

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Plan Commission
DATE OF MEETING: October 23, 2018 (Tuesday)
PLACE OF MEETING: City Hall–415 Main Street (Common Council Chambers)
TIME OF MEETING: 7:00 P.M.

PURPOSE OF MEETING

1. Call to Order and roll call.
2. Approval of minutes from the previous meeting.
3. Public Input (limited to 3 minutes per individual).

Consideration and possible action on the following items:

4. **Public Hearing: Approximately 7:00 PM (or immediately following Public Input)** and consideration of a Conditional Use Permit application to allow the construction of a automotive dealership/vehicle sales/repairs facility at 331 Theater Road, Onalaska, WI 54650 submitted by Phillip Branson of Morrie's Automotive Group, 12520 Wayzata Boulevard, Minnetonka, MN 55305 on behalf of Don Weber, Weber Holdings, LLC, 328 Front Street South, La Crosse, WI 54601 (Tax Parcel #18-3568-36).
5. Review and consideration of an annexation application of Tax Parcel #9-13-5 and Crestwood Lane Right-of-Way (26.17 acres), and a portion of Tax Parcel #9-23-0 (.12 acres (5,382 SF) (total 26.29 acres) filed by Jacob Burch, Logistics Development Group LLC, 2102 State Road 16, La Crosse, WI 54601 and on behalf of J D Manske Family Land Holdings LLC, 4833 Sheboygan Avenue #320, Madison, WI 54705.

PLEASE TAKE FURTHER NOTICE that members of the Common Council of the City of Onalaska who do not serve on the committee may attend this meeting to gather information about a subject over which they have decision making responsibility.

Therefore, further notice is hereby given that the above meeting may constitute a meeting of the Common Council and is hereby noticed as such, even though it is not contemplated that the Common Council will take any formal action at this meeting.

NOTICES MAILED TO:

*Mayor Joe Chilsen– Chair

*Ald. Jim Binash

Ald. Jim Olson

Ald. Jerry Every

Ald. Diane Wulf

Ald. Ron Gjertsen

Ald. Kim Smith

* Jarrod Holter, City Engineer **Kevin Schubert

City Attorney City Administrator

La Crosse Tribune Dept. Heads.

Coulee Courier FOX

WKTY WLXR WKBT WXOW WLAX

*Committee Members

* Jan Brock

*Knut Temte

*Paul Gleason

*Craig Breitsprecher

*Parks & Rec Chair - Steven Nott

**Alternate – Vice Chair Parks & Rec- Dennis Aspenson

Phillip Branson/Don Weber

Jacob Burch

Onalaska Omni Center

Onalaska Public Library

* * Alternate Member – for City Engineer

Date Notices Mailed and Posted: 10-18-18

In compliance with the Americans with Disabilities Act of 1990, the City of Onalaska will provide reasonable accommodations to qualified individuals with a disability to ensure equal access to public meetings provided notification is given to the City Clerk within seventy-two (72) hours prior to the public meeting and that the requested accommodation does not create an undue hardship for the City.

6. Update on the Unified Development Code / Zoning Ordinance Rewrite Project.
7. Review and Consideration of Invoice No: 018-021-5: Hoisington Koegler Group inc. for UDC / Zoning Ordinance Re-write Project.
8. Adjournment.



CITY OF ONALASKA

STAFF REPORT

Plan Commission – October 23, 2018

Agenda Item: Public Hearing & Consideration of a Conditional Use Permit request to allow dealership facility for vehicle sales/service.

Applicant: Phillip Branson of Morrie's Automotive Group
12520 Wayzata Boulevard, Minnetonka, MN 55305

Property Owner: Don Weber of Weber Holdings, LLC
328 Front Street South, La Crosse, WI 54601

Parcel Number: 18-3568-36

Site Location: 331 Theater Road, Onalaska, WI 54650

Existing Zoning: Light Industrial (M-1) District

Background:

The applicant is requesting a Conditional Use Permit to construct a new light motor vehicle sales and service facility (Morrie's Audi VW) to be located at 331 Theater Road in Onalaska. The proposed development includes an approximate 25,000 square foot facility which will contain office, retail showroom, architectural display elements, a car wash and service facilities. On-site parking will be provided for new inventory, use car inventory, customers, employees, service vehicles, and loner vehicles. The building architecture will include aluminum composite material (ACM), masonry, and glass curtain wall. Hour of operation for sales, service, and maintenance will be from 6:30AM to 9:00PM, Monday through Friday, and 7AM to 6:00PM on Saturdays. Parts and vehicle deliveries will occur daily with multiple parts and vehicle deliveries per day. The vehicles performing said deliveries will vary from full 53' trailer trucks to box trucks and vans. The sale of vehicles, vehicle repairs, etc. on a parcel in the Light Industrial (M-1) District is permitted only by Conditional Use Permit per Section 13-5-16 (g) and pursuant to standards set forth in Sections 13-8-11. The City has no basis for denial of the Conditional Use Permit, but has found a basis to impose the following conditions:

Substantial Evidence Regarding Conditions of Approval:

1. Owner/developer shall pay all fees and have all plans reviewed and approved by the City prior to obtaining a building permit. Owner/developer must have all conditions satisfied and improvements installed per approved plans prior to issuance of occupancy permits.

Substantial Evidence: This condition provides notice to the owner/developer that they are to follow procedure for orderly development in the City of Onalaska in order to promote the health, safety and welfare of the City.

CITY OF ONALASKA

2. All conditions run with the land and are binding upon the original developer and all heirs, successors and assigns so long as the conditional use is being actively used.

Substantial Evidence: This condition acknowledges and provides public notice of the term and puts the owner/developer and future owners on notice that they are bound by the conditions and that they can continue the use as long as they follow the conditions and actively use the conditional use.

3. Owner/developer shall abide by the City's Ordinances, Unified Development Code and Building Code requirements, as amended.

Substantial Evidence: This condition assures that the owner/developer understands they must follow the City's Unified Development Code and Building Code which they are required to follow in every way and that as they are receiving the benefit of being allowed to have a use that is not within the standards of the City's zoning code, failure to follow City ordinances may result in loss of their conditional use permit.

4. The Conditional Use Permit shall be reviewed every five (5) years to ensure continued use.

Substantial Evidence: This shifts the burden to the owner of the property to provide proof that the use is active and continuing. Ensuring that existing permits are still valid and being properly used ensures compliance with the City's procedures and ordinances and promotes interaction and communication with the City which further orderly development and the health, safety and welfare of the City.

Action Requested:

As a public hearing will be held, testimony based on substantial evidence from the public should be listened to and considered before deciding on the requested Conditional Use Permit application. Only where no reasonable conditions could exist to allow the Conditional Use, may a Conditional Use Permit be denied.

REQUEST FOR ACTION & POSSIBLE CONSIDERATION BY PLAN COMMISSION:

October 23, 2018

Agenda Item 4:

Public Hearing and Consideration of a Conditional Use Permit application to allow the construction of a automotive dealership/vehicle sales/repairs facility at 331 Theater Road, Onalaska, WI 54650 submitted by Phillip Branson of Morrie's Automotive Group, 12520 Wayzata Boulevard, Minnetonka, MN 55305 on behalf of Don Weber of Weber Holdings, LLC, 328 Front Street South, La Crosse, WI 54601 (Tax Parcel #18-3568-36).

1. Owner/developer shall pay all fees and have all plans reviewed and approved by the City prior to obtaining a building permit. Owner/developer must have all conditions satisfied and improvements installed per approved plans prior to issuance of occupancy permits.
2. All conditions run with the land and are binding upon the original developer and all heirs, successors and assigns so long as the conditional use is being actively used.
3. Owner/developer from abiding by the City's Ordinances, Unified Development Code and Building Code requirements, as amended.
4. The Conditional Use Permit shall be reviewed every five (5) years to ensure continued use.

MORRIE'S AUDI VW PROJECT NARRATIVE

Location: 331 Theater Road

Applicant: Morries Automotive Group

Zoning: M-1

Proposal: This project is requesting new construction of a light motor vehicle sales and service facility (Audi_VW) to be constructed on an existing vacant property.

The project will consist of a new ground up two story structure approximately 25,000 square foot footprint that will contain office, retail showroom, architectural display elements and service facilities. There will also be exterior landscaped display areas for vehicles. Adequate parking will be provided for new car inventory, used car inventory, customers, employees, service vehicles, and loaners. All parking for the dealership will be on-site.

The exterior of the building will be modern looking, with the use of large clear curtain wall window systems and a clear entry way for customers. Exterior materials include ACM, masonry and glass curtain wall.

Operations: Hours of operation for sales, service, and maintenance will be from 6:30 a.m. to 9:00 p.m. Monday through Friday, and 7:00 a.m. to 6:00 p.m. Saturday. Vehicles will not be displayed with hoods or truck lids up, or doors open, nor will they be displayed on ramps or moving platforms. On-site security techniques will include, but are not limited to, lighting, low landscape, and surveillance cameras. Parts and vehicle deliveries will take place daily with multiple parts deliveries per day. Trucks will vary in size depending on the type of delivery; however range from full 53' trailer trucks to box trucks, and vans. Customer activity on site ranges by time of year, days of week and times of day. Typically 10-30 customers could be present on-site for sales and service at any single time. A traffic study has been completed and included with the conditional use permit application for review.

