

# CITY OF ONALASKA MEETING NOTICE

**COMMITTEE/BOARD:** Plan Commission  
**DATE OF MEETING:** November 27, 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 request filed by Jim Triatik of Sullivan Design Build, 1314 Emil Street, Madison, WI 53713 on behalf of CSM Truck Onalaska, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718 and Moeller Properties II, LLC, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718, for the purpose of allowing heavy and medium duty truck sales and service at the property located at 4101 Kinney Coulee Road North, Onalaska, WI 54650 (Tax Parcel # 18-3403-1).
5. **Public Hearing: Approximately 7:10 PM (or immediately following previous hearing at 7:00 PM)** and consideration of a rezoning request filed by Jim Triatik of Sullivan Design Build, 1314 Emil Street, Madison, WI 53713 on behalf of CSM Truck Onalaska, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718 and Moeller Properties II, LLC, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718, to rezone a parcel of land to remove the I-90 Economic Development Overlay District and retain the Light Industrial (M-1) Zoning District to facilitate the construction of a heavy and medium duty truck sales and service facility (Wisconsin Kenworth) without the associated overlay district standards at the property located at 4101 Kinney Coulee Road North, Onalaska, WI 54650 (Tax Parcel # 18-3403-1).

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:**

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\*Mayor Joe Chilsen– Chair

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\*Ald. Jim Binash

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Ald. Jim Olson

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Ald. Jerry Every

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Ald. Diane Wulf

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Ald. Ron Gjertsen

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Ald. Kim Smith

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\* Jarrod Holter, City Engineer \*\*Kevin Schubert

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City Attorney City Administrator

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La Crosse Tribune Dept. Heads.

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Coulee Courier FOX

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WKTY WLXR WKBT WXOW WLAX

\*Committee Members

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\* Jan Brock \*Knutte Temte

---

\*Paul Gleason \*Craig Breitsprecher

---

\*Parks & Rec Chair - Steven Nott

---

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

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Jim Triatik/Jim Moeller

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Mark Heet/Ginger Hillman

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Jacob Burch

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Marvin Wanders

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Onalaska Omni Center

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Onalaska Public Library

\*\* Alternate Member – for City Engineer

Date Notices Mailed and Posted: 11-21-18

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. **Public Hearing: Approximately 7:20 PM (or immediately following previous hearing at 7:10 PM)** and consideration of a Conditional Use Permit request filed by Mike Heet of the wireless carrier US Cellular and USCOC of La Crosse, LLC, 800 Cornerstone Drive, Knoxville, TN 37932 on behalf of 2GJF, LLP, 3264 George Street, Onalaska, WI 54650, to replace three (3) existing antennas with three (3) new antennas, three (3) new Remote Radio Units (RRU), and adding ancillary equipment to the existing telecommunications tower located at 1033 2nd Avenue SW, Onalaska, WI 54650 (Tax Parcel # 18-939-0).
7. **Public Hearing: Approximately 7:30 PM (or immediately following previous hearing at 7:20 PM)** and consideration of a General Development Plan for a Planned Unit Development (PUD) application filed by Jacob Burch of Logistics Development Group, LLC, 205 4th Street, La Crosse, WI 54601, for a new residential subdivision to contain eighteen (18) buildable lots for single-family dwellings located at “State Road 16” at the end of Crestwood Lane, Onalaska, WI 54650 (Tax Parcel #9-13-5).
8. **Public Hearing: Approximately 7:40 PM (or immediately following previous hearing at 7:30 PM)** and consideration of a General Development Plan for a Downtown Planned Unit Development (D-PUD) application filed by Marvin Wanders of Three Sixty Real Estate Solutions, LLC, PO Box 609, La Crosse, WI 54602 for a multi-family residential development (98 units within three (3) structures) and a commercial/residential mixed-use development to be located at 200 Court Street, Court Street South, 300 Court Street South, 400 Court Street South, Onalaska, WI 54650 (land owned by the City of Onalaska) (Tax Parcel #'s 18-24-0, 18-25-0, 18-32-0, & 18-38-0).
9. Review and Consideration of an annexation application of Tax Parcel #'s 10-1275-2, 10-1119-1, 10-830-2, 10-1115-0, 10-830-1, 10-826-0, 10-781-1, 10-769-1, & 10-781-0 (total 49.77 acres of State Road 53 Right-of-Way) filed by the City of Onalaska, 415 Main Street, Onalaska, WI 54650 on behalf of State of Wisconsin DOT, 3550 Morman Coulee Road, La Crosse, WI 54601.
10. Consideration of a Call for Public Hearing to Create 2019 Tax Incremental District No. 5 (Mixed-Use Development) and associated Resolution 29-2018.
11. Update on the Unified Development Code / Zoning Ordinance Rewrite Project.
12. Review and Consideration of Invoice # 6 from Hoisington Koegler Group inc. for UDC / Zoning Ordinance Re-write Project.
13. Adjournment.



# CITY OF ONALASKA

## STAFF REPORT

Plan Commission – November 27, 2018

Agenda Item:

# 4

**Agenda Item:** Public Hearing & Consideration of a Conditional Use Permit request to allow dealership facility for heavy and medium duty truck sales and service.

**Applicant:** Jim Triatik of Sullivan Design Build, 1314 Emil Street, Madison, WI 53713

**Property Owner:** CSM Truck Onalaska, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718 and Moeller Properties II, LLC, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718

**Parcel Number:** 18-3403-1

**Site Location:** 4101 Kinney Coulee Road North, Onalaska, WI 54650

**Existing Zoning:** Light Industrial (M-1) District with I-90 Economic Development Overlay District

### **Background:**

The applicant is requesting a Conditional Use Permit to construct a new heavy and medium duty truck sales and service facility (Wisconsin Kenworth) to be located at 4101 Kinney Coulee Road North in Onalaska. The proposed development includes an approximate 22,000 square foot facility which will contain office, showroom, and service facilities. On-site parking will be provided for new inventory, customers, employees, and service vehicles. The building architecture is proposed to include insulated metal panels and some glass (which is not currently allowed within the I-90 Economic Overlay District). The applicant is also requesting to rezone to remove this district and said architectural standards (See Agenda Item #5). 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

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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.

5. Conditional Use Permit is contingent upon approval of a Rezoning Amendment to remove the I-90 Economic Overlay District from the parcel in question. If the Rezoning Amendment fails, the Conditional Use Permit will be null and void.

**Substantial Evidence:** The owner/developer is required to adhere to all Zoning Code requirements that are attached to the parcel in question. If the Rezoning Amendment fails, the proposed architecture does not conform to the I-90 Economic Overlay District requirements and therefore, the Zoning Code requirements would not be met and the use would not be allowed.

### **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:

November 27, 2018

## Agenda Item 4:

Public Hearing and Consideration of a Conditional Use Permit request filed by Jim Triatik of Sullivan Design Build, 1314 Emil Street, Madison, WI 53713 on behalf of CSM Truck Onalaska, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718 and Moeller Properties II, LLC, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718, for the purpose of allowing heavy and medium duty truck sales and service at the property located at 4101 Kinney Coulee Road North, Onalaska, WI 54650 (Tax Parcel # 18-3403-1).

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.
5. Conditional Use Permit is contingent upon approval of a Rezoning Amendment to remove the I-90 Economic Overlay District from the parcel in question. If the Rezoning Amendment fails, the Conditional Use Permit will be null and void.



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

### CONDITIONAL USE PERMIT APPLICATION

**Property Address:**  
4101 N. Kinney Coulee Rd., Onalaska, WI 54650

**Parcel Number:**  
18- 3403-1

**Zoning District:**  
M-1

**Applicant:**

Contact: Jim Trlatik

Mailing Address: 1314 Emil St.

City, State, Zip: Madison, WI 53713

Phone Number: 608-257-2289

Email: jim@sullivandesignbuild.com  Primary Contact

**Business:** CSM Truck Onalaska

**Owner/Contact:** Jim Moeller

Mailing Address: 5100 Eastpark Blvd., Ste. 210

City, State, Zip: Madison, WI 53718

Phone Number: 608-241-5616

Email: jim.moeller@csmltruck.com  Primary Contact

**Property Owner:**

Contact: MP-LaCrosse LLC

Mailing Address: 5100 Eastpark Blvd., Ste. 210

City, State, Zip: Madison, WI 53718

Phone Number: 608-241-5616

Email: jim.moeller@csmltruck.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: 10-5-18
Signature of Property Owner:	Date: 10-5-18

**Compatibility with Surrounding Neighborhood:**  
 THE PROPOSED FACILITY IS A PERFECT FIT FOR THIS LOCATION WITH GOOD ACCESS TO THE INTERSTATE AND SIMILAR BUSINESSES NEARBY.

**Consistency with the Comprehensive Plan:**  
 THE SITE IS ZONED M-1, PER SECTION 13-5-17e, THIS TYPE OF FACILITY REQUIRES A CONDITIONAL USE FOR AUTO (TRUCK) SALES AND SERVICE

**Importance of Services to the Community:**  
 THE COMMITMENT AND INVESTMENT MADE WITH THIS PROJECT AS WELL AS THE NUMBER OF JOBS IT WILL PROVIDE WILL HAVE A VERY POSITIVE IMPACT FOR ONALASKA FOR THE LONG TERM.

**Neighborhood Protections (avoidance of negative externalities):**  
 APPROPRIATE STORM WATER MANAGEMENT AND LANDSCAPING WILL RESULT IN A VISUALLY PLEASING AND FUNCTIONAL SITE.

**Other Factors (pertinent to the proposed use):**

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



# 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 policies)
  - ▶ 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:**

NEW 22,000 SQ. FT. KENWORTH SALES AND SERVICE BUILDING.

*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 Staff (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.*

APPLIED 250.00  
TENDERED 250.00

PAID BY: MAKEPEACE ENGINEERING LLC  
OK 250.00 REF: SW - 2359

18-3403-1 / 4101 N KINNEY COULEE RD 250

CITY OF ONALASKA  
REC#: R00127528 10/16/2018 2:56 PM  
TRAN: 450 PLANNING & ZONING  
OPER: C2 TERM: 2  
TKBY : CASH 02

**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, NOVEMBER 27, 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 Jim Triatik of Sullivan Design Build, 1314 Emil Street, Madison, WI 53713 on behalf of CSM Truck Onalaska, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718 and Moeller Properties II, LLC, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718 for the review and consideration of a request for a Conditional Use Permit (CUP) for the purpose of allowing heavy and medium duty truck sales and service at the property located at 4101 Kinney Coulee Road North, Onalaska, WI 54650 in a Light Industrial (M-1) Zoning District with an Economic Development Overlay District.

Property is more particularly described as:

Computer Number: **18-3403-1**  
Section 12, Township 16, Range 07

CERTIFIED SURVEY MAP NO. 148 VOL 16 LOT 1 DOC NO. 1678576

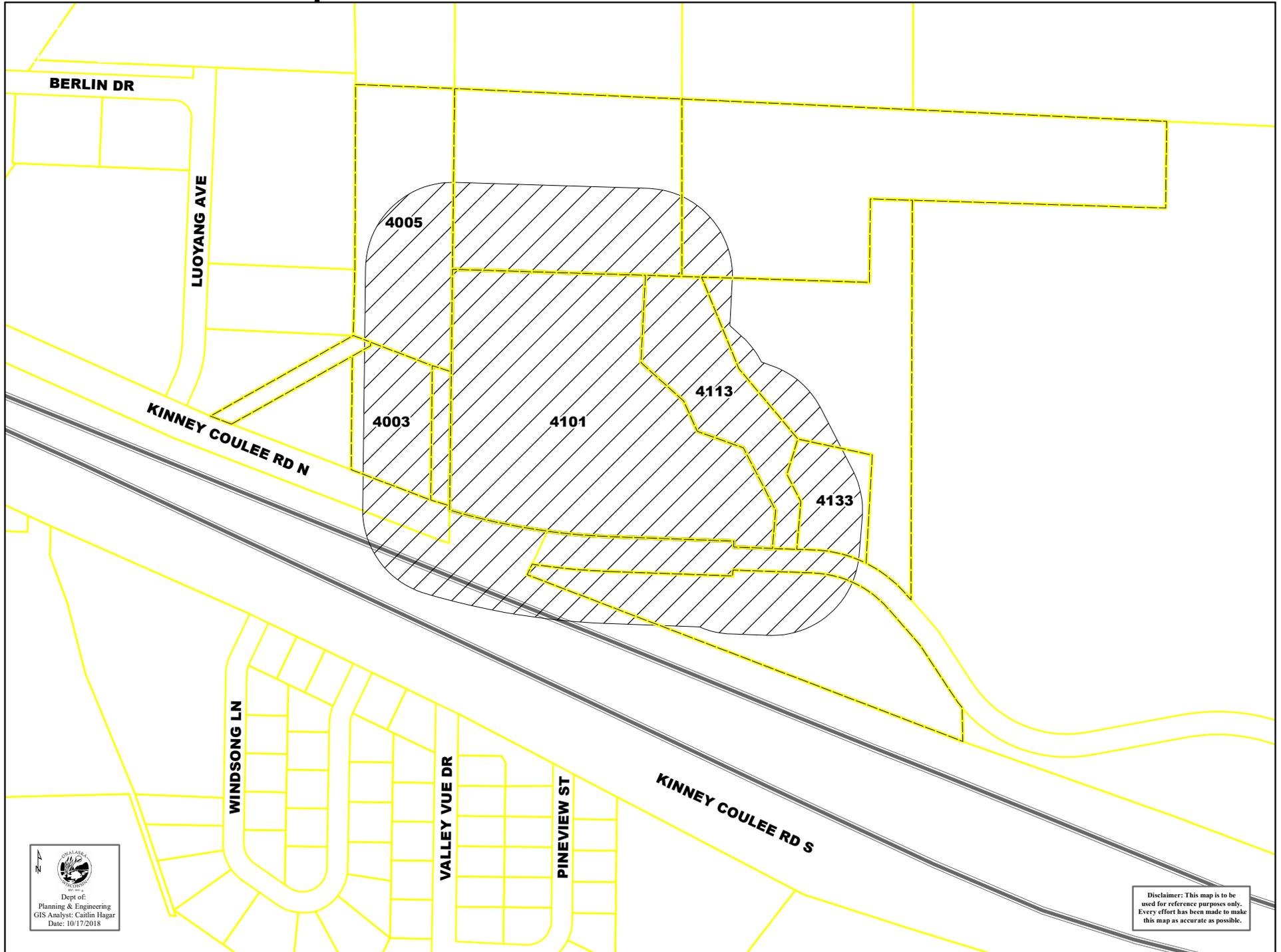
YOU ARE FURTHER NOTIFIED that the City of Onalaska Plan Commission will hear all persons interested their agent or attorney concerning this matter.

