



# COMMUNITY DEVELOPMENT ANNUAL SUMMARY - 2015

City of Monona  
Planning and Community Development

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This report highlights the Planning and Community Development Department’s activities throughout 2015. Activities of the Department relate to the Plan Commission, Community Development Authority, Landmarks Commission, and Zoning Board of Appeals. This 2015 report summarizes 1) Land Use and Long Range Planning; 2) Economic Development; 3) Zoning; 4) Waterfront Redevelopment Project; 5) Façade Improvement Program; 6) Programmatic and Personnel Updates; and 7) Construction and Permitting Activity.

## LAND USE AND LONG RANGE PLANNING

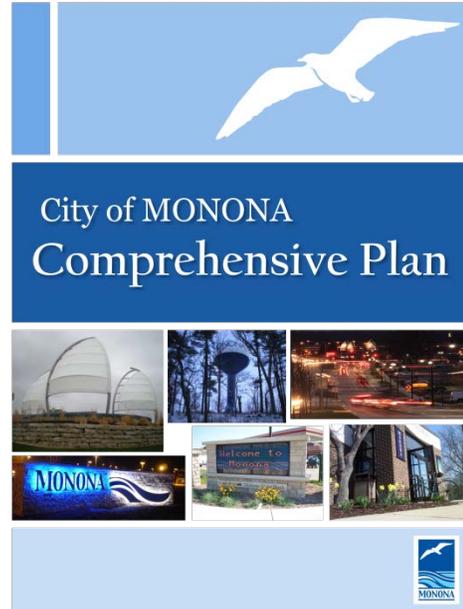
### Comprehensive Plan 2016-2036

Monona’s original Comprehensive Plan was adopted in 2004. State Statute requires communities to update their Comprehensive Plans at least once every ten years. The full update of Monona’s Plan was completed in early 2016 which constituted a complete repeal and replacement of the original 2004 plan. This was a major undertaking by the Plan Commission which highlighted many important discussions for future planning and development in Monona.

Multiple other city committees, residents, and business owners contributed to the development of the updated plan. Public participation procedures were adopted for the planning process which included a community-wide online survey and public open house. The results of these participation procedures were integrated into the final draft.

While there were no major deviations in general long-range land use policy, there were five main revisions to highlight:

- **Modernization of data and format.** 2010 Census data was used throughout the plan and newer data sources where available. New GIS data was created for the map series. The overall document was reduced in size by 64 pages while maintaining important content. Continued improvements will be made for greater citizen access to the plan such as creation of a “poster plan” or summary flyer, along with a greater online presence.
- **Creation of a new future land use map.** The 2004 Plan lacked a future land use map and instead allowed the zoning map to function as a long-term land use policy map. While this served the needs of a landlocked community in general, developing a new land use map more clearly illustrates the community’s long-term vision. The process also identified needed revisions to the zoning map.



- **Sustainability.** Goals of the 2015 Monona Sustainability Plan were aligned with goals of the new Comprehensive Plan by integrating sustainability throughout the plan rather than as a stand-alone chapter. Sustainability goals are marked with a green logo for greater visibility.
- **Housing Policy Identification.** Review of recent housing and demographic trends identified issues that need additional research. Research efforts will lead to more informed future policy decisions on issues such as how many additional multi-family housing units should be approved, and how to continue promoting home-ownership and investment in the community’s existing housing stock. The 2016 Plan recommends that a future update to the Comprehensive Plan focus on a priority issue such as housing rather than a complete rewrite.
- **Implementation Element.** The Plan Commission wrote a new 10-year prioritized action plan to implement the goals of the Comprehensive Plan. This action plan identifies priorities from the other eight Plan chapters and assigns an appropriate timeframe and responsible party for completion. This format will be simple to update in the future and can lead to other improvements such as greater integration between the Comprehensive Plan and the annual Capital Improvements Plan.

