

Minutes
City of Monona
Plan Commission
Monday August 28, 2023

The meeting of the City of Monona Plan Commission was called to order (6:00pm).

Present: Alder Nancy Moore (Chair), Alder Patrick DePula, Mr. Robert Stein, Ms. Susan Fox, Mr. Chris Homburg, and Mr. John Chapman

Excused: Mr. Brandon Gries and Ms. Coreen Fallat

Also Present: Doug Plowman, Planning Director

Approval of Minutes

A motion by Alder DePula, seconded by Ms. Fox, to approve the minutes of August 14, 2023 carried with no corrections.

Order of Business

There were no changes to the order of business.

Appearances

None.

Unfinished Business

None.

New Business

A. Public Hearing on Request by Galway Companies, for Approval of a Zoning Permit for a New Use at 2171 W. Broadway. (Case No. 2-012-2023)

Ms. Calleigh Freese of MJM Architects and Mr. Victor Baeten of Pet Supplies Plus presented the application. The proposal is for a new pet supplies retailer, Pet Supplies Plus, in a portion of the former Shopko space at South Towne Mall. Pet Supplies Plus is a national chain, and the applicant is a franchisee with four other locations. Façade improvements are proposed.

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

B. Consideration of Action on Request by Galway Companies, for Approval of a Zoning Permit for a New Use at 2171 W. Broadway. (Case No. 2-012-2023)

Planning Director Plowman shared the staff report. A zoning permit is needed due to the new use and building improvements. The property is zoned Community Design District (CDD) and the 2016 Comprehensive Plan lists the site as commercial in use, with the South Towne area designated for big box retailers and smaller national retailers. The parking lot improvements were included in the 2022 approvals for the larger space. Parking standards require 42 stalls, while 155 stalls are attributed for this use. Parking lot improvements include repaving, the installation of tree islands, and the relocation of ADA spaces. Façade improvements are proposed for the front and rear sides of the building, including the extension of the soffit, additional brick columns, a new entrance, and new windows. In the rear, two overhead door will be installed for deliveries. The proposed hours of operation are 9am-9pm Monday-Saturday, and 9am-7pm on Sunday. The applicant expects 6-10 deliveries per week. Lighting and landscaping improvements were included in the 2022

approvals, and no further changes are proposed. Plans were submitted to City Staff for review, and comments from the Fire Chief are included. Staff recommends approval.

The Commission generally had no issues and felt that the proposed use was appropriate for South Towne Mall. Mr. Chapman asked how the future tenant space would be accessed. The applicant said that it would not be public facing and have access from the rear of the building, to be used as storage or maintenance space. Mr. Homburg said that a new dumpster enclosure would need to match the building materials.

A motion was made by Mr. Homburg, seconded by Mr. Stein, to approve a Zoning Permit for a new use and site modifications at 2171 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. A separate sign permit shall be obtained from the Plan Commission for any new signage.
3. Site improvements from the August 22, 2022 Plan Commission approvals shall be completed as part of this request. This includes parking lot improvements, lighting and landscaping.
4. Conditions of the August 22, 2022 approvals shall apply to this permit request.
5. The applicant shall satisfy the review comments of the City's Fire Chief prior to occupancy.
6. Plans for a new dumpster enclosure at the rear of the building shall be reviewed and approved by City Staff.

The motion carried unanimously.

C. Public Hearing on Request by Pet Supplies Plus, Represented by Alphagraphics-Middleton for Approval of New Signage at 2171 W. Broadway. (Case No. S-0182023)

Mr. Victor Baeten, of Pet Supplies Plus, presented the application. The applicant is proposing new signage on the front and rear of the building, with a tenant panel on the existing pylon sign.