More detailed information on this item will be posted to the City of Onalaska website [www.cityofonalaska.com](http://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 2<sup>nd</sup> day of November, 2018.

Cari Burmaster  
City Clerk

# Properties within 250ft of Parcel No. 18-3403-1



  
Dept of:  
Planning & Engineering  
GIS Analyst: Caitlin Hagar  
Date: 10/17/2018

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



# CITY OF ONALASKA

## STAFF REPORT

Plan Commission – November 27, 2018

<u>Agenda Item:</u>	Public Hearing and Consideration of a rezoning request.
<u>Applicant:</u>	Jim Triatik of Sullivan Design Build, 1314 Emil Street, Madison, WI 53713
<u>Property Owner:</u>	CSM Truck Onalaska, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718 and Moeller Properties II, LLC, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718
<u>Parcel Number:</u>	18-3403-1
<u>Site Location:</u>	4101 Kinney Coulee Road North, Onalaska, WI 54650
<u>Existing Zoning:</u>	Light Industrial (M-1) District with I-90 Economic Development Overlay District
<u>Neighborhood Characteristics:</u>	Properties within 250 feet of the properties in question includes a residence, vacant land, La Crosse County Landfill, and commercial/industrial properties in La Crosse's International Business Park.
<u>Conformance with Land Use Plan:</u>	The Comprehensive Plan identifies this area as <i>Commercial</i> . This district is intended to accommodate large and small scale commercial and office development. A wide range of retail, service, lodging, and office uses are appropriate in this district.

### Background:

The applicant intends to construct an approximate 22,000 square foot heavy and medium duty truck sales and repair facility at 4101 Kinney Coulee South, Onalaska. The property in question is within the I-90 Economic Overlay District which was created for the following purpose:

- (1) *Encourage and provide a means of guiding development of the economic development area for an orderly and attractive compliment of uses.*
- (2) *Establish an efficient procedure for the review and approval of development.*
- (3) *Establish standards for quality development including architecture and landscape architecture, which compliment standards established by the City of La Crosse International Business Park.*
- (4) *Permit flexibility in development to promote the highest potential use of development sites.*
- (5) *To provide for the establishment of comprehensive guidelines for stable and desirable economic growth in harmony with development adjacent City of La Crosse economic development areas.*

The I-90 Economic Overlay District is included in this agenda item for background purposes. According to the letter provided by the applicant, the reason to remove the I-90 Economic Overlay District is, “to allow for more design freedom regarding exterior materials”. The architectural standards for this district require that, “100% of the permanent exterior walls facing the street of any structure shall be faced with decorative masonry and a minimum of 20% of all other walls must be faced using decorative masonry.... Glass may be used in lieu of decorative masonry.”

## CITY OF ONALASKA

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The architecture proposed for this development does not include any decorative masonry; rather the applicant/developer intends to utilize insulated metal panels with some glass features. According to the applicant, decorative masonry is not part of the brand identity of Wisconsin Kenworth and attached is a colored rendering off the proposed building.

Further, as mentioned in the purpose of the I-90 Economic Overlay District, there are particular landscaping standards found within this district. In addition to all standard landscaping requirements, the districts requires that “*all structures must have foundation plantings consisting of shrubbery and floral plantings or a combination,*” and the Landscaping Plan submitted for this project has proposed grass (no other plantings) around portions of the building where practical.

The remainder of the proposed development does comply with the I-90 Economic Overlay District, provided the Conditional Use Permit is approved by the Plan Commission.

The area within the I-90 Economic Overlay District (excluding the La Crosse County Landfill and one (1) existing residence) is vacant land and totals approximately 152 acres. The vacant land is largely located either along State Road 16 (east of the Landfill) or along Kinney Coulee Road North with visibility from Interstate 90. The primary question is whether the standards set forth in this Ordinance Section (specifically building materials and landscaping requirements) are important to the City of Onalaska for future development purposes or if the standards are no longer compatible with the vision for this area.

**Action Requested:**

As a public hearing will be held, testimony from the public should be listened to and considered before deciding on the requested rezoning application.

# REQUEST FOR ACTION & POSSIBLE CONSIDERATION BY PLAN COMMISSION:

November 27, 2018

## Agenda Item 5:

**Public Hearing and Consideration of a rezoning request filed by Jim Triatik of Sullivan Design Build, 1314 Emil Street, Madison, WI 53713 on behalf of CSM Truck Onalaska, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718 and Moeller Properties II, LLC, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718, to rezone a parcel of land to remove the I-90 Economic Development Overlay District and retain the Light Industrial (M-1) Zoning District to facilitate the construction of a heavy and medium duty truck sales and service facility (Wisconsin Kenworth) without the associated overlay district standards at the property located at 4101 Kinney Coulee Road North, Onalaska, WI 54650 (Tax Parcel # 18-3403-1).**

1. Rezoning Fee of \$300.00 (PAID).
2. Green Fee of \$638.47 per acre:  $\$638.47 \times 12.18 \text{ acres} = \$7,776.56$  dollars to be paid to the City prior to obtaining a Building Permit.
3. Pralle Annexation Service Area Fee of \$768.00 per acre:  $\$768.00 \times 12.18 \text{ acres} = \$9,354.24$  dollars to be paid to the City prior to obtaining a Building Permit.
4. Topography Map Fee of \$10.00 per acre:  $\$10.00 \times 12.18 \text{ acres} = \$121.80$  dollars to the City prior to obtaining a Building Permit.
5. Contingent upon approval of a Conditional Use Permit to allow heavy and medium duty truck sales and service.
6. Site Plan Permit required for new development in advance of building permit applications, including detailed architectural plans, landscape, drainage, erosion control, and other required information/plans (fire accessibility, hydrant locations, etc.). Any future improvements to these parcels may be subject to additional City permits (i.e., building permits).
7. 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.
8. 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.
9. Any omissions of any conditions not listed in committee minutes shall not release the property owner/developer from abiding by the City's Unified Development Code requirements.



1314 EMIL STREET • MADISON, WI 53713

October 24, 2018

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

**RE: New Kenworth dealership - Parcel 18-3403-1 - 4101 N. Kinney Coulee Road**

Dear Katie and Eric:

Please consider our application for removing the Economic Development Area Zoning District overlay from our property to allow for more design freedom regarding exterior materials.

The requirements found in 13-3-36 (e) limits the exterior materials that may be used. On the street side, we are limited to glass or decorative masonry. Although glass is part of our design, decorative masonry is not part of our proposed design and is not part of our brand identity. Also, the insulated metal panels we are proposing offer superior thermal performance.

I think you will be pleased with the results of the exterior as well as the entire project. Please don't hesitate to contact me with any questions or additional information you may need. On behalf of CSM Properties/Kenworth, we are looking forward to our new location in Onalaska.

Sincerely,

A handwritten signature in blue ink that reads 'Jim TRIATIK'. The signature is written in a cursive style with a horizontal line above the name.

Jim Triatik, AIA  
Architect - Vice-President

SULLIVANDESIGNBUILD.COM

P: 608.257.2289 • F: 608.257.2906



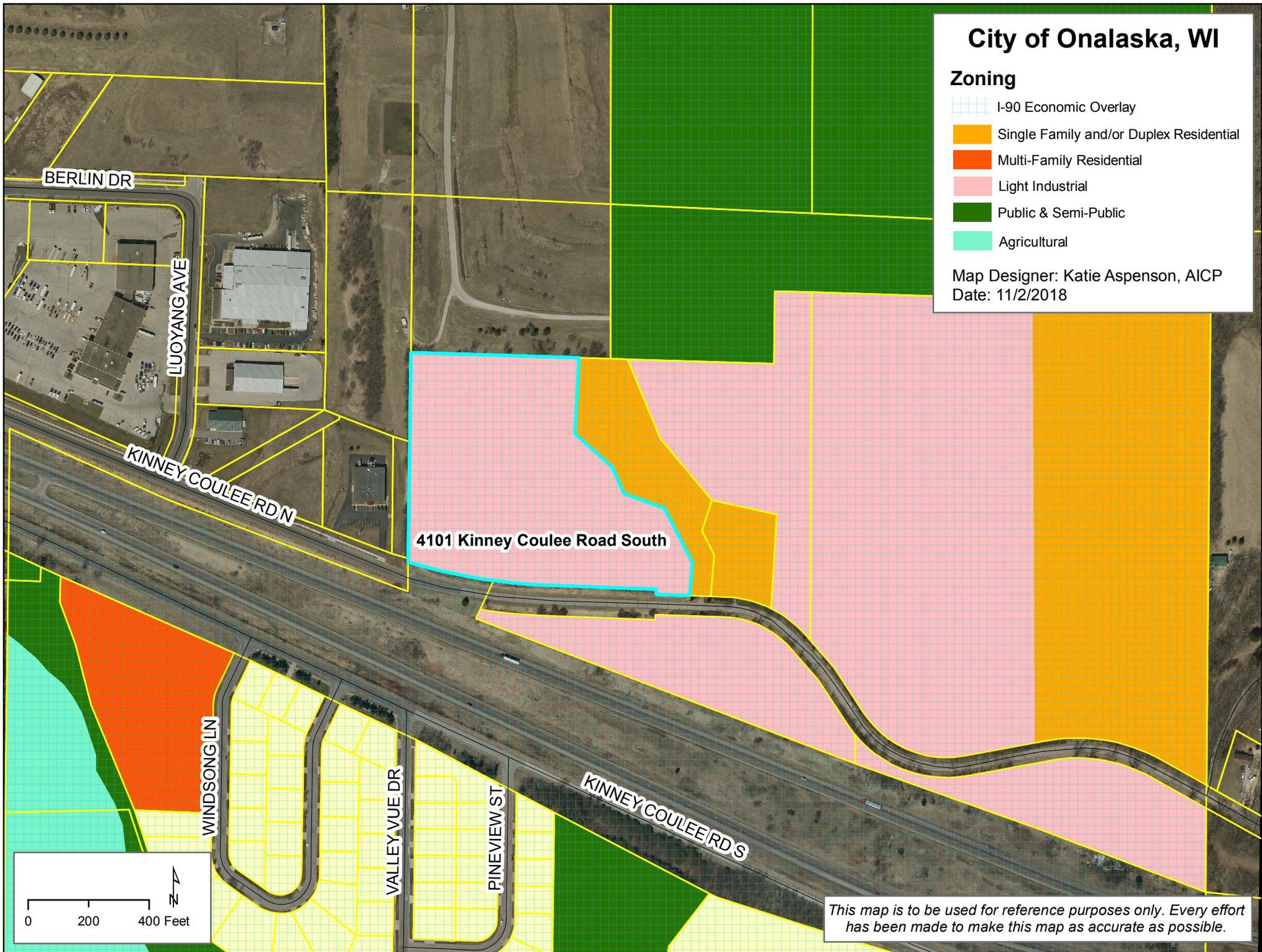
 **Sullivan**  
designBUILD

# City of Onalaska, WI

## Zoning

-  I-90 Economic Overlay
-  Single Family and/or Duplex Residential
-  Multi-Family Residential
-  Light Industrial
-  Public & Semi-Public
-  Agricultural

Map Designer: Katie Aspenson, AICP  
Date: 11/2/2018



## CHAPTER 3 SPECIAL DISTRICTS

### **Part 8      Economic Development Area Zoning Overlay District**

#### **Sec. 13-3-30 Purpose**

- (a) The Onalaska Economic Development Area Zoning Overlay District proposes to:
  - (1) Encourage and provide a means of guiding development of the economic development area for an orderly and attractive compliment of uses.
  - (2) Establish an efficient procedure for the review and approval of development
  - (3) Establish standards for quality development including architecture and landscape architecture, which compliment standards established by the City of La Crosse International Business Park.
  - (4) Permit flexibility in development to promote the highest potential use of development sites.
  - (5) To provide for the establishment of comprehensive guidelines for stable and desirable economic growth in harmony with development adjacent City of La Crosse economic development areas.

