



# COMMUNITY DEVELOPMENT ANNUAL SUMMARY - 2014

City of Monona  
Planning and Community Development

Sonja Reichertz  
City Planner & Assistant Economic  
Development Director  
[sreichertz@ci.monona.wi.us](mailto:sreichertz@ci.monona.wi.us)

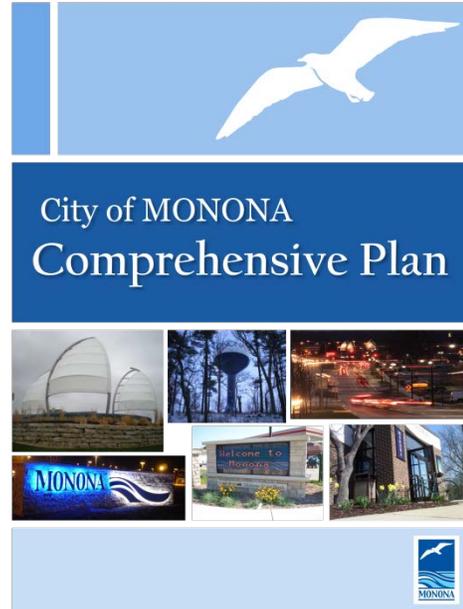
5211 Schluter Road  
Monona, WI 53716  
Phone (608) 222-2525

**This report highlights the Planning and Community Development Department’s activities throughout 2014. Activities of the Department also relate to the Plan Commission, Community Development Authority, Landmarks Commission, and Zoning Board of Appeals. This 2014 report summarizes 1) Land Use and Long Range Planning; 2) Economic Development; 3) Zoning Code Maintenance; 4) Waterfront Redevelopment Project; 5) Façade Improvement Program; 6) Strategic Plan; 7) Programmatic and Personnel Updates; and 8) Construction and Permitting Activity.**

## **LAND USE AND LONG RANGE PLANNING**

### **Comprehensive Plan**

Monona’s Comprehensive Plan was adopted in 2004. Per State Law, the plan must be updated at least every ten years. In December 2013, Planning Department Staff and the Plan Commission kicked-off the process to update the Comprehensive Plan. The Plan Commission, other committees, and the public have reviewed the following Plan Elements: Introduction, Issues & Opportunities, Transportation, Agricultural, Natural & Cultural Resources, Economic Development, Intergovernmental Cooperation, and Land Use. Staff has also completed an update of the Comprehensive Plan Map Set and made all updates available to the public online.



Major changes made to the Plan so far include:

- 2010 Census data update and other most recent data sources available.
- Goals were reviewed for completion and trends were analyzed.
- Document was rewritten and reformatted for a modern look and for easier reading.
- A public Open House was held in November 2014.
- Sustainability goals are incorporated as appropriate throughout the Comp. Plan.

In 2015, the Plan Commission will review the following Plan Elements: Housing, Community Facilities, Utilities, & Services, and Implementation. A public survey, a 30 day public comment period on the final draft, and a final presentation at Council meeting will also be completed.

### **Sustainability Plan**

Monona’s Sustainability Committee began work on a City wide Sustainability Plan in 2013. The plan includes five topic areas for sustainability considerations including Transportation, Energy, Water, Land Use, and Waste. Goals included in this plan will impact land use activities and projects related to the Planning Department and have been incorporated into the

Comprehensive Plan as appropriate. The City Planner also participated in the City's "Green Team" which led five sustainability projects in 2014 associated with the City's involvement in Sustain Dane's "MPower Champions" program.

### **Redevelopment Areas and Tax Increment Districts**

Monona has six active Tax Increment Districts (TID) (Nos. 2, 4, 5, 6, 7, and 8) and seven Redevelopment Areas (Nos. 1, 2, 5, 6, 7, 8 and 9). For each district, a plan documents the need for redevelopment and outlines future land uses and goals. In 2014, Planning Staff assisted in the creation of the new Redevelopment District #9 for the Bridge Road and Broadway area.

### **ECONOMIC DEVELOPMENT**

The Monona Community Development Authority completed a TID Study in November 2013 that serves as an educational tool and marketing piece for the general public and future prospective developers. Planning Department Staff distributed this document in 2014 to potential developers and other community organizations as a marketing piece to tell Monona's successful story of TID utilization.