**Employment/
Growth:** Morrie's new Audi_VW facility will create approximately 60 new good paying jobs in the community. Morrie's will strive to for continued business growth and is taking growth into account with the current building design.

Company: Morrie's automotive group's philosophy is to make people's lives better through work. To make customers happier, and our communities better by providing moments of "Happy", because Happiness Matters. Currently Morrie's owns and operates in 13 locations with over 1000 employees, a turnover rate less than 32% (industry average 76%) and average tenure of 5 years.

**Landscaping
& Screening:**

There will be code required landscaping on the perimeter of the site and on the interior of the site, all in conformance with the City of Onalaska standards.

Signage:

Building signage will be individually internally illuminated, plastic faced light bar, metal sided letters. Building and directional signage will be submitted at a later date for staff review and approval.

Lighting:

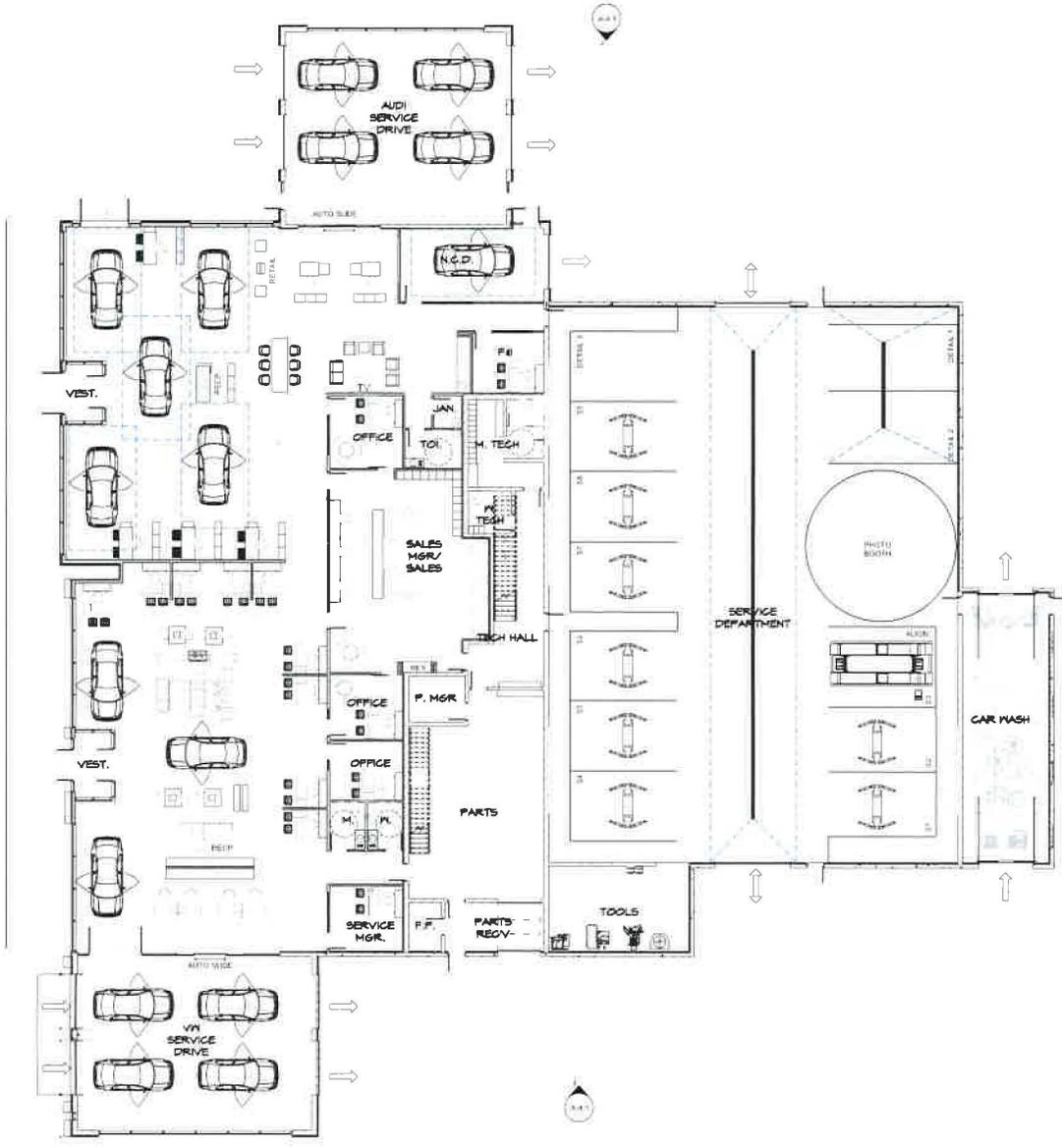
Lighting will be in conformance with City of Onalaska Codes. Lighting will be LED on poles with concrete bases.

**Adjacent
Land Use:**

Similar automotive uses are adjacent to this proposed site to the south. Other similar retail facilities including Target, Kohls, Goodwill, Hoppy Lobby and retail banking facilities are adjacent to the site as well.

Hazards:

We do not feel there will be any negative impacts on neighboring properties due to noise, dust, odors, hazards, or lighting. The car wash will have a dryer component but is not located near any existing development. All lighting will comply with City requirements. No hazardous materials will be stored onsite that exceed NFPA requirements.



OVERALL FIRST FLOOR PLAN

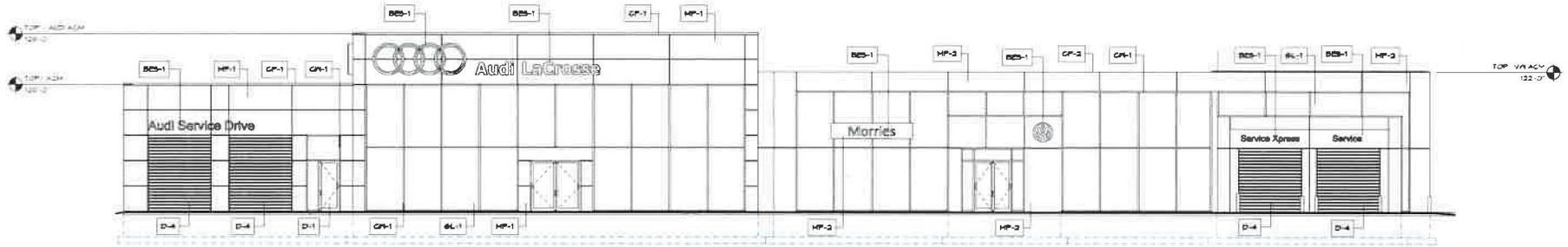
24,690 S.F.



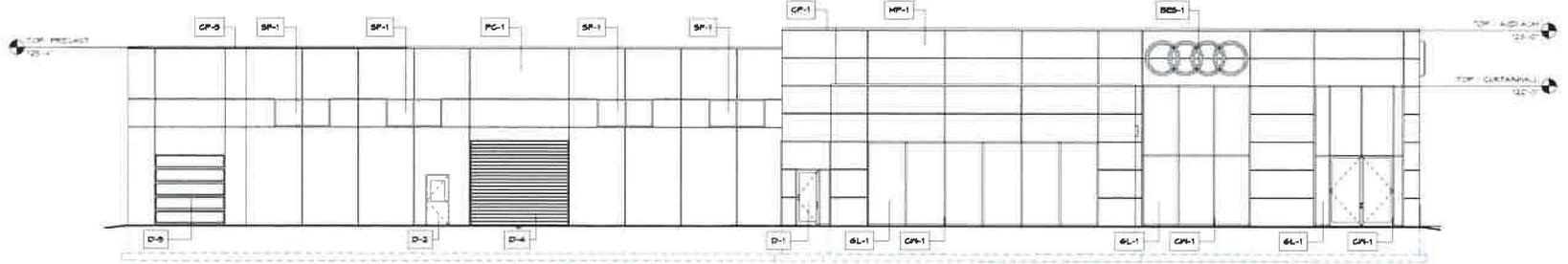
PROPOSED NEW DEALERSHIP FACILITY FOR:
MORRIS AUTOMOTIVE GROUP
LACROSSE, WISCONSIN

date: 24 04 2018
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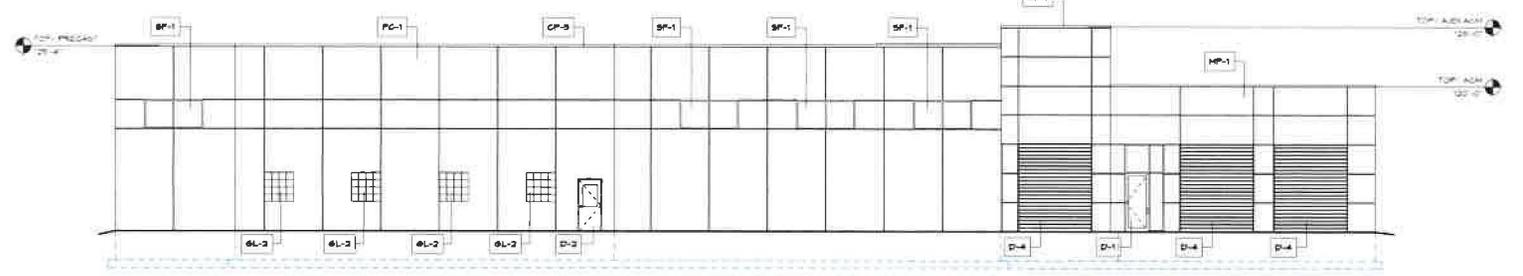
A-1.1