#### **Sec. 13-3-31 Authority and Jurisdiction**

- (a) The jurisdiction of this chapter shall include all M-1 Light Industrial Zoned parcels within the Onalaska Economic Development Zone as defined in the Onalaska Economic Development Area Overlay Zone. The area is bordered by State Road 16 to the North, The Hamilton Town Line to the East, Interstate 90 to the South and the State Road 16/ Interstate 90 interchange to the west and surrounds the La Crosse International Business Park and La Crosse County Landfill.

#### **Sec. 13-3-32 Definitions**

For use in the Onalaska Economic Development Area Zoning Overlay District exclusively, certain words and terms are defined in Title 13, Chapter 1, Part 2 of the City of Onalaska Code of Ordinances.

#### **Sec. 13-3-33 Standards Governing Project Approval**

To achieve efficiency in the coordination and permitting of uses in the Onalaska Economic Development Area Zoning Overlay District, the Plan Commission and City Staff shall consider the following guidelines in reviewing permits for development:

- (a) The protection of water courses from erosion, siltation and pollution and maximum safety to the public. To these ends the City Plan Commission and City Staff shall consider the location of buildings, parking areas and other accessory uses.
- (b) The adequacy and location of green/open space
- (c) The adequacy, location and screening of the parking area

**Economic Development Area Zoning Overlay District  
13-3-33**

- (d) The harmonizing of the development proposal with surrounding existing development
- (e) The use of the parcel for economic development and land/area ratio
- (f) The adequacy and use of landscaping
- (g) The use of quality architectural materials

**Sec. 13-3-34 Uses Permitted**

The Onalaska Economic Development Area Zoning Overlay District shall permit the following uses:

- (a) Office Uses
- (b) Laboratories
- (c) Research
- (d) Servicing
- (e) Light manufacturing and fabricating
- (f) Day Care
- (g) Commercial pick up and delivery
- (h) Public and private utilities
- (i) Government facilities
- (j) Printing and publishing
- (k) Commercial bakeries
- (l) Pest control services
- (m) Dry cleaning
- (n) Wholesaling
- (o) Distributors
- (p) Retail Uses when the retail use is secondary to another permitted use in this district
- (q) Clinics
- (r) Caterers
- (s) Electrical and heating supply
- (t) Office Supplies
- (u) Plumbing Supplies
- (v) Publishing
- (w) Wholesaling
- (x) Storage and sale of machinery and equipment
- (y) Financial institutions and credit unions
- (z) Hotels
- (aa) Personal service establishments
- (bb) Cleaning establishments
- (cc) Photo supplies and printing
- (dd) All other principal uses under M-1 zoning with the issuance of a conditional use permit by the City of Onalaska.

**Economic Development Area Zoning Overlay District  
13-3-35**

**Sec. 13-3-35 Lot Area, Lot Width, Side Yard, Rear Yard, Front Yard, Building Height**

- (a) Building Setbacks: Building setbacks shall conform to the M-1 Light Industrial District setbacks.
- (b) Parking Setbacks: Parking Setbacks shall conform to the City of Onalaska Zoning Code requirements for off-street parking.

**Sec. 13-3-36 Character and Intensity of Land Use**

- (a) Land/ Building Ratio: No more than eighty-five percent (85%) of any site (on lots less than one acre, no more than ninety percent (90%)) shall be covered by buildings, surface pavement or other impermeable surfaces.
- (b) Exterior Storage: No outdoor storage of articles, goods, materials, finished or semi-finished products, incinerators, storage tanks, refuse containers or like equipment shall be permitted unless such items are completely screened by fencing or structural enclosures.
- (c) Accessory structures: accessory structures shall comply with the City of Onalaska Zoning Code.
- (d) Freight Handling: All loading areas must be fully screened from adjacent streets or sides by opaque screening consisting of fencing, structures or landscaping.
- (e) Building materials: One hundred percent (100%) of the permanent exterior walls facing the street of any structure shall be faced with decorative masonry and a minimum of twenty percent (20%) of all other walls must be faced using decorative masonry. Light weight or cinder concrete block, dry-vit and other plaster products are not considered decorative masonry. Glass may be used in lieu of decorative masonry.
- (f) Building Height: Building Height shall conform with the M-1 Light Industrial District regulations

**Sec. 13-3-37 Economic Feasibility and Land Use**

The City may request an economic feasibility plan for the proposed use describing project financing and the potential financial impact of the development for the City and surrounding development.

**Sec. 13-3-38 Engineering Design Standards**

All improvements shall conform to the requirements of the City of Onalaska code of ordinances and be subject to the review and approval of the City of Onalaska Engineering Department

## **Economic Development Area Zoning Overlay District 13-3-39**

### **Sec. 13-3-39 Usability, Preservation and Maintenance of Open Space**

Open space shall be planned in accordance with the City PCID code.

### **Sec. 13-3-40 Signage**

All Signage must comply with City of Onalaska sign regulations.

### **Sec. 13-3-41 Off Street Parking**

All off street parking shall conform to the City of Onalaska Zoning Code.

### **Sec. 13-3-42 Landscaping**

- (a) In addition to the requirements for landscaping in the City of Onalaska Zoning Code, all structures must have foundation plantings consisting of shrubbery and floral plantings or a combination.
- (b) All Off street parking areas containing over 50 stalls or two or more drive aisles must include landscaped interior parking lot islands.
- (c) Tree Protection: All hardwoods over 12" in caliper must be preserved on the site unless a landscape plan is submitted which mitigates the removal of these trees and the removal is approved by the City Plan Commission."



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

### REZONING OR TEXT AMENDMENT APPLICATION

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

➔ Overview/ Cover Letter Describing the following:

- ▶ Detailed Description of Proposed Rezoning or Text Amendment
- ▶ Description of how Proposed Rezoning Meets Unified Development Code Standards
  - ▶ 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 policies)

➔ \$300 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 Map or Text Amendment to the City of Onalaska Unified Development Code / Zoning Ordinance may be proposed at any time. Amendments to the Zoning District Map or Overlay District Map proposed by the public shall be initiated by submitting a completed application by owners of all parcels proposed to be rezoned. The application for amendments to the Text of the UDC / Zoning Ordinance shall include the text in question as well as proposed text.

Request for Amendment to:

- Zoning District Map (Rezoning)
- Zoning Ordinance (Text Amendment)
- Zoning Overlay District Map (Rezoning)

Description of Request to Amend the Unified Development Code - Zoning Ordinance: (Text and/or Map(s)):

Existing Zoning District: M-1 Proposed Zoning District: M-1  
WITH OVERLAY WITHOUT OVERLAY

WE ARE REQUESTING THE ECONOMIC DEVELOPMENT DISTRICT OVERLAY BE REMOVED FROM THIS PROPERTY. THE LOT WOULD REMAIN M-1.

*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 Staff (through conversation, written letter or email) for review at the scheduled meeting. Due to Wisconsin's Open Meeting Law, Plan Commissioners and Alderpersons are unable to discuss this matter outside of a scheduled public meeting. Thank you.*



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

### REZONING OR TEXT AMENDMENT APPLICATION

<b>Property Address:</b> 4101 N. Kinney Coulee Rd., Onalaska, WI 54650
<b>Parcel Number:</b> 18- 3403-1
<b>Zoning District:</b> M-1

<b>Applicant:</b>
Contact: Jim Triatik
Mailing Address: 1314 Emil St.
City, State, Zip: Madison, WI 53713
Phone Number: 608-257-2289
Email: jim@sullivanandesignbuild.com <input checked="" type="checkbox"/> Primary Contact

<b>Business:</b> CSM Truck Onalaska
Owner/Contact: Jim Moeller
Mailing Address: 5100 Eastpark Blvd., Ste. 210
City, State, Zip: Madison, WI 53718
Phone Number: 608-241-5616
Email: jim.moeller@csctruck.com <input type="checkbox"/> Primary Contact

<b>Property Owner:</b>
Contact: MP-LaCrosse LLC
Mailing Address: 5100 Eastpark Blvd., Ste. 210
City, State, Zip: Madison, WI 53718
Phone Number: 608-241-5616
Email: jim.moeller@csctruck.com <input type="checkbox"/> 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.*

<b>Signature of Applicant:</b> 	<b>Date:</b> 10-23-18
<b>Signature of Property Owner:</b> 	<b>Date:</b> 10-23-18

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

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

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

**TUESDAY, NOVEMBER 27, 2018  
APPROX. 7:10 P.M.  
(or immediately following public hearing at 7:00 PM)**

in Onalaska City Hall, 415 Main Street, Onalaska, WI 54650, at which time they shall consider an application filed by Jim Triatik of Sullivan Design Build, 1314 Emil Street, Madison, WI 53713 on behalf of CSM Truck Onalaska, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718 and Moeller Properties II, LLC, 5100 Eastpark Boulevard, Suite 210, Madison, WI 53718, who is requesting to rezone a parcel of land to remove the I-90 Economic Development Overlay District and retain the Light Industrial (M-1) Zoning District to facilitate the construction of a heavy and medium duty truck sales and service facility (Wisconsin Kenworth) without the associated overlay district standards at the property located at 4101 Kinney Coulee Road North, Onalaska, WI 54650.

Property is more particularly described as:  
Computer Number: **18-3403-1**  
Section 12, Township 16, Range 07

CERTIFIED SURVEY MAP NO. 148 VOL 16 LOT 1 DOC NO. 1678576

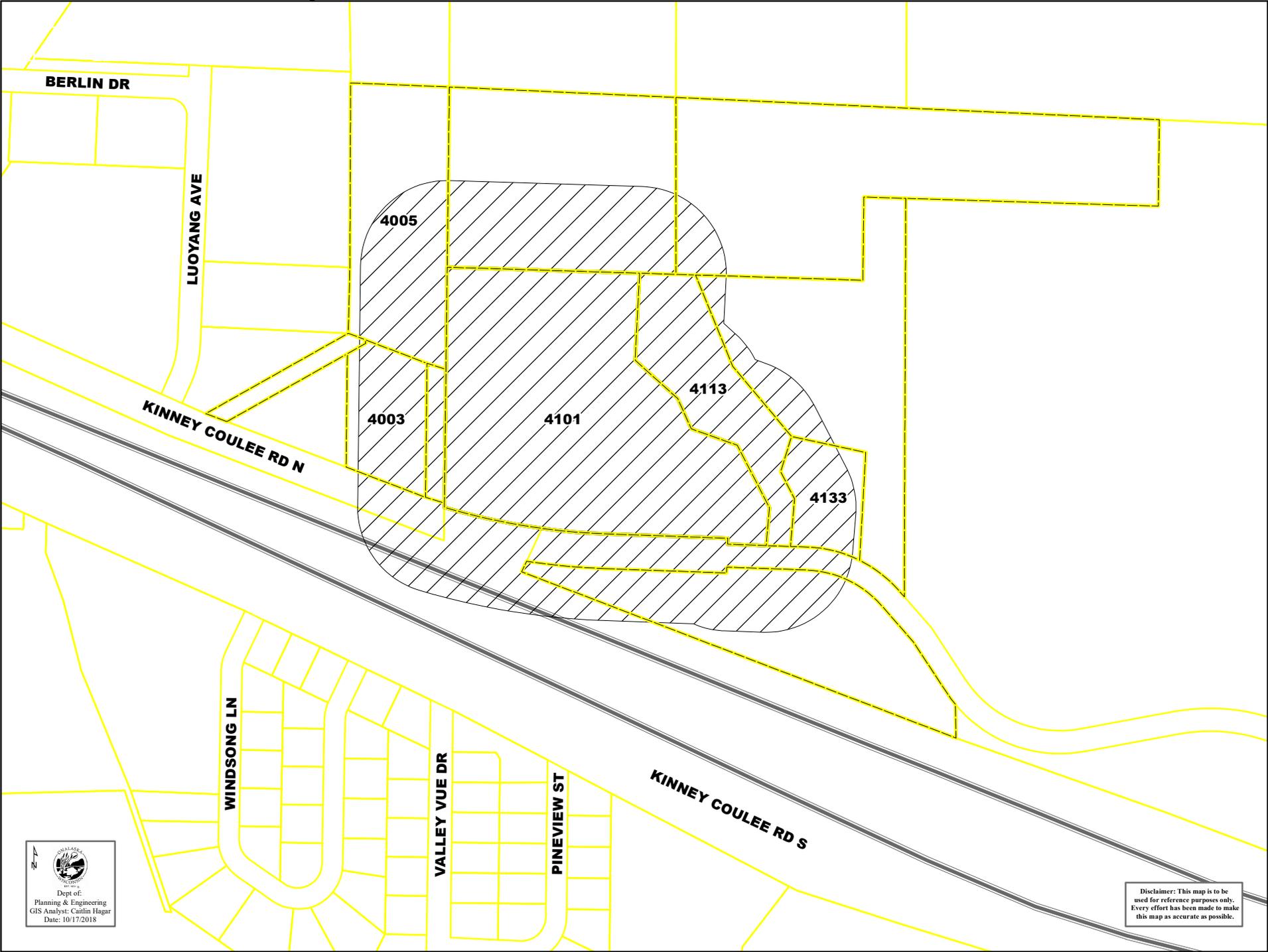
YOU ARE FURTHER NOTIFIED that the City of Onalaska Plan Commission will hear all persons interested their agent or attorney concerning this matter.

