

Minutes
City of Monona
Plan Commission
Monday June 14, 2021

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

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

Absent: Alder Goforth, Mr. Patrick DePula, and Ms. Coreen Fallat

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

Approval of Minutes

A motion by Mr. Stein, seconded by Ms. Fox, to approve the minutes of May 24, 2021 carried with one correction.

Appearances

Mr. David Stephan, from One City Schools, appeared in support of the WPS CSM application, stating that the lot line change would be beneficial for ease of maintenance and safety on the One City Schools campus.

Mr. Jared Smith, attorney for One City Schools, appeared in support of the WPS CSM application.

Unfinished Business

A. Public Hearing on Request by Wisconsin Physician Services (WPS) for Approval of Revisions to Lots 1 and 2 of Certified Survey Map 15671 and Lot 3 of Certified Survey Map 10267 at 1707 W. Broadway. (Case No. 2-013-2021)

Mr. Stein recused himself from the discussion.

Mr. Ken Roseth, representing WPS, explained that WPS would like to adjust the lot line on the northwest side of Lot 2 of CSM 15671 to give One City Schools full control of the road for ease of maintenance.

B. Consideration of Action on Request by Wisconsin Physician Services (WPS) for Approval of Revisions to Lots 1 and 2 of Certified Survey Map 15671 and Lot 3 of Certified Survey Map 10267 at 1707 W. Broadway. (Case No. 2-013-2021)

Mr. Plowman shared the staff report, noting that the Public Works Committee had reviewed the application and recommended approval. Comments from the City's engineering consultant were included. Staff supported a recommendation of approval to City Council.

Mr. Homburg, Mr. Fox, and Mr. Holmquist said that they saw no issues with the revision to the CSM, and stated that maintaining a cross access agreement would be important. Mr. Smith, the One City Schools attorney, commented that One City Schools would address joint access in more detail when they discussed their Zoning Permit application. Mr. Homburg confirmed with Mr. Glaszcz that WPS would have no issues with the recommended revisions from Vierbicher.

A motion was made by Mr. Homburg, seconded by Mr. Holmquist, to recommend that the Monona City Council approve a 3-Lot Certified Survey Map (CSM) to modify Lots 1

and 2 of Certified Survey Map 15671 and Lot 3 of Certified Survey Map 10267 at 1707 W. Broadway, as proposed, according to Section 473-4(b) of the Monona Municipal Code of Ordinances and Section 236.34 of the Wisconsin Statutes with the following conditions:

1. City Council review and approval is required prior to the recording of the CSM.
2. Final staff approval of the CSM is required, including the edits in the review letter dated June 9th from Vierbicher, the City's engineering consultant.
3. The Commission recommends that the applicant maintain the cross access easement between all parcels.

The motion carried (Mr. Stein abstained).

C. Public Hearing on Request by Floor & Décor Outlets of America, LLC, Represented by CenterPoint Integrated Solutions, LLC for Approval of a Zoning Permit for a New Use at 2101 W. Broadway. (Case No. 2-012-2021)

Mr. Daniel Kelly, representing Floor & Décor, outlined the changes made since the prehearing conference. He explained that bollards had been added to the front of the building, the back drive aisle would be repaved, and that a full mill and overlay of the front parking lot was planned. He also said that brick would be added to the two towers framing the new entrance, and that more trees and landscaping had been added to the front of the building. The three-color paint scheme would wrap around the entire building.

D. Consideration of Action on Request by Floor & Décor Outlets of America, LLC, Represented by CenterPoint Integrated Solutions, LLC for Approval of a Zoning Permit for a New Use at 2101 W. Broadway. (Case No. 2-012-2021)

Mr. Plowman shared the staff report, highlighting that comments from the prehearing conference had been addressed. He recommended that the Commission discuss the storage lockers shown on the plans to clarify their use. He suggested discussion of addition of Electric Vehicle (EV) conduit being added and comments from the Public Works Director about missing wayfinding signage.

The Commission members generally agreed that the application looked good and would improve the look of the mall. Mr. Homburg and Mr. Stein said that the proposed landscaping plan, in addition to the existing landscaping not counted in the plan would be sufficient for the site and there was no need for a finding of fact as this was satisfied. Mr. Homburg and Ms. Fox recommended adding conduit for future EV charging stations. Alder Moore asked if they would consider adding rooftop solar, and Mr. Doran, the building owner, said there was an internal discussion about the possibility.

Mr. Kelly said that the storage lockers would be used to store propane tanks to power the store's forklifts. Mr. Homburg and Ms. Fox recommended that the existing brick screening wall be maintained and used as screening for the propane tanks.