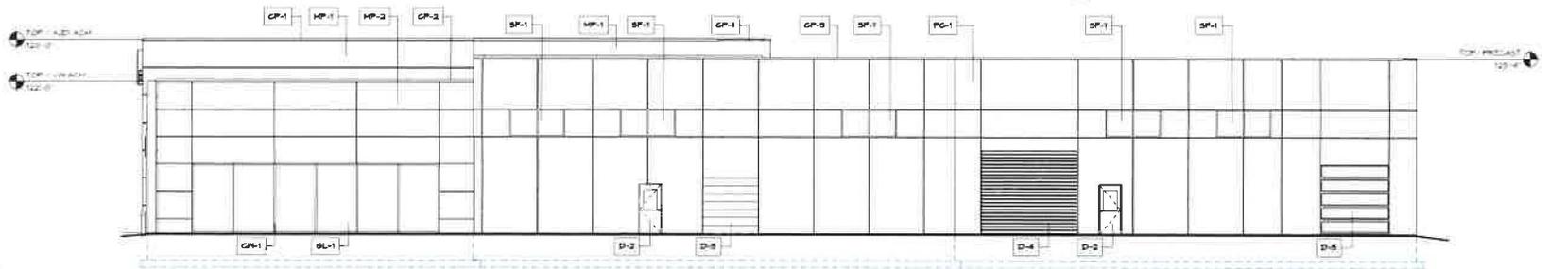
WEST ELEVATION



NORTH ELEVATION



EAST ELEVATION



SOUTH ELEVATION



1000 W. Wisconsin Ave., Suite 1000
 Milwaukee, WI 53233
 Phone: 414.224.1111
 Fax: 414.224.1112

PROPOSED NEW DEALERSHIP FACILITY FOR:
MORRIES AUTOMOTIVE GROUP
 WISCONSIN
 LACROSSE,

DATE: 2/20/2018
DESIGNED BY: [Signature]
DRAWN BY: [Signature]
REV: _____

A-4.1



EXTERIOR FINISH KEY NOTES

KEY NOTE	MATERIAL SUMMARY	KEY NOTE	MATERIAL SUMMARY	KEY NOTE	MATERIAL SUMMARY	KEY NOTE	MATERIAL SUMMARY	KEY NOTE	MATERIAL SUMMARY
MP-1	METAL PANEL (ACM) MEL ALPOLC COLOR METALLIC SHY SILVER SYSTEMTYPE DRY JOINT SYSTEM (RAIN SCREEN) LOCATION SHOWROOM FACADE	CP-1	ACM CORNER SYSTEM (SMALL CORNER) MEL ALPOLC COLOR SILVER METALLIC SHY P NBSA SYSTEMTYPE DRY JOINT SYSTEM (RAIN SCREEN) LOCATION EXTERIOR WALLS CORNER FABRIC ROOM BRANCHES - LOCATED REFER TO PLANS & ELEVATIONS	SP-1	ALUMINUM STOREFRONT SYSTEM MEL HANSEN (BASE) OR EQUAL STYLE 2 M / 2 STOREFRONT FRAMING GLAZING INSULATED PPG SOLARBAN 60 CLEAR GLAZING CLEAR ANODIZED LOCATION EXTERIOR WALLS REFER TO PLANS & ELEVATIONS	D-2	STEEL DOOR SILL (POLYCARBONATE PANELS) (ALUMINUM FRAME) MANUFACTURE OVERHEAD DOOR COMPANY OR EQUAL STYLE REFER TO DOOR SCHEDULE & ELEVATIONS GLAZING PAINTED (GLOTTEN PROFESSIONAL # 3011-1802) NATURAL WHITE LOCATION EXTERIOR REFER TO PLANS & ELEVATIONS	D-3	OVERHEAD DOOR POLYCARBONATE PANELS (ALUMINUM FRAME) MANUFACTURE OVERHEAD DOOR COMPANY OR EQUAL STYLE REFER TO DOOR SCHEDULE & ELEVATIONS LOCATION EXTERIOR REFER TO PLANS & ELEVATIONS
MP-2	METAL PANEL (ACM) MEL ROBOTEC COLOR D48 WHITE FINISH 20% GLOSS SYSTEMTYPE DRY JOINT SYSTEM (RAIN SCREEN) LOCATION SHOWROOM FACADE (BRANDING FINISH)	CP-2	ACM CORNER SYSTEM (SMALL CORNER) MEL ROBOTEC COLOR D48 WHITE FINISH 20% GLOSS LOCATION SHOWROOM FACADE CORNERS	BL-1	EXTERIOR INSULATED GLAZING MEL PPG OR EQUAL STYLE 1 DOUBLE GLAZED (INSUL UNIT) TYPED CLEAR LOW E GLASS (PPG SOLARBAN 60 CLEAR) TYP	D-3	OVERHEAD DOOR SILL - PREFINISHED MANUFACTURE OVERHEAD DOOR COMPANY OR EQUAL STYLE REFER TO DOOR SCHEDULE & ELEVATIONS GLAZING PAINTED (GLOTTEN PROFESSIONAL # 3011-23-224) NATURAL WHITE LOCATION EXTERIOR REFER TO PLANS & ELEVATIONS	BDS-1	BRANDING EXTERIOR SIGNAGE (BY CHECK) MANUFACTURE BY PATTON SIGN GROUP INC SCHEDULE MARKS REFER TO EXTERIOR ELEVATIONS POWER REQUIREMENTS POWER IS REQUIRED REFER TO ELECTRICAL DRAWINGS NOTE CONTRACTOR TO PROVIDE REQUIRED BLOCKING (BLOCKING TO BE PAINTED WHERE EXPOSED TO MATCH PANEL COLOR)
MP-3	METAL PANEL (ACM) MEL ROBOTEC COLOR D48 WHITE FINISH 20% GLOSS SYSTEMTYPE DRY JOINT SYSTEM (RAIN SCREEN) LOCATION SHOWROOM FACADE	CP-3	MEL PANEL CORNER (PREFINISHED) MEL IN-CLAD PPG OR EQUAL MEL PREFINISHED METAL CORNER SYSTEM FINISH COLOR FINISH & COLOR TO MATCH ADJACENT WALL COLOR LOCATION EXTERIOR WALLS REFER TO PLANS & ELEVATIONS	BL-2	MEL ALUMINUM BLOCK MEL PITTSBURGH CORNING STYLE DECORA PATTERN MEL PITTSBURGH CORNING HANSEN 2000 TRACK SYSTEM	D-4	OVERHEAD DOOR SILL ALUMINUM (SMALL POLYCARBONATE PANELS) MANUFACTURE PPG OR EQUAL STYLE REFER TO DOOR SCHEDULE & ELEVATIONS GLAZING INSULATED PPG SOLARBAN 60 CLEAR GLAZING CLEAR ANODIZED LOCATION EXTERIOR REFER TO PLANS & ELEVATIONS		
PC-1	PRECAST CONCRETE IN THE WALL PANEL (BY ARCH) MEL 100 DOUBLE SITE CAST CONCRETE 2" THICK INSUL PANEL SYSTEM WITH MEDIUM TEXTURE CONVENTIONAL FINISH FROM ASH GROVE MFG COLOR ELASTOMERIC PAINT WHITE COLOR TO MATCH ON LOCATION EXTERIOR WALLS REFER TO PLANS & ELEVATIONS	CP-1	ALUMINUM CURTAIN WALL SYSTEM MEL HANSEN (BASE) OR EQUAL STYLE INS-2 SYSTEM GLAZING INSULATED PPG SOLARBAN 60 CLEAR GLAZING CLEAR ANODIZED LOCATION EXTERIOR WALLS REFER TO PLANS & ELEVATIONS	D-1	ALUMINUM ENTRANCE OR MAIN DOOR (SMALL GLAZING) MANUFACTURE HANSEN OR EQUAL STYLE REFER TO DOOR SCHEDULE & ELEVATIONS (PREFINISHED) GLAZING INSULATED PPG SOLARBAN 60 CLEAR GLAZING CLEAR ANODIZED LOCATION EXTERIOR REFER TO PLANS & ELEVATIONS				



1000 W. Wisconsin Ave., Suite 100
LaCrosse, WI 54601
Phone: 608.785.1111
Fax: 608.785.1112
www.griesarchitect.com

PROPOSED NEW DEALERSHIP FACILITY FOR:
MORRIES AUTOMOTIVE GROUP
LACROSSE, WISCONSIN

DATE: 10/15/2018
BY: [Signature]
REV: [Signature]

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9/25/2018 3:30:17 PM



City of Onalaska, Department of Planning & Zoning, 415 Main Street, Onalaska, WI 54650

CONDITIONAL USE PERMIT APPLICATION

The following checklist will ensure the timely processing of your permit:

➔ **Overview/ Cover Letter Describing the following:**

- ▶ Detailed Description of Proposed Conditional Use
- ▶ Description of how Proposed Conditional Use Meets Unified Development Ordinance Standards (use form on next page or attach an explanation each of the following:):
 - ▶ Compatibility with Surrounding Neighborhood (existing and anticipated development within 250 ft of proposed use and within 500 ft along the same street)
 - ▶ Consistency with the Comprehensive Plan (relationship of proposed use to the goals, objectives and polices)
 - ▶ Importance of Services to the Community (provided by the proposed use)
 - ▶ Neighborhood Protections (avoidance of negative impacts)
 - ▶ Other Factors (pertinent to the proposed use)

➔ **Site Sketch and Photographs** (if applicable)

➔ **\$250 Permit Application Fee** (Payable to the City of Onalaska)

If incomplete, no further processing of the application will occur until the deficiencies are corrected.

