

Minutes
City of Monona
Plan Commission
Monday March 13, 2023

The meeting of the City of Monona Plan Commission was called to order at 6:25pm. The meeting began after the scheduled start time due to technical difficulties.

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

Excused: Ms. Coreen Fallat and Mr. Robert Stein

Also Present: Doug Plowman, Planning Director

Approval of Minutes

A motion by Mr. Conrad, seconded by Ms. Fox, to approve the minutes of February 27, 2023 carried with one correction.

Order of Business

There were no changes to the order of business.

Appearances

None.

Unfinished Business

A. Public Hearing for Michael Palovcsik Represented by Birrenkott Surveying on Request for Consideration of a Certified Survey Map (CSM) to Consolidate Two Lots for the Purpose of Constructing an Addition to the Single-Family Residence at 4506 Shore Acres Road. (Case No. 2-004-2023)

Mr. Danny Scott of Scott Brothers Remodeling and Mr. Michael Palovcsik presented the application. The proposal is to combine two existing lots in to one new lot in order to accommodate an addition to the existing single family home.

There were no other appearances and the public hearing was declared closed.

B. Consideration of Action for Michael Palovcsik Represented by Birrenkott Surveying on Request for Consideration of a Certified Survey Map (CSM) to Consolidate Two Lots for the Purpose of Constructing an Addition to the Single-Family Residence at 4506 Shore Acres Road. (Case No. 2-004-2023)

Planning Director Plowman shared the staff report. The request is to combine two existing lots in to one lot at 4506 Shore Acres Road. The lot combination would allow for the applicant to build a ground-floor addition to the existing single family home within the required setbacks. The Plan Commission previously held a prehearing conference for the application and it also received unanimous recommendation from the Public Works Committee on March 1st, 2023. The lots are Lots 1 and 2 of Block 6 of the Springhaven Plat and have not previously been subdivided.

At the previous prehearing conference, the Commission discussed street width requirements. It was confirmed that City Ordinance requires the resulting lots to front on a dedicated street at least 60 feet in width. There are discrepancies in the combined lot's fronting road widths, but the right of way is 60 feet. The Commission has typically been comfortable with those conditions if they are pre-existing. The proposed lot would meet all single family dimensional standards. The City's consulting engineer reviewed the draft CSM and their comments have been included. Staff recommends recommendation to Council for approval.

The Commission had no issues with the draft CSM.

A motion was made by Alder Holmquist, seconded by Mr. Gries, to recommend that the Monona City Council approve a 1-Lot Certified Survey Map (CSM) to combine Lots 1 and 2 of Block 6 of the Springhaven Plat at 4506 Shore Acres Road, 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 March 3 from Vierbicher, the City's engineering consultant as well as any additional edits needed to the updated CSM.

The motion carried unanimously.

New Business

A. Public Hearing on Request by Monona Retail Management, LLC, Represented by Bowman Consulting Group, LTD for Approval of a Zoning Permit for New Construction and a New Use at 6501 Monona Drive – Lot 2. (Case No. 2-006-2023)

Mr. Kevin Hejtmanek of Bowman Consulting presented the application. The application is for Lot 2 of 6501 Monona Drive. Lot 1 has already been permitted and constructed as a Chipotle restaurant while Lot 2 is proposed as a two-tenant retail building, with one space to be occupied by a cellphone retailer. The proposed cellphone retailer will have business hours of 10AM-8PM Monday-Saturday and 12PM-6PM on Sunday. It is expected there will be no more than 3-4 employees and 5-7 customers in the store at a time. The building design will closely match the building on Lot 1, and no changes to stormwater, site circulation, or parking are anticipated.

There were no other appearances and the public hearing was declared closed.

B. Consideration of Action on Request by Monona Retail Management, LLC, Represented by Bowman Consulting Group, LTD for Approval of a Zoning Permit for New Construction and a New Use at 6501 Monona Drive – Lot 2. (Case No. 2-006-2023)

Planning Director Plowman shared the staff report. The applicant is seeking a zoning permit to build a second commercial building on Lot 2 of Monona Drive, and is also requesting approval for a new tenant, an AT&T cellphone store, for one half of the space. The lot is

approximately 0.4 acres. Lot 1 was approved in November 2021, and many of the site improvements were included with that approval. The parcel is zoned Community Design District (CDD) and is subject to the Monona Drive Urban Design Guidelines. The Comprehensive Plan lists the parcel as commercial in the current and future land use maps.