A motion was made by Mr. Homburg, seconded by Ms. Fox, to approve a Zoning Permit for a new use and construction at 2101 W. Broadway, as proposed and according to Chapter 480-55 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. Stop signs and traffic control signage shall be installed or replaced as appropriate. Coordinate with the Department of Public Works to ensure all necessary signage is installed with final approval by City Staff.
4. The applicant shall respond to the comments from the Vierbicher review letter dated 6.9.2021 prior to building permits being issued. These revisions shall be reviewed by the city's consulting engineer, with final approval by City Staff.
5. A Knox Box shall be added to the exterior of the building and coordinated with City Staff.
6. The Commission recommend that the masonry enclosure remain as screening for the LP tank storage.
7. The installation of electrical conduit for future electrical vehicle charging stations is required with final location approval by City Staff.

The motion carried unanimously.

E. Public Hearing on Request by ENR Investment (c/o Mohammed Naser Farooqui) for New Signage at 6325 Monona Drive. (Case No. S-008-2021)

Mr. Farooqui presented his revised signage application, explaining that staff had confirmed the tenant space's frontage and the sign area had been reduced to 30 sq. ft. following the last meeting.

F. Consideration of Action on Request by ENR Investment (c/o Mohammed Naser Farooqui) for New Signage at 6325 Monona Drive. (Case No. S-008-2021)

A motion was made by Mr. Homburg, seconded by Mr. Holmquist, to bring the request for new signage at 6325 Monona Drive off the table.

The motion carried.

Mr. Plowman shared the staff report, explaining that staff verified the frontage of the entire building (90ft) and the tenant space (40ft). The new sign had a smaller area of 30 sq. ft., compared to the 40 sq. ft. area of the originally proposed sign. Staff recommended approval.

Mr. Homburg, Mr. Stein, Ms. Fox and Mr. Holmquist commented that the cabinet sign would not match the existing building signage and that channel letter signage was preferred for coherence with neighboring signs. Mr. Plowman clarified that the Sign Code states that channel lettering is preferred, but does not mandate it. The Commission members felt the size of the sign was appropriate. Ms. Fox said the sign would look better with a different background color, like black, instead of red.

Mr. Farooqui said that installing a channel letter sign would be a financial challenge, because channel letters were far more expensive than a cabinet sign. The Commission members acknowledged the financial constraints involved in installing channel lettering.

A motion was made by Mr. Homburg, seconded by Mr. Holmquist, to approve the request by ENR Investment (c/o Mohammed Naser Farooqui) for a new wall sign at 6325 Monona Drive, as proposed, and according to Chapter 480 Article XII of the Monona Municipal Code of Ordinances with the following conditions of approval:

Conditions of Approval:

1. As the sign is to be illuminated, an electrical permit shall be obtained from the City's Building Inspector.
2. If glare from the lighting is deemed to be excessive by the Plan Commission, then the Plan Commission may require adjustments to the lighting.
3. The sign shall be changed to individually lit channel mounted letters of the same size as the letters on the proposed cabinet sign, with final design approval by staff.

The motion carried.

New Business

A. Public Hearing on Request by Floor & Décor Outlets of America, LLC, Represented by CenterPoint Integrated Solutions, LLC for New Signage at 2101 W. Broadway. (Case No. S-009-2021)

Mr. Kelly, representing Floor & Décor, presented the proposed signage, which included three new wall signs and a new panel for the site's pylon sign. He explained that they were requesting an exception for the area of their wall signs because the building is set so far back from Broadway and would provide a better wayfinding guide for customers.

B. Consideration of Action on Request by Floor & Décor Outlets of America, LLC, Represented by CenterPoint Integrated Solutions, LLC for New Signage at 2101 W. Broadway. (Case No. S-009-2021)

Mr. Plowman shared the staff report, calling out that the sizes of adjacent tenant signs had been included to contextualize the size of the proposed Floor & Décor signage. He recommended the Commission discuss whether the other tenant would receive space on the pylon sign in the future. He also recommended that the Commission discuss whether landscaping was required at the base of the pylon sign.

Mr. Homburg, Mr. Stein and Mr. Holmquist all commented that the sign area exception was warranted, given the size of the store and agreed that the pylon sign did not require landscaping. Mr. Fox said the signage looked good and felt that the other tenant would still have sufficient frontage for their own sign.

Mr. Doran explained that they would like to add a second panel to the pylon sign for the second tenant. Mr. Homburg said that the pylon signs had been intended only for the anchor tenants in the mall. He and Mr. Holmquist said that improvements to the pylon sign could be discussed in the future.