**Key demographic trends and housing characteristics identified in the 2016 Comprehensive Plan include:**

- Monona’s population is stabilizing. In 2015, the Department of Administration projected a population of 7,440. Actual estimates for 2015 were higher, resulting in a final population count of over 7,800.
- Monona’s population continues to age with 19.5% of the total population over the age of 65 years old. Monona’s average age is 11.5 years older than the County’s.
- 17.4% of Monona’s residents are between the ages of 50 and 59. Over the next twenty years, it is likely children of these residents will be moving away from Monona’s homes, thus reducing the average household size and increasing the number of “empty-nesters.” These residents are also nearing retirement.
- Monona has the smallest household size in Dane County at fewer than two persons per household. The number of older individuals living alone has increased.
- The 2010 Census count for housing units was 4,088. This number will grow slightly due to the recent construction of over 220 new multi-family housing units. Housing tenure data shows a continued decline in the proportion of the City’s housing stock that is owner-occupied. In other words, Monona is seeing a slight increase in rental households which can be contributed to a number of factors. The desired future mix of housing types will continue to be studied in coming years.

Key issues and opportunities identified in the 2016 Comprehensive Plan include:

- **Housing:** Housing trends need further research to address decline in owner-occupancy, older population, and aging housing stock.
- **Transportation:** Monona’s tremendous accessibility to regional transportation networks and destinations is a key asset to promote. Capital improvements planning should

continue to focus on maintenance of our local road network, as well as consider improvements for multi-modal transportation options where appropriate.

- **Utilities & Facilities:** Monona’s water system capacity is adequate. Stormwater facilities will see continued improvements to better manage sediment run-off into local water bodies. Monona’s city facilities, including the community center and public safety buildings, are aging and require long-range planning for capital investments.
- **Natural and Cultural Resources.** Maintenance of high-level recreational programming in city parks should continue. Preservation of adequate parks and open space throughout the community is important, as well as promoting and protecting the city’s cultural assets such as its historic resources.
- **Economic Development.** Promote orderly growth and development in established redevelopment districts. Implement the goals of the Riverfront Redevelopment District. Encourage development that fosters a unique sense of place for the City.

## UNIVERCITY ALLIANCE

Mayor Bob Miller declared 2016 as the “Year of the University.” This proclamation is due to the City agreeing to partner with the University of Wisconsin-Madison as the first community in its UniverCity Year program. Monona will participate in the inaugural UniverCity Year which will mobilize an army of students enrolled in more than a dozen university courses. Under the



guidance of faculty, student teams will work on issues identified by the city as priorities, including housing, transportation, parks, and broadband infrastructure. The year-long project is an outgrowth of a campus-wide program called the UnvierCity Alliance, a joint effort among several UW-Madison units that have been exploring ways to leverage UW expertise to help create more livable cities. The Plan Commission and Planning Director will play lead roles in this program which include specific research efforts that address goals of the Comprehensive Plan, including housing policy and sustainable transportation.

## ECONOMIC DEVELOPMENT

### Redevelopment Areas and Tax Increment Districts

Monona has seven active Tax Increment Districts (TID) (Nos. 2, 4, 5, 6, 7, 8 and 9) and seven Redevelopment Areas (Nos. 1, 2, 5, 6, 7, 8 and 9). For each district, a plan documents the need for redevelopment and outlines future land uses and goals. In 2015, a new redevelopment

district and TID was created was created for the Bridge Road and Broadway area to facilitate the “Riverfront Redevelopment.”

The City’s total equalized value increased by 3.1% over the year 2014 to \$1,130,326,000. Total TID incremental value is \$116,508,100 which is 10.31% of the City’s total equalized value, down from 10.96% last year. The City is currently \$19 million under the 12% limit of the total City equalized value that can be included in TIF districts. In 2018, TID No. 2 will retire. This will open over \$60 million in capacity for new TIF districts and will provide significant funding to Renew Monona, the City’s housing loan program.

### **Renew Monona**

In 2015, a fourth round for the Renew Monona program was opened and 29 applications were received. Three projects were approved which had a total value of \$230,000; however, two of the recipients did not complete the loan paperwork and the third recipient is significantly revising their improvement plans. Therefore, no money from the fourth round has been disbursed. The money available in the revolving loan fund will carry over to the next round of applicants.

### **ZONING CODE MAINTENANCE**

In 2015, the Plan Commission began review of the Sign Code and Historic Conservation Code.