The AT&T store will occupy approximately 1,000 sq. ft. Planning Director Plowman recommended the Commission discuss the use, as it was previously envisioned as a medical use in prior approvals. The building is located in the Monona Drive Urban Design District and the River Place Development, and design was carefully considered for the Chipotle use on Lot 1. The proposed materials are high quality and are compatible with the development on Lot 1.

City Code requires four parking stalls, while the approved plans have 15 stalls, with one ADA stall. Bike parking is included near the Chipotle restaurant at the northeast corner of the property. Site circulation was approved administratively by staff in November 2022 and is not proposed to change. A striped crossing is included connecting Lot 1 and Lot 2. A landscaping plan is included, but will be approved by staff administratively. Greenspace is approximately 50%. Gooseneck light poles are proposed but are backordered. Temporary lighting will be used until the gooseneck lights are available. Staff recommends approval.

Mr. Homburg felt that the new use was appropriate but encouraged the applicant to work with the developer to ensure the second tenant does not overwhelm the parking. He liked the architecture overall but stressed the need for an additional set of windows on the south elevation. He felt that the landscaping plan was deficient and recommended the applicant replace the dying ash tree on site. He asked for bike parking to be included with the building on Lot 2.

Ms. Fox agreed about the appropriateness of the use and that more windows were needed. She felt that the landscaping along Monona Drive was good, but that more was needed near the building.

Mr. Conrad agreed with the other Commission members but was concerned about parking. He felt that customer demand may be more than what was planned for. He also asked about conduit for EV charging. Planning Director Plowman said that it was discussed as part of the Chipotle development, and that the builder said it was put in place. Alder Moore clarified with the applicant that the Commission was asking for EV conduit to be roughed-in, not for EV charging stalls to be built at the moment. She echoed the concerns about parking demands once a second tenant was found.

Mr. Gries added that a cell phone store was a great location for EV charging stalls. He agreed that the landscaping needed improvement and that additional windows were needed.

Alder Holmquist asked about the roof pitch and Planning Director Plowman stated that it matches the Chipotle roof. He stressed that the south side of the building is important as the first thing people see as they enter the City. He felt that landscaping needed improvement on the south and east sides.

Mr. Homburg said that the building fronts on two streets, so two wall signs will eventually be appropriate. This will help ensure the building doesn't appear to have a back side.

A motion was made by Mr. Homburg, seconded by Mr. Gries, to approve a Zoning Permit for new construction and a new use at 6501 Monona Drive – Lot 2, as

proposed and according to Chapter 480 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. An updated erosion control permit application shall be submitted to the city's consulting engineer for review and approval prior to the granting of building permits. The applicant will be expected to take responsibility for the entire site surrounding the build area, including the parking lot, driveway entrances, the street and all inlets.
3. Separate sign permits shall be obtained from the Plan Commission for any new signage at the site.
4. Zoning Permit approval is required for the second tenant space within the building with final review by the City's Plan Commission.
5. A window shall be added on the western portion of the south elevation, with final approval by City Staff. The window may be standard or spandrel glass and shall match the building's other windows.
6. A revised landscaping plan shall be submitted to City Staff for final approval.
7. Bicycle parking shall be added on site, with final approval of the design, number of stalls, and location by City Staff.

The motion carried unanimously.

C. Public Hearing on Request by Joaquin Lopez dba Fratelli's Trattoria, for Approval of a Zoning Permit for a New Use at 5801 Monona Drive. (Case No. 2-007-2023)

Mr. Joaquin Lopez presented the application. The proposal is for an Italian restaurant at the former Angelo's restaurant space. Mr. Gary Fraboni, the property owner, offered his support for the proposal.

There were no comments and the public hearing was declared closed.