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

D. Consideration of Action on Request by Pet Supplies Plus, Represented by Alphagraphics-Middleton for Approval of New Signage at 2171 W. Broadway. (Case No. S-018-2023)

Planning Director Plowman shared the staff report. Pet Supplies Plus are proposing two new walls signs and one tenant panel on the existing pylon sign at their proposed location at South Towne Mall. The building is zoned Community Design District (CDD), and buildings in the CDD are allowed one wall sign per business on each building façade which abuts a public street frontage, with one square foot of signage per linear foot of frontage. The tenant's space has 65 feet of frontage. The wall sign on the north façade as proposed is 315 sq. ft., while the wall sign on the south façade is 241 sq. ft. which exceeds the 150 sq. ft. maximum. Other tenants at South Towne Mall have comparable signage and were granted exceptions. The pylon sign was approved previously, and the proposed tenant panel complies with the previous approval. Staff recommends the Commission discuss the appropriateness of the requested wall sign size exception.

Mr. Stein felt that the front wall sign could be smaller considering the size of the tenant space, but did not feel that it was out of scale compared to adjacent signs. Ms. Fox asked staff for an update on the previous request to move the pylon sign. Planning Director Plowman replied that no relocation has been proposed, only recladding the existing sign. Mr. Homburg felt that a condition of approval should be added to indicate that no additional signage would be available for the future tenant space. He added that the border around the rear sign made the sign seem more like a billboard and should be removed. Mr. Stein agreed on the removal of the border.

A motion was made by Mr. Homburg, seconded by Mr. Stein, to approve a sign permit for two wall signs and a tenant panel on the existing pylon sign as requested by Pet Supplies Plus, to be located at 2171 West Broadway, as proposed and according to Chapter 480 Article XII of the Zoning Code of the Monona Municipal Council, with the following findings of fact and conditions of approval:

Findings of Fact:

1. 2171 W. Broadway is identified in the City's Ordinance as being eligible for a pylon sign.
2. The proposed tenant panels on the pylon sign are consistent with the pylon sign improvements approved in September 2022 (Permit S-012-2022).
3. 2171 W. Broadway fronts both W. Broadway Frontage Road and the Beltline Highway allowing for multiple wall signs
4. The main signage is comparable with the Floor & Décor signage as well as other tenants in this center.
5. A size exception for each of the wall signs is warranted, as the signage is appropriate for the size of the building and given the extraordinary depth of the building, the substantial setback from W. Broadway, and the need for building identification from W. Broadway and the Beltline Highway.

Conditions of Approval:

1. All required state and local building permits shall be obtained.
2. As some signs are to be illuminated, an electrical permit shall be obtained from the City's Building Inspector.
3. If glare from the lighting is deemed to be excessive by the Plan Commission, then the Plan Commission may require adjustments to the lighting.
4. No additional signage shall be permitted for the future storage space in the southeast corner of the original space.
5. The rectangular border of the rear wall sign shall be eliminated. Some horizontal banding may be allowed with final design approval by City Planning staff.

The motion carried unanimously.

E. Public Hearing on Request by David Blake dba David's Jamaican Cuisine, for Approval of a Zoning Permit for a New Use at 1006 E. Broadway. (Case No. 2-013-2023)

Mr. David Blake presented the application. He currently owns and operates David's Jamaican Cuisine and is looking to relocate the restaurant to East Broadway.

Planning Director Plowman shared that he received comments from Mr. Brian Wiltzius, who owns the Tower Inn at 1008 East Broadway. Mr. Wiltzius wanted to ensure that the kitchen

would have necessary safeguards, including a kitchen hood, make-up air unit, and fire suppression system. He also sought clarification on if the proposal included outdoor cooking. Planning Director Plowman shared with Mr. Wiltzius that the Fire Chief had reviewed the proposal and provided comments, and that no outdoor cooking or seating were included in the proposal. Mr. Wiltzius had no further concerns.

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

F. Consideration of Action on Request by David Blake dba David's Jamaican Cuisine, for Approval of a Zoning Permit for a New Use at 1006 E. Broadway. (Case No. 2-013-2023)

Planning Director Plowman shared the staff report. The proposal is for the relocation of David's Jamaican Cuisine from Monona Drive to East Broadway. A zoning permit is required due to the new use. The restaurant will focus on takeout orders with 6-10 seats for dine-in customers. The parcel is zoned Community Design District (CDD), and the Future Land Use map lists the site as commercial. There will be up to 10 employees on staff, though likely working different shifts. The proposed hours of operation are 11AM-8:30PM daily. Parking is provided in the building's front and rear, with overflow parking shared with UW Health. Modifications are proposed to the building's interior. No changes are proposed to the landscaping, which staff noted is in good condition. No signage is proposed at this time. Plans were shared with City Staff for review, and comments from the Fire Chief and Director of Public Works are provided. Staff recommends approval.

