

Minutes
City of Monona
Plan Commission
Monday August 12, 2019

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

Present: Alder Nancy Moore (Chair), Alder Kathy Thomas, Mr. Chris Homburg, Ms. Coreen Fallat, Mr. Josh Peterson, and Ms. Susan Fox

Excused: Mr. Brian Holmquist, and Mr. Rob Stein

Also Present: Doug Plowman, City Planner

Approval of Minutes

A motion by Ms. Thomas, seconded by Ms. Fallat, to approve the minutes of July 22, 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 Pirtek Madison for one new Wall Sign at 6354 Copsps Avenue. (Case No. S-030-2019)

Mr. Bill Rupp of La Crosse Sign Group presented plans for the Pirtek wall sign. He also shared that there is vinyl window signage planned, although this has already been approved administratively by Staff. It is his understanding that the wall sign meets the Sign Code regulations having worked with Staff to understand the regulations. There were no other appearances and the public hearing was declared closed.

B. Consideration of Action on Sign Permit Request by Pirtek Madison for one new Wall Sign at 6354 Copsps Avenue. (Case No. S-030-2019)

Planner Plowman shared the staff report, outlining that because it's a new wall sign it requires Plan Commission approval. It meets size and location regulations, and is in keeping with the adjacent sign at 6350 Copsps Avenue. There was general consensus that the sign looked good, and there were no further questions.

A motion by Ms. Fallat, seconded by Ms. Fox, to approve the sign permit for one new wall sign, requested by Pirtek Madison (c/o the La Crosse Sign Group), to be located at 6354 Copsps Avenue, as proposed, and according to Chapter 480 Article XII of the Zoning Code of the Monona Municipal Code of Ordinances.

The motion carried.

C. Public Hearing on Request by West Broadway Hotel Associates, LLC for Approval of a Comprehensive Sign Plan for Avid Hotel at 900 W Broadway. (Case No. S-031-2019)

Mr. Bill Rupp of La Crosse Sign Group presented plans for the Avid Hotel. There are three signs in total - two large wall signs, one for each of the north and south elevations, as well as a smaller sign proposed on the east elevation to welcome hotel guests. He is seeking an exception for the signage as they exceed the 150 sq. ft. wall sign total. There were no other appearances and the public hearing was declared closed.

D. Consideration of Action on Sign Permit Sign Permit Request by West Broadway Hotel Associates, LLC for Approval of a Comprehensive Sign Plan for Avid Hotel at 900 W Broadway. (Case No. S-031-2019)

Planner Plowman reviewed the staff report; it was a condition of the Precise Implementation Plan that the hotel will need to receive separate approval of their Comprehensive Sign Plan. In November 2018 The Current (Building A) received approvals for their signage plan, as well as the landscape ground sign for the hotel. The signage totals 245 sq. ft. and is 95 sq. ft. greater than what is allowed in the CDD zoning district. Staff comment was that the signage is well proportioned when considering their size of those at the Current, as well as being appropriate given the need for identification of this type of building. It was also noted that the north face of the hotel does not directly abut a street frontage given the nature of the development.

Mr. Homburg asked if the welcome sign is located at the main entrance. He would consider this as a Directional Sign under the Miscellaneous Sign Category. Mr. Homburg asked for clarification of the mounting height of the sign. Directional Signs are supposed to be of pedestrian scale, and less than 6' in mounting height. Although larger than allowed, it was felt to be appropriate because of the scale of the building. Mr. Homburg shared that he would add a finding of fact regarding the building faces - that it does face multiple streets, but because the signs can't be seen together, he doesn't have an issue with them exceeding the maximum total size. Alder Thomas thought the signs were appropriate, Mr. Peterson and Ms. Fox agreed.

A motion by Mr. Homburg, seconded by Ms. Fox, to approve sign permits for two new wall signs and one on-site directional sign as part of the Comprehensive Sign Plan, requested by West Broadway Hotel Associates, LLC to be located at 900 W Broadway, as proposed, and according to Chapter 480 Article XII of the Zoning Code of the Monona Municipal Code of Ordinances, is recommended with the following conditions of approval:

Findings of Fact:

1. The on-site directional sign is larger than permitted, but because of the scope of both the building and property, and the need to direct people to the entrance, it is deemed appropriate.
2. The building fronts on multiple streets, and that any of the wall signs in isolation are below the maximum size. Taken together they exceed the total but the size and scale of the project makes them appropriate.

Conditions of Approval:

1. As the sign is to be illuminated, an electrical permit shall be obtained from the City's Building Inspector.
2. 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.
3. The maximum mounted height of the on-site directional sign is to be 6 feet.

The motion carried.

Reports of Staff and Commission Members

- A. Staff Report Regarding Status of Development Project Proposals
 - a. Upcoming Meetings – August 26, 2019 (Tentative), September 9, 2019 (Tentative)
- B. Mr. Homburg shared that both he and Planner Plowman have been in contact with MESBA to write up something for the newsletter on the City's Sign Code. Ms. Thomas asked if anybody from the City had contacted Breakwater to let them know that their hours could be extended (to be in-line with Buck & Honey's and Tasting Room). Planner Plowman will follow up and give a response to the Commission.

Adjournment

A motion by Ms. Thomas, seconded by Mr. Peterson, to adjourn carried. (7:15pm)

Respectfully submitted by:
Doug Plowman, City Planner