

Minutes
City of Monona
Plan Commission
Monday July 25, 2022

The meeting of the City of Monona Plan Commission was called to order (7:02pm).

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

Excused: None

Also Present: Doug Plowman, Planning Director

Approval of Minutes

A motion by Ms. Fallat, seconded by Mr. Conrad, to approve the minutes of July 11, 2022 carried with four corrections.

Appearances

None

Unfinished Business

A. None

New Business

A. Public Hearing on Request by Dave Jones Inc., Represented by Sign Art Studio for Approval of a New Comprehensive Signage Plan at 2101 Industrial Drive, 2225 Kilgust Road, 2251 Kilgust Road, and 2300 Kilgust Road. (Case No. S-009-2022)

Mr. Homburg abstained.

Dan Yoder of Sign Art Studio presented the signage application on behalf of Dave Jones Inc. The intention was to provide a comprehensive approach to the plan and to add cohesiveness to the Dave Jones campus in Monona. Plans include a new monument sign, directional signage for the various buildings, as well as wall signage for the training center. The applicant added a watermark logo that is intended as a building treatment rather than direct signage. An architectural light feature was also included that ties the building together with corporate colors. There were no other appearances and the public hearing was declared closed.

B. Consideration of Action on Request by Dave Jones Inc., Represented by Sign Art Studio for Approval of a New Comprehensive Signage Plan at 2101 Industrial Drive, 2225 Kilgust Road, 2251 Kilgust Road, and 2300 Kilgust Road. (Case No. S-009-2022)

Planning Director Plowman discussed the request and highlighted discussion points from the staff report. The proposed monument sign appears to meet City Code, and it was suggested that a landscape plan be included with potential City Staff approval. The directional signage is very similar to those approved at One City Schools, and are intended for both vehicular and pedestrian wayfinding. The wall signs total 150 sq. ft. on the training center when counting illuminated signage. It was suggested that the Commission discuss the non-illuminated watermark and how this and the light feature be treated.

Alder Holmquist supported the application generally, but shared some concerns with the non-illuminated logo and that it should be added into the sign calculations. Mr. Gries agreed with Alder Holmquist's comments. Ms. Fallat shared support for the on-site directional signage and the need for wayfinding across the campus. Native plants were suggested for the plan around the landscape ground sign. She added her support for the non-illuminated sign, but acknowledged a finding of fact should be included. Mr. Yoder added that the logo is seen as a subtle treatment, rather than an intentional sign. Mr. Stein added his support for the sign package and that the signage looked appropriate. He was in favor of the logo, adding that it is a design element that is subtle and does not seek greater visibility or signage. The plan appears appropriate for the scale of the campus. Mr. Conrad was supportive of the application and had no issue with the non-illuminated logo. Ms. Fox suggested an exception for the logo as it adds to the overall look and appears to be an architectural feature.

A motion was made by Alder Holmquist, seconded by Mr. Stein, to approve a new Comprehensive Sign Plan for Dave Jones, Inc. at 2101 Industrial Drive, 2225, 2251 and 2300 Kilgust Road, 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:

Findings of Fact:

1. 2101 Industrial Drive fronts both Industrial Drive and Kilgust Road, allowing for multiple wall signs.
2. The wall signage is appropriate given the size of the building, and the need for building identification. The non-illuminated logo has been removed from sign area calculations given the application (paint or vinyl) and that the selected color will limit its visual impact.
3. The proposed Comprehensive Signage Plan is appropriate for the scale of the Dave Jones, Inc. campus.
4. This site has multiple buildings on a single campus and the watermark logo is utilized to indicate the collection of buildings as part of the single campus.

A friendly amendment was made by Ms. Fallat, accepted by Alder Holmquist and Mr. Stein, to include a fifth finding of fact:

5. The on-site directional signage may exceed permitted dimensions as the signage is intended for both pedestrian and vehicular direction and the scale is appropriate to help navigate the campus.

