

Minutes
City of Monona
Plan Commission
Monday March 22, 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 and Mr. Brian Holmquist

Absent: Mr. Josh Peterson

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

Approval of Minutes

A motion by Alder Goforth, seconded by Ms. Fallat, to approve the minutes of March 8, 2021 carried with two corrections.

Appearances

None

Unfinished Business

A. 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 updates to the development proposal, explaining that they hoped to tackle housing affordability in the development through lower-than-average rent, lower utility costs by making the building more energy efficient, and including shared mobility in their lease agreements. He shared data about the cost of private car ownership, which amounted to about \$800 per month, including car payments, maintenance, cost of gas and cost of parking payments. By including shared mobility options at closer to \$100 per month, cost of living would be reduced for residents. He also asked for feedback on the proposed street parking along Engel St. and Bridge Road, and how to calculate parking demand for the ground-floor live/work units. He also mentioned that they would like to provide an enclosed bus shelter at the nearby bus stop as part of the project.

Mr. Shree Kalluri, from Mobile22, presented further details on the shared mobility plan. Residents would have access to car-share style vehicles, cab/ride-share options through Green Cab or other companies, and micro-mobility options, which would all be available to book through a central app. Mr. Kalluri specified that the car-share would be based on demand. If all the car-share vehicles were in use, more vehicles could be brought on site to meet demand at any one time by their partner business Zerology. Mr. Gosch said that about 5-8 stalls in the parking plan would be designated for car-share vehicles.

Mr. Plowman suggested that the Commission focus their discussion on the proposed parking plan and the ground floor uses, as requested by the applicant.

Mr. Holmquist and Mr. Homburg said \$800 per month for car ownership seemed very high and suggested that people might not be as interested in the shared mobility option if their cost of car ownership is much lower. Mr. Homburg suggested some kind of restriction to the proposed street

parking so that residents would not end up parking personal vehicles in those spots for long periods. Alder Goforth and Ms. Fallat said that the shared mobility options would complement the increased density in the area and the existing public transit options.

Mr. Homburg and Mr. Stein commented that the applicant would need to consider traffic flow from W. Broadway onto Bridge Road when planning angled street parking. Mr. Homburg said angled street parking requires 19 feet per stall, rather than the 15 feet the applicant indicated in their plans. Mr. Homburg, Mr. Holmquist, and Mr. Stein liked the addition of street parking options to the plans. Chair Moore and Mr. Homburg suggested the applicants discuss evening and night parking options with the businesses across Bridge Road from the site.

Ms. Fox joined the meeting.

Mr. Holmquist, Mr. Homburg, Mr. Stein and Ms. Fallat said that, for parking purposes, the ground floor units should be considered commercial space and that a 50-50 split between traditional commercial space and live/work units would be a good balance. Additionally, broad consensus from the Commission was that the ground floor units should be commercial or a mix of commercial and live/work units, with no traditional residential. Ms. Fallat said that the type of commercial tenants on the ground floor could cause parking demand to vary, with retail uses creating more demand than small office uses. Ms. Fox suggested that the live/work units be designed so that they could be rented or sold separately in the future, if the live/work concept ended up not being popular. Alder Goforth said that smaller commercial spaces would be very popular and asked what size the commercial spaces would be. Mr. Gosch said they would be around 1,000 square feet.

New Business

A. Public Hearing on Request by Lisa Pliska, Graphic House Inc., and Property Owner United Properties to Repeal the Existing 2016 Pier 37 Signage Plan and Replace it with a Revised Comprehensive Signage Plan for Pier 37 Dated March 13, 2021. (Case No. S-004-2021)

Mr. Mike Johnson, of Graphic House Inc. presented the proposed signage, which consists of a corrugated aluminum backing and lettering lit with gooseneck lights. He explained that the Pick n' Save was being upgraded to become "Metro Market", requiring new signage. Each of the existing Pick n' Save signs would be replaced with the new Metro Market signage.

B. Consideration of Action on Request by Lisa Pliska, Graphic House Inc., and Property Owner United Properties to Repeal the Existing 2016 Pier 37 Signage Plan and Replace it with a Revised Comprehensive Signage Plan for Pier 37 Dated March 13, 2021. (Case No. S-004-2021)

Mr. Plowman said that the 2016 Comprehensive Sign Plan for the Pier 37 development did not allow for staff approval of the sign permit because of the corrugated backing. He said the landlord was comfortable with the changes and reiterated that the new sign was important to the rebranding of the store. He mentioned that in past situations, the Plan Commission has repealed and replaced the CSP, rather than granting individual exceptions.

Mr. Homburg and Mr. Holmquist agreed that the sign area consisted of the letter and the aluminum backing, not just the letters by themselves.