Historic Conservation Code (Section 13-1-64) revisions were requested by the Monona Landmarks Commission, and were reviewed and approved by the Plan Commission and City Council. Three main changes were made to this section of the code including: (1) Landmarks Commission review of applications affecting landmark properties is now required, however, their review is advisory only as a recommendation to the Plan Commission; (2) the Code requires a review process when a demolition permit is requested. Previously, the Code only referenced building and occupancy permits as triggers for a review process that is intended to protect and preserve historic resources; and (3) designation criteria for future landmark selection was added, as well as a purpose and intent section.

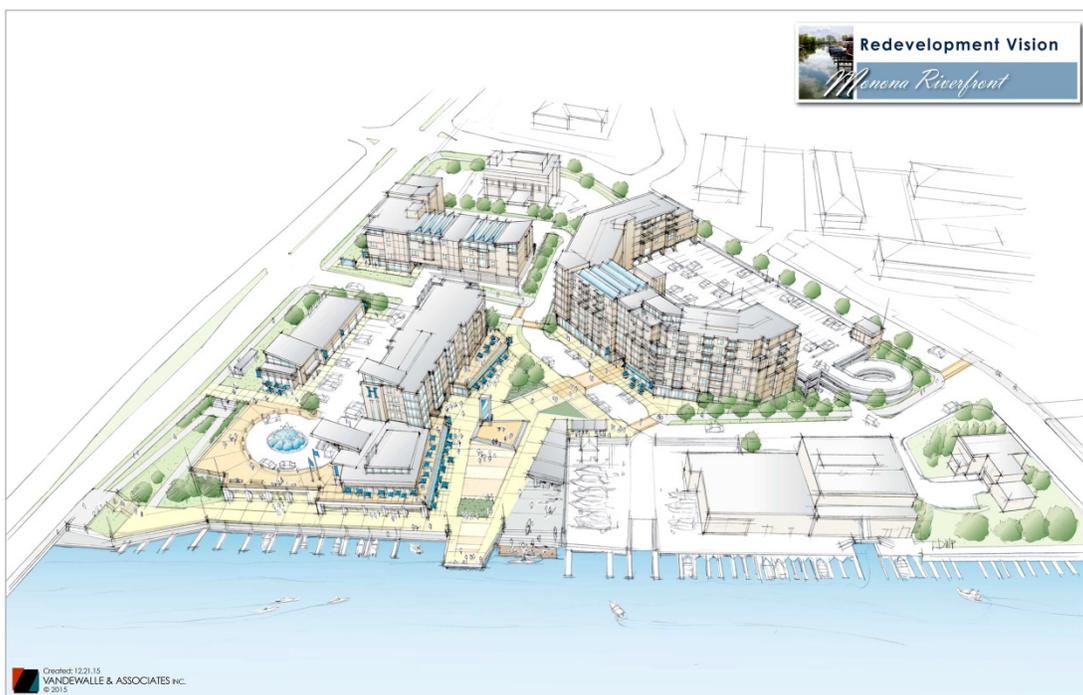
Review of the Sign Code has been a priority of the Plan Commission for many years. Initial reviews were conducted by the Plan Commission in 2015. Drafts for further review will be completed in 2016 and will be impacted by the recent Supreme Court ruling Reed v. Gilbert.

### **RIVERFRONT REDEVELOPMENT PROJECT**

A key goal in the community and economic development of Monona, as cited in the Broadway Corridor Plan and Comprehensive Plan is the development of a Waterfront District along W

Broadway, and the revitalization of the underutilized Bridge Road and Broadway area. In 2014, the City announced a major effort to encourage the redevelopment of a ten acre site along the Yahara River. Throughout the year, Planning Staff has worked with planning consultants and the CDA on various tasks to implement this effort. Major goals of the effort include:

- Enhanced public accessibility to and use of the waterfront;
- Increased property value, property tax income, and economic value;
- Elimination of blighted structures;
- Environmental remediation;
- Land assembly;
- Orderly physical and economic growth of the community;
- Create destination gathering place/"downtown" for Monona residents.