Conditions of Approval:

1. As some signs are to be illuminated, an electrical permit shall be obtained from the City's Building Inspector.
2. If glare from the lighting is deemed excessive by the Plan Commission, then the Plan Commission may require adjustments to the lighting.
3. The monument sign shall have appropriate landscaping around the base, with final approval by City Staff.
4. The applicant shall submit vision triangle calculations for the monument sign and on-site directional signs to City Staff for review and approval.

The motion carried 7-0. (Mr. Homburg abstained)

C. Public Hearing on Request by Alrig USA, Represented by Capital City Signs for Approval of a New Comprehensive Signage Plan at 6501 Monona Drive. (Case No. S-010-2022)

Sheila Williams of Capital City Signs introduced the comprehensive sign plan for the new Chipotle restaurant at 6501 Monona Drive. The application includes new wall signage, landscape ground sign, drive-through elements and directional signage. There were no other appearances and the public hearing was declared closed.

D. Consideration of Action on Request by Alrig USA, Represented by Capital City Signs Approval of a New Comprehensive Signage Plan at 6501 Monona Drive. (Case No. S-010-2022)

Planning Director Plowman highlighted suggested discussion points from the staff report. The base map shows a previous site layout that has since returned to Plan Commission for further discussion. The wall signs and landscape sign both meet the Sign Code for this zoning district. The on-site directional sign was highlighted and general site circulation was mentioned given the significance of this during the Zoning Permit approval process.

Mr. Homburg voiced his support for the sign application. The site plan does not have the bump out and traffic control signage previously discussed. He added that there is no issue with the breakaway bar at the entrance to the drive-through being in Chipotle corporate colors. Ms. Fallat discussed the carry out parking stalls, and if there would be associated signage. Mr. Gries agrees with the comments for additional signage to return, but voiced his support for what was submitted. Alder Holmquist supported the application, but suggested that sign "DL2" be considered as part of the future submittal given it directs traffic in multiple directions. Mr. Stein added his support for the application. He questioned if parking signage or operational signs need to be approved by Plan Commission or administratively by City Staff. Mr. Conrad and Ms. Fox added their support for the application.

A motion was made by Mr. Homburg, seconded by Mr. Gries, to approve a new Comprehensive Sign Plan for Chipotle at 6501 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 finding of fact and conditions of approval:

Finding of Fact:

1. 6501 Monona Drive fronts both W. Broadway and Monona Drive, allowing for multiple wall signs.

Conditions of Approval:

1. All required state and local building permits shall be obtained.
2. As some signs are to be illuminated, an electrical permit shall be obtained from the City's Building Inspector.
3. If glare from the lighting is deemed excessive by the Plan Commission, then the Plan Commission may require adjustments to the lighting.
4. The monument sign shall have appropriate landscaping around the base, with final approval by City Staff.

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5. The applicant shall return with the final modified entrance and do not enter signage as well as final verbiage on sign DL.2.

The motion carried unanimously.

Reports of Staff and Commission Members

A. Staff Report Regarding Status of Development Project Proposals.

1. Economic Development Update

The CDA shared term sheets with both the Bridge Road and Neutral Project teams. Northpointe will return to CDA for an informational discussion for a potential TIF ask in August.

2. Potential Upcoming Plan Commission Items

The Neutral Project will return on August 22 with their Monona Drive development. Tenant improvements at 2101 W. Broadway will hold a formal consideration, and redevelopment plans for the Rutabaga site will be considered as a prehearing.

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

None.

4. Updates/Discussion on Sustainability Efforts

None.

5. Upcoming Meetings: August 8, 2022 (Cancelled), August 22, 2022.

B. Plan Commission Requests for Information from City Staff.

Adjournment

A motion by Mr. Stein, seconded by Mr. Conrad, to adjourn carried. (7:57pm)

Respectfully submitted by:
Doug Plowman, Director of Planning and Community Development