Mr. Homburg, Ms. Fox, Ms. Fallat, and Alder Goforth felt that the sign proposed for the front of the building, specifically the aluminum backing, clashed with the building architecture and looked like a temporary sign. They suggested filling more of the building facade with the aluminum backing, or painting part of the facade a darker color. They, along with Mr. Stein and Mr. Holmquist, said the proposed signs facing the beltline also clashed with the building architecture,

especially the aluminum backing. Mr. Stein said the logo would look better facing the beltline if the words "Metro Market" were placed horizontally, rather than stacked.

Mr. Homburg suggested that the applicant return with a modified proposal, and asked staff for information about how signage was handled at Staples and Buffalo Wild Wings in the same development in the past.

A motion was made by Mr. Homburg, seconded by Mr. Stein, to table a request to repeal the existing 2016 Pier 37 Signage Plan and replace it with a revised Comprehensive Signage Plan for Pier 37, as proposed and according to Chapter 480 Article V of the Zoning Code of the Monona Municipal Code of Ordinances.

The motion carried unanimously.

C. Prehearing Conference on Request by Restaurant Depot, Represented by ADA Architects, Inc. for Consideration of a Zoning Permit for a New Use and Construction at 6950 Gisholt Drive. (Case No. 2-007-2021)

Ms. Mallory, the Restaurant Depot project manager, described Restaurant Depot Express as a wholesale store where restaurant owners can shop in bulk for the products and produce they need, instead of having orders delivered. Their target customers are small local restaurants, food carts and catering businesses. The store would have lower traffic, with larger transactions, and would receive various deliveries per day. Ms. Mallory said they planned to make upgrades to the parking lot, roof drains and sidewalks. She also asked for the Commission's feedback on the proposed signage, and asked if they could install a pylon sign.

Ms. Mize, the project architect, explained that they planned to enclose a small area in the back of the building to add a second recessed dock for the building. There is an existing foundation. Building changes include building walk-in cooler and freezer areas, adding a sliding glass door to the entrance, and some changes to mechanical equipment. She asked for the Commission's feedback on whether filming over or bricking up the front windows is better, because there will be shelving and product storage behind the windows that they would not like visible to the public. Some of the building's landscaping might also be removed and replaced, as necessary.

Mr. Plowman summarized the staff report, suggesting the Commission discuss the appropriateness of a "Commercial" use in an area designated as "Industrial" in the 2016 Comprehensive Plan, and if the parking would be adequate for the use. He commented that the parking stalls in the back of the building should be staff parking only given their limited access.

The Commission members all agreed that this was an appropriate use for the area. They also agreed that it would be better to film over the windows, rather than brick over them, so that future uses for the building could have windows if they wanted. Mr. Stein asked for a more photo-realistic representation of how they planned to cover the windows. Alder Goforth suggested using window coverings with color or images on them, to create a more visually appealing storefront.

Mr. Stein and Ms. Fox said the landscaping could be spruced up, especially any dead trees, and Mr. Homburg said that the applicant should submit a full landscaping plan with their formal application. Ms. Fallat and Mr. Homburg suggested providing some larger parking stalls, for customers with larger vehicles. Alder Goforth asked if any parking spaces would be used for cart storage, but Ms. Sneider said their flatbed carts would be stored inside, rather than in the parking lot. Ms. Fallat asked how many deliveries the store would get each day, including

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deliveries from semi-trucks. Ms. Sneider said that because this store is a new model for their company, they are not sure exactly how many deliveries they will receive daily, but that it is expected to be much lower than the 20 daily deliveries that they get at their larger, traditional locations.

Mr. Homburg said that the store would not be eligible for a pylon sign, but that they could apply for a landscape ground sign instead. Ms. Fallat added that their sign could be internally lit and did not have to have gooseneck lighting like the previously discussed Metro Market signage. It is expected that a signage request will be submitted alongside the zoning permit application.

Reports of Staff and Commission Members

A. Staff Report Regarding Status of Development Project Proposals.

Mr. Plowman said that the fencing at the McDonalds on Monona Drive has been fixed.

1. Economic Development Update

2. Potential Upcoming Plan Commission Items

Mr. Plowman said that the updated Pick n' Save signage, as well as the Restaurant Depot zooming permit, would likely be on the agenda for April 12.

3. Upcoming Meetings: April 12, 2021 and April 26, 2021 (Tentative).

B. Plan Commission Requests for Information from City Staff.

Adjournment

A motion by Mr. Stein, seconded by Ms. Fallat, to adjourn carried. (9:45pm)

Respectfully submitted by:
Elisa Guerrero, City Planning Intern