A Conditional Use is a land use or development that would not generally be appropriate within a district but might be allowed in certain locations within the district if specific requirements are met. The compatibility must be judged on the basis of the particular circumstances and may require additional conditions set by the Plan Commission & Common Council before development or occupancy is permitted. The intent is to allow a reasonable degree of discretion in determining the suitability of a particular development at a specific location.

Application for:

- | | | |
|--|---|--------------------------------------|
| <input type="checkbox"/> Fence | <input type="checkbox"/> Two Structures on one parcel | <input type="checkbox"/> Parking Lot |
| <input type="checkbox"/> Home Occupation | <input checked="" type="checkbox"/> Automotive Repair / Sales | <input type="checkbox"/> Use _____ |
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Warehousing / Storage | <input type="checkbox"/> Other _____ |

Brief Description of Proposed Conditional Use:

The conditional use request is for a new automotive sales and service facility to be located at 331 Theater Road. the new facility will be approximately 25,000 SF with sales and service for 2 automotive brands.

Proposed conditional use must meet the requirements of the Unified Development Ordinance. Per Wisconsin's Open Meeting Law, comments on this permit application, either by the applicant or concerned citizen, shall be raised in person at the scheduled meeting or brought up to City Dept (through conversation, written letter or email) for review at the scheduled meeting. Due to Wisconsin's Open Meeting Law, Plan Commissioners and Councilors are unable to discuss this matter outside of a scheduled public meeting. Thank you.

CITY OF ONALASKA
 NEW: R00124184 9/26/2018 9:54 AM
 TRAN: 450 PLANNING & ZONING
 OPER: 02 STERIL: 2
 TRKY: 09/21/18
 18-05618-000 / 331 THEATER RD 250.00
 PAID BY: JONES ARCHITECTURAL GROUP
 OK 250.00 REF: SW = 25984
 APPLIED: 250.00
 TENDERED: 250.00
 CHANGED: 0.00



City of Onalaska, Department of Planning & Zoning, 415 Main Street, Onalaska, WI 54650

CONDITIONAL USE PERMIT APPLICATION

Property Address:
331 Theater Road

Parcel Number:
18- 3568-36

Zoning District:
M-1 Light Industrial

Applicant: MORRIES AUTOMOTIVE GROUP

Contact: PHILLIP BRANSON

Mailing Address: 12250 WAYZATA BLVD.

City, State, Zip: MINNETONKA, MN 55305

Phone Number: 952-797-1373

Email: Phillip.Branson@morries.com Primary Contact

Business: MORRIES AUTOMOTIVE GROUP

Owner/Contact: PHILLIP BRANSON

Mailing Address: 12250 WAYZATA BLVD.

City, State, Zip: MINNETONKA, MN 55305

Phone Number: 952-797-1373

Email: Phillip.Branson@morries.com Primary Contact

Property Owner: Weber Holdings, LLC

Contact: Don Weber

Mailing Address: 328 Front Street S.

City, State, Zip: La Crosse, WI 54601

Phone Number: 866-284-8788

Email: dweber@logisticshealth.com Primary Contact

The undersigned hereby makes application at the location stated herein. Ther undersigned agrees that all work shall be done in accordance with the requirements of the City of Onalaska Unified Development Code / Zoning Ordinance and with all other applicable City Ordinances and the laws and regulations of the State of Wisconsin.

Signature of Applicant: 	Date: 9/25/18
Signature of Property Owner: 	Date: 9-26-18

Compatibility with Surrounding Neighborhood:
Overall building aesthetics are compatible with the surrounding neighborhood. Similar automotive sales and service facilities are located just to the south of this proposed property. Other retailers including Hobby Lobby, Kohls, Goodwill and target are all located on nearby adjacent parcels and are compatible with the automotive retail sales use.

Consistency with the Comprehensive Plan:
Similar Automotive uses located to the south of the proposed property indicate the automotive sales and service use is consistent with the Cities comprehensive plan

Importance of Services to the Community:
Morrie's new Honda facility will create approximately 60 new good paying jobs in the community. Morrie's automotive group's philosophy is to make people's lives better through work. To make customers happier, and our communities better by providing moments of "Happy", because Happiness Matters. Currently Morrie's owns and operates in 13 locations with over 1000 employees, a turnover rate less than 32% (industry average 76%) and average tenure of 5 years.

Neighborhood Protections (avoidance of negative externalities):
Morries automotive group will keep test drives on main commercial routes and not through neighborhoods. Exterior light controls are being provided to allow for control over exterior light levels

Other Factors (pertinent to the proposed use):

OFFICE USE ONLY:	Date Submitted:	Permit Number:
Permit Fee:	<input type="checkbox"/> Cash <input type="checkbox"/> Check #	Application Received by:

**NOTICE OF PUBLIC HEARING
BEFORE THE CITY OF ONALASKA**

Please take notice that the City Plan Commission for the City of Onalaska will hold a public hearing on

**TUESDAY, OCTOBER 23, 2018
APPROX. 7:00 P.M.
(or immediately following public input)**

in Onalaska City Hall, 415 Main Street, Onalaska, Wisconsin 54650 at which time they will consider an application submitted by Morrie's Automotive Group, 12520 Wayzata Boulevard, Minnetonka, MN 55305 on behalf of Weber Holdings, LLC, 328 Front Street, La Crosse, WI 54601 for review and consideration of a request for a Conditional Use Permit (CUP) for the purpose of allowing light motor vehicle sales and service at the property located at 331 Theater Road, Onalaska, WI 54650 (M-1/Light Industrial District)

Property is more particularly described as:

Computer Number: **18-3568-36**
Section 10, Township 16, Range 07

PRT SW-NE COM NE COR SEC 10-16-7 ALG E LN SEC 10 S0D 19M36SW
2577.39FT TO NLY R/W LN I-90 ALG NLY R/W LN N87D49M0SW 1349.56FT TO
SW COR PLAT OF ELMWOOD CENTER & POB ALG NLY R/W LN N87D49M
0SW 416.32FT TO INTER ELY R/W LN THEATER RD ALG ELY R/W LN
N0D27M7SW 68.88FT ALG CURV N25D7M11SW 375FT TO INTER SLY R/W LN
MIDWEST DR ALG SLY R/W LN N40D12M43SE 37.24FT ALG CURV
N62D49M17SE 213.99FT N85D25M52SE 359.7FT TO INTER WLY LN PLAT OF
ELMWOOD BUSINESS CENTER ALG WLY LN S0D16M33SE 579.11FT TO POB
EX COM E1/4 COR SEC 10 S89D18M26SW 2653.47FT TO CENTER SEC 10
N0D46M21SW 144.21FT ALG CURV N87D48M0SE 613.85FT S87D47M57SE
195.94FT N0D26M4SW 65.19FT N89D33M55SE 80FT ALG CURV N1D15M14SW
12.85FT TO POB ALG CURV N25D55M19SW 363.3FT N40D15M8SE 37.24FT ALG
CURV N62D50M20SE 213.99FT N85D27M53SE 17.91FT ALG CURV
S74D21M28SW 66.48FT ALG CURV S62D7M45SW 118.98FT S39D45M56SW
41.12FT ALG CURV S32D7M53SW 5.98FT S72D38M34SE 7.48FT S7D29M45SW
17.66FT S67D51M25SW 3.71FT ALG CURV S39D23M0SE 4.68FT ALG CURV
S35D32M6SE 161.78FT ALG CURV S18D14M16SE 73.9FT ALG CURV
S1D39M0SE 116.93FT TO POB