D. Consideration of Action on Request by Joaquin Lopez dba Fratelli's Trattoria, for Approval of a Zoning Permit for a New Use at 5801 Monona Drive. (Case No. 2-007-2023)

Planning Director Plowman shared the staff report. The request is for a zoning permit for a new restaurant. The business would be open seven days a week with 150-200 customers expected per day. Hours of operation are expected to be 11AM-10PM Sunday-Thursdays and 11AM-11PM Friday-Saturday. The applicant successfully applied with the License Review Committee and City Council for a Class B Liquor and Fermented Malt Beverage License. The space has been vacant for longer than six months, necessitating Plan Commission review. The property is zoned Retail Business and the Comprehensive Plan shows the parcel as commercial in the future land use map. No major building modifications are proposed. Floor plans show two levels, with a capacity for 68 guests in the main dining room, 28 at the bar, and 98 in the lower level, which is a private room to be used as needed. No

changes are proposed to the existing parking arrangement, which has 2 ADA stalls and a total of 35 stalls. City Code requires 65 stalls based on all seats, or 32 stalls when only considering the main dining space and bar. The property owner also owns the adjacent space at 108 Owen Road and a parking arrangement may be possible. No landscaping changes are currently proposed, though some stalls along Monona Drive lack headlight screening. Staff recommends approval.

Mr. Homburg recalled that the adjacent building was built with a large parking lot to accommodate overflow from the restaurant. The property owner confirmed and was happy for the lot to be used when the other business is not open. Mr. Homburg said that he was comfortable with the parking plan and proposed use. He felt that the landscaping could use some improvements, particularly to separate the parking lot from the sidewalk.

Ms. Fox agreed that parking should be sufficient, even when the lower level is full.

Mr. Conrad asked the applicant when they anticipated opening. The applicant stated early- to mid-April.

Mr. Gries agreed with other Commissioners and added that the intersection of Owen Road and Monona Drive is an important gateway for residents. He stressed the value of landscaping improvements.

Alder Moore felt that the density of the proximate area made the location ideal for a restaurant.

A motion was made by Mr. Homburg, seconded by Mr. Conrad, to approve a Zoning Permit for a new use, requested by Joaquin Lopez, of Fratelli's Trattoria, to be located at 5801 Monona Drive, as proposed and according to Chapter 480 of the Monona Municipal Code of Ordinances with the following conditions of approval:

1. All required permits from state and local agencies shall be obtained. The applicant shall contact the City of Monona Building Inspection Department to confirm requirements.
2. A separate sign permit shall be obtained for any new signage on the building.
3. The applicant shall investigate overflow off-hour parking at 108 Owen Road. Should parking become an issue, the applicant may need to return to the Plan Commission to formalize alternative options.
4. The applicant shall coordinate with City Staff to restore the site's existing landscaping along Monona Drive, with work to be completed by July 1st, 2023.

The motion carried unanimously.

E. Public Hearing on Request by Fratelli's Trattoria, for Approval of New Signage at 5801 Monona Drive. (Case No. S-002-2023)

Mr. Joaquin Lopez of Fratelli's Trattoria and Mr. Chuck Zimmerman of Capital City Signs presented the application. The applicant decided to replace the existing wall signs which were in poor condition, but to re-use the existing roof sign cabinet and replace the decals with the branding for the new restaurant.

There were no other appearances and the public hearing was declared closed.

F. Consideration of Action on Request by Fratelli's Trattoria, for Approval of New Signage at 5801 Monona Drive. (Case No. S-002-2023).

Planning Director Plowman shared the staff report. The request is for two wall signs, one facing north and one facing south, and one roof sign. Each sign is approximately 21 sq. ft. and LED-illuminated. The parcel is zoned Retail Business and subject to the Monona Drive Urban Design Guidelines. With respect to signage, the guidelines state that commercial signage should reflect a balance between allowing adequate signage for business identification, legibility, and visibility, and protecting the aesthetic of the overall streetscape. The building fronts both Monona Drive and Owen Road, with 67 and 37 feet of frontage respectively. Both of the wall signs are replacing existing signs and will be a reduction in size compared to the existing signs. The roof sign is an existing non-conforming sign previously approved by the Commission in 1987 and 1990. The proposed roof sign is a partial re-face of the existing roof sign. The cumulative size of the signs is within the allowable maximum permitted by the City Sign Code. Staff recommends the Commission discuss the appropriateness of the application and whether exceptions are warranted.