Planning Staff attends all Community Development Authority (CDA) meetings and assists with TIF districts and projects. The total equalized value of the City increased by 3.5% over the year to \$1,096,677,100. The total incremental value in Tax Increment Districts is \$120,143,200, which is 10.96% of the City's total equalized value, up from 10.34% in 2013. The City is currently \$11,458,052 short of the 12% limit of value that can be included in TIDs. The CDA will closely monitor this value and will adopt any new TIDs before the August 2015 figures are released by the Department of Revenue to ensure we are taking full advantage of possible TIF utilization until TID 2 closes in 2018.

### **ZONING CODE MAINTENANCE**

In 2014, the Planning Department and Plan Commission adopted a revision to Chapter 2 of the Zoning Code, the Floodplain and Shoreland-Wetland Zoning Ordinance. This update was required by the Wisconsin Department of Natural Resources (WDNR) and the Federal Emergency Management Agency (FEMA) in order to retain eligibility in the National Flood Insurance Program. The old ordinance was repealed and the new ordinance was adopted by Council in September 2014. One of the required changes to this ordinance was to adopt the new Flood Storage Districts as well as the new Flood Insurance Rate Maps.

The revision to this Floodplain Ordinance also highlighted administrative improvements that could be made to increase public accessibility to floodplain information as well as to encourage better record keeping for all actions taken in floodplain districts. A new section was added to the website for Floodplain Zoning Permits and applications and records were updated.

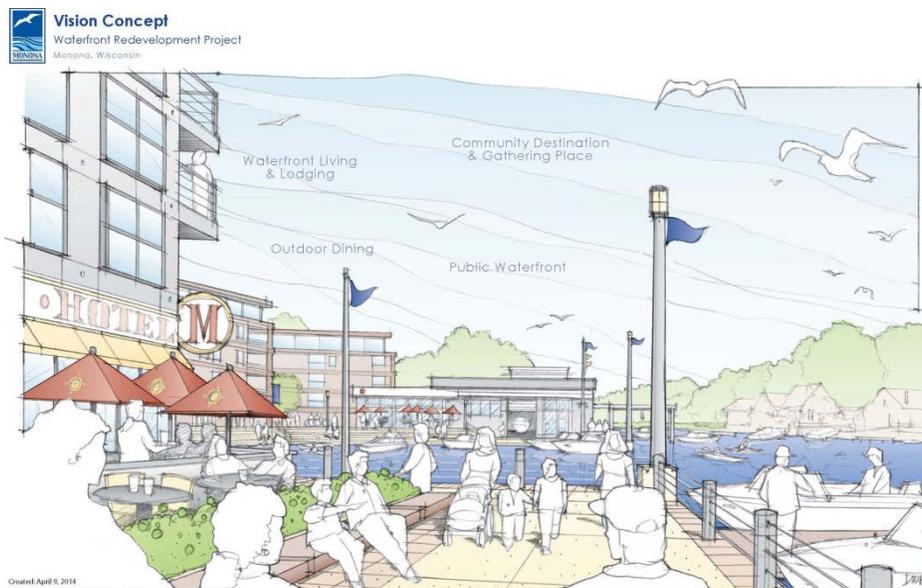
In January 2014, staff facilitated a review session for the Zoning Board of Appeals (ZBA) to summarize an educational workshop provided by the Center for Land Use Education and review ZBA responsibilities. The role of the ZBA is to review and decide cases where there is an alleged error in a zoning decision (appeal of an administrative decision), where a relaxation of the ordinance is sought (variance), or in an appeal of a Plan Commission decision.

In 2015, the City will begin an intensive review of the entire Municipal Code of Ordinances for minor errors and revisions (as opposed to broad policy or ordinance rewrites). The Plan Commission will specifically review updates to the Signage Code and Zoning Code as necessary.