A motion was made by Mr. Homburg, seconded by Mr. Stein, to approve the request by Floor & Décor Outlets of America, LLC for new signage at 2101 W. Broadway, as proposed, and according to Chapter 480 Article XII of the Monona Municipal Code of Ordinances with the following findings of fact and conditions of approval:

Findings of Fact:

1. The building has a substantial setback from W. Broadway and the anchor tenant needs visibility.
2. The main signage is comparable to the former Shopko signage as well as the other anchor tenants in this center.
3. The signage is appropriate for the size of the remodeled and enlarged entry feature on the building.
4. The customer pickup signage is wayfaring signage, and due to the size of the parking lot and the distance to the customer pickup area, signage is required to identify the location without creating confusion on the site.
5. The customer pickup signage is a reduction in square footage from the previous identification signage on the Shopko store.

Conditions of Approval:

1. As the sign is 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.

The motion carried.

C. Public Hearing on Request by Galway Companies for Approval of a New Comprehensive Signage Plan and Feature Wall at 6406 Bridge Road. (Case No. S-010-2021)

Mr. Homburg recused himself from the discussion.

Mr. Dan Yoder, from Sign Art Studios, showed the proposed signage plan, which included various wall signs and several pedestrian safety signs. An additional sign was shared that would be added to the public parking entrance denoting which businesses' customers the public parking was meant to accommodate. He also described the feature wall, which was designed with aluminum slats, and would be lit from behind by LED light bars. The feature wall lighting was designed to be subtle and not direct light outward towards the sidewalk and adjacent park.

D. Consideration of Action on Request by Galway Companies for Approval of a New Comprehensive Signage Plan and Feature Wall at 6406 Bridge Road. (Case No. S-010-2021)

Mr. Plowman shared the staff report, highlighting that most signs were wall signs and that the total sign area was about 200 sq. ft., 50 sq. ft. over the maximum sign area. It was added that given that the building faces three streets the signage felt appropriate, and an exception appeared reasonable. The zoning permit for the PIP required a comprehensive sign plan that included pedestrian crossing warning signs and signage to identify the public parking area.

Mr. Holmquist, Ms. Fox and Mr. Stein felt that the signage plan was cohesive and appropriate for the building. Mr. Stein commented that a more prominent public parking wall sign would be important, and Mr. Doran said they omitted such a wall sign in order to minimize the number of people using public parking when getting on boats or leaving the development. Ms. Fox and Mr. Holmquist said that the proposed parking signage would be sufficient, given the comments about misuse of existing public parking.

Commission members expressed some concern about the brightness of the feature wall and Mr. Doran explained that the lighting would be subtle, and that they would have control over the brightness and colors displayed.

With Mr. Homburg recusing himself, there was no quorum and the Plan Commission was unable to vote on the proposal.

E. Pre-hearing Conference on Request by Vang Thao for Consideration of a Zoning Permit for a New Use at 901 Femrite Drive. (Case No. 2-014-2021)

Mr. Plowman explained the proposed concept of creating a senior activity center that could be rented out as event space during weekends and encouraged high-level discussion about the appropriateness of the use.

Mr. Stein, Mr. Holmquist, and Ms. Fox agreed that the use seemed relatively appropriate for the area, and that having extra event rental space would be beneficial. All the Commission members agreed that more detailed information would be needed for a final decision on the use.

F. Pre-hearing Conference on Request by Discover Family Chiropractic (c/o Melissa Murphy) for Consideration of a Zoning Permit for a New Use at 800 E. Broadway. (Case No. 2-015-2021)

Mr. Dan Murphy and Ms. Melissa Murphy presented their proposal to subdivide the building at 800 E Broadway into three office spaces, with one used for Ms. Murphy's chiropractic business and the other two to be leased to other small businesses.

The Commission members agreed that the chiropractic use would be appropriate, but that creating additional tenant spaces could cause parking issues, given the small number of parking stalls on site and the limited capacity for more parking. The applicants were encouraged to consider which kinds of tenants would be viable for the space, specifically tenants that required little parking, or would not require parking at the same times of day as they progress the plans.

Reports of Staff and Commission Members

A. Staff Report Regarding Status of Development Project Proposals.

1. Economic Development Update

An application for the Old National Bank site would likely be submitted soon.

2. Potential Upcoming Plan Commission Items

Items for the June 28 meeting potentially included a mixed-use development along Monona Drive and signage for the Current.

3. Discussion of Return to In-Person Meetings

The Commission members agreed that they would prefer to return to in-person meetings, likely in July.

4. Upcoming Meetings: June 28, 2021 (Tentative), July 12, 2021.

B. Plan Commission Requests for Information from City Staff.

Mr. Homburg asked if installing Knox Boxes was required by code and Mr. Plowman said he would discuss that with the Police and Fire Chiefs.

Adjournment

A motion by Mr. Stein, seconded by Ms. Fox, to adjourn carried. (10:05pm)

Respectfully submitted by:
Elisa Guerrero, City Planning Intern