*Conceptual site plan rendering prepared by Vandewalle & Associates, 2015*

## **FAÇADE IMPROVEMENT GRANT PROGRAM**

Eligible properties for the Façade Improvement Grant program were expanded in 2012 to include Monona properties from Broadway to Winnequah Road. In 2013, one new application was submitted for a property on the south end of Monona Drive (6203 Monona Drive) but has not yet completed the review process. There were no grant applications submitted in 2014. One project was completed in 2015 for a façade improvement to Ken's Meats & Deli at 5725 Monona Drive for the full grant amount of \$10,000.

## PROGRAMMATIC AND PERSONNEL UPDATES

Since 2013, all Plan Commission packets are made available in electronic format to members and the public, and are saved on the City’s server. This has improved access to information and management of files in the Department. In 2014, the City launched a new website and the Planning Department has maintained updates to its webpage.

Staff continues to use the comprehensive site plan review checklist created in 2013 to distribute to prospective applicants for new construction and zoning permit requests to streamline the development review process. A checklist is also used for filing and documentation of Erosion Control and Stormwater Management plans and permits to ensure that these documents are properly recorded at the Dane County Register of Deeds. Using these checklists has improved compliance with required paperwork.

The City of Monona hired a new City Administrator in 2015, April Little. The City Planner also took on Economic Development Director duties.

## CONSTRUCTION AND PERMITTING ACTIVITY

Permits reviewed in 2015 are listed in Table A below.

<b>Table A. Permits Reviewed</b>			
	2013	2014	2015
Commercial Zoning Permits (see Appendix A)	23	25	15
Sign Permits (see Appendix B)	23	27	30
CSMs	0	0	1
Plats	0	0	0
Façade Improvement Program Applications	1	0	1

### Residential - Single Family:

- Two (2) area variances were granted by the ZBA for zoning setback requirements for the following properties:
  - o Side yard variance, carport: 6303 Bridge Road
  - o Accessory structure height variance, boat house: 5411 Tonyawatha Trail.

<b>Table B. Single Family Permits</b>			
	2013	2014	2015
New Single Family Units Added	9	7	4
Zoning Board of Appeals Applications	7	5	2

### Residential - Multi-Family:

- Three new multi-family developments totaling 223 new rental units have completed construction since 2012 including:
  - o Fairway Glen (5001 Monona Drive) – 55 units
  - o Lake Edge (4033 Monona Drive) – 43 units
  - o Treysta on the Water (320 W Broadway) – 125 units
- Five hearings were held for a proposed 220+ unit residential development at 1208 and 1220 E Broadway. No action was taken.

### Commercial:

- Five new/expanded restaurants opened in the City in 2015 including the Waypoint Public House, Jeng's Asian Kitchen, Mr. Brews Taphouse, Qdoba Mexican Restaurant, and an expansion of Swad Indian Restaurant. A sixth restaurant, Topsy Cow, was proposed for the space at 6001 Monona Drive but ultimately did not move forward.
- Multiple new businesses opened including Momma Bear's Childcare, Monona Yoga, and Booth 121.
- New construction was approved and completed for the multi-tenant restaurant building on the AmericInn Hotel property for Qdoba and Mr. Brews Taphouse.
- A new 7,000 SF Meineke Auto Service Center was approved for construction at 1000 E Broadway.
- A Summit Credit Union was proposed to be built at 5809 Monona Drive, the site of the former La Bamba restaurant. Plans have not yet been approved and construction plans are currently on hold by Summit Credit Union.

### Sign Code Highlights:

- Sign code enforcement is an ongoing effort to establish consistent standards for the display of all signs within the City and to promote public safety, minimize conflict with vehicular and pedestrian traffic and other signs, and promote harmonious appearance which will encourage a healthy business environment.
- Thirty (30) sign permits were approved in 2015 as outlined in Appendix B.
- Progress was made on the community goal to phase out legal non-conforming pylon signs on Monona Drive. The McDonald's pylon sign, as required by its 2013 zoning permit, was removed in 2015. Four pylon signs remain on Monona Drive including signs for Fat Jacks, ABC Builders, Kens Meats & Deli, and J&H Auto.
- Sign Code review and revision by the Plan Commission began in 2015 and will continue into 2016. Considerations resulting from the U.S. Supreme Court case Reed v. Gilbert will be incorporated into sign code revisions.
- Initial discussions also included future policy direction regarding consistent color requirements for multi-tenant buildings with comprehensive signage plans.