## WATERFRONT REDEVELOPMENT PROJECT

A key goal in the community and economic development of Monona, as cited in the Broadway Corridor Plan and Comprehensive Plan, is the development of a Waterfront District along W Broadway, and the revitalization of the underutilized Bridge Road and Broadway area. In 2014, the City announced a major effort to encourage the redevelopment of a ten acre site along the Yahara River. Throughout the year, Planning Staff has worked with planning consultants and the CDA on various tasks to implement this effort. Major goals of the effort include:

- Enhanced public accessibility to and use of the waterfront;
- Increased property value, property tax income, and economic value;
- Elimination of blighted structures;
- Environmental remediation;
- Land assembly;
- Orderly physical and economic growth of the community;
- Create destination gathering place/"downtown" for Monona residents.



*Vision graphic prepared by Vandewalle & Associates, 2014*

## **FAÇADE IMPROVEMENT GRANT PROGRAM**

Eligible properties for the Façade Improvement Grant program were expanded in 2012 to include Monona properties from Broadway to Winnequah Road. In 2013, one new application was submitted for a property on the south end of Monona Drive (6203 Monona Drive) but has not yet completed the review process. There were no grant applications submitted in 2014.

## **STRATEGIC PLAN**

In 2013, the City hired consultant Reinvention, LLC to prepare a Strategic Plan for the City. Efforts will be made to track key performance indicators as identified in the Strategic Plan. This “annual summary report” can be used to document and measure progress and achievements over time. Strategies from this Plan that the Department has worked on in 2014 include:

- Waterfront development project;
- Comprehensive Plan update;
- Development of economic development webpage;
- Streamline process for development review.

## **PROGRAMMATIC AND PERSONNEL UPDATES**

Since 2013, all Plan Commission packets are made available in electronic format to members and the public and are saved on the City’s server. This has improved access to information and management of files in the Department. In 2014, the City launched a new website and the Planning Department has maintained updates to its webpage.

Staff continues to use the comprehensive site plan review checklist created in 2013 to distribute to prospective applicants for new construction and zoning permit requests to streamline the development review process. A checklist is also in use for filing and documentation of Erosion Control and Stormwater Management plans and permits to ensure that these documents are properly recorded at the Dane County Register of Deeds. Using these checklists has improved compliance with required paperwork.

The Department supervised two planning interns in 2014, Ryan Krzos and Tzu-Hsuan “Diana” Chung. Ryan Krzos was hired as Associate Planner for the City of Janesville. Diana Chung will continue as the Planning Department Intern in 2015.

## CONSTRUCTION AND PERMITTING ACTIVITY

Quantities of permits reviewed in 2014 are listed in Table A below.

	2013	2014
Zoning Permits (see Appendix A for full list)	23	25
Sign Permits (see Appendix B for full list)	23	27
CSMs	0	0
Plats	0	0
Façade Improvement Program Applications	1	0

### Residential Permitting

#### Single Family:

- Seven (7) building permits were processed for new single-family homes in 2014, compared to 9 new single-family homes in 2013, and 7 new single-family homes in 2012.
- Four (4) area variances were granted by the ZBA for zoning setback requirements for the following properties:
  - o Shore yard variance, new dwelling: 616 Interlake Drive
  - o Side yard and street yard variances, new dwelling: 5308 Tonyawatha Trail.
  - o Street yard variance, new dwelling: 1203 Pocahontas Drive.
  - o Street yard variance, garage addition: 6207 Winnequah Road.
- One (1) conditional use permit was granted by the ZBA to allow an accessory dwelling unit at 620 Clear Spring Court to permit a living facility separate from the primary dwelling unit that is incidental and subordinate to the principal dwelling unit.
- One (1) Floodplain Zoning Variance was granted by the ZBA for a variance to the amount of floodplain fill that is required by the Floodplain Zoning Ordinance to raise a new home above the floodplain elevation at 1203 Pocahontas Drive.
- One (1) administrative appeal was reviewed by the ZBA. The appeal failed to pass and the original Plan Commission decision was upheld. The request was for an appeal of the Plan Commission's decision to deny a special exception to a required sign color in the Broadway Business Park Signage Plan for the tenant, All-State.