The applicant clarified that the roof sign is fluorescent-lit, not LED-illuminated.

Alder Holmquist had no concerns with the wall signs, but questioned the roof sign. He wondered if the sign could be classified as a marquee sign or something else, because it is not on the roofline of the main structure, and is below the midpoint of the roof for the main structure.

Mr. Gries was also unsure about the appropriateness of the roof sign but liked the wall signs.

Mr. Conrad liked the new signs and asked about the color temperature of the lighting. The applicant responded that the white light was 6500K. Mr. Conrad asked if it could be lowered to around 3000-4000K or if the lights could be adjustable. The applicant stated that it would appear to be yellow and that 6500K is the industry standard for sign illumination. He added that adjustable LED lights for outdoor signs are not readily available. Mr. Conrad stated that he has seen outdoor, adjustable LED lights. Mr. Homburg added that building lights and street lights can be adjustable, but perhaps not sign lights. The applicant agreed and said that the Verizon store sign is also 6500K as a comparison. Mr. Conrad asked if the brightness was adjustable and the applicant stated that it was fixed, but that he could add a thicker acrylic panel to reduce the brightness. Mr. Conrad felt that the standard condition of approval about glare should be sufficient to address any potential issues.

Mr. Gries asked the applicant if channel letters were considered. The applicant said that there was not enough space for channel letters and that they were cost prohibitive.

Ms. Fox had no issues with the roof sign given that it is pre-existing. She felt it was appropriate given site constraints but had some concerns about the sign's legibility. Planning Director Plowman presented the revised artwork with a different font, and the Commission generally preferred it to the original font.

Mr. Homburg felt that glare from the sign was a legitimate concern and asked the applicant to strongly consider opacity or intensity if the light color could not be changed. He discussed how the roof sign was acceptable because it is a grandfathered sign that is being re-faced, not totally replaced or rebuilt. Alder Holmquist added context by saying that the McDonald's sign lost its grandfathered status because it was a major overhaul, while Ken's kept its nonconforming sign because only minor revisions were done.

Mr. Gries asked if there was a way for the rectangular portion of the sign to illuminate the circular portion through reflection, lowering glare. The applicant said that both pieces were on the same plane.

A motion was made by Mr. Homburg, seconded by Ms. Fox, to approve a sign permit for two wall signs and one roof sign, as requested by Fratelli's Trattoria to be located at 5801 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 findings of fact and conditions of approval:

Findings of Fact:

1. Two wall signs are warranted on the east façade given the need for building identification from Owen Road and both southbound and northbound Monona Drive, and because the signs represent a decrease in total area compared to the existing signs.
2. The roof sign is an existing nonconforming sign and is only being refaced with no other changes to the sign, warranting an exception.

Conditions of Approval:

1. As the 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 to be excessive by the Plan Commission, then the Plan Commission may require adjustments to the lighting.

The motion carried unanimously.

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 Community Development Authority (CDA) will consider the Northpointe Development, the private drive at the Whitehorse Property, and the 5105 Monona Drive development at the March 28th meeting.

2. Potential Upcoming Plan Commission Items

Planning Director Plowman shared that the 5105 Monona Drive development is looking to attend a meeting in April for formal consideration, depending on what they hear at the CDA meeting. One or two zoning permits for new businesses are expected at the next Commission meeting.

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

None.

4. Updates/Discussion on Sustainability Efforts

Planning Director Plowman shared that staff is working on the Earth Day electronics recycling event and that further updates will be shared as more details emerge.

5. Upcoming Meetings: March 27, 2023 and April 10, 2023

B. Plan Commission Requests for Information from City Staff.

Mr. Homburg requested that staff ask that Public Works review the Ordinance that requires new lots to front on a road 60 ft. in width. He said that the intent of the Ordinance is to require a public road in a minimum 60 ft. right of way, and that it should be amended.

Adjournment

A motion by Ms. Fox, seconded by Mr. Gries, to adjourn carried. (7:36pm)

Respectfully submitted by:

Thor Jeppson, Assistant Planner