

Minutes
City of Monona
Plan Commission
Monday September 12, 2022

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

Present: Alder Brian Holmquist (Acting Chair), Ms. Coreen Fallat, Mr. Chris Homburg, Mr. Chris Conrad, and Mr. Brandon Gries

Excused: Alder Nancy Moore, Mr. Robert Stein, and Ms. Susan Fox

Also Present: Doug Plowman, Planning Director

Approval of Minutes

A motion by Ms. Fallat, seconded by Mr. Gries, to approve the minutes of August 22, 2022 carried with no corrections.

Appearances

None

Unfinished Business

A. Public Hearing on Request by Galway Companies, Inc., for Approval of a Sign Permit for Future Signage and Pylon Sign Improvements at 2101 W. Broadway. (Case No. S-012-2022)

Mr. Treichel of Sketchworks Architecture, LLC presented the application. The plan is to improve the existing pylon sign on the site, keeping the existing Floor & Décor tenant panel, and adding a second tenant panel for the adjacent space which is currently available. There were no other appearances and the public hearing was declared closed.

B. Consideration of Action on Request by Galway Companies, Inc., for Approval of a Sign Permit for Future Signage and Pylon Sign Improvements at 2101 W. Broadway. (Case No. S-012-2022)

Planning Director Plowman shared that a condition of the approved Zoning Permit for the façade improvements was that any new signage return for Plan Commission review. The applicant would like to clarify that the signage is permissible, and to enhance the sign exterior with new trim. The site is eligible for a pylon sign, total signage would be approximately 15 sq. ft. over what Code would allow today, although overall sign height meets standards. It was recommended that landscaping be discussed at the base of the sign, and if this would now be needed along with the pylon sign improvements.

The Commission were comfortable with the proposal, with minor edits to the suggested approval. There was agreement that landscaping at the base would be unnecessary, and should not be required of the applicant.

A motion was made by Mr. Homburg, seconded by Mr. Gries, to approve a second tenant panel and improvements to the existing Pylon Sign at 2101 W. Broadway, 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 W Broadway is identified in the City's Ordinance as being eligible for a pylon sign.
2. The existing pylon sign will be improved as part of the process, and is deemed an appropriate reason to grant a smaller second tenant panel for future use.
3. An exception to sign area is granted given the scale of the commercial space associated with the signs.

Conditions of Approval:

1. The applicant shall coordinate with the City's Building Inspector regarding applicable permits needed for the sign improvements including stamped plans (if necessary).
2. Approvals for the second panel shall return as part of the signage request for the future tenant.

The motion carried unanimously.

C. Public Hearing on Request by Alrig USA, Represented by Bowman Consulting Group, LTD for Approval of Additional Materials and Follow Up to the Approved Zoning Permit Conditions at 6501 Monona Drive. (Case No. 2-025-2022)

Mr. Hansch and Mr. Homayouni presented the application and the changes that were made in response to Plan Commission feedback. These included site circulation considerations for both vehicles and pedestrians, as well as final revisions to the lighting plan. There were no other appearances and the public hearing was declared closed.

D. Consideration of Action on Request by Alrig USA, Represented by Bowman Consulting Group, LTD for Approval of Additional Materials and Follow Up to the Approved Zoning Permit Conditions at 6501 Monona Drive. (Case No. 2-025-2022)

Planning Director Plowman discussed the elements being considered by the Plan Commission. A photometric plan was included, with a warmer color temperature used. Gooseneck lighting will be installed, and it is recommended that revised plans be reviewed administratively. Site circulation now includes the bumpout along the western side of the site, along with a sidewalk connecting to the adjacent parcel at the northwest corner. Commission feedback was generally positive for the additions, with recognition for the changes made. Mr. Conrad supported the additional conduit, and hopes that charging stations are added for additional EV options.

A motion was made by Ms. Fallat, seconded by Mr. Gries, to approve revisions to the approved Zoning Permit for construction at 6501 Monona Drive, as proposed and according to Chapter 480-55 of the Monona Municipal Code of Ordinances with the following conditions of approval:

1. All required state and local building permits shall be obtained.
2. Gooseneck lighting shall be installed across the site, with final specifications shared with City Staff prior to installation.

The motion carried unanimously.

E. Public Hearing on Request by Alrig USA, Represented by Bowman Consulting Group, LTD for Approval of Additional Site Signage at 6501 Monona Drive. (Case No. S-013-2022)

Mr. Homayouni introduced the signage plan for the Commission. A signage and striping plan was included for consideration. Regulatory signs and corporate signs are proposed to facilitate efficient movement through the site. Corporate signs include a directional sign for order pickup, as well as 12" x 18" food pickup signs for designated parking stalls. There were no other appearances and the public hearing was declared closed.

F. Consideration of Action on Request by Alrig USA, Represented by Bowman Consulting Group, LTD for Approval of Additional Site Signage at 6501 Monona Drive. (Case No. S-013-2022)

Planning Director Plowman presented the staff report to the Commission. The changes are to the previously approved Comprehensive Sign Plan from July 2022. Revised on-site directional signage is proposed, as well as regulatory signage and site striping.

