
 Show that lighting is designed so level of direction and illumination will not affect existing residential areas, traffic, etc.

**Signage Plan & Completed Permit Form:** (include 12) copies with all text being readable)  
 Indicate location of proposed and existing site and landscape signage on an overall site plan (at 1" = 20' scale) including drive locations.  
 Show proposed size & height of signs and landscape signs.  
 Illustrate materials and colors used to fabricate signs.  
 Shopping centers/buildings with leased space shall develop a comprehensive signage plan.

Revised October 10, 2012

# Strategic Plan

## I. SUPPORT COMMUNITY AND ECONOMIC DEVELOPMENT

Example of Potential Measures:

- Increase in Taxable Value
- Number of Qualified Contacts
- Satisfaction with Service
- Job Loss / Closings
- Local Employment Rate
- Development Cycle Time

### I.A Focus on Targeted Developments

Attract Restaurants and Retail  
Attract "Quality Job" Employers  
Staff Owner: Community Development

- Focus business attraction (i.e., BD Diagnosis, market accessibility, CNG availability) *pre - June 2014*
- Facilitate public access and commercial waterfront development *5 year; start in 2014*
- North Monona Drive near High School *ongoing*
- Consider overlay districts in commercial corridors (business park, beltline, bridge/Broadway) *5 year*

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### I.B Update Development Plans

Staff Owner(s): Community Development

- Update Comprehensive Plan *start Dec. 2013 to 2014Q4*
  - Include survey for commercial wants/needs for residents and developers *spring 2014*
- Update Economic Development Plan after Comprehensive Plan *2015*
- Update Broadway Corridor Plan *5 year*
- Develop maintenance plan for Monona Dr. *2014*

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### I.C Identify / Develop Partnerships and Funding Sources

Staff Owner(s): Community Development

- Identify Federal, State, Private Funding Opportunities *ongoing*
- Investigate/improve Madison (e.g. Monona Dr. / Bridge Rd. redevelopment area/TID) *ongoing*
- Fund RENEW Monona
- Gauge support for Madison
- Develop financial assistance for businesses and home

- Develop communications / marketing plan for report *CDA 2014*
- Create and provide market report for potential business/developers and to expand/support existing business *2015-2016*
- Partner with mad rep, WEDC, WEOA, for marketing initiatives
- Post data and info on new economic development webpage including education/public relations content (e.g. TIF 101) *2015 - 2016*
- Broaden marketing and development potential to other markets

### I.D Improve the Marketing / Communications of Economic Development

Staff Owner(s): Community Development

- Develop communications / marketing plan for report *CDA 2014*
- Create and provide market report for potential business/developers and to expand/support existing business *2015-2016*
- Partner with mad rep, WEDC, WEOA, for marketing initiatives
- Post data and info on new economic development webpage including education/public relations content (e.g. TIF 101) *2015 - 2016*
- Broaden marketing and development potential to other markets

- Streamline/standardize process for development review - *2014Q1*
- Streamline Permitting process
- Improve Building Inspection process to min. time

### I.E Make It Easier For Potential Businesses / Developers

Staff Owner: Community Development

- Streamline/standardize process for development review - *2014Q1*
- Streamline Permitting process
- Improve Building Inspection process to min. time

# Questions?