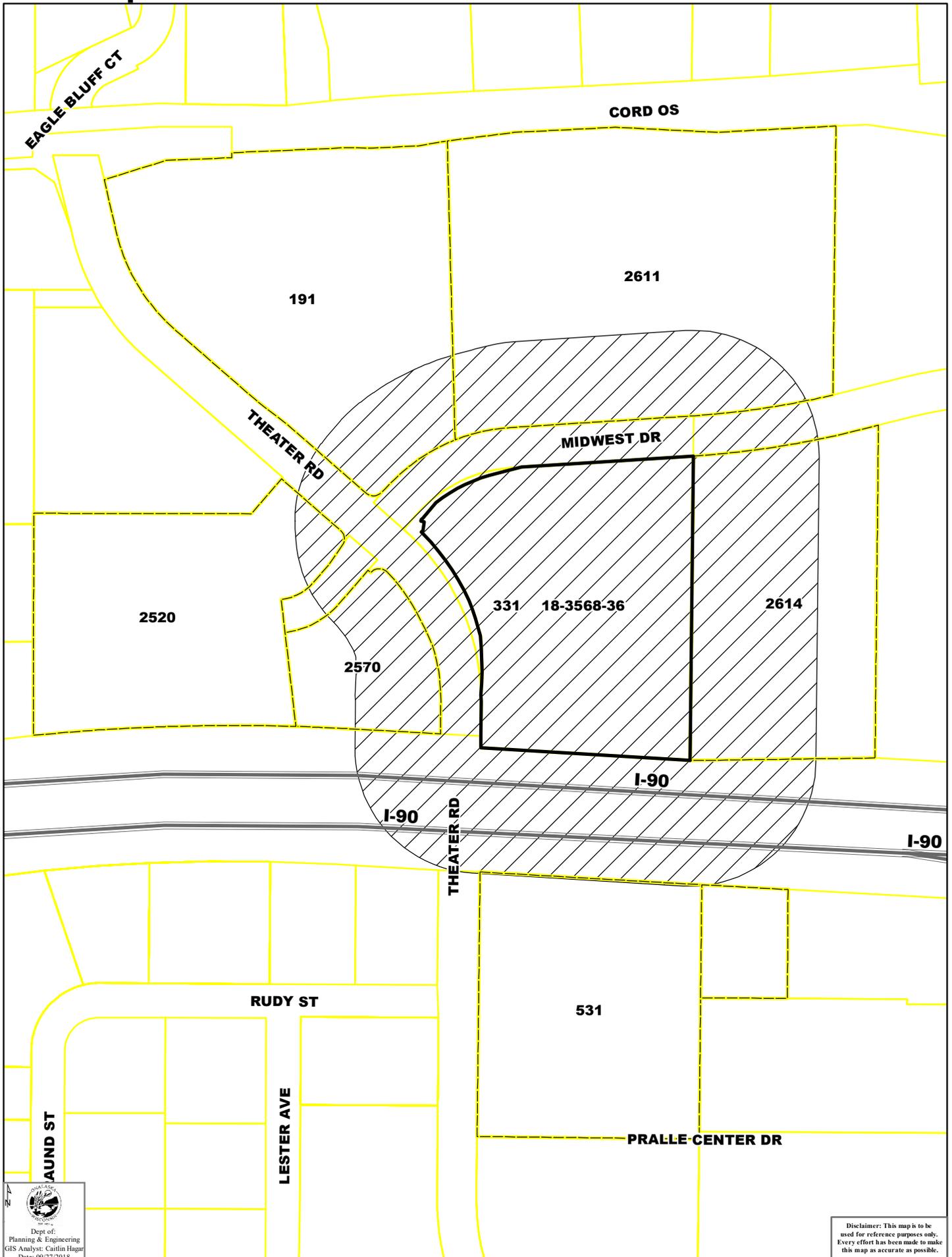
YOU ARE FURTHER NOTIFIED that the City of Onalaska Plan Commission will hear all persons interested their agent or attorney concerning this matter.

More detailed information on this item will be posted to the City of Onalaska website www.cityofonalaska.com the Friday before the scheduled meeting under Agendas & Minutes/Plan Commission. This posting will contain the Plan Commission Agenda and all attachments referencing this item.

Dated this 5th day of October, 2018.

Cari Burmaster
City Clerk

Properties within 250ft of Parcel No. 18-3568-36





CITY OF ONALASKA

Agenda Item:

5

STAFF REPORT

Plan Commission – October 23, 2018

- Agenda Item: Review and Consideration of an annexation application (total 26.29 acres).
- Applicant: Jacob Burch of Logistics Development Group LLC, 2102 State Road 16, La Crosse, WI 54601, and on behalf of J D Manske Family Land Holdings LLC, 4833 Sheboygan Avenue #320, Madison, WI 54705
- Property Owners: Jacob Burch of Logistics Development Group LLC, 2102 State Road 16, La Crosse, WI 54601, and J D Manske Family Land Holdings LLC, 4833 Sheboygan Avenue #320, Madison, WI 54705
Crestwood Lane: Right-of-Way
- Tax Parcel Numbers: 9-13-5, 9-13-1 (Crestwood Lane), and a portion (5,382 square feet more or less) of 9-23-0
- Site Location: The annexation includes the extension of Crestwood Lane (Tax Parcel 9-13-1) from Nathan Hill Estates through the cul-de-sac to Tax Parcel 9-13-5, and a portion of Tax Parcel 9-23-0 (5,382 SF), which is directly adjacent to Crestwood Lane and Crestwood Place.
- Existing Zoning: County Zoning: “Rural – No Conditions”
- Neighborhood Characteristics: Single Family Residential, agricultural land, bluff lands
- Conformance with Comprehensive Plan: The Comprehensive Plan identifies this area as being in the “Environmentally-Sensitive Residential District” and “Environmental Corridor” Land Use areas. The Comprehensive Plan identifies review criteria for annexations, of which the follow are applicable:
- The City should approve proposals for annexation into the City of Onalaska only when meeting the following utilities and community facilities criteria, or if other important community goals are met:*
- The annexation is in an area designated for growth on the City’s Future Land Use Map.*
 - The increased tax base and overall benefit to the City of approving the annexation outweigh the actual financial impact on the community for providing police, fire, road maintenance and other public improvements and services to the annexation area.*

CITY OF ONALASKA

Background:

The purpose for annexing Tax Parcel #9-13-5 and Crestwood Lane is the property owner (Logistics Development Group LLC) intends to move forward with a single-family residential development and provide utilities in the Crestwood Lane Right-of-Way. Subsequent applications regarding this parcel will include a Planned Unit Development and Preliminary/Final Plat processes for review and consideration by the Plan Commission and Common Council.

The purpose for annexing the 5,382 square foot (more or less) portion of Tax Parcel #9-23-0 (J D Manske Family Lane Holdings LLC) is the City intends to enter into a Development Agreement with the property owner to obtain the land in question and construct a Booster Station as a means to provide water service to this area, the land in Tax Parcel #9-13-5 (Logistics Development Group LLC), and the French Valley area.

Action Requested: Staff supports this annexation request. Approval is recommended with the attached conditions of approval.

REQUEST FOR ACTION & POSSIBLE CONSIDERATION BY PLAN COMMISSION:

October 23, 2018

Agenda Item 5:

Review and Consideration of an annexation application of Tax Parcel #9-13-5 and Crestwood Lane Right-of-Way (26.17 acres), and a portion of Tax Parcel #9-23-0 (.12 acres (5,382 SF) (total 26.29 acres) filed by Jacob Burch, Logistics Development Group LLC, 2102 State Road 16, La Crosse, WI 54601 and on behalf of J D Manske Family Land Holdings LLC, 4833 Sheboygan Avenue #320, Madison, WI 54705.

1. Annexed land to be placed in the R-1 Single Family Residential Zoning District.
2. Owner/developer shall pay all fees and have all plans reviewed and approved by the City prior to obtaining a building permit. Owner/developer must have all conditions satisfied and improvements installed per approved plans prior to issuance of occupancy permits.
3. All conditions run with the land and are binding upon the original developer and all heirs, successors and assigns. The sale or transfer of all or any portion of the property does not relieve the original developer from payment of any fees imposed or from meeting any other conditions.
4. Any omissions of any conditions not listed in minutes shall not release the property owner/developer from abiding by the City's Unified Development Code requirements.

City of Onalaska, WI

 Proposed Annexation Area

Map Designer: Katie Aspenson, AICP
Date: 10/18/2018



This map is to be used for reference purposes only. Every effort has been made to make this map as accurate as possible.

Request for Annexation Review

Wisconsin Department of Administration

WI Dept. of Administration
 Municipal Boundary Review
 101 E. Wilson Street, 9th Floor
 Madison WI 53703
 608-264-6102 Fax: 608-264-6104
wimunicipalboundaryreview@wi.gov
<http://doa.wi.gov/municipalboundaryreview/>

Petitioner Information

Name: Logistics Development Group, LLC
 Address: 2102 State Road 16
La Crosse, WI 54601
 Email: Jacob.Burch@associatedbank.com

Office use only:

Petitioners phone:

608-317-3245

Town clerk's phone:

City/Village clerk's phone:

1. Town where property is located: Medary
2. Petitioned City or Village: Onalaska
3. County where property is located: La Crosse
4. Population of the territory to be annexed: Ø
5. Area (in acres) of the territory to be annexed: 23.16 acres
6. Tax parcel number(s) of territory to be annexed (if the territory is part or all of an existing parcel): 9-13-5
9-13-1

↓ 3.12 acres, approximately 5,382 sq ft of 9-23-0

Contact Information if different than petitioner:

Representative's Name and Address:
Jacob Burch
724 Richmond St
La Crosse, WI 54603
 Phone: 608-317-3245
 E-mail: Jacob.Burch@associatedbank.com

Surveyor or Engineering Firm's Name & Address:
Davy Engineering Co.
115 6th St S.
La Crosse, WI 54601
 Phone: 608-782-3150
 E-mail: msdavy@davyinc.com

Required Items to be provided with submission (to be completed by petitioner):

1. Legal Description meeting the requirements of s.66.0217 (1) (c) [see attached annexation guide]
2. Map meeting the requirements of s. 66.0217 (1) (g) [see attached annexation guide]
3. Signed Petition or Notice of Intent to Circulate is included
4. Indicate Statutory annexation method used:
 - Unanimous per s. 66.0217 (2), or,
 - OR
 - Direct by one-half approval per s. 66.0217 (3)
5. Check or money order covering review fee [see next page for fee calculation]

PETITION FOR ANNEXATION

TO: City Clerk
City of Onalaska
415 Main Street
Onalaska, WI 54650

TO: City Clerk
Town of Medary
N3393 Smith Valley Road
La Crosse, WI 54601

We, the undersigned, Logistics Development Group, LLC
(Printed Name(s))
J/D MANSKE FAMILY LAND HOLDINGS, LLC

do hereby respectively petition the City of Onalaska, Wisconsin, to annex the real estate described hereinafter to the City of Onalaska, which is to be detached from the township of Medary, County of LaCrosse, Wisconsin to the City of Onalaska and that the subject property be zoned

Single Family Residential upon annexation.