More detailed information on this item will be posted to the City of Onalaska website [www.cityofonalaska.com](http://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 2<sup>nd</sup> day of November, 2018.

Cari Burmaster  
City Clerk

# Properties within 250ft of Parcel No. 18-3403-1



  
Dept of:  
Planning & Engineering  
GIS Analyst: Caitlin Hagar  
Date: 10/17/2018

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



# CITY OF ONALASKA

Agenda Item:

# 6

## STAFF REPORT

Plan Commission – November 27, 2018

Agenda Item: Public Hearing & Consideration of a Conditional Use Permit (CUP) Permit to replace three (3) existing antennas, add three (3) new radio units, and add ancillary equipment to the telecommunications tower.

Applicant: Mike Heet of US Cellular and USCOC of La Crosse, LLC  
800 Cornerstone Drive, Knoxville, TN 37932

Property Owner: 2GJF, LLP  
3264 George Street, Onalaska, WI 54650

Parcel Number: 18-939-0

Site Location: 1033 2<sup>nd</sup> Avenue SW (near Nutbush)

Existing Zoning: Industrial (M-2) District

### Background:

This Conditional Use Permit (CUP) request pertains to allowing US Cellural to replace three (3) existing antennas and add three (3) new radio units along with ancillary equipment to the telecommunications tower. The application is being made by USCOC of La Crosse, LLC on behalf of US Cellular. The applicant has provided the following information to be considered:

- Project Plan Set;
- Engineering Statement for FCC Rules;
- Statement of Justification for Project;
- Photo simulations (existing and proposed views); and
- Conditional Use Permit Application.

The telecommunications structure is a 118-foot tall monopole with three (3) existing antennas and existing cabinets are located on a concrete platform at the base of the tower. There is no intention to make improvements to or replace the equipment cabinets as part of this application. According to the applicant, this telecommunications tower and site was selected as it has sufficient space for antennas to provide better coverage to users within the area and upgrading this facility would be the least disruptive to the community. The height and footprint of the structure will not change.

The project is not considered a “substantial change” by the FCC’s definition as dictated in Section 6409 (a) of Middle Class Tax Relief and Job Creation Act of 2012 as the new equipment will be installed at will not increase the height of the structure, new equipment will not protrude from the structure by more than six (6) feet, no new cabinets will be installed, no excavation is required for the project, and the proposed work is not in conflict with the original Conditional Use Permit issued by the City of Onalaska for the telecommunications structure.

The Structural Analysis Report as prepared by Edge Consulting Engineers, Inc was performed in accordance with the TIA-222-G Standard and is considered to be a “rigorous” analysis of the structure.

## CITY OF ONALASKA

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The results of the analysis show that the existing tower foundation is structurally accurate (for the proposed improvements).

Telecommunication structures and tower are permitted only by Conditional Use Permit per Section 13-5-5 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.

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:**

November 27, 2018

## **Agenda Item 6:**

**Public Hearing and consideration of a Conditional Use Permit request filed by Mike Heet of the wireless carrier US Cellular and USCOC of La Crosse, LLC, 800 Cornerstone Drive, Knoxville, TN 37932 on behalf of 2GJF, LLP, 3264 George Street, Onalaska, WI 54650, to replace three (3) existing antennas with three (3) new antennas, three (3) new Remote Radio Units (RRU), and adding ancillary equipment to the existing telecommunications tower located at 1033 2nd Avenue SW, Onalaska, WI 54650, Tax Parcel # 18-939-0.**

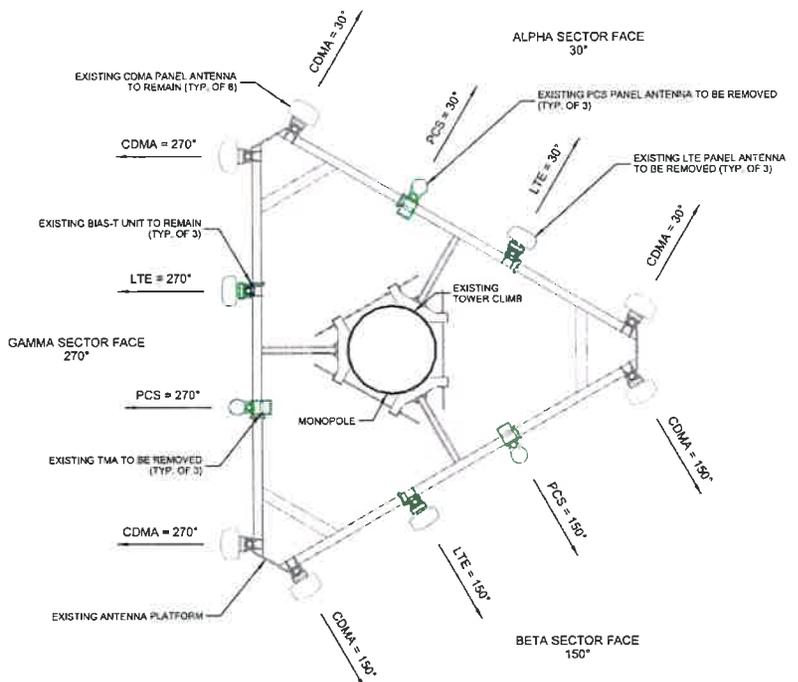
1. Owner/developer shall pay all fees and have all plans reviewed and approved by the City prior to obtaining applicable building permits. Owner/developer must have all conditions satisfied and improvements installed per approved plans prior to issuance of occupancy permits.
2. All conditions run with 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 shall abide 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.







**NOTE:**  
CONTRACTOR TO RE-CABLE CDMA COAX LINES AFTER REMOVAL OF TMA UNITS: NEW JUMPERS REQUIRED.



**NOTE:**  
1. ALL ANTENNA AZIMUTHS TO BE FROM TRUE NORTH.

**A EXISTING ANTENNA LAYOUT**  
SCALE: 11" = 17' - 11/16" = 1'-0"  
22" = 34" - 1/2" = 1'-0"

PER U.S. CELLULAR WSP DATED 01/26/2016 PROVIDED BY OTHERS

**B EXISTING ANTENNA AND EQUIPMENT**

	SECTOR INFO		
	Alpha 1	Beta 2	Gamma 3
<b>Antenna Type</b>	KMW Single-Band RET Panel	KMW Single-Band RET Panel	KMW Single-Band RET Panel
<b>Antenna Model</b>	AM-XCW-18-85-00T-RET	AM-XCW-18-85-00T-RET	AM-XCW-18-85-00T-RET
<b>Antennas Per Sector</b>	1	1	1
<b>Azimuth (true north)</b>	30	150	270
<b>Mechanical Down tilt (degrees)</b>	0	0	0
<b>Remote Electrical Down tilt (deg.)</b>	6	6	4
<b>Antenna Center Line (feet)</b>	118 feet	118 feet	118 feet
<b>Antenna Mounting Position</b>	Remove one LTE antenna and replace with Dual Band LTE antenna.	Remove one LTE antenna and replace with Dual Band LTE antenna.	Remove one LTE antenna and replace with Dual Band LTE antenna.
<b>RET Top Jumper Type</b>	AISG 2.0	AISG 2.0	AISG 2.0
<b>RET Jumper Length (meters)</b>	3 meters	3 meters	3 meters
<b>RET Jumper Quantity</b>	1	1	1
<b>Coax Top Jumper</b>	LDF4-50	LDF4-50	LDF4-50
<b>Top Jumper Length (feet)</b>	~ 15 feet	~ 15 feet	~ 15 feet
<b>Top Jumper Quantity</b>	2	2	2
<b>RET Smart Bias-T</b>	KMW KASCTPR82008	KMW KASCTPR82008	KMW KASCTPR82008
<b>Smart Bias-T Qty</b>	1	1	1
<b>Main Line Type</b>	LCF158-50J	LCF158-50J	LCF158-50J
<b>Main Line Length (feet)</b>	approx. 150 feet	approx. 150 feet	approx. 150 feet
<b>Main Line - # of runs</b>	2	2	2
<b>Band 12 &amp; Band 5 Combiner</b>	Kaelus DBC0056F1V51	Kaelus DBC0056F1V51	Kaelus DBC0056F1V51
<b>Combiner Quantity</b>	2	2	2
<b>Band 12 RRU Type</b>	Ericsson RRUS 11	Ericsson RRUS 11	Ericsson RRUS 11
<b>Band 12 Bandwidth / Power</b>	5 MHz / 40 watts	5 MHz / 40 watts	5 MHz / 40 watts
<b>Band 12 RRH Quantity</b>	1 (in shelter)	1 (in shelter)	1 (in shelter)
<b>Band 12 EARFCN</b>	5035	5035	5035
<b>Band 5 RRU Type</b>	Ericsson RRUS 11	Ericsson RRUS 11	Ericsson RRUS 11
<b>Band 5 Bandwidth / Power</b>	5 MHz / 40 watts	5 MHz / 40 watts	5 MHz / 40 watts
<b>Band 5 RRH Quantity</b>	1 (in shelter)	1 (in shelter)	1 (in shelter)
<b>Band 5 EARFCN</b>	2425	2425	2425
<b>LTE PCI</b>	183	184	185

**RF Comments (with Initials):**  
RF Comments (MCD, 1/26/2016): Replacing single band antennas with dual band antennas, and adding HB (B2D) to all 3 sectors. B2 radios to be RRH with Raycap and Hybrid cable.

EDGE CONSULTING ENGINEERS, INC.  
  
 624 WATSON STREET  
 PLAINFIELD, IL 62551  
 618 544 1443 FAX  
 618 544 1548 FAX  
 www.edgeconsul.com

CLIENT:  
  
 U.S. CELLULAR - INDIANVILLE  
 100 CONGRESS DRIVE  
 INDIANVILLE, TN 37033  
 PHONE: 888.813.3444

**ANTENNA CONFIGURATION**  
 NUTBUSH (302307)  
 ONALASKA, WISCONSIN

SHEET TITLE:

REV.	DATE	DESCRIPTION
REV. 1	08/13/18	REV. 1

CHECKED BY: MRM  
 PLOT DATE: 8/13/2018  
 PROJECT NUMBER: 19822  
 SET TYPE: FINAL CDV  
 SHEET NUMBER: **T-301**





## **Engineering Statement for FCC Rules – Nutbush**

**Date: October 26<sup>th</sup>, 2018**

The purpose of this letter is to assure the City of Onalaska, WI that the new (and existing) equipment U.S. Cellular proposes at the existing tower at 1033 2nd Av SW in Onalaska, WI will be selected and operated in full compliance with Federal Communication Commission (F.C.C.) regulations.

U.S. Cellular is proposing to change out three (3) existing antennas with new dual band antennas and adding 3 radios to the top of the tower in order to increase capacity at this location. We will also be adding one (1) 1 ¼” hybrid fiber cable to the tower to provide power and data to the radios.

U.S. Cellular’s systems are operated by using frequencies in the 728 to 746 MHz, 869 to 894 MHz, and 1945 to 1950 MHz range for transmitting, and the frequencies in the 698 to 716 MHz, 824 to 849 MHz, and 1865 to 1870 MHz range for receiving. U.S. Cellular uses Ericsson BTS equipment for CDMA, as well as RRH equipment for LTE, which meets the requirements of both FCC part 15 and International Special Committee on Radio Interference (CISPR) 22. For transmitter requirements, FCC part 15 is met and the receiver meets FCC part 2 and 22K 22.930. This equipment is unlikely to interfere with other residential or commercial wireless devices, as they are not in the same frequency band. The BTS/RRH filtering devices prevent spurious transmissions into other bands, which are typically the source of most interference. In practice, interference with other radio communications is rare and the FCC has procedures for resolving such interference issues.