## Appendix A: ZONING PERMIT REQUESTS 2015

Permit No.	Project	Address	Approved
S-001-2015	Public Works Cold Storage Garage	Femrite Drive	✓
S-002-2015	Schluter Park Restroom Shelter and Site Plans	Schluter Park	
S-003-2015	Parks and Open Space Plan	Citywide	✓
S-004-2015	2-Lot Certified Survey Map	101 W Broadway	✓
S-005-2015	Treysta on the Water Marina	320 W Broadway	✓
S-006-2015	Tipsy Cow	6001 Monona Drive	
S-007-2015	Summit Credit Union	5809 Monona Drive	
S-008-2015	Aldo Leopold Nature Center – Shed	300 Femrite Drive	✓
S-009-2015	Momma Bear’s Childcare	152 Owen Road	✓
S-011-2015	Jeng’s Asian Kitchen	6001 Monona Drive	✓
S-012-2015	Ken’s Façade Improvement Project	5725 Monona Drive	✓
S-014-2015	Gordon Flesch	2501 Kilgust	✓
S-015-2015	Meineke	1000 E Broadway	✓
S-016-2015	Rosy Cheeks & Co.	6045 Monona Drive	✓
S-017-2015	Swad Expansion	6007 B Monona Drive	✓

## Appendix B: SIGN PERMIT REQUESTS 2015

Permit No.	Project	Address	Approved
S-001-2015	Legacy Martial Arts Wall Signs	6203 Monona Drive	
S-002-2015	Joy in Yoga Wall Sign	5419 Monona Drive	✓
S-003-2015	WPS Bank Reface for Starion Financial	5900 Gisholt Drive	✓
S-004-2015	Treysta on the Water Signage Plan	320 W Broadway	✓
S-005-2015	Huntington Learning Center Reface	400 Interlake Drive	✓
S-006-2015	La Petite Academy	6500 Bridge Road	✓
S-007-2015	Starion Ground Sign	5900 Bridge Road	✓
S-008-2015	Starion Beltline	5901 Gisholt Drive	
S-009-2015	Tenant Panel – Portal Media	400 Interlake Drive	✓
S-010-2015	Capital Remediation	6330 Copps Ave	✓
S-011-2015	Buffalo Wild Wings Reface	6544 Monona Drive	✓
S-012-2015	Qdoba/Mr. Brews Signage Plan	103 W Broadway	✓

S-013-2015	Programmed Cleaning	2001 W Broadway	✓
S-014-2015	Windows, Siding, and Doors	4515 Monona Drive	✓
S-015-2015	Hanger Clinic	514 River Place	✓
S-016-2015	Mr. Brews Tenant Sign	103 W Broadway B	✓
S-017-2015	Air Force	Pier 37 Building C	✓
S-018-2015	Lake Edge Apartment Ground Sign	4033 Monona Drive	✓
S-019-2015	Qdoba Tenant Signs	103 W Broadway A	✓
S-020-2015	Lottes Park Ground Sign	400 W Broadway	✓
S-021-2015	Jeng's Asian Kitchen	6001 Monona Drive	✓
S-022-2015	Broadway Auto & Tire	801 E Broadway	✓
S-023-2015	WPS Ground Sign	1717 W Broadway	✓
S-024-2015	McDonalds Ground Sign	4905 Monona Drive	✓
S-026-2015	Mr. Brews Tenant Sign #3	103 W Broadway B	✓
S-027-2015	Country Financial Sign Permit	100 Frost Woods Road	✓
S-028-2015	Citywide Pet Clinic	6009 Monona Drive	✓
S-029-2015	Indigo Wings Gallery & Gifts	4601 Monona Drive Ste 102	✓
S-030-2015	Unity Point Health Meriter	6408 Copps Avenue	✓