The property, which is the subject of this petition, is contiguous to the current boundaries of the City of Onalaska. A complete and accurate legal description and a scaled map of the area is attached hereto and incorporated herein by reference as EXHIBIT "A".

This instrument constitutes a Petition for direct annexation pursuant to Section 66.0217(2), Wisconsin Statutes. The number of electors residing within the boundaries of this property is 0 and the undersigned are the sole owners and fee title holders to these properties. Therefore, pursuant to Section 66.0217(4), no notice or publication is required.

A copy of this Petition is being mailed to the State of Wisconsin, Department of Administration, for review as required by Section 66.0217(6), Wisconsin Statutes along with the requisite Department of Administration annexation fee. See Annexation Review Fee Guide.

A complete and detailed legal description and map must accommodate this petition at the time of application in order for it to be placed on the Plan Commission Meeting agenda. Short forms or abbreviated legal descriptions will not be accepted. Maps must be to scale and dimensioned.

SIGNATURES OF PETITIONERS	ADDRESS OF PROPERTY	DATE OF SIGNATURE
<u>[Signature]</u>	① Parcel #9-13-5 Crestwood Ln Onalaska, WI 54650	10/01/2018
<u>[Signature]</u>	② Parcel #9-13-1, Crestwood Lane AS DESCRIBED PER IN AGREEMENT DRAFT Approximately 5,382 sq ft Parcel # 9-23-0	10/17/2018

Tax Parcel Identification Numbers: 9-13-5
Contact Person: Saeco Burch Telephone (608) 317-3245
Address: 2102 State Rd 16 LaCrosse WI 54601 Email: saeco.burch@associatedbank.com
JAMES MANSKE (608) 220-7348
4833 SHAWBOGAN AVE #320 MADISON WI 53705 JMMANSKE@gmail.com

For office use: Date: _____ Initials: _____
Enclosures: Petition Legal Description Map

415 Main Street, Onalaska, WI 54650 Land Use & Development Director 608-781-9590

CITY OF ONALASKA ANNEXATION DESCRIPTION
CRESTWOOD ESTATES AND CRESTWOOD LANE

EXHIBIT A

Located in part of the Southeast 1/4 of the Northwest 1/4, part of the Northeast 1/4 of the Southwest 1/4 and part of the Southeast 1/4 of the Southwest 1/4 of Section 1, Township 16 North, Range 7 West, Town of Medary, La Crosse County, Wisconsin described as follows:

Commencing at the Northeast corner of the Northeast 1/4 of the Northwest 1/4 of said Section 1;

Thence S 01° 25' 30" E along the East line thereof, 1277.80 feet to the Northeast corner of the Southeast 1/4 of the Northwest 1/4 and the Point of Beginning of this description;

thence continuing S 01° 25' 30" E along the East line thereof, 569.67 feet;

thence S 54° 04' 36" W 473.08 feet to the Northeasterly extension of the Northwesterly line of Lot 1 of Certified Survey Map Volume 3, Page 83;

thence S 22° 16' 23" W along said extended Northwesterly line and the Northwesterly line of said Lot 1, a distance of 168.39 feet;

thence S 46° 16' 14" W along the Westerly line of said Lot 1 and the Southwesterly extension thereof, a distance of 223.61 feet to the Easterly right of way of Crestwood Lane;

thence along said Easterly right of way S 17° 23' 22" E 207.91 feet;

thence continuing along said Easterly right of way S 04° 56' 59" E 175.91 feet;

thence Southerly along said Easterly right of way on the arc of a 296.08 foot radius curve, concave to the Northwest, the chord of which bears S 39° 55' 39" W and measures 417.79 feet;

thence continuing Southerly along said Easterly right of way on the arc of a 256.48 foot radius curve, concave to the Southeast, the chord of which bears S 43° 12' 02" W and measures 340.57 feet;

thence continuing along said Easterly right of way S 01° 36' 01" W 370.90 feet;

thence continuing Southerly along said Easterly right of way on the arc of a 189.02 foot radius curve, concave to the Northeast, the chord of which bears S 24° 26' 14" E and measures 165.94 feet;

thence continuing Southerly along said Easterly right of way on the arc of a 670.72 foot radius curve, concave to the Southwest, the chord of which bears S 42° 55' 40" E and measures 176.18 feet;

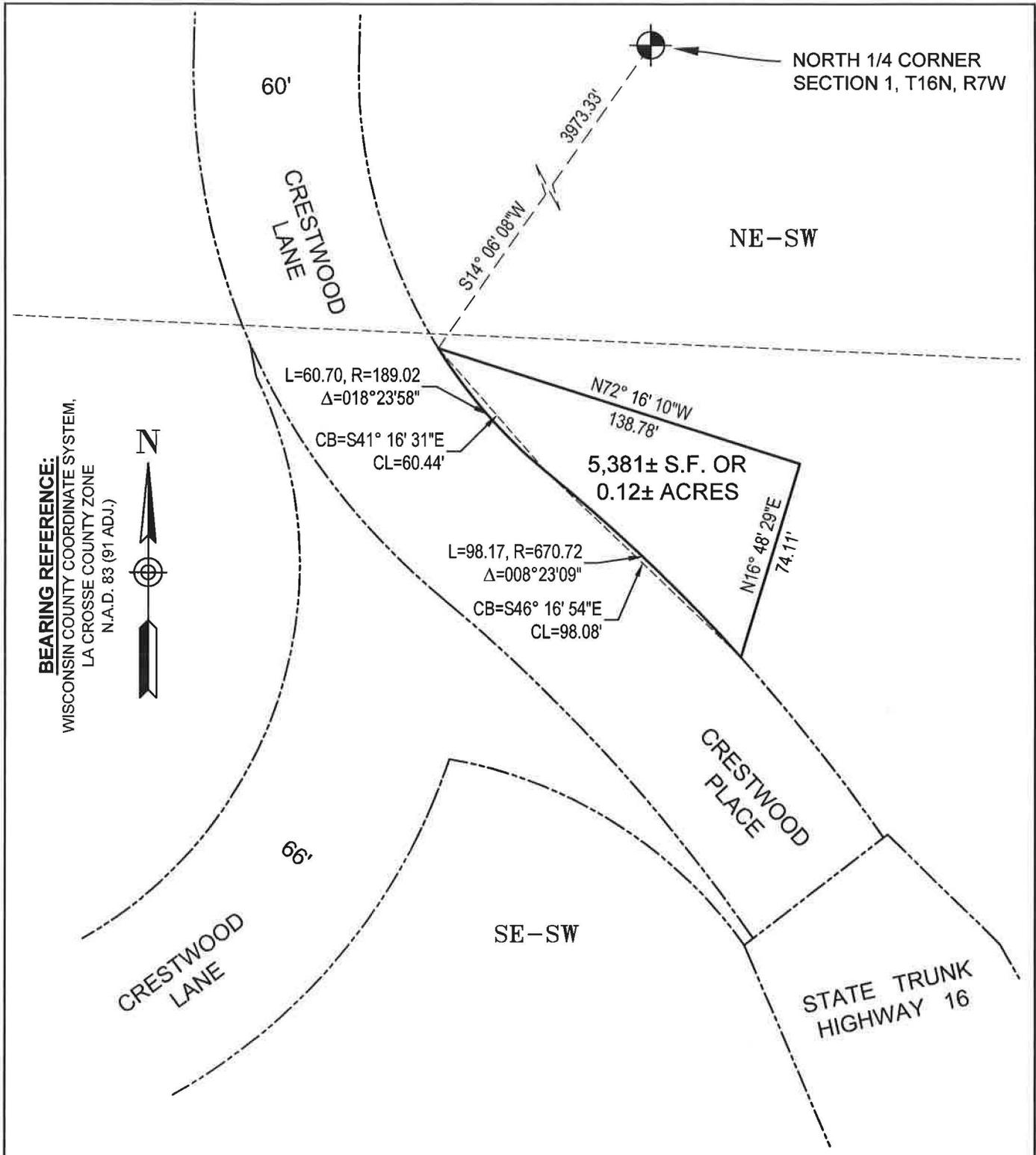
thence S 52° 17' 18" W 55.05 feet;

thence Northerly on the arc of a 615.72 foot radius curve, concave to the Southwest, the chord of which bears N 42° 49' 25" W and measures 163.95 feet;

