

Minutes
City of Monona
Plan Commission
Monday May 10, 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, Ms. Susan Fox, Mr. Chris Homburg, Ms. Coreen Fallat, Mr. Robert Stein, Mr. Brian Holmquist, and Mr. Patrick DePula

Also Present: Bryan Gadow, City Administrator and Elisa Guerrero, City Planning Intern

Approval of Minutes

A motion by Alder Goforth, seconded by Mr. Stein, to approve the minutes of April 12, 2021 carried with three corrections.

Appearances

None.

Unfinished Business

None.

New Business

A. Public Hearing on Request by East Side Club (c/o Robyn Klinge) to Revise the Hours of Operation for the Outdoor Tiki Bar at 3735 Monona Drive as Allowed by the Zoning Permit Approved on 3/28/2011 (Case No. 2-011-2021)

Mr. Homburg recused himself from the discussion, other than to answer questions about previous zoning permit revisions for the East Side Club.

B. Consideration of Action on Request by East Side Club (c/o Robyn Klinge) to Revise the Hours of Operation for the Outdoor Tiki Bar at 3735 Monona Drive as Allowed by the Zoning Permit Approved on 3/28/2011 (Case No. 2-011-2021)

Mr. Gadow shared that the applicant wished to change their opening hours on Saturdays and Sundays from 12pm to 11am, to better accommodate the events they host. The City's License Review Committee and City Council had already conditionally approved the changes, pending Plan Commission approval of the revised Zoning permit.

Ms. Fallat asked if any public comment was received from the neighboring condo building. Mr. Gadow said that one resident submitted feedback in support of the change in hours and there had been no comments in opposition, likely because change in hours was in the morning, rather than staying open later. Mr. Homburg agreed and said comments in the past had typically been from one neighbor living in the condo building.

Ms. Fox suggested modifying the permit language to say that music would stop one half hour before closing, without listing all the specific times as there were discrepancies.

A motion was made by Mr. Stein, seconded by Ms. Fallat to approve the revision to Condition #2 of the Zoning Permit originally approved on 3/28/2011 for the Outdoor Area and Tiki Bar at the East Side Club, 3735 Monona Drive, as proposed and according to Chapter 480 of the Monona Municipal Code of Ordinances, with the following conditions of approval:

- Hours of operation will be 11:00am - 10:00pm on Sunday, 2:00pm - 10:00pm on Monday through Thursday, 12:00pm - 11:00pm on Friday and 11:00am - 11:00pm on Saturday.
- Hours of operation for the Tiki Bar will be 12:00pm - 10:00pm on Memorial Day and Labor Day.
- If Independence Day falls on a Sunday, hours of operation for the Tiki Bar will be 11:00am – 10:30pm. If Independence Day falls on a Monday through Thursday, hours of operation of the Tiki Bar will be 12:00pm – 11:00pm. If Independence Day falls on a Friday, hours of operation for the Tiki Bar will be 12:00pm - 11:00pm. If Independence Day falls on a Saturday, hours of operation for the Tiki Bar will be 11:00am - 11:00pm.
- Alcoholic beverage and food service will end one-half hour before closing; 9:30pm Sunday through Thursday and the three summer holidays identified above that fall on Sundays, Mondays, Tuesdays, Wednesdays or Thursdays and 10:30pm on Friday and Saturday.
- All music will stop one full hour before closing: 9:00pm Sunday through Thursday and the three summer holidays identified above that fall on Sundays, Mondays, Tuesdays, Wednesdays or Thursdays and 10:00pm on Friday and Saturday.
- During weddings there will be no live amplified outdoor music.

The motion carried (Mr. Homburg abstained).

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

Mr. Parker Lange, from CenterPoint Integrated Solutions, shared that Floor & Décor business model and described their proposal to use 81,000 square feet of the former Shopko site. The other 20,000 square feet of the site will be converted into a second tenant space. They planned to repave the ADA parking stalls, add trees and tree islands throughout the parking lot, and construct a loading dock on the front of the building where material could be loaded directly into customer vehicles. The loading dock and tree screening on the east side of the building would remain the same. The current building entrance would become the entrance for the second tenant space, and the applicant planned to build a new entrance for their space. The new entrance and front of the building would be painted in Floor & Décor's corporate colors, and signage would be installed on the north and south building faces.

Mr. Gadov summarized the staff report saying the Commission may wish to discuss the scope of the proposed parking lot improvements and suggested adding different materials, like brick, to the front entrance, to create more architectural interest and durability against potential damage.

Mr. Homburg, Mr. Stein, and Mr. Holmquist agreed that this proposal was a good use for the space, commenting that while it had a more industrial feel than other tenants in South Towne Mall, it was still a commercial use and thus a good fit.

Mr. DePula asked about the color temperature of the parking lot lighting, suggesting warmer lighting, which would feel more inviting. Mr. Lange said they could look into color temperature options for the lighting. Mr. Stein added that the color temperature of many LED fixtures could be customized.

Mr. Homburg and Ms. Fox suggested greater integration with the rear of the building facing the Beltline. The previous tenant had used paint to break up the back wall, and it was suggested that the applicant may wish to do the same, possibly by adding their corporate colors to the already proposed signage. Mr. Homburg, Mr. DePula, Mr. Holmquist, Ms. Fallat and Ms. Fox commented that the landscaping in the tree islands near the building and along the entry drive should be upgraded, specifically replacing missing or dead trees. The Commission also commented that the parking lot and specifically the fire lane behind the building were in poor condition and should be repaved, beyond repaving just the ADA stalls. Ms. Fox and Mr. Holmquist said that all potholes and the fire lane would need to be fixed as a minimum, and Mr. Homburg said that ideally the entire lot would be resurfaced. He suggested the applicant present a plan for resurfacing the parking lot either presently or within the next few years.

Alder Goforth and Mr. Homburg said they preferred not to have garage doors facing Broadway, as was proposed for the customer pick-up area, and asked if traffic flow would be an issue. Mr. Lange said they would have preferred to locate it elsewhere, but the front-placement worked best with the interior layout and that they did not anticipate issues with traffic flow. Mr. Stein, Ms. Fallat and Alder Goforth asked if they would consider adding bollards to the front of the building for increased pedestrian safety, which Mr. Lange answered that they could.

Reports of Staff and Commission Members

A. Staff Report Regarding Status of Development Project Proposals.

1. Economic Development Update

City Administrator Gadow updated the Commission on the Monona Garden application. The applicant is still incorporating feedback from both the Commission and the neighborhood meeting. They expect to resubmit shortly for further consideration.

2. Potential Upcoming Plan Commission Items

Mr. Gadow shared that upcoming items would include the revised landscaping plan for Restaurant Depot, new signage for Four Lakes Yacht Club, and another pre-hearing conference for the One City Schools project.

3. Upcoming Meetings: May 24, 2021, June 14, 2021.

B. Plan Commission Requests for Information from City Staff.

Mr. Homburg asked if the developers from the Monona Garden project and the One City Schools team had been in contact to discuss street parking options along Engel St. Mr.

Plan Commission Minutes

May 10, 2021

Approved May 24, 2021

Renner, Executive Director of MESBA, said he was facilitating a conversation between the two. Ms. Fallat asked if a recording of the neighborhood meeting about the Monona Garden development project was available, and Mr. Renner said it would be available shortly.

Adjournment

A motion by Mr. Stein, seconded by Alder Goforth, to adjourn carried. (7:54pm)

Respectfully submitted by:
Elisa Guerrero, City Planning Intern