

Minutes  
City of Monona  
Plan Commission  
Monday March 8, 2021

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

Present: Alder Nancy Moore (Chair), Alder Kristie Goforth, Mr. Chris Homburg, Ms. Coreen Fallat, Mr. Robert Stein, Ms. Susan Fox, Mr. Brian Holmquist and Mr. Josh Peterson

Also Present: Doug Plowman, City Planner and Elisa Guerrero, City Planning Intern

**Approval of Minutes**

A motion by Mr. Stein, seconded by Alder Goforth, to approve the minutes of February 22, 2021 carried with no corrections.

**Appearances**

None

**Unfinished Business**

**A. Public Hearing on Request by Wisconsin Physicians Service (WPS), Represented by DLR Group, for Approval of a revised Landscape Plan at 1765 W. Broadway. (Case No. 2-002-2021)**

Mr. Scott Maier, from Ayres Associates, explained that the revised landscaping plan included new trees, base plantings in front of the equipment-screening wall along the southern side of the building, and that evergreens were added to the western side of the building, as requested by the Commission.

**B. Consideration of Action on Request by Wisconsin Physicians Service (WPS), Represented by DLR Group, for Approval of a revised Landscape Plan at 1765 W. Broadway. (Case No. 2-002-2021)**

Mr. Stein recused himself from the discussion.

Mr. Plowman said that the revised plan doubled the landscaping points from the original plan by adding nine canopy trees and additional screening plants. Conduit for Electric Vehicle (EV) charging would be placed on the northern side of the building, to facilitate future charging stations. Four bike racks were added near the northern building entrance, creating parking for eight bikes.

Mr. Darrin Pope, the City's consulting engineer, discussed the stormwater management plan. He mentioned that updated calculations showed that the pervious surface on the site, excluding the stormwater pond, would provide sufficient infiltration so only one filter on the discharge end of the pond is required. A second filter for sediment control would not be necessary.

Mr. Peterson asked where the e-bike charging infrastructure would be located and Mr. Maier answered that while it was not yet reflected in the plans, the e-bike charging could be located next to the regular bike parking. Alder Goforth asked what dust control measures would be in place during construction, and Mr. Maier answered that there would be minimal dust given that the construction area is small and many of the building walls are tilt-up.

The Commission members agreed that the revised plans addressed concerns raised at the previous meeting and that they thought the changes looked good.

A motion was made by Mr. Homburg, seconded by Ms. Fallat, to approve a revised landscaping plan associated with new construction at 1765 W. Broadway, as proposed and according to Chapter 480 Article V of the Zoning Code of the Monona Municipal Code of Ordinances.

The motion carried unanimously (Mr. Stein abstained).

**C. Public Hearing on Request by Four Lakes Yacht Club, Represented by Dimension IV Madison Design Group, for Approval of a Zoning Permit for Building Renovations at 6312 Inland Way. (Case No. 2-004-2021)**

Mr. Bourquin and Mr. Hallsson from Dimension IV presented the project plans, noting that much of the building exterior were unchanged from the pre-hearing conference and that a fully compliant lighting plan would be submitted. Existing landscaping, including landscaping added near the street during construction related to the Riverfront development, would be maintained as much as possible. Any landscaping damaged during construction would be replaced. Barbed wire would not be added to the top of the fence and they would add a privacy screen to the existing trash area.

**D. Consideration of Action on Request by Four Lakes Yacht Club, Represented by Dimension IV Madison Design Group, for Approval of a Zoning Permit for Building Renovations at 6312 Inland Way. (Case No. 2-004-2021)**

Mr. Homburg and Mr. Peterson recused themselves from the discussion.

Mr. Plowman presented the staff report, saying that all concerns from the pre-hearing conference had been addressed, and that a suggested condition of approval was submission of a final lighting plan.

Ms. Fallat asked if lighting would be added along the back of the building and if they expected to see an increase in visitors after the remodel that would affect parking availability. Mr. Bourquin said that all lighting in the back of the building would be underneath the canopy, not shining out toward the water or neighboring properties. Mr. Harrier, a representative of the yacht club, said that membership is capped and therefore they did not expect changes in parking demand. Ms. Fallat also asked about the building landscaping, and Mr. Bourquin answered that the existing landscaping would not be changed except to potentially add large seasonal planters to the front of the building, near the entrance.

The Plan Commission members thought the upgrades would look good and said that concerns from the prehearing conference had all been addressed.