Sincerely,

Albert Remondini  
Senior RF Engineer, U.S. Cellular

**Statement of Justification for US Cellular Site #302307-Nutbush  
Jurisdiction -City of Onalaska  
3264 George Street Onalaska, WI 54650**

**Description of Proposed Location and Use**

**Tax Parcel Number:** 18-939-0

**Legal Description of Property:** ASSESSORS PLAT OF ONALASKA OUTLOT 95 & PRT OUTLOT 97 LYG SLY OF N LN OL 95 EXTD E & OUTLOT 94 EX E 50FT & INCL PRT OUTLOTS 96, 97 & 98 COM SE COR SEC 8-16-7 S89D25M 20SW 797.43FT TO E R/W LN 2ND AVE SW N14D29M44SE 150 FT ALG ELY R/W LN TO NW COR OL 95 & POB N14D29M44SE 18FT ALG ELY R/W LN 2ND AVE SW S84D21M55SE 217.26FT TO WLY R/W LN STH-35 ALG R/W LN ALG CURV S33D11M52SW 68.88FT TO ELY LN OL 97 N16D34M40SW 65.95FT S89D25M20SW 164.2FT TO ELY R/W LN 2ND AVE SW & POB EX .47AC FOR HWY IN V239 P184

US Cellular currently has a facility at 3264 George Street that is on-site and operational, utilizing twelve (3) antennas mounted in three (3) sectors with RAD center of 118 feet on an existing 118 foot tall monopole. The existing US Cellular cabinets are on a platform located in a fenced facility at the base of the tower. US Cellular proposes the following minor modifications to the existing site:

- 1) Remove the (3) existing antennas (PCS) and (3) existing LTE antennas and replace 3 LTE Panel Antennas
- 2) Add (3) Remote Radio Units
- 3) Add (1) 1 ¼" hybrid fiber cable

**ANTENNAS:** Three sectors currently consist of (1) panel antenna each for a total of twelve (6) existing panel antennas. See page T-201 of the drawings submitted with application for reference.

**CABINETS/EQUIPMENT SHELTER:** US Cellular has existing equipment shelter located at the base of the transmission tower. US Cellular does not propose to install new equipment cabinets. See page A-101 of the originally submitted plans for specifications.

**Requirements for Proposed Use**

The site was selected because of the following:

- Existing facility provides sufficient space for antennas to provide better coverage to users within the area
- Upgrading the facility will be the least disruptive to the community, in accordance with the zoning ordinance.

**Anticipated Impacts**

As this is an unmanned facility, the site will not generate excessive traffic; will not cause any noise, air, light or water pollution. No noise, lights, dust or vibrations will be generated. There will be no environmental concerns as the radio frequency emissions will be within applicable Federal Communications Commission (FCC) guidelines. No lighting is proposed. The visual impact to the adjoining properties will not be significantly altered by the new antennas as there will be no net increase in the number of antennas. The height and footprint of the structure will not be changing. There is no new electrical work required.

**Alternative Sites Considered**

As US Cellular is making use of an existing facility on an existing structure, it was not necessary to eliminate other existing structures. The extent of the proposal should be found to be in substantial accord with the plan as well.

**Proposed Facility Plan**

See Construction Drawings originally submitted.

**Eligible Facility Request Justification**

Please read each italicized response per each criteria the FCC's definition of substantial change as dictated in section 6409 (a) of Middle Class Tax Relief and Job Creation Act of 2012

1. Increases height of tower or base station by more than 10 percent or 10 feet, whichever is greater; *a. New equipment will be installed at 118' or below and will not be increasing the height of the structure*

2. Protrudes from the edge of the structure more than 6 feet; *a. New equipment to be installed will not protrude from the structure by more than 6'. There will be no change to the footprint of the structure*

3. Involves installation of more than the standard number of new equipment cabinets for the technology involved, but not to exceed four cabinets; *a. No new cabinets will be installed*

4. Entails any excavation or deployment outside the current site of the tower or base station; *a. There will be no excavation required*

5. Would defeat existing concealment elements of the tower or base station *a. The proposed work will not be in violation of any conditions set forth by the original CUP approved in 1998*

### **Other Information**

If you have any further questions or comments concerning this application, please feel free to contact me at 318-807-2637, or via email at: [stacey.rogers@faulkandfoster.com](mailto:stacey.rogers@faulkandfoster.com) . Thank you in for your help with this application and permitting process.



**U.S. Cellular**  
**TOWER INVENTORY**  
**NUTBUSH (302307)**  
**118' MONOPOLE**

**PROJECT INFORMATION**

SITE ADDRESS:  
 3264 WEST GEORGE STREET  
 ONALASKA, WI 54603

CLIENT:  
 U.S. CELLULAR - KNOXVILLE  
 800 CORNERSTONE DRIVE  
 KNOXVILLE, TN 37932  
 CONTACT: MARK HEET  
 PHONE: 1.865.661.1344

TOWER OWNER:  
 U.S. CELLULAR  
 8410 W. BRYN MAWR AVENUE, SUITE 700  
 CHICAGO, IL 60631

**TOWER INFORMATION**

TOWER MANUFACTURER: ERI  
 TAG IDENTIFICATION NUMBER: 05382N  
 CONSTRUCTION DATE: 06/26/2007  
 TOWER HEIGHT: 118'  
 FCC NUMBER: 1050004

SITE COORDINATES (PER 2-C CERTIFICATE)  
 LAT: 43°-52'-12.79"  
 LONG: 91°-13'-55.65"  
 GROUND ELEVATION: 641.0'

**INSPECTION INFORMATION**

INSPECTORS:  
 BILL GHER  
 SEAN SCHRIVER

TOWER TECHNOLOGIES, LLC  
 801 13TH STREET  
 PRAIRIE DU SAC, WI 53578  
 PHONE: 608.644.0130

DATE OF INSPECTION: 07/10/2018

**SHEET INDEX**

NO.:	PAGE TITLE
G-001	TITLE SHEET
T-201	TOWER ELEVATION
T-301	ANTENNA LAYOUT
T-501	TOWER COAX LAYOUT
T-701	ANTENNA INVENTORY
T-901	SITE PHOTOS

**NOTE:**

A FULL TOWER CLIMB WAS PERFORMED ON FOR THIS INVENTORY REPORT. ALL REPORTED DATA PERTAINING TO THE PHYSICAL ATTRIBUTES OF THIS ANTENNA STRUCTURE WERE RECORDED AND VERIFIED ON-SITE WITH A LASER RANGE METER.



**TOWER ELEVATION**

**PROJECT INFORMATION**

SITE NAME: NUTBUSH  
 USCC PROJECT #: 302307  
 SITE LOCATION:  
 3264 WEST GEORGE STREET  
 ONALASKA, WI 54603



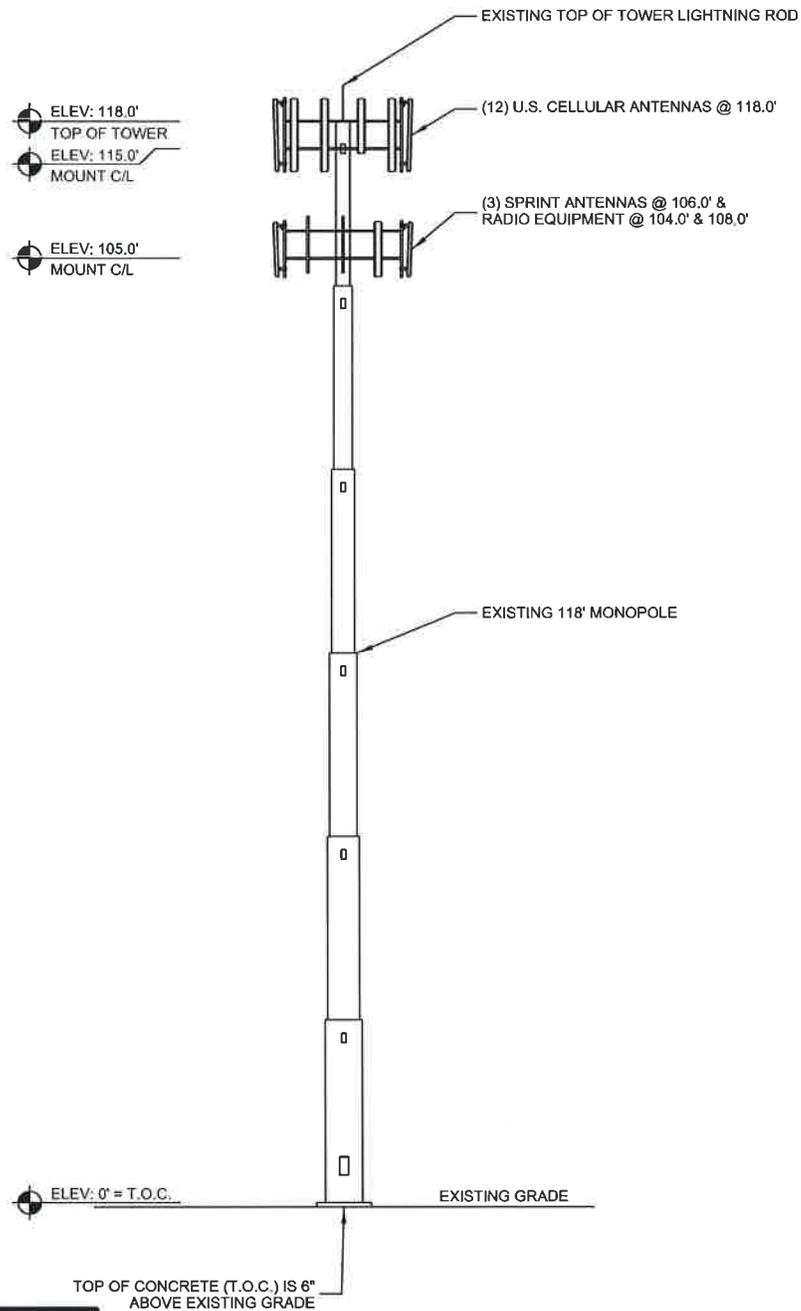
624 Water Street  
 Prairie du Sac, WI 53578  
 608.644.1449 voice  
 608.644.1549 fax  
 www.edgeconsult.com



U.S. Cellular - Knoxville  
 800 Cornerstone Drive  
 Knoxville, TN 37932

SHEET: **TITLE SHEET**

PREPARED BY: BFR CHECKED BY: MRM  
 ISSUE DATE: 07/31/2013  
 REVISIONS:  
 EDGE PROJECT #: 19822  
**G-001**



**NOTE:**

ELEVATIONS ARE BASED ON MEASUREMENTS RECORDED ON-SITE WITH A LASER RANGE METER. HEIGHTS ARE ROUNDED TO THE NEAREST 0.5'.