thence Northerly on the arc of a 244.02 foot radius curve, concave to the Northeast, the chord of which bears N 35° 30' 45" W and measures 126.01 feet;
thence S 69° 27' 00" W 5.00 feet to the Westerly right of way of said Crestwood Lane;
thence Northerly along said Westerly right of way on the arc of a 249.02 foot radius curve, concave to the Northeast, the chord of which bears N 09° 28' 29" W and measures 95.67 feet;
thence continuing along said Westerly right of way N 01° 36' 01" E 370.90 feet;
thence Northerly along said Westerly right of way on the arc of a 316.48 foot radius curve, concave to the Southeast, the chord of which bears N 43° 12' 02" E and measures 420.24 feet;
thence continuing Northerly along said Westerly right of way on the arc of a 236.08 foot radius curve, concave to the Northwest, the chord of which bears N 39° 55' 39" E and measures 333.13 feet;
thence continuing along said Westerly right of way N 04° 56' 59" W 169.37 feet;
thence continuing along said Westerly right of way N 17° 23' 22" W 202.30 feet;
thence S 86° 23' 12" W 360.87 feet;
thence S 16° 42' 45" E 185.76 feet;
thence S 88° 19' 10" W 284.73 feet;
thence N 09° 41' 45" W 54.80 feet;
thence N 17° 33' 29" W 102.14 feet to the Southwest corner of said Southeast 1/4 of the Northwest 1/4;
thence along the West line thereof, N 01° 27' 57" W 623.24 feet;
thence N 89° 50' 39" E 341.98 feet;
thence N 50° 00' 00" E 368.42 feet;
thence N 20° 32' 37" E 250.33 feet;
thence N 01° 45' 21" E 164.39 feet to the North line of said Southeast 1/4 of the Northwest 1/4;
thence S 87° 18' 18" E along the North line thereof, 582.76 feet to the Point of Beginning.

Parcel contains approximately 1,140,177 Square Feet or 26.17 Acres.

Subject to any easements, covenants and restrictions of record.



BEARING REFERENCE:
 WISCONSIN COUNTY COORDINATE SYSTEM,
 LA CROSSE COUNTY ZONE
 N.A.D. 83 (91 ADJ.)

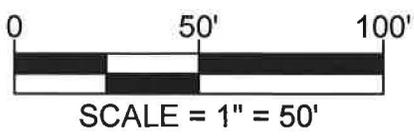


EXHIBIT B
MANSKE TO CITY OF ONALASKA
ONALASKA BOOSTER STATION
ONALASKA, WI

	DAVY ENGINEERING CO. LA CROSSE, WISCONSIN		DATE 10/18/2018	NOTEBOOK NO.	PROJECT NUMBER 001398-109.100	SHEET 1 OF 1

CITY OF ONALASKA ANNEXATION DESCRIPTION
MANSKE TO CITY OF ONALASKA

EXHIBIT B

Located in part of the Southeast Quarter of the Southwest Quarter of Section 1, Township 16 North, Range 7 West, Town of Medary, La Crosse County, Wisconsin, more particularly described as follows:

Commencing at the North 1/4 corner of said Section 1;
thence S 14° 06' 08" W 3973.33 feet to the Easterly right of way of Crestwood Lane and the Point of Beginning of this description;
thence Southerly along said Easterly right of way on the arc of a 189.02 foot radius curve, concave to the Northeast, the chord of which bears S 41° 16' 31" E and measures 60.44 feet;
thence continuing Southerly along said Easterly right of way on the arc of a 670.72 foot radius curve, concave Southwest, the chord of which bears S 46° 16' 54" E and measures 98.08 feet;
thence N 16° 48' 29" E 74.11 feet;
thence N 72° 16' 10" W 138.78 feet to the Point of Beginning.

Parcel contains approximately 5,382 square feet or 0.12 acres more or less.

Subject to any easements, covenants and restrictions of record.

MEMORANDUM

Hoisington Koegler Group Inc.



TO: Onalaska Plan Commission

FROM: Jeff Miller, Hoisington Koegler Group Inc. (HKGi)

SUBJECT: UDC Update Project

DATE: October 16, 2018

CC: Katie Aspenson, Planner / Zoning Inspector

As part of the evaluation of the current UDC, HKGi conducted listening sessions with the following key stakeholder groups to identify code issues and opportunities:

- Staff and City Attorney
- Plan Commission
- Common Council
- La Crosse Area Builders Association
- La Crosse Area Realtors Association
- Long Range Planning Committee
- Developers Roundtable (6 developers in attendance)

In addition, we also visited key areas of the city related to development and zoning issues with Staff.

During these listening sessions, we heard some common themes regarding current code concerns, issues and opportunities:

- 1) Development procedures, including timing requirements, can be overly complex and cause problematic delays; need for streamlining where possible
- 2) Annexation procedure is time-consuming and challenging
- 3) React to recent State legislation re: Conditional Use Permits (CUPs)
- 4) City's vision/direction can seem unclear or inconsistent between Council, commissions, boards, committees for developers; issues of commissions/boards turnover and lack of development knowledge/experience
- 5) UDC needs to be simplified rather than expanded; code is so long and complex that developers and commissions/boards don't know what it's in it
- 6) Remove references to application requirements to allow easier ability to revise application standards
- 7) Consider equipping the UDC with more upfront administrative tools, e.g. clear standards, versus leaving development proposals subject to too much community discretion

- 8) Residential development in general
 - a) Shortage of land/lots for new residential development
 - b) Affordable housing – reduce barriers/increase incentives for development
 - c) Interest in converting a duplex into a twindo/zero-lot line dwelling
 - d) Interest in allowing accessory dwelling units
 - e) Enable/support variety and creativity in new residential development
 - f) Address residential accessory structures/garages height requirement
 - g) Regulating short-term residential rentals (VRBO, AirBNB, etc.)
 - h) Certificate of Compliance for Home Occupations
 - i) Home Owner Associations’ restrictions may limit development and UDC effectiveness, e.g. only allow single-family dwellings
- 9) Development of multi-family residential is particularly challenging – need for larger development sites, limited land zoned for multi-family residential so rezoning required
- 10) New development in existing older neighborhoods is sometimes not compatible with existing character and may demand that UDC development standards be created
- 11) Review of existing zoning districts
- 12) Reduce number of special districts/overlays
- 13) Interest in allowing more mixed-use development in specific areas guided by the Comprehensive Plan
- 14) Evaluate residential green space minimum requirement
- 15) Maximum impervious surface requirement - do we want to limit in any districts?
- 16) Consider adding landscaping/screening/fencing regulations to improve compatibility between different types of uses, street frontages, and parking areas
- 17) Parking concerns as downtown experiences redevelopment
- 18) Evaluate parking space requirements, e.g. potential reductions, additional flexibility for on-street parking, senior housing, walkability, transit, etc.
- 19) Potential for more development of outlots on large commercial properties
- 20) Improve regulation of exterior lighting
- 21) Establish regulations for mobile food trucks
- 22) Consider allowing urban farming
- 23) Consider Conditional Uses – daycares, anything in P1, mobile home districts, chickens
- 24) Consider ways that the UDC could promote community beautification

We are now in the process of a comprehensive review of the City’s current development codes as well as plans, including the UDC, recent UDC Amendments (past 10 years), PCIDs, 2016 Comprehensive Plan, and joint boundary plans. We are also in the process of reviewing the City’s current Zoning Districts and Zoning Map compared to the Comprehensive Plan’s Future Land Use Categories and Map. We anticipate that there will be updates to both the Zoning Districts and the Zoning Map. In addition, the City Attorney has completed a State Statute review of the entire UDC that identifies references to State Statutes that may need to be

updated. Based on our review of the UDC and the input received from the community, we will identify preliminary major issues or themes to guide the UDC Update project. We will present and discuss these major themes at the November PC meeting in order to refine them or add to them.

We welcome any additional feedback that the Plan Commission may have related to key UDC issues identified thus far and that should be addressed as part of updating the UDC.