A motion was made by Mr. Holmquist, seconded by Ms. Goforth, to approve a Zoning Permit for building renovations at 6312 Inland Way, as proposed and according to Chapter 480 Article V of the Zoning Code of the Monona Municipal Code of Ordinances with the following conditions of approval:

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. Construction staging may not take place on Inland Way, and the applicant shall stage all construction vehicles in their own parking lot.
4. A photometric plan shall be submitted to City Staff for review and approval prior to issuance of building permits.

The motion carried unanimously (Mr. Homburg and Mr. Peterson abstained).

### **New Business**

#### **A. Public Hearing on Request by Paws Aquatic Center LLC (c/o John Gefke) for Approval of a Zoning Permit for a New Use at 915 Femrite Drive. (Case No. 2-005-2021)**

Mr. Gefke presented his proposal for a canine aquatic center to be located in the former Treasure Mart building. The business would provide appointments for dogs to exercise or conduct physical therapy, as well as some small group events when public health guidelines around indoor gatherings change. Dogs outside the building would always be on a leash in control of their owners. Modification to the building would include installation of the above-ground pool and UV filtration system, improvements to the HVAC system, an ADA accessible front entrance, and updates to the building's exterior and landscaping. He said he understands noise concerns, and will keep noise under control as much as possible, and was willing to address all points raised in the staff report.

Ms. Mary Rathburn (197 Shato Lane), a board member of the Conservancy Creek Condos, explained that some condominium residents were concerned about chemicals from the pool water contaminating the nearby creek.

Mr. Bob Gershback (169 Shato Lane) submitted a comment expressing concern that the proposed use would create excessive noise from dogs using the facility, especially if dogs were being boarded at the facility.

Mr. Joe Anderson (121 Shato Lane) registered against the proposal through written comment, expressing concerns about noise and possible chemical contamination in the creek.

Ms. Alice Hanson (119 Shato Lane) submitted written comment expressing concerns about the noise and possible contamination of the nearby creek.

Mr. Gefke said that he specifically chose a saltwater pool system to reduce the number of chemicals used in the pool filtration system and that he would comply with all local and state regulations when disposing of pool water. He said that he would not want to contaminate the nearby creek in any way.

#### **B. Consideration of Action on Request by Paws Aquatic Center LLC (c/o John Gefke) for Approval of a Zoning Permit for a New Use at 915 Femrite Drive. (Case No. 2-005-2021)**

Mr. Plowman summarized the staff report, noting that ADA parking stalls would be added to the parking lot and that the Commission might wish to discuss re-stripping the parking lot. He said that if a dog run were added in the future, it would require a fence permit, and that signage for the building would require a separate permit. There were some comments from the Public Works Director about the general maintenance of the building, given how long it had been vacant, but the applicant seemed willing to work through those concerns. The

property is currently zoned as Community Design District, and future land use maps designate it as commercial.

Mr. Holmquist thought the proposed use would be a good fit for the space and that it would be a popular service for Monona residents. He asked about the purpose of the overhead door and Mr. Gefke explained that the landlord was willing to put it in, so that the business' non-commercial van could be parked inside.

Alder Goforth agreed that this would be a good use for the space. She asked if the business would serve elderly dogs and what noise abatement strategies the applicant intended to follow. Mr. Gefke said that canine aquatic facilities are good for elderly dogs, and that noise should be minimal given that appointments were intended for dogs from the same household to come with their owners. He said dogs don't generally bark as much when they are with people and other dogs who are already familiar to them. Dogs will not be boarded at the facility and will not be left on their own, which can often lead to barking.

Mr. Homburg and Alder Goforth commented on updating the landscaping along Femrite Dr, specifically replacing missing evergreens on the northeast corner, that were previously required to reduce headlight glare, and a honeysuckle that is obstructing the driveway. Ms. Fallat asked whether the brush behind the building was being cleared to create a space for dogs to relieve themselves and if so, who would be responsible for clearing out waste. Mr. Gefke said the intention is to create a private outdoor space for the dogs and that dog owners would be responsible for clearing their dog's waste.

Mr. Homburg and Ms. Fox commented that the exterior of the building could use updating, with fresh paint. Mr. Gefke agreed that it could use some work and said he was discussing exterior changes with the landlord. Mr. Homburg added that the parking lot would need to be re-stripped.

The Commission members agreed that the proposed use would be unique and fitting for the space, and felt that it would be a good addition to the Monona business community.

A motion was made by Mr. Homburg, seconded by Ms. Fox, to approve a Zoning Permit for a new use at 915 Femrite Drive, according to Chapter 480 Article V of the Zoning Code 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. A separate sign permit shall be obtained from the Plan Commission for any new signage.
3. A fence permit shall be obtained prior to the installation of any dog run area in the rear of the building.