#### Multi-Family:

- One-hundred-twenty-one (121) approved multi-family units approved in 2012 at 320 W Broadway began construction in 2014 and will be completed in 2015.
- Forty-two (42) new multi-family units were approved in March 2014 for construction at 4035 and 4037 Monona Drive. Construction began in 2014 and will be completed in spring 2015.
- Between 2013 and 2015, 218 new multi-family units will have been constructed.

### Sign Code Highlights

- Sign code enforcement is an ongoing effort to ensure that properties are held to the same standards. The Plan Commission continued to carefully review signage for consistency with standards in the Code and required signage plans to ensure a consistent quality image throughout our commercial corridors.
- Twenty-seven (27) sign permits were approved in 2014 as outlined in Appendix B.
- Progress was made on the community goal to phase out legal non-conforming pylon signs on Monona Drive. The McDonald's pylon sign is required to be removed 8/26/15 per the conditionally approved zoning permit for the restaurant's new construction. Pylon signs remaining on Monona Drive include: Fat Jacks, ABC Builders, Kens Meats & Deli, and McDonald's.
- Sign Code review and revision by the Plan Commission was planned for 2014. No progress has been made and this goal has been carried forward to 2015.

### 2014 Construction Highlights

**Monona Lake Edge Apartments – 4035-4037 Monona Drive.** In March 2014, plans were approved for the redevelopment of two buildings at 4035 and 4037 Monona Drive. The development includes demolition of the existing 22 unit apartment building and single family rental property to construct a new 42 unit high-end apartment building. Construction will be completed in spring 2015. *Images below.*



**Treysta on the Water – 320 W Broadway.** Treysta on the Water is a mixed-used residential and commercial project with 121 high-end rental units, 17,000 square feet of commercial space including a waterfront restaurant, and underground parking. The project was approved in 2012 but did not start construction until 2014. The project also extends the existing Yahara Cove Boardwalk that was started in 1993 through the development site and into Lottes Park, fulfilling a key component of the Broadway Corridor Plan. The restaurant will be called the Waypoint Public House and its opening will fulfill another community goal to attract a higher-end sit down dining establishment. *Images below.*



**Multi-Tenant Restaurant/Retail Building – 101 W Broadway.** A 5,000 square foot multi-tenant restaurant/retail building is proposed to be constructed on a portion of the lot in front of the AmericInn Hotel at 101 W Broadway. The proposed development ran into major hurdles with the intensity of development proposed and the amount of green space and tree canopy that would be removed. Per the Plan Commission’s request, substantially revised plans were resubmitted. Final approval was granted in January 2015 and two new restaurants are expected to occupy the building. *Image below.*



**MMSD Pumping Station No. 18 – 1000 E Broadway.** The Madison Metropolitan Sewerage District submitted a General Development Plan in 2003 for the future development of a pumping station on East Broadway. In 2013, construction began for the new station which will intercept a portion of the wastewater flow coming from the far east side of the metropolitan area and pump this flow directly to the Nine Springs wastewater treatment plant through a new force main pipe. Construction continued throughout 2014 and is nearly complete. *Images below.*



**Gunderson Funeral Home Addition – 5203 Monona Drive.** Gunderson Funeral Home has remodeled many times over its time on Monona Drive. In 2014, Gunderson received approval for a 3,500 square foot chapel addition that will bring the building closer to Monona Drive. *Image at right.*



Zoning permits were approved for new businesses in the City including the **Habitat for Humanity ReStore**, 4207 Monona Drive, **Legacy Martial Arts**, 6203 Monona Drive, and **Global Presence Ministries**, 6406 Bridge Road. Longtime Monona sporting goods and bicycle business, the **Village Pedaler**, closed in 2014. **Salad Creations**, 6001 Monona Drive, also closed after locating in Monona in 2012. The **Pizza Oven** restaurant relocated into the remodeled former Village Pedaler location. **Joy in Yoga** moved into the old Pizza Oven location to accommodate their growing business. **Vogel Wood Products** on Femrite Drive also received approval of a 15,000 square foot building addition to accommodate their growing business. Also, two outdoor patio spaces were approved for the **Silver Eagle** and **Village Lanes**, which meet long-range planning goals of increasing pedestrian activity on Monona Drive and encouraging a sense of place.

