

Minutes
City of Monona
Plan Commission
Monday June 24, 2019

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

Present: Alder Nancy Moore (Chair), Alder Thomas, Mr. Chris Homburg, Ms. Coreen Fallat, Mr. Brian Holmquist, Mr. Josh Peterson, and Mr. Rob Stein

Excused: Ms. Susan Fox

Also Present: Doug Plowman, City Planner

Approval of Minutes

A motion by Ms. Thomas, seconded by Mr. Holmquist, to approve the minutes of June 24, 2019 carried with no corrections.

Appearances

There were no appearances.

Unfinished Business

There was no unfinished business.

New Business

A. Public Hearing on Sign Permit Request by Glen Rosen for two new Monument Signs for Monona Lakeview Apartments at 3819 Monona Drive. (Case No. S-013-2019)

Dale Ganser of Openwood Studios, Inc. presented the proposed signage on behalf of the applicant, Glen Rosen. Mr. Ganser shared that the request had changed slightly, as despite the property being marketed as one, there are in fact four parcels. The Sign Code allows one monument sign per property, so there would not be a variance request. The main request is the 15' setback, which is necessitated by the cedar fence screening the parking lot.

The proposal requests new signs at both the north and south entrances to the property, the sign on the southern portion of the site replacing an existing monument sign in the same location. The applicant is requesting setback relief amounting to 2' in the south, and 3' in the north. There were no other appearances and the public hearing was declared closed.

B. Consideration of Action on Sign Permit Request by Glen Rosen for two new Monument Signs for Monona Lakeview Apartments at 3819 Monona Drive. (Case No. S-013-2019)

Mr. Homburg asked for clarification regarding the number of parcels on the site. The submitted materials appear to show three, while Mr. Ganser mentioned four. It was clarified that there are four buildings on four parcels that used to be three apartment buildings. Mr. Homburg agrees with the applicant that this doesn't require a variance given the number of parcels, despite being marketed as one complex. The screening fence, original fence and landscaping were completed 27 years ago. Mr. Homburg pointed out the Monona Lakeview Apartments sign on the fence, was originally allowed because of the sites difficulty signing the northern end of the parcel. The challenge was the height of the retaining wall, and its proximity to the driveway which impacts the vision triangle. He has concerns with the existing south sign, and even more concern for the new sign to the north.

Mr. Homburg was conceptually fine with the three signs, given the main fence mounted sign is larger than typical, and the two proposed signs are smaller than typical. The main concern was with both the height of the north sign, and impacts on the vision triangle. Mr. Ganser challenged that the sign height was artificially increased, considering the berm to be part of the landscaping. Mr. Holmquist used the School District main office sign example, citing there wasn't such a concern with height during those approvals. There isn't a proposal to bring in a berm, and it's using existing conditions. Mr. Holmquist doesn't see a vision triangle challenge to the north, but possibly to the south. He asked if there was a way to move the southern sign north slightly.

Alder Thomas asked if the sign could be lowered slightly while still retaining its visibility. Mr. Ganser responded that it can be lowered slightly while still in keeping with existing landscaping. Mr. Stein agrees with Mr. Holmquist; that the application is working with existing grade. He sees less of an issue with the application, but would suggest the sign be lowered slightly so it isn't above the top of the column as it would detract from the existing stonework and lighting. He asked if the sign could move slightly to the south while still retaining visibility. Mr. Ganser responded that they could possibly take a couple of yew trees and move it south. Mr. Stein is comfortable with the southern sign as long as it maintains safe vision triangle, he suggested this can be handled administratively. He also suggested moving north or pivoting the sign slightly. Ms. Fallat agreed with Mr. Stein's comments.

Chair Moore asked for clarification for the height with regards to the fencing. Mr. Ganser reiterated that the northern sign wouldn't be near either the fence or column, stating that it would be similar to the existing south sign. Planner Plowman shared the staff position on the signs. The size is reasonable, especially when considering the 600' of Monona Drive frontage. These signs are functional additions to increase visibility, and he is happy to address vision triangle and height concerns administratively.

Mr. Homburg clarified that an exception would be needed for the height because the sign is on a berm, which is to be measured from the sidewalk. He agrees with suggestions for conditions to keep below the top of the fence, and moving the northern sign south.

A motion by Mr. Homburg, seconded by Alder Thomas, to approve a sign permit for two new monument signs requested by Glen Rosen (for Monona Lakeview Apartments), to be located at 3819 Monona Drive, as proposed, and according to Attachment 1 to the Zoning Code of the Monona Municipal Code of Ordinances, is recommended with the following findings of fact and conditions of approval:

Findings of Fact:

1. Monona Lakeview Apartments is located on three separate parcels, and as such is eligible for 3 monument signs despite being marketed as 1 apartment complex.
2. The central sign attached to the screening fence is larger than permitted, but in conjunction with the two proposed monument signs at either end of the site is proportional for a site with 600' of frontage on Monona Drive.