4. The applicant's plumber shall install a properly sized water meter per requirements from the City's Water & Sewer Utility.
5. The exterior landscaping shall be refreshed and replaced where appropriate by September 15, 2021 with final approval by City Staff.
6. The exterior of the building shall be refreshed by September 15, 2021 with final approval by City Staff.
7. Any dog waste shall be handled in a way to mitigate odor and pollution issues.
8. Any dogs outside of the building shall be leashed and in control of their handler.
9. Business hours are limited from 7:00 AM to 7:00 PM.
10. Any pool water discharge shall be controlled and legally disposed of.
11. The parking lot shall be restriped prior to occupancy.

The motion carried unanimously.

**C. Prehearing Conference on Request by Populance LLC, for Consideration of a Zoning Permit for New Construction at 6501 Bridge Road. (Case No. 2-006-2021)**

Mr. Gosch, from Populance, presented their proposed new use on the Monona Gardens property. The project would aim to address issues of housing affordability, site permeability for pedestrians, and transportation demand within a mixed-use development. The proposed building would have a fluid ground level with commercial and live-work spaces, and with residential units on the upper floors.

One of the ways the project would address housing affordability would be a partnership with Mobile 22, to provide a shared mobility plan where residents would have access to transit options outside of having their own car. The shared mobility plan would allow residents access to amenities like shared vehicles, ride-share-like services and bike share services. Combining a shared mobility plan with live-work units and other features could cater to people who are likely to continue working from home and interested in reducing their transportation costs. The building would also incorporate energy efficient and renewable energy systems to help keep energy costs low.

Mr. Peterson said he was intrigued by the live-work concept and appreciated the focus on affordable housing, which he thought would work well with Comprehensive Plan goals. Ms. Fox and Mr. Homburg thought the live-work concept was interesting, but Mr. Homburg said it would be important to ensure that the bottom floor of those units remained commercial use and didn't end up being residential space. Mr. Stein asked if the units would be rentals or if there would be options for ownership. Mr. Gosch said that they had not decided yet, since there is demand for both.

Mr. Homburg and Ms. Fox expressed concerns about the proposed parking not being sufficient to meet demand for the building. They were interested in learning more about the shared transportation options, but felt that more parking capacity would be necessary. Mr.

Homburg asked what percent of residents would not have a car on site, and Mr. Gosch answered that 15-20% of residents would agree, in their lease, to not have a car on site and use the shared transportation options instead.

Mr. Homburg said that, unlike areas like downtown Madison, people visiting this area wouldn't be accustomed to walking longer distances to their destination. Mr. Stein agreed that Broadway didn't have the same characteristics as downtown Madison, but said that density was increasing rapidly with so many new developments being built. Mr. Homburg referenced the parking capacity issues that arose at the Riverfront development. Alder Goforth mentioned that some of the parking issues at the Riverfront were due to the success of Buck & Honey's and said that this development would likely have different commercial uses. She also said that this kind of development would attract a different type of resident, like younger people who don't necessarily own cars.

Alder Goforth and Ms. Fallat said that this location could be a good fit for shared transportation options, given its proximity to Madison Metro routes and the bike path. Ms. Fallat asked if the applicant had implemented shared transportation options at any of their other developments, and Mr. Gosch answered that while they had not, there were other developments in the Madison area who are using them and that Populance is waiting to see what success they have with them. Mr. Gosch added that they hoped to have shared transportation options because they are a growing trend and they are an effective way to make housing and cost of living more affordable.

Mr. Stein, Mr. Holmquist and Ms. Fox said that a more detailed presentation about the transportation side of the project would be helpful for further discussions about parking, especially to hear about places where similar projects have succeeded. Chair Moore agreed that more information would be important and encouraged the applicant to have a plan b parking arrangement ready, in case the shared transportation option didn't work out.

### **Reports of Staff and Commission Members**

#### **A. Staff Report Regarding Status of Development Project Proposals.**

##### **1. Economic Development Update**

Mr. Plowman said that planning for business listening sessions with MESBA is ongoing, and that they are looking into one-on-one session options. He mentioned that staff met with a potential applicant for the Shopko site that would likely come through for a pre-hearing conference sometime in April.

##### **2. Potential Upcoming Plan Commission Items**

Mr. Plowman said that upcoming items included an application for the lot at 6950 Gisholt Dr, and signage permits for Pick N Save and the Current II.

##### **3. Upcoming Meetings: March 22, 2021 and April 12, 2021 (Tentative).**

#### **B. Plan Commission Requests for Information from City Staff.**

### **Adjournment**

A motion by Mr. Peterson, seconded by Mr. Stein, to adjourn carried. (9:12pm)

Respectfully submitted by:  
Elisa Guerrero, City Planning Intern