SCALE: 1" = 20'-0"

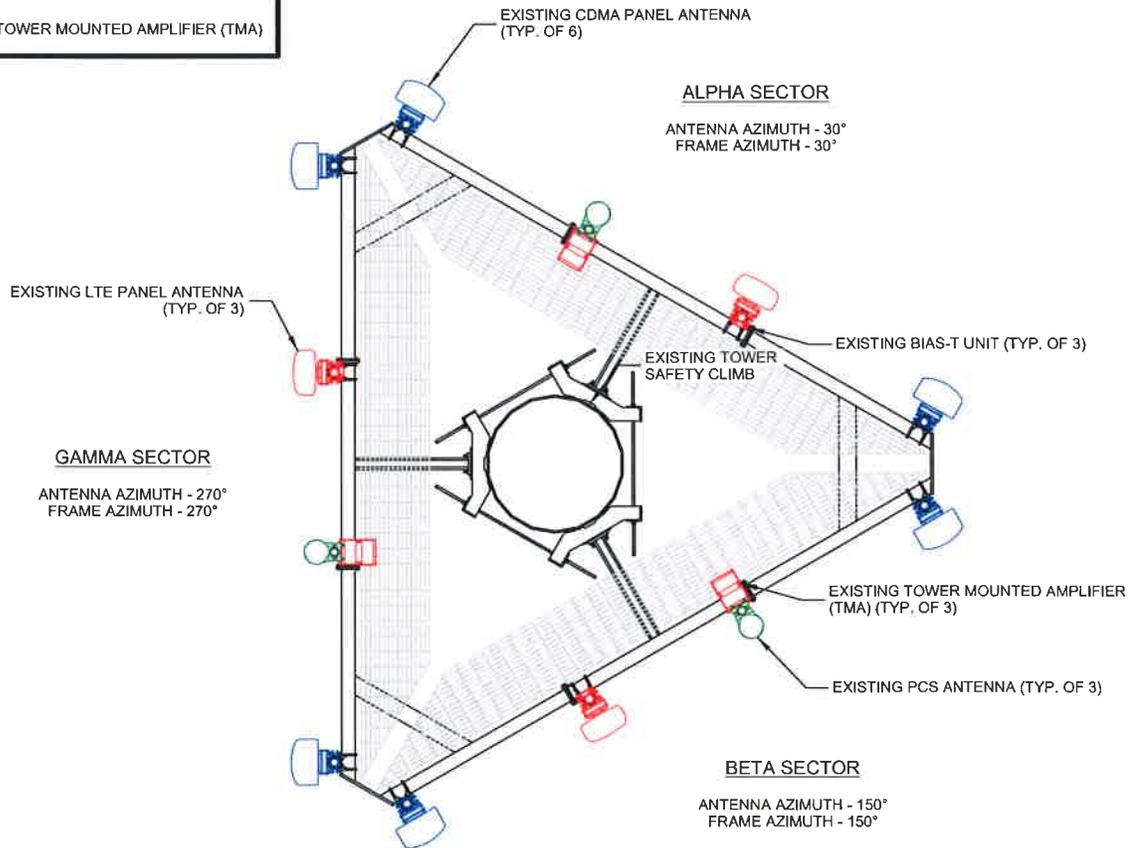
<p><b>PROJECT INFORMATION</b></p> <p>SITE NAME: NUTBUSH</p> <p>USCC PROJECT #: 302307</p> <p>SITE LOCATION: 3264 WEST GEORGE STREET ONALASKA, WI 54603</p>		 <p>624 Water Street Prairie du Sac, WI 53578 608.644.1449 voice 608.644.1549 fax www.edgeconsult.com</p>		 <p>U.S. Cellular - Knoxville 800 Comerstone Drive Knoxville, TN 37932</p>		<p>SHEET: <b>TOWER ELEVATION</b></p> <p>PREPARED BY: BFR   CHECKED BY: MRM</p> <p>ISSUE DATE: 07/31/2013</p> <p>REVISIONS:</p> <p>EDGE PROJECT #: 19822</p> <p style="text-align: right; font-size: 24pt;"><b>T-201</b></p>	
--	--	--	--	--	--	---	--

**LEGEND: (THIS SHEET)**

-  CDMA ANTENNA
-  LTE ANTENNA
-  PCS ANTENNA
-  BIAS-T
-  TOWER MOUNTED AMPLIFIER (TMA)

**NOTE:**

ANTENNA AZIMUTHS WERE OBTAINED ON-SITE WITH THE USE OF A COMPASS, AND ROUNDED TO THE NEAREST DEGREE.



**EXISTING U.S. CELLULAR ANTENNAS @ 118.0'**

ANTENNA HEIGHT	CARRIER / OWNER	QTY.	MANUFACTURER & MODEL #	TECHNOLOGY	DIMENSION	APPROX. AZIMUTH	MOUNT DETAILS		COAX DETAILS	
							MOUNT TYPE	LOCATION	(QTY) SIZE	LOCATION
104.0'	SPRINT	3	SAMSUNG SMR-2CR040800	RRU	28" x 15.75" x 6.8"	-	12.5' PLATFORM	ALPHA, BETA, GAMMA	-	-
106.0'	SPRINT	3	KMW ET-X-TS-7C-16-62 184R-RD	ANTENNA	73.8" x 11.8" x 5.9"	30, 120, 250	12.5' PLATFORM	ALPHA, BETA, GAMMA	(3) 7/8"	INSIDE POLE
108.0'	SPRINT	3	SAMSUNG SMR-BMR004	RRU	13.78" x 9.96" x 23.81"	-	12.5' PLATFORM	ALPHA, BETA, GAMMA	-	-
116.5'	U.S. CELLULAR	3	KMW KASCTPR82008	BIAS-T	3.84" x 2.83" x 1.66"	-	10' PLATFORM	ALPHA, BETA, GAMMA	-	-
116.5'	U.S. CELLULAR	3	POWERWAVE TT19-088P111-001	TMA	9.9" x 6.7" x 5.4"	-	10' PLATFORM	ALPHA, BETA, GAMMA	-	-
118.0'	U.S. CELLULAR	3	KMW HB-X-AW-19-65-OTM-RET	ANTENNA	78.23" x 6.14" x 5.14"	30, 150, 270	10' PLATFORM	ALPHA, BETA, GAMMA	Shared w/CDMA	INSIDE POLE
118.0'	U.S. CELLULAR	6	KATHREIN AP16-8501065D	ANTENNA	101.5" x 10.0" x 4.0"	30, 150, 270	10' PLATFORM	ALPHA, BETA, GAMMA	(6) 7/8"	INSIDE POLE
118.0'	U.S. CELLULAR	3	AM-X-CW-18-65-00T-RET	ANTENNA	96" x 11.8" x 6"	30, 150, 270	10' PLATFORM	ALPHA, BETA, GAMMA	(6) 1 5/8"	INSIDE POLE

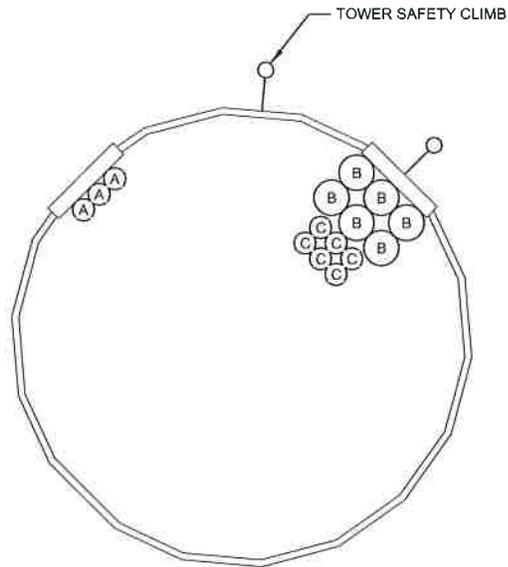
**PROJECT INFORMATION**

SITE NAME: NUTBUSH  
 USCC PROJECT #: 302307  
 SITE LOCATION:  
 3264 WEST GEORGE STREET  
 ONALASKA, WI 54603

**Edge**  
 Consulting Engineers, Inc.  
 624 Water Street  
 Prairie du Sac, WI 53578  
 608.644.1449 voice  
 608.644.1549 fax  
 www.edgeconsult.com

**U.S. Cellular**  
 U.S. Cellular - Knoxville  
 800 Comerstone Drive  
 Knoxville, TN 37932

SHEET: **ANTENNA LAYOUT**  
 PREPARED BY: BFR CHECKED BY: MRM  
 ISSUE DATE: 07/31/2013  
 REVISIONS:  
 EDGE PROJECT #: 19822  
**T-301**



COAX SYMBOL	(#) SIZE	MOUNTING TYPE	CARRIER / OWNER	TECHNOLOGY	TERMINATION HEIGHT
A	(3) 7/8"	TOWER INTERIOR	SPRINT	PANEL	106.0'
B	(6) 1 5/8"	TOWER INTERIOR	U.S. CELLULAR	LTE	118.0'
C	(6) 7/8"	TOWER INTERIOR	U.S. CELLULAR	CDMA	118.0'

PROJECT INFORMATION		 624 Water Street Prairie du Sac, WI 53578 608.644.1449 voice 608.644.1549 fax www.edgeconsult.com	 U.S. Cellular - Knoxville 800 Cornerstone Drive Knoxville, TN 37932	SHEET: TOWER COAX LAYOUT	
SITE NAME:	NUTBUSH			PREPARED BY:	BFR
USCC PROJECT #:	302307	ISSUE DATE:	07/31/2013	REVISIONS:	
SITE LOCATION: 3264 WEST GEORGE STREET ONALASKA, WI 54603				<b>T-501</b>	
		EDGE PROJECT #:	19822		



**B** (12) U.S. CELLULAR ANTENNAS @ 118.0'



**C** (3) SPRINT ANTENNAS @ 106.0'



**D** TOWER BASE FOUNDATION

**A** TOWER ELEVATION

PROJECT INFORMATION	
SITE NAME:	NUTBUSH
USCC PROJECT #:	302307
SITE LOCATION:	3264 WEST GEORGE STREET ONALASKA, WI 54603


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 608.644.1549 fax  
[www.edgeconsult.com](http://www.edgeconsult.com)

  
 U.S. Cellular - Knoxville  
 800 Comerstone Drive  
 Knoxville, TN 37932

SHEET: ANTENNA INVENTORY	
PREPARED BY: BFR	CHECKED BY: MRM
ISSUE DATE: 07/31/2013	<b>T-701</b>
REVISIONS:	
EDGE PROJECT #:	19822



**A** ALPHA SECTOR ANTENNAS



**B** ICE BRIDGE



**C** TOWER FACE B-C



**D** COAX HANGER



**E** TOWER FACE C-A



**F** EXISTING COMPOUND OVERVIEW

PROJECT INFORMATION	
SITE NAME:	NUTBUSH
USCC PROJECT #:	302307
SITE LOCATION: 3264 WEST GEORGE STREET ONALASKA, WI 54603	



**Edge**  
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624 Water Street  
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608.644.1449 voice  
608.644.1549 fax  
www.edgeconsult.com



U.S. Cellular - Knoxville  
800 Cornerstone Drive  
Knoxville, TN 37932

SITE PHOTOS	
SHEET:	
PREPARED BY: BFR	CHECKED BY: MRM
ISSUE DATE: 07/31/2013	<b>T-901</b>
REVISIONS:	
EDGE PROJECT #: 19822	

## 302307 Nutbush

City of Onalaska, Department of Planning & Zoning, 415 Main Street, Onalaska, WI 54650																
<b>Telecommunication Tower Conditional Use Permit Application</b>																
<b>Property Address:</b> 1033 2 <sup>nd</sup> Ave SW Onalaska, WI 54650 <b>Parcel Number:</b> 18-000939-000 <b>Zoning District:</b> Industrial (M-2)	<b>Applicant:</b> LaCrosse USCOC <b>Contact:</b> Mark Heet <b>Mailing Address:</b> 800 Cornerstone Dr. <b>City, State, Zip:</b> Knoxville, TN 37932 <b>Phone Number:</b> 865-777-8036 <b>Email:</b> Mark.Heet@uscellular.com <input checked="" type="checkbox"/> Primary Contact															
<b>Wireless Carrier (1):</b> <b>Owner/Contact:</b> <b>Mailing Address:</b> <b>City, State, Zip:</b> <b>Phone Number:</b> <b>Email:</b> <input type="checkbox"/> Primary Contact	<b>Property Owner:</b> 2GJF, LLP Ginger Hillman/President Contact: Greg Foss/V.P. - Janice Foss/Sec-Treas <b>Mailing Address:</b> 3264 George Street <b>City, State, Zip:</b> Onalaska, WI 54650 <b>Phone Number:</b> 608-783-0228 <b>Email:</b> ginghillman@hotmail.com <input type="checkbox"/> Primary Contact															
<b>Wireless Carrier (2):</b> <b>Owner/Contact:</b> <b>Mailing Address:</b> <b>City, State, Zip:</b> <b>Phone Number:</b> <b>Email:</b> <input type="checkbox"/> Primary Contact	<b>Wireless Carrier (3):</b> <b>Owner/Contact:</b> <b>Mailing Address:</b> <b>City, State, Zip:</b> <b>Phone Number:</b> <b>Email:</b> <input type="checkbox"/> Primary Contact															
<b>Signature of Applicant:</b> <i>Mark Heet</i> <span style="float: right;"><b>Date:</b> 10-8-18</span> <b>Signature of Property Owner:</b> <i>Greg Foss</i> <span style="float: right;"><b>Date:</b> 10/4/18</span>																
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;"><b>OFFICE USE ONLY:</b></td> <td style="width: 30%;"><b>Date Submitted:</b></td> <td style="width: 40%;"><b>Permit Number:</b></td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> <tr> <td><b>Permit Fee:</b></td> <td> <input type="checkbox"/> Cash    <input type="checkbox"/> Check #         </td> <td><b>Application Received by:</b></td> </tr> </table>		<b>OFFICE USE ONLY:</b>	<b>Date Submitted:</b>	<b>Permit Number:</b>										<b>Permit Fee:</b>	<input type="checkbox"/> Cash <input type="checkbox"/> Check #	<b>Application Received by:</b>
<b>OFFICE USE ONLY:</b>	<b>Date Submitted:</b>	<b>Permit Number:</b>														
<b>Permit Fee:</b>	<input type="checkbox"/> Cash <input type="checkbox"/> Check #	<b>Application Received by:</b>														

CITY OF ONALASKA  
 REC#: R00127620 10/17/2018 10:57 AM  
 TRM: 450 PLANNING & ZONING  
 OPER: C2 TERM: 2  
 TKBY : CASH 02

=====

18-939-0 / 1033 2ND AVE SW 250.00

PAID BY: FRAULK & FOSTER REAL ESTATE INC  
 OK 250.00 REF: SW - 335354

APPLIED 250.00  
 TENDERED 250.00  
 CHANGE 0.00

302307 Nutbush



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

### Telecommunication Tower Conditional Use Permit Application

**Antenna Equipment (attach applicable specifications)**

# of antennas: 3

# of zones: 1

Antenna dimensions: 8 ft.