Public Participation Plan

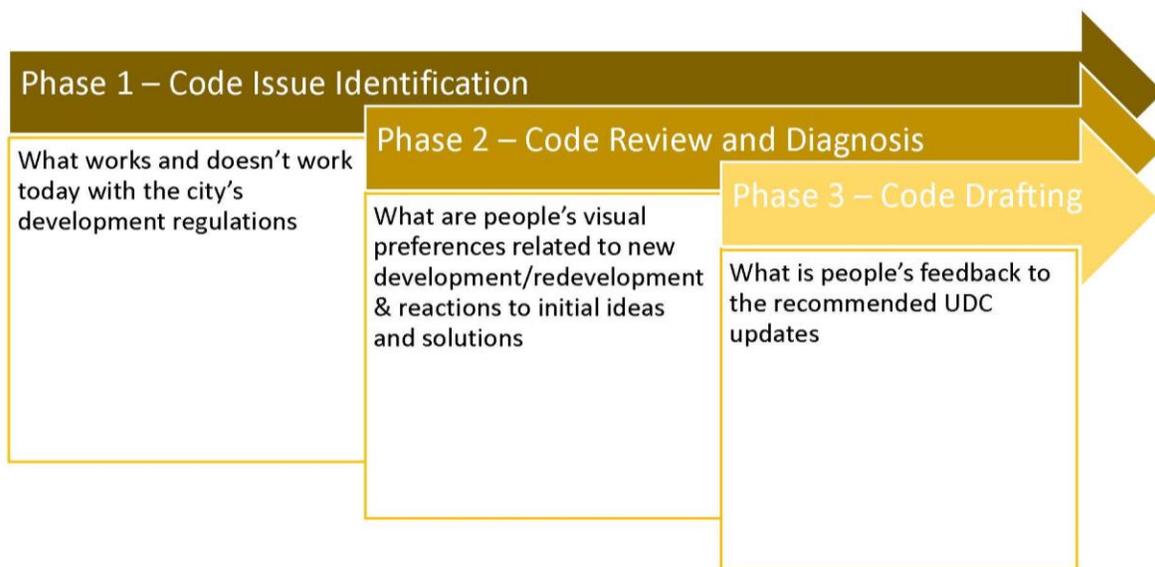
Onalaska's UDC (Unified Development Code) Update Project

Project Description

The City of Onalaska is undertaking a comprehensive update of its Unified Development Code (UDC) to make the UDC easier to administer and support high quality development in the community. The update is intended to make the UDC easier to use and understand, including the addition of graphics and tables that better communicate the city's development requirements. As the first comprehensive update since the city's zoning code was originally adopted in 1969, the update process will ensure that the city's regulations are consistent with current State Statutes and any outdated standards are rewritten to reflect contemporary development market practices. The process will also implement recommendations from the 2016 Comprehensive Plan, including managing growth to preserve community character, promoting quality urban design, revitalizing downtown and the waterfront, and enhancing transportation corridors.

Purpose of the Public Participation Plan

The purpose of the Public Participation Plan is to define the community engagement process that will be used to facilitate the UDC Update Project. The Public Participation Plan is centered on an inclusive process that encourages everyone to participate, including reaching out to people that typically may not participate in community input processes. An effective community engagement process addresses the needs of various stakeholders in the community in order to provide meaningful outcomes for decision makers. Community engagement during the UDC Update Project is intended to help identify what works and what doesn't work currently with the city's development codes; identify people's visual preferences related to new development/redevelopment; solicit input on the project team's initial ideas and solutions; and review and evaluate recommended updates to the UDC. The following figure shows the three phases of community engagement anticipated.



Stakeholders

Stakeholders are defined as all individuals who may have an effect on, be affected by, or perceive that they will be affected by the UDC Update Project. Stakeholders include elected and appointed public officials, community residents, community business owners and employees, community organizations, and others in the community. It is important to remember that not all stakeholders will be affected to the same extent or have the same level of interest in a project. Understanding generally who the project’s stakeholders are will impact the choice of what engagement techniques to pursue, as the effectiveness of specific engagement methods can vary considerably from one audience to another. For example, younger audiences may want to communicate through social media outlets. Major groups to engage and techniques of engagement most likely to be successful are listed in the following table.

Public Participation Techniques								
Groups to Engage	Website/ Press Releases/ Email Blasts	Info Displays	Attendance at Regularly Scheduled Meetings	Pop-Up Display in Community or at Events	Online Surveys	Focus Group/ Stakeholder Meetings	Open Houses	Individual Contacts
	Residents	X	X		X	X		X
Businesses	X	X		X	X	X	X	X
Clubs/Organizations <ul style="list-style-type: none"> • Builders Association • Rotaries • OABA 	X	X	X		X	X	X	
Adjacent Communities			X			X		X
Public/Private Schools	X					X		X
Advisory Boards and Commissions	X		X			X	X	

Public Participation Techniques

A variety of techniques will be used to encourage public participation in the UDC Update Project. The techniques will be used as identified in the table above to encourage participation in the process by the identified stakeholder groups. An overview of each technique is provided below.

Website/Press Releases/Email Blasts

The City of Onalaska will prepare project-related press releases and maintain a dedicated project webpage. Project updates and information will be posted at regular intervals on the project webpage and the News & Announcements tab to inform the public of upcoming meetings, milestones during the project, and ways to be engaged. City staff will post to the city’s social media and email updates to

interested parties throughout the project. City staff will provide will provide an interactive comment form on the project webpage to provide people the opportunity to submit feedback on any information posted on the webpage. Email addresses will be collected on sign-in sheets at project outreach events and online. Interested parties who contact the city will also be added to the email list.

Informational Displays at Public Places

Posters with project information may be displayed throughout the community to share information about the project and to direct those interested to the project website for more information, to an online survey to provide input, or to announce upcoming open houses. Locations that will be considered include City Hall, Library, OMNI Center, Community Center, and potentially at Gundersen Health and Mayo Clinic facilities.

Attendance at Regularly Scheduled Meetings

To make public participation easier, it can be helpful to attend meetings in the community that are already scheduled. These meeting opportunities could include attending a monthly meeting for a club or organization such as a Rotary Club or Builders Association. It could also include an elected or advisory board or commission meeting in Onalaska or in an adjacent community. Attending a regularly scheduled meeting can be beneficial at the beginning of the process to build awareness of the project and in the middle to seek input on visual preferences or input on potential approaches being explored.

Pop-Up Displays in Community or at an Event

Similar to attending a regularly scheduled meeting, popping up with project information in a community location or at a community event can be helpful to reach audiences that may not normally be aware of the project or come to an open house. The project team will seek to coordinate engagement with community events as feasible throughout the process as opportunities arise. Depending on the timing of the event in the planning process, the engagement could include a booth with project information and questionnaires, a brief presentation by a project team member, handouts, a poster displayed with project information, etc.

Potential Events and Approximate Number of Attendees

March 2019

- March 8-9th: La Crosse Area Home Builders/Garden Show (Friday night is “date night” lots of couples re-doing homes – 3,000 people).
- March 24th: Coulee Parenting Connection (families, games, etc. – 1,500 people)
- March 30th: WIS Sport /Military Show (Gun Show – 3,000 people)

May 2019

- May 17-18th: La Crosse County Visitors and Convention Bureau (Silent Sports Event – 2,500 people)

June 2019

- June 21-22: Celebrate Onalaska (June 22 – early evening before Fireworks – 7,500 people)
- Potentially another event on June 15th (Onalaska Community Days – hosted by the American Legion)

Online Surveys

Online engagement is expected to focus initially on the community’s thoughts on general, easy-to-understand development concerns. At the mid-point of the planning process the emphasis will shift to

gaining feedback on visual preferences related to new development/redevelopment and reactions to initial ideas/solutions. Then, near the conclusion of the code updating process, it will focus on obtaining specific comments on draft sections of the updated UDC.

Focus Group/Stakeholder Meetings

Focus groups and stakeholder meetings seek to bring people with similar backgrounds, experiences, or interest areas together to discuss the project. Potential groups could include advisory boards and commissions, community organizations and clubs (such as chamber of commerces, rotary clubs, realtor associations, builders associations), and non-profits or social service organizations. Working with city staff and the Planning Commission, the following stakeholder groups were identified: Long Range Planning Committee, La Crosse Area Builders Association, La Crosse Area Realtors Association, Rotary Clubs (3), Centering Onalaska, major developers, non-profit and social service organizations. An initial round of stakeholder meetings will occur early in the process to provide information about the code updating process and to ask general questions about existing code issues and needs for the update process. A second round of meetings will be explored once potential approaches or specific sections of the UDC have been identified for major updates.

Open Houses

Two community open houses will be held during the UDC Update Project. The open houses may consist of a combination of large group presentations, small group activities, informational handouts, paper questionnaires, display boards, and staff and consultants available for discussions. The first open house would occur in phase two to confirm the issues identified and explore potential approaches. The second open house would occur in phase three to present the proposed draft code.

Individual Contacts

Input from some stakeholders may be solicited best through individual contacts such as phone calls, emails, and meetings. These stakeholders may include individual businesses, public and private schools, and adjacent communities. Outreach to these stakeholders will occur as needed throughout the project to inform them about the project, solicit input on issues and needs, and seek input on potential code sections. These personal contacts will also be used to inform stakeholders of opportunities to participate in focus groups/stakeholder meetings and open houses.



Hoisington Koegler Group inc.
 123 North 3rd Street, Suite 100
 Minneapolis, MN 55401-1659

Katie Aspenson
 City of Onalaska
 415 Main Street
 Onalaska, WI 54650

October 12, 2018
 Invoice No: 018-021 - 5

Project 018-021 Onalaska - UDC/Zoning Ordinance Rewrite

Professional Services from September 1, 2018 to September 30, 2018

Task 02 UDC & Zoning Map Review and Evaluation

- Internal team collaboration
- Identify stakeholder meeting input themes
- Prepare draft Public Participation Plan
- Prepare stakeholder meeting notes
- Review and evaluation of current UDC

Professional Personnel

	Hours	Rate	Amount
Associate			
Miller, Jeffrey	6.00	130.00	780.00
Trapp, Rita	.50	130.00	65.00
Totals	6.50		845.00
Total Labor			845.00

Total this Task \$845.00

Billing Limits

	Current	Prior	To-Date
Total Billings	845.00	12,561.41	13,406.41
Limit			90,000.00
Remaining			76,593.59

Total this Invoice \$845.00

Outstanding Invoices

Number	Date	Balance
4	9/9/2018	5,400.26
Total		5,400.26

Total Now Due \$6,245.26