Friendly amendment by Mr. Holmquist, which was accepted by the maker and seconder of the motion, to add a finding of fact as follows:

3. As the screening fence is already established at an elevated level, it is felt that this sign is appropriate and fits well in the space. The sign height will be less than 5' so that it won't be an obstruction to pedestrians.

Conditions of Approval:

1. As the signs are to be illuminated, an electrical permit shall be obtained from the City's Building Inspector.
2. The northern sign shall be no taller than the height of the screening fence, and moved south to move it away from the vision triangle, with final review by staff.
3. If the Plan Commission determines the vision triangle to be an issue with either sign they retain the right require the applicant to relocate the sign.
4. If the 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.

C. Public Hearing on Sign Permit Request by Brentt Holland, USSI Global for two Menu Board Signs for McDonald's Restaurant at 4905 Monona Drive. (Case No. S-014-2019)

D. Public Hearing on Sign Permit Request by Brentt Holland, USSI Global for two Order Board Signs for McDonald's Restaurant at 4905 Monona Drive. (Case No. S-015-2019)
Previous agenda item 6E

Jill Barden of Big River Sign Co presented the applicant on behalf of Brentt Holland and McDonald's restaurant. The applicant is requesting to change from their existing 41-43 sq. ft. signage, to separate pre-browse and menu boards. These take up less space at 10sq.ft. and 20sq. ft. respectively. Planner Plowman clarified that Order Boards require a Conditional Use Permit (C.U.P), and the Plan Commission may choose to view all four proposed signs as Order Boards, rather than Menu Boards and Order Boards as originally stated. This was confirmed, and the agenda items were subsequently combined (Agenda items 6C and 6E, 6D and 6F, 6G and 6I as well as 6H and 6J). There were no other appearances and the public hearing was declared closed.

E. Consideration of Action on Sign Permit Request by Brentt Holland, USSI Global for two Menu Board Signs for McDonald's Restaurant at 4905 Monona Drive. (Case No. S-014-2019) Previous agenda item 6D

F. Consideration of Action on Sign Permit Request by Brentt Holland, USSI Global for two Order Board Signs for McDonald's Restaurant at 4905 Monona Drive. (Case No. S-015-2019)

Items were considered together

Planner Plowman provided a staff report on the request. He had reviewed the Menu Boards under the Menu Board signage category in the staff report, but acknowledged this could be regulated within Order Board. Mr. Homburg asked for clarification on the finish and material for the boards. The application materials stated they would be galvanized steel, and very different to the powder coated finish that exists today. The applicant shared photographs showing a powder coated steel sign.

Mr. Homburg clarified that Menu Boards as defined in the Sign Code weren't intended for this type of application. It was meant for restaurants to have small signs on their building. The Order Board is appropriate and meant for this type of application. Menu Boards are shown as part of the Order Board in the Code, and this is the lens that these should be viewed. Chair Moore clarified that if the Commission considers the Menu Board as part of the Order Board, they

exceed the number of signs permitted on site. Mr. Homburg stated that the C.U.P approved 2 signs originally because there are 2 drive-through lanes. His opinion is that a portion of that size can be separated in return for less square footage, and free flow of traffic through the site.

Mr. Homburg suggested the addition of conditions for Staff approval of designs as shown at the meeting, as well as a glare condition considering these are screens. Mr. Stein agreed that the existing signs are very bright and could impact neighbors.

Mr. Peterson expressed that the existing drive-through lanes have additional advertising through the point of sale display screen where orders are made. He asked if this is replacing the existing order point. The existing Order Board is also double-sided, based upon time of the day. He asked if the new signs will be double sided. Ms. Barden clarified that the back of the sign is plain, with no additional signage. Mr. Homburg asked if the order point will still remain separate from the proposed order board. Planner Plowman stated that the screen was considered part of the structural designs of the building, and not a part of the signage. Mr. Stein stated that he didn't see this as additional signage. He saw it as a function of the site, and other locations, namely gas stations would have many signs if this were the case.

Mr. Holmquist asked for additional clarification regarding the order board. The order sign references the microphone and not the order screen itself being omitted. Mr. Peterson clarified his concern that there is a lot of signage already in place on site, and it is busy and bright. Chair Moore echoed Mr. Peterson's concerns, and stated how there are other temporary signs around the site too. Alder Thomas was concerned with efficiency and ease of use for the drive-through and that she expects this plan to help improve that.