Antenna Type: LTE

Antenna Location on Tower: 118' above T.O.C.

**Dish Equipment - Attach applicable specifications**

Number of dishes: N

Dish dimensions: N/A

Microwave?: N (Y/N)

Satellite?: N (Y/N)

Dish location on Tower (N, S, E, W, etc): N/A

**Ground Equipment - Attach applicable specifications**

Square feet required: Existing

Number of Air Conditioners: N/A

Inside tower? Y (Y/N)

Air Conditioner Description: N/A

Inside Lessee building? Y (Y/N)

Generator on Site? Y (Y/N)

Outside? N (Y/N)

If yes, provide type, size, power output, and where to be located:

# of Cabinets: 0 Cabinet Dimensions: N/A

Existing - see site plan

**Proposed Radio Bands:**

\_\_\_\_\_  
\_\_\_\_\_

**Proposed Radio Frequency(s):**

\_\_\_\_\_  
\_\_\_\_\_

**Type of Service (SMR, ESMR, PCS, Cellular, Two-way Paging, Microwave, WiFi, WiMax, etc.):**

Cellular  
\_\_\_\_\_

Interconnected with other radio transmissions proposed or constructed? N (Y/N)

If yes, what is the interconnection method? \_\_\_\_\_ (attach details separately)

**Desired Date of Operation:**

10/10/18

**Other Factors (pertinent to the proposed use):**

\_\_\_\_\_  
\_\_\_\_\_

**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, NOVEMBER 27, 2018  
APPROX. 7:20 P.M.  
(or immediately following public hearing at 7:10 PM)**

in Onalaska City Hall, 415 Main Street, Onalaska, Wisconsin 54650 at which time they will consider an application submitted by Mike Heet of the wireless carrier US Cellular and USCOC of La Crosse, LLC, 800 Cornerstone Drive, Knoxville, TN 37932 on behalf of 2GJF, LLP, 3264 George Street, Onalaska, WI 54650 who are requesting a Conditional Use Permit to replace three (3) existing antennas with three (3) new antennas, three (3) new Remote Radio Units (RRU), and adding ancillary equipment to the existing telecommunications tower located at 1033 2<sup>nd</sup> Avenue SW, Onalaska, WI 54650.

Property is more particularly described as:

Computer Number: **18-939-0**  
Section 8, Township 16, Range 07

ASSESSORS PLAT OF ONALASKA OUTLOT 95 & PRT OUTLOT 97 LYG SLY OF N LN OL 95 EXTD E & OUTLOT 94 EX E 50FT & INCL PRT OUTLOTS 96, 97 & 98 COM SE COR SEC 8-16-7 S89D25M 20SW 797.43FT TO E R/W LN 2ND AVE SW N14D29M44SE 150 FT ALG ELY R/W LN TO NW COR OL 95 & POB N14D29M44SE 18FT ALG ELY R/W LN 2ND AVE SW S84D21M55SE 217.26FT TO WLY R/W LN STH-35 ALG R/W LN ALG CURV S33D11M52SW 68.88FT TO ELY LN OL 97 N16D34M40SW 65.95FT S89D25M20SW 164.2FT TO ELY R/W LN 2ND AVE SW & POB EX .47AC FOR HWY IN V239 P184

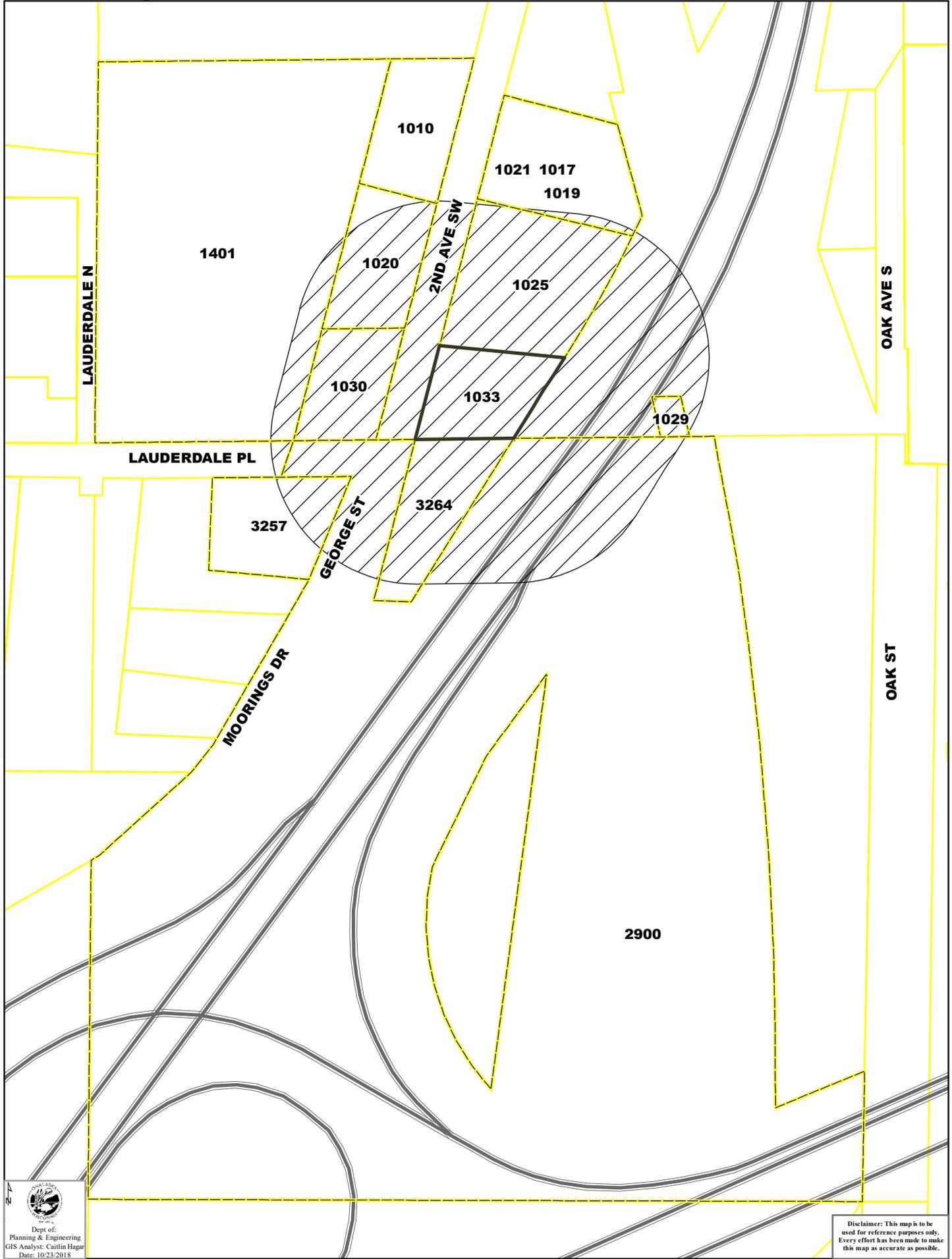
YOU ARE FURTHER NOTIFIED that the City of Onalaska Plan Commission will hear all persons interested their agent or attorney concerning this matter.

More detailed information on this item will be posted to the City of Onalaska website [www.cityofonalaska.com](http://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 9<sup>th</sup> day of November, 2018.

Cari Burmaster  
City Clerk

# Properties within 250 ft of Parcel No. 18-939-0





# CITY OF ONALASKA

Agenda Item:

# 7

## STAFF REPORT

Plan Commission – November 27, 2018

- Agenda Item: Public Hearing & Consideration of a Planned Unit Development (PUD) request – General Development Plan.
- Applicant/Owner: Jacob Burch of Logistics Development Group, LLC, b  
205 4<sup>th</sup> Street, La Crosse, WI 54601
- Parcel Numbers: 9-13-5 (in process of annexation)
- Site Location: 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
- Existing Zoning: Rural – Undefined (proposed R-1 (Single Family Residential))
- Conformance with Comprehensive Plan: The Comprehensive Plan identifies this area as being in the “Environmentally-Sensitive Residential District” and “Environmental Corridor” Land Use areas.

### Background:

This Planned Unit Development (PUD) request is to facilitate the development a single-family residential development consisting of eighteen (18) lots (approximately 0.8 acres/lot) located in the bluff systems of eastern Onalaska near Nathan Hill. The property is currently in the Town of Medary and is in the process of being annexed into the City of Onalaska. The proposed organization of the development ties into the local environment, topography, and according to the application – the best use of natural landscapes. The setbacks for each lot are varied to provide the “best fit” for building pads, driveway alignments, and site-specific slopes. The applicant is proposing one (1) shared driveway to serve two (2) developable lots. The assumed vacant lot market values will range from \$110,000 - \$150,000 with an average lot value of \$125,000 dollars. The assumed average home value (lot costs + improvements) is anticipated to be \$515,000 with an average of 3 persons per household (estimated 54 residents). The applicant intends to begin utility and roadway construction in spring 2019.

### Planned Unit Development (PUD)

A Planned Unit Development may be used as a custom zoning district for any land use or combination of land uses. The proposed PUD is proposed as an overlay zoning district on a 23.16-acre parcel on which the applicant is the current property owner.

### Standards for Review:

The following development and design standards are used to review PUDs defined in Section 13-3-5 of the Unified Development Code. Applicant requests and staff comments on each criterion are bulleted.

- (a) Permitted Uses.
  - Proposed use is for Single-Family Residential.
- (b) Conditional Uses:
  - None Proposed.
- (c) Density:
  - (1) Effect on adjacent properties:
    - Properties north, south, east and west of the proposed PUD are generally vacant bluff lands, farmland, and some single-family residences.

## CITY OF ONALASKA

---

- (2) Adequacy of public & private services/infrastructure:
  - This plan requires new water, sanitary sewer, and a booster station to provide services to the 18 lots. Stormwater drainage is expected to be discharged by culverts to existing drainage channels along natural drainage patterns. Two infiltration/detention basins are proposed as part of this plan. One basin is located outside and west of the boundary and there is an existing drainage agreement on record between the properties (Crestwood Estates and French Valley Development) which include provisions to accept drainage from Crestwood Estates. See attached Cover Letter for more detailed information regarding improvements for water, sanitary sewer, and storm sewer discharge.
- (3) Overall design.
  - Sample building elevations will be provided for Plan Commission review.
- (4) Scale and massing of structures.
  - The development is for one (1) single family residence on each lot with a total of eighteen (18) developable lots.
- (5) Building elevations and setbacks.
  - Sample building elevations will be provided for Plan Commission review during the Final Implementation Plan process. Each proposed lot has a specific “building pad” location defined on the PUD (and future Preliminary/ Final Plats) where residences/garages, etc. may be constructed.
- (6) Landscaping, screening and buffering.
  - A full Land Preservation Plan will be created to meet all City landscaping requirements including preservation off trees within areas of 30% slopes and greater, provisions for a minimum of two (2) trees per lot in the boulevard area with a mixture of tree species. Additional details on location and landscaping types will be provided for Plan Commission review during the Final Implementation Plan process.
- (7) Open space provision and design.
  - The PUD intends to provide the minimum open space requirement of fifteen (15) percent of the development area (23.16 acres). These areas are primarily the bluff lands within the development.
- (8) Retention of natural, cultural, and historic resources.
  - Not applicable to this project.
- (d) Setbacks. Setbacks may vary in PUD’s.
  - Each residence is proposed to have a ten (10) foot setback from Crestwood Lane right-of-way. The rear setback for all sites is a minimum of thirty (30) feet, with side yard setback varying from ten to twenty-five feet (10 – 25’). Each lot has specific setbacks noted on the PUD and (and future Preliminary/Final Plats) and show locations for driveways and building pads.
- (e) Building Height:
  - No proposed deviations from Zoning Ordinance.
- (f) Environmental Design:
  - The land pads for each lot have been designed to accommodate the unique slope/elevation changes found on the properties in question.
- (g) Open Space:
  - No proposed deviations from Zoning Ordinance.
- (h) Architecture:
  - Sample building elevations will be provided for Plan Commission review during the Final Implementation Plan process.