The Commission generally had no issues with the approval. Mr. Homburg called out the importance of the installation of a grease trap and asked the applicant to ensure there was a safe path between the rear door and the dumpster location.

A motion was made by Alder DePula, seconded by Mr. Chapman, to approve a Zoning Permit for a new use at 1006 E. 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 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. Any request to serve alcohol on site shall be reviewed by the City's License Review Board. The applicant shall contact the City Clerk if this is to be pursued.
4. The applicant shall satisfy the review comments of the City's Fire Chief and Public Works Director prior to occupancy.

The motion carried unanimously.

G. Public Hearing on Request by Tarik Jamal dba Monona Vapor, for Approval of a Zoning Permit for a New Use at 2403 W. Broadway. (Case No. 2-014-2023)

Mr. Russell Raposa of Raposa Design presented the application. The proposal is for a new vape store in two spaces which were formerly occupied by a financial advisor and a nail salon. The two spaces will be combined. Hours of operation will be 10am-8pm, with up to five employees. One daily delivery utilizing the front door is expected.

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

H. Consideration of Action on Request by Tarik Jamal dba Monona Vapor, for Approval of a Zoning Permit for a New Use at 2403 W. Broadway. (Case No. 2-014-2023)

Planning Director Plowman shared the staff report. The request is for a new commercial use in two of the tenant spaces at South Towne II. A vape store is proposed, and the applicant owns six other stores throughout the state. The site is zoned Community Design District (CDD), and the Future Land Use map designates the space as commercial use. Parking standards necessitate 7 stalls, and parking is likely to be sufficient. No major modifications are proposed beyond the removal of the partition wall. A new tree island associated with the improvements at Michael's and Five Below is currently under construction. The proposed hours of operation are 11am-8pm Monday-Saturday, and 12-6pm on Sunday. No signage is proposed at this time, though a Comprehensive Signage Plan exists for this building. Plans were shared with City Staff for review, and comments from the Fire Chief are included. Staff recommends approval.

The Commission generally had no issues with the proposal. Ms. Fox asked the applicant if the second door would be used for access. The applicant replied that the eastern door would be closed off. Mr. Stein asked about the canopy tree that would be installed in the new tree island. The applicant stated that the tree island was part of a different approval, and Planning Director Plowman suggested that a condition of approval be added for staff to approve the tree island's landscaping.

A motion was made by Ms. Fox, seconded by Alder DePula, to approve a Zoning Permit for a new use at 2401B & 2403 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 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 satisfy the review comments of the City's Fire Chief prior to occupancy.
4. Landscaping improvements to the southern tree island shall be approved by City Staff.

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 City Council approved development agreements for the Whitehorse private drive and the Northpointe development.

2. Potential Upcoming Plan Commission Items

Planning Director Plowman shared that the September 11th meeting is likely to be cancelled. He said that the housing snapshot report was updated with new data and shared with City Council.

Chair Moore asked for an update on the Monona Gardens development. Planning Director Plowman said that the conditions of approval were being finalized and that they are looking to set up a pre-construction meeting.

Plan Commission Minutes

August 28, 2023

Approved September 25, 2023

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

Chair Moore shared that City Administrator Stechschulte has held several meetings recently focused on DEI. Planning Director Plowman said that he and Administrator Stechschulte met with the City's WHEDA rep to discuss opportunities.

4. Updates/Discussion on Sustainability Efforts

None.

5. Upcoming Meetings: September 11, 2023 and September 25, 2023

B. Plan Commission Requests for Information from City Staff.

None.

Adjournment

A motion by Mr. Stein, seconded by Alder DePula, to adjourn carried. (6:48 pm)

Respectfully submitted by:

Thor Jeppson, Assistant Planner