A motion by Mr. Homburg, seconded by Brian Holmquist, to approve a sign permit for four new order board signs as requested by Brentt Helland (for McDonald's Restaurant), to be located at 4905 Monona Drive, as proposed, and according to Attachment 1 to the Zoning Code of the Monona Municipal Code of Ordinances, is recommended with the following findings of fact and conditions of approval:

Findings of Fact:

1. The property already has 2 drive-through lanes, and 2 order boards previously approved with the original Conditional Use Permit.
2. Two additional signs are being allowed per drive-through lane because they decrease overall square footage when compared to what was previously approved, as well as for an increase in traffic efficiency through the site.

Conditions of Approval:

1. Approval for the foundation work for the signs shall be obtained from the City's Building Inspector.
2. As the signs are to be illuminated, electrical permits shall be obtained from the City's Building Inspector.
3. If the glare from the lighting is deemed to be excessive by the Plan Commission, then the Plan Commission may require adjustments to the lighting.
4. Order board design is to be as presented at the Plan Commission meeting on June 24th with painted finish edges and backgrounds with final approval by staff.

The motion carried.

G. Public Hearing on Sign Permit Request by Brentt Holland, USSI Global for two Menu Board Signs for McDonald's Restaurant at 2051 W. Broadway. (Case No. S-016-2019)

H. Public Hearing on Sign Permit Request by Brentt Holland, USSI Global for two Order Board Signs for McDonald's Restaurant at 2051 W. Broadway. (Case No. S-017-2019) Previously Agenda Item I Items were considered together

Chair Moore clarified that this application was for the same signage as had previously been approved at 4905 Monona Drive. With no appearances the public hearing was declared closed.

I. Consideration of Action on Sign Permit Request by Brentt Holland, USSI Global for two Menu Board Signs for McDonald's Restaurant at 2051 W. Broadway. (Case No. S-016-2019) Previously Agenda Item H

J. Consideration of Action on Sign Permit Request by Brentt Holland, USSI Global for two Order Board Signs for McDonald's Restaurant at 2051 W. Broadway. (Case No. S-017-2019) Items were considered together

A motion by Alder Thomas, seconded by Chris Homburg, to approve a sign permit for four new order board signs as requested by Brentt Helland (for McDonald's Restaurant), to be located at 2051 W. Broadway, as proposed, and according to Attachment 1 to the Zoning Code of the Monona Municipal Code of Ordinances, is recommended with the following findings of fact and conditions of approval:

Findings of Fact:

1. The property already has 2 drive-through lanes, and 2 order boards previously approved with the original Conditional Use Permit.
2. Two additional signs are being allowed per drive-through lane because they decrease overall square footage when compared to what was previously approved, as well as for an increase in traffic efficiency through the site.

Conditions of Approval:

1. Approval for the foundation work for the signs shall be obtained from the City's Building Inspector.
2. As the signs are to be illuminated, electrical permits shall be obtained from the City's Building Inspector.
3. If the glare from the lighting is deemed to be excessive by the Plan Commission, then the Plan Commission may require adjustments to the lighting.
4. Order board design is to be as presented at the Plan Commission meeting on June 24th with painted finish edges and backgrounds with final approval by staff.

The motion carried.

Reports of Staff and Commission Members

A. Staff Report Regarding Status of Development Project Proposals.

1. The July 8th meeting will hear a rezoning request for 309 Femrite Drive as well as an expected signage application.
2. Upcoming Meetings – July 8, 2019, July 22, 2019 (Tentative)

B. Plan Commission Requests for Information Concerning Development Projects

There were no questions.

Mr. Homburg shared some project updates from the Green Tier Charter Meeting that were of significance to the City.

- a. Elicit discharge to storm sewer – As an MS4 Community, Monona is required to have an ordinance regulating this. Dane County is working on an ordinance, as is the City of Madison.
- b. Land disturbance – Within Dane County anything >4,000 sf. is considered a redevelopment. Small businesses are not repaving their parking lots. Both Dane County and the City of Madison are rewriting their ordinances to increase the number back to 20,000 sf. Mr. Homburg recommended this is something the City should be aware of.
- c. Lakes and Watershed Commission – Looking to implement a fee in lieu of infiltration. Any exempted or excluded sites can pay to retrofit other sites to ensure a fair contribution. This is to be implemented by 2022 and will also affect the City.
- d. The real estate sign at Winnequah and Monona Drive has been removed. Mr. Homburg is pleased to see the safety hazard moved.

Adjournment

A motion by Mr. Stein, seconded by Mr. Peterson, to adjourn carried. (8:08pm)

Respectfully submitted by:
Doug Plowman, City Planner