Commission members were generally supportive of the on-site Chipotle signage, although there were concerns with some of the regulatory sign sizes. Mr. Homburg suggested clearer signage for those entering the site, possibly with the Chipotle logo and a right directional arrow. There should be a do not enter or no through traffic sign at the bumpout for those travelling north, but there also has to be an allowance for the adjacent parcel to the west such as a left turn only arrow. The back of the sign can include street names for those leaving, but it is important to clarify directions for those entering too. The do not enter striping should also be moved further north, but should not affect the neighbor. There was also feedback regarding the regulatory directional signs, and limiting their size given the speeds vehicles will be travelling. Ms. Fallat echoed feedback on the directional signs, and further clarified their design. This included the recommendation that southbound traffic highlight US 12/18 rather than Monona Drive given the direction drivers will exit from the site. There was discussion of sign #7 and if the no u-turn sign was necessary. The Commission discussed the on-site directional signage for the order pickup, and deferred the final decision to the applicant.

A motion was made by Mr. Homburg, seconded by Ms. Fallat, to approve additional site signage, submitted by Alrig, USA, 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 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. Approvals include the traffic control and regulatory signage as shown on the Signage and Striping Plan dated 06/01/2022.
4. The final design for the order pickup signs shall be shared with City Staff for review and approval prior to installation.
5. This approval includes the sign and striping revisions as discussed at the 9/12/2022 Plan Commission meeting with final approval by City Staff.

The motion carried unanimously.

G. Public Hearing on Request by One City Schools for Approval of Modifications to the Approved Zoning Permit at 1707 W. Broadway. (Case No. 2-024-2022)

Ms. McCullough introduced the application and the main elements being considered. The first is the site circulation item. There are no changes proposed, rather, the applicant is seeking approval to extend when this can be installed. Other elements have come up that needed attention, and the applicant has had issues getting contractors and materials. The submitted materials included temporary plans for operations and site circulation given the increased enrollment while utilizing existing conditions. The second relates to the shed and permanent playground north of the school. Plans have been revised to accommodate the existing cottonwood tree, and the shed is now proposed on the southwest corner of the playground. There were no other appearances and the public hearing was declared closed.

H. Consideration of Action on Request by One City Schools for Approval of Modifications to the Approved Zoning Permit at 1707 W. Broadway. (Case No. 2-024-2022)

Planning Director Plowman gave the Commission some background to the approvals, and highlighted the two elements considered as part of this request. No changes are proposed as part of the site circulation, with specifics for the 2022/23 school year included in the packet. City Staff approved the fence permit for the playground in August, and the shed dimensions are similar to those found in the single and two-family zoning districts. The Commission were supportive of the changes, and the revisions based on actual operations. Mr. Homburg asked that plantings with height be added to the northwest of the shed, coordinating with City Staff on final species. There was discussion of the height of accessory structures, and it was suggested that the shed height measurement be reviewed for a possible future Ordinance revision. The Commission wished to clarify the staff report that asphalt shingles and not cedar shingles were the approved design.

A motion was made by Mr. Homburg, seconded by Mr. Conrad, to approve revisions to the approved Zoning Permit for construction at 1707 W. Broadway, as proposed and according to Chapter 480-55 of the Monona Municipal Code of Ordinances with the following conditions of approval:

1. All required state and local building permits shall be obtained.
2. Specifications for the site layout and circulation shall remain consistent with those approved in November, 2021. Substantial completion shall be reached by August 31, 2023.

The motion carried unanimously.

New Business

A. Public Hearing on Request by One City Schools for Consideration of Additional Site Improvements at 1707 W. Broadway. (Case No. 2-026-2022)

Ms. Duwell Brockdorf presented the proposed entryway changes for One City Schools. The front entrance has experienced a lot of wear and tear as the building has transitioned from office to school use. Additional drainage issues were discovered, including water damage to the building. A central gathering space, bike parking, café seating and additional plantings are proposed for the new entry. The intention is to provide intentional areas for interaction, with durable materials enhancing the branding of the school. Renderings were shared with the Commission for consideration. A second element was discussed which concerns the rock wall and recessed area near the western edge of the site. The applicant wanted to discuss creative options for fencing this area and enhancing safety. Various design options were presented to the Commission for further consideration. There were no other appearances and the public hearing was declared closed.

B. Prehearing Conference on Request by One City Schools for Consideration of Additional Site Improvements at 1707 W. Broadway. (Case No. 2-026-2022)

Planning Director Plowman highlighted suggested discussion points for the Plan Commission. The entryway improvements were discussed, with the recommendation that direction be given to the applicant. The safety fence is determined to be located within the street yard and typically subject to the dimensional standards of the Ordinance. The Commission may choose to discuss an exception given the safety concerns while still accommodating the vision triangle.