## Appendix A: ZONING PERMIT REQUESTS 2014

Permit No.	Project	Address	Approved
2-001-2014	Four Lakes Yacht Club	6312 Metropolitan Lane	✓
2-002-2014	Illingsworth Kilgust Mechanical	6950 Gisholt Drive	✓
2-003-2014	Greek Take-Out	4515 Monona Drive	✓
2-004-2014	Car Connections, Inc.	901 W Broadway	✓
2-005-2014	Pizza Oven Relocation	5511 Monona Drive	✓
2-006-2014	Habitat ReStore	4209 Monona Drive	✓
2-007-2014	Village Lanes Outdoor Seating Area	208 Owen Road	✓
2-008-2014	Gunderson Funeral Home Addition	5203 Monona Drive	✓
2-009-2014	Broadway Apartments	E Broadway	In Progress
2-010-2014	Vogel Wood Products	1210 Femrite Drive	✓
2-011-2014	Lottes Park	400 W Broadway	✓
2-012-2014	WPS Koenig Building	1765 W Broadway	✓
2-013-2014	Farrell Equip New Driveway	6809 Mangrove Lane	✓
2-014-2014	Global Presence Ministries	6406 Bridge Road	✓
2-015-2014	Solvit Chemical Addition	7001 Raywood Road	✓
2-016-2014	Garage at 4027 Monona Drive	4027 Monona Drive	✓
2-017-2014	Legacy Martial Arts	6203 Monona Drive	✓
2-018-2014	AmericInn Subdivision- Commercial Building	101 W Broadway	✓
2-019-2014	Redevelopment Area No 9	Bridge Road and Broadway	✓
2-024-2014	Lake Edge Revisions to Building Elevations	4035-4037 Monona Drive	✓
2-025-2014	Joy in Yoga	5419 Monona Drive	✓

## Appendix B: SIGN PERMIT REQUESTS 2014

Permit No.	Project	Address	Approved
S-001-2014	A la Crate Vintage Rentals	2619 Industrial Drive	✓
S-002-2014	Gunderson Funeral Home	5203 Monona Drive	✓
S-003-2014	Creative Tax- Awning Sign and Wall Sign	2001 West Broadway	✓
S-004-2014	It's All Greek	4515 Monona Drive	✓
S-005-2014	Providence Lending	2800 Royal Avenue #101	✓
S-006-2014	Monona Oaks Community Church Charis Classical Academy- Ground Sign	6200 Monona Drive	✓
S-007-2014	Capitol Travel Ground Sign	4929 Monona Drive	✓
S-008-2014	Monona Oaks Community Church Wall Sign	6002 Monona Drive	✓
S-009-2014	Peet's Tea and Coffee	115 E Broadway	✓
S-011-2014	Monona Shoe Repair	4517 Monona Drive	✓
S-012-2014	Mad City Techs	6300 Monona Drive	✓
S-014-2014	Keller Williams	200 River Place	✓
S-015-2014	River Place- Landscape Ground Sign (200 River Place) and Wayfinding	200 River Place	✓
S-016-2014	Temp'td (Name Change)	6316 Monona Drive	✓
S-017-2014	Country Inn & Suites Signage Refacing (Pylon, Wall, Landscape Ground, Directional)	400 River Place	✓
S-018-2014	Pizza Oven	5507-11 Monona Drive	✓
S-019-2014	Oneida, Graham, Wyldhaven, Arrowhead Park Ground Signs	Various, Citywide	✓
S-020-2014	City Wayfinding Package	Various, Citywide	✓
S-021-2014	World Finance Loans and Tax Services	6524 Monona Drive	✓
S-022-2014	Openwood Studios and Raywood Development	6915 Raywood Road	✓
S-023-2014	Harder Corp	7029 Raywood Road	✓
S-024-2014	Hockey Giant- South Facade	2355 W Broadway	✓
S-025-2014	Hockey Giant- North Facade	2355 W Broadway	✓
S-026-2014	Luxi Stone- Granite and Marble- Sign to expand into two spaces	2223 Industrial Drive	✓
S-027-2014	Studio 100 wall Sign	115 E Broadway	✓
S-028-2014	Habitat ReStore	4207 Monona Drive	✓