Mr. Homburg supported the proposed entryway design. He shared that any reduction in greenspace be mitigated by the use of exceptional landscaping or additional design elements such as permeable pavers. The café seating canopy was deemed appropriate and a nice way to break up the building. Finally, Mr. Homburg shared that the fence should be unique and fun while recognizing the proximity to the sidewalk and not being too tall. Opportunities at either end may be possible to explore alternative options with additional height. Ms. Fallat supported the entry proposal, and clarified the egress locations and intent of their design. She also encouraged the applicant to consider the impact on light in the lower level play space, and to pick a fence design that doesn't negatively impact that space. Mr. Conrad also liked the entry design, and supported creative options for the fencing that engages the children and prevents climbing. Mr. Gries suggested a playful fence design that remains elegant in its execution. He supported creative and inspirational design options for that area moving forward. The entryway was discussed, and it was encouraged that lighting and design be modified to draw visitors into the space. Alder Holmquist discussed the recessed area and proposed fence. He shared that he is interested in the maintenance of the recessed area, and plans moving forward. This could impact the experience of students inside the school looking out of the building if it becomes inaccessible. There was also discussion of the other similar spaces across the campus, and if there was a safety concern for those.

C. Public Hearing on Request by GO Riteway, for Consideration of a Zoning Permit for Site Modifications and Expanded Use at 2801 Industrial Drive. (Case No. 2-023-2022)

Mr. Bast presented the request and the background to the application. There is an expectation that the Madison School District will go out for bid for their school bus transportation. This prehearing is to conceptually discuss the request should an RFP be issued. Mr. Craig discussed details of the submitted plans and the intent of the design. The plans would modify the existing property, expanding the GO Riteway use and relocating the existing logistics tenant. Plans would remove the southern portion of the building, with renovations to the rest of the space. The site plan incorporates parking for 79 buses and 94 cars. Building renovations would include maintenance and a wash bay. Additional office space, facilities and training space would be built out. There were no other appearances and the public hearing was declared closed.

D. Prehearing Conference on Request by GO Riteway, for Consideration of a Zoning Permit for Site Modifications and Expanded Use at 2801 Industrial Drive. (Case No. 2-023-2022)

Planning Director Plowman discussed the staff report and the main elements to consider. These included site circulation, parking, landscaping, lighting and building improvements. Ms. Fallat supported the proposed use, and had some questions regarding the parking. The applicant clarified that the existing UW Health shuttle service will continue and the proposed plan can accommodate this. There was some concern regarding the stacking of parking in the southern portion of the site without additional drive aisles in between. She also suggested additional site lighting given the increased intensity of use. Buildout should also

accommodate for the disposal of materials regarding the maintenance and cleaning of buses. Mr. Conrad added his concerns regarding safety, site circulation, accommodations for the drivers and site lighting. Mr. Gries echoed comments regarding drainage and water treatment, pedestrian walkways and site circulation. He added his praise for the tree islands and the good faith effort to add these in. A circulation plan was requested for future consideration to show vehicular movements.

Mr. Homburg generally supports the use, as long as it is buffered well from the adjacent Class A office. The bus storage, circulation and landscaping should be rethought for a project of this scale. There was a suggestion to expand parking to the north, remove excess asphalt, and add more landscaping closer to the street. The parking lot redesign should allow for wider tree islands and a greater amount. A number of further comments will need to wait until details are known. Mr. Homburg asked where the operations would be headquartered and registered. The applicant responded that operations and registration would be in Monona. Alder Holmquist noted that the wash bay requires buses to travel through the car parking area to access the space. Site safety was also raised as it related to fencing. The applicant had not fully considered fencing, and asked for feedback. The Commission preference was for any fencing to be from the building and to the back of the site. There was a strong preference not to have any fencing forward of the street.

Reports of Staff and Commission Members

A. Staff Report Regarding Status of Development Project Proposals.

1. Economic Development Update

Planning Director Plowman shared that the Northpointe development team held an informational presentation with the CDA at their August meeting.

2. Potential Upcoming Plan Commission Items

Northpointe will return to the Plan Commission on September 26 for a PIP prehearing. Preliminary plans will be considered for a mixed-use development at the corner of Nichols and Monona Drive.

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

None.

4. Updates/Discussion on Sustainability Efforts

None.

5. Upcoming Meetings: September 26, 2022, October 10, 2022.

B. Plan Commission Requests for Information from City Staff.

Ms. Fallat asked for an update regarding condominium development and research regarding why they are not being proposed. Planning Director Plowman and Alder Holmquist shared that much of the hesitation comes from the risk of litigation versus typical rental units. Mr. Homburg shared that the Commission need to decide what is right for Monona, and to understand how the number of units have changed over time. He added that adding more apartments does not constitute a diversity of housing stock, and more information is needed. Alder Holmquist asked about staffing, and the status of the Assistant Planner position. An offer has been accepted and the new hire will begin at the City on October 3. Alder Holmquist suggested reviewing the City's Housing Plan as a starting point for the discussion to inform future direction. Ms. Fallat asked about the next Comprehensive Plan update and if this should be discussed as a part of that.

Adjournment

A motion by Mr. Conrad, seconded by Mr. Gries, to adjourn carried. (9:30pm)

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