## CITY OF ONALASKA

---

- (i) Parking:
  - No proposed deviations from Zoning Ordinance (two-stalls per dwelling - minimum).
- (j) Streets, Utilities, Drainage:
  - As addressed in item c (2) above, a variety of improvements related to water, sanitary sewer, storm sewer drainage, and booster station, as well as improvements to Crestwood Lane will be required to facilitate this new development. Fire Chief Hayes recommends that all residences have 13R sprinkler systems due to anticipated topography, setbacks of homes from streets, and non-direct driveways. Final street design and width to be provided to the City for review and approval.
- (k) Circulation/Access:
  - The project site is located at the end of Crestwood Lane and will extend Crestwood Lane into the development. The intention is that where Crestwood Lane will “dead end”, this road will be extended into the French Valley Development to provide a second means of access to the site.
- (l) Landscaping:
  - As addressed in item c (6) above, additional details will be provided for Plan Commission review.
- (m) Signs:
  - No proposed deviations from Zoning Ordinance.

City Staff finished reviewing the proposed General Development Plan, in addition to the Plan Commission review and additional/updated conditions of approval have been noted in the attached reflecting staff comments.

### Action Requested:

As a public hearing will be held, testimony from the public should be listened to and considered before deciding on the requested General Development Plan for the PUD application.

# REQUEST FOR ACTION & POSSIBLE CONSIDERATION BY PLAN COMMISSION:

November 27, 2018

## Agenda Item 7:

**Public Hearing and Consideration of a General Development Plan for a Planned Unit Development (PUD) application filed by Jacob Burch of Logistics Development Group, LLC, 205 4th Street, La Crosse, WI 54601, for a new residential subdivision to contain eighteen (18) buildable lots for single-family dwellings located at "State Road 16" at the end of Crestwood Lane, Onalaska, WI 54650 (Tax Parcel #9-13-5).**

1. PUD Application Fee of \$700.00 (*PAID*).
2. Park Fee of \$922.21 (per unit) due prior to issuance of building permit for each buildable lot. 18 total lots \* \$922.21/unit = \$16,599.788 dollars.
3. Topography Map fee of \$10.00 (per acre) \$10/acre x 23.16 acres = \$231.60 dollars to be paid prior to obtaining a Building Permit.
4. Development is contingent upon City installation of water booster station along Crestwood Lane. Installation of water booster station is contingent upon City funding the project through the City of Onalaska Capital Improvements Budget, receiving necessary permits and approvals, and obtaining lands for the water booster station.
5. All infrastructure design for development to be approved by the City Engineer. Review of street widths and pavement cross section with final approval by the City Engineer.
6. Phasing of construction of infrastructure in development to be coordinated with City infrastructure installation along Crestwood Lane.
7. Final Implementation Plan to be submitted for review and approval prior to any development activities.
8. Owner/developer shall record with the La Crosse County Register of Deeds, the legal description of the Planned Unit Development and the Conditions of Approval tied to the development. These conditions shall not lapse or be waived as a result of any subsequent change in ownership of tenancy.
9. If in the future the owner/developer creates Declaration of Covenants, Conditions and Deed Restrictions, etc. that at a minimum address maintenance, repair, and replacement of parking lots/private drives, the buildings including all common areas and green spaces, stormwater management/easement areas, as well as any ownership or use restrictions for the parcel/development; a copy shall be provided to the Planning Department and recorded at the La Crosse County Register of Deeds. Any amendments to the aforementioned document to be recorded at the La Crosse County Register of Deeds and a copy provided to the Planning Department.
10. Master Grading and Stormwater plan to be reviewed & approved by the City Engineer.

11. Thirty (30) percent slopes to be identified on a plan and also indicate a ten (10) foot buffer surrounding the identified slopes.
12. Owner/developer to submit a digital and hard copy of the WIDNR NR 216/NOI application, permit, approval letter and associated data prior to construction to the Engineering Department. A City Erosion Control Permit for greater than one (1) acre of land disturbance is required before any earth moving activities occur. Permit to be reviewed and approved a minimum of ten (10) days prior to construction activities.
13. All erosion control BMPs (Best Management Practices) to be installed prior to the start of any construction activities. Swale areas/stormwater ponds to be dug prior to start of construction and prior to initial grading to act as sediment traps. Track pad(s) to be installed with a minimum of 3 to 6 inch stones, one (1) foot deep and fifty (50) feet in length. All disturbed areas to have black dirt placed and seeded within seven (7) days of disturbance.
14. Master Utility Plan (including any phasing) to be reviewed and approved by the City Engineer including a schedule. Any utilities dedicated to the City of Onalaska shall be in a dedicated right-of-way, outlet, or easement. Master Utility Plan to note hydrant locations. **UPDATED CONDITION**
15. Land Preservation Plan (landscaping/open space/tree preservation) to be reviewed and approved by the Planning Department.
16. Note tree removal / clearing / grubbing limitations on Grading Plan.
17. City-furnished Inspector required during utility installations and developer to pay costs.
18. As-builts of all utility work required to be submitted to the Engineering Department within sixty (60) days of occupancy of first residential dwelling.
19. Owner/developer to obtain letters from utility service providers noting that there is adequate power, natural gas, and telephone/internet services available to serve this project and provided to the Engineering Department.
20. All lot pins to be installed at 150' (maximum interval). **NEW CONDITION**
21. Recommend 13R sprinkler systems for residences due to anticipated topography, setbacks of homes of streets and non-direct driveways. **NEW CONDITION**
22. Any future improvements to these parcels will be subject to additional City permits (i.e., site plan approvals, building permits, zoning approvals). 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.
23. 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.
24. 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.

# DAVY ENGINEERING CO.

115 6th Street S.  
La Crosse, WI 54601  
(608) 782-3130  
FAX (608) 784-6611



October 26, 2018

City of Onalaska  
415 Main Street  
Onalaska, WI 54650

Attn: Katie Aspenson, City Planner/Zoning Inspector

Re: Crestwood Estates - PUD

Dear Katie:

Please see the enclosed documents for the Application for Planned Unit Development (PUD) review for the proposed Crestwood Estates.

The application packet includes the following documents:

- Preliminary PUD Development drawing that includes:
  - Proposed Street and right-of-way alignment with dimensions
  - Detailed lot layouts with setbacks & easements
  - Building pad and driveway arrangement
  - Water and Sewer Utility layout
  - Open space plan (15% of project area)
  
- Preliminary construction plan set including:
  - Site layout map of proposed development
  - Grading and drainage plan
  - Utility and street plan & profile drawings
  - Typical sections
  - Street cross sections
  - Project detail drawings

The proposed PUD for Crestwood Estates will allow for residential development expansion nestled into the bluff systems of Eastern Onalaska near Nathan Hill. This property is currently located within the Town of Medary and is in the process of annexation by the City of Onalaska. The development aids in a regional solution, compliments local environment, topography, and best use of natural landscapes. The proposed setbacks will vary within the project to provide "best fit" for safe building pads, driveway alignments, and slopes. Logistics Development Group, LLC plans to begin utility and roadway construction starting spring of 2019.

The design contains 18 proposed lots providing for a density of 0.8 lots per acre. The layout plan includes the open space requirement of 15% of the development area (23.16) Acres. There is currently one shared driveway included with the proposed PUD layout. The vacant Lot market values will range from \$110K-\$150K with an average est. market value of expected of \$125K per LOT. The improvements are

expected to procure home values ranging from \$375K-\$1.25MIL. An average home value of approximately \$515K is anticipated (Lot Costs + Costs of Improvements). These 18 Single Family Homes are expected to have an average of 3 persons per household, totaling an estimated 54 occupants within this area. There will be a full land preservation plan prepared for the PUD by a landscape firm in accordance with City requirements. This includes preservation of trees within areas over 30% and provisions for two trees per lot within the street right-of-way of mixed species determined by the City.

The proposed front building setback is at a minimum of 10'. This allows building pads to be situated below maximum land slope areas of 30%. Driveways shown on the PUD drawings are typically non-perpendicular to the street with side house entries and slopes less than 15%. The proposed building pad and driveway arrangement minimizes the extents for clearing of existing wooded areas.

The proposed street section is a 28' wide rural section with shallow drainage swales on each side. The drainage system within Crestwood Estates includes utilizing new storm inlets in the side ditches that will discharge by culvert to existing drainage channels along natural drainage patterns. The culvert outlets will be constructed with necessary energy dissipation to prevent any outlet scour. Drainage discharge rate, volume and solids runoff from the Crestwood Estates PUD will be controlled by two infiltration/detention basins as shown of the plans. One drainage basin is located outside and west of the Crestwood Estates boundary at the natural regional drainage outlet. There is currently an existing drainage agreement on record between the properties which includes provisions to accommodate drainage discharge from the developed Crestwood Estates. There are planned drainage and utility easements included with the PUD site layout. There will be a maintenance agreement prepared for the Crestwood Estates drainage system in accordance with City standards.

The PUD includes City of Onalaska water supply and Sewer service. The City is currently planning for construction of a water and sewer main extension project along Crestwood Lane north of the Crestwood Place intersection extending to the south limits of Crestwood Estates. This City project includes a water booster station that is necessary for providing for adequate water pressure in the higher elevations within Crestwood Estates and adjacent properties.

Additional PUD application information will be provided after this initial submittal as we have discussed. This includes example architectural house elevations & details, proof of financial treatment and economic analysis as required by the PUD Development Checklist.

Please contact us with any initial comments or questions.

Sincerely,

DAVY ENGINEERING CO.  
CONSULTING ENGINEERS



James P. Maloney, P.E.

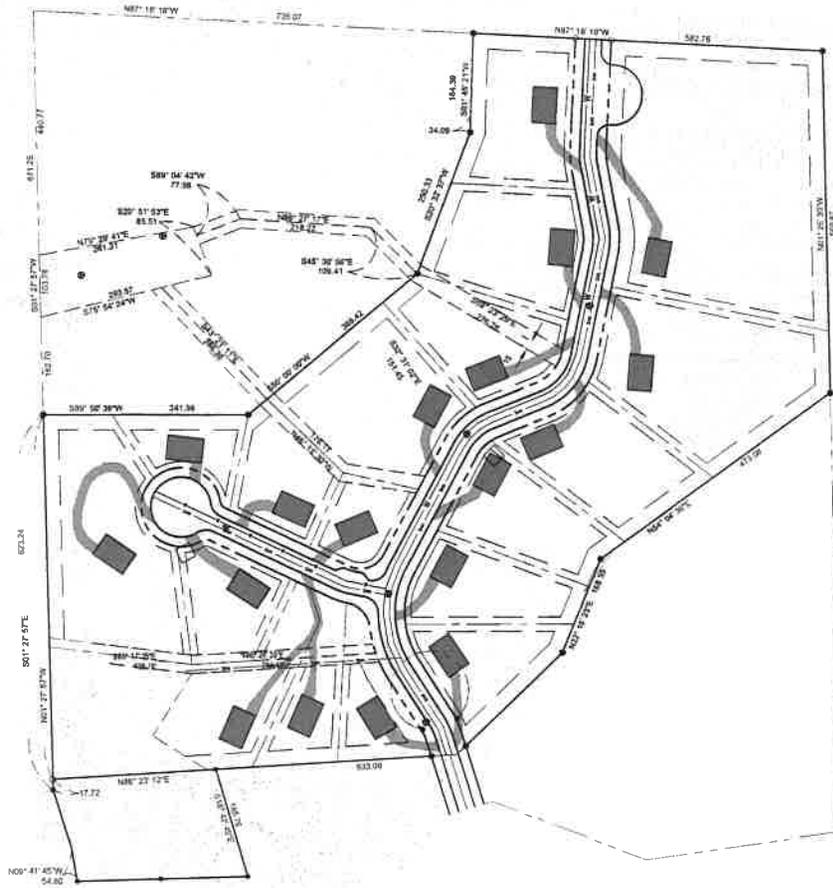
JPM:kja  
11781-004  
Enc.

cc: JB  
MSD

# CRESTWOOD ESTATES

LOCATED IN PART OF THE SOUTHEAST QUARTER OF THE NORTHWEST QUARTER AND THE NORTHEAST QUARTER OF THE SOUTHWEST QUARTER OF SECTION 1, TOWNSHIP 16 NORTH, RANGE 7 WEST, TOWN OF MEDARY, LA CROSSE COUNTY, WISCONSIN.

## PRELIMINARY P.U.D. SUBMITTAL



LEGEND	
●	Field iron measurement (Type and size noted)
~~~~~	Existing tree line
⌘	Existing utility pole and guy wire
—O—	Existing overhead utility line
—U—	Existing underground electric
—T—	Existing underground telephone
—G—G—	Existing underground gas
⊞	Existing telephone pedestal
⊞	Existing electric junction box
⊞	Existing sanitary septic vent
U.E.	Utility easement
O.L.	Outlot
S&S	Soil boring
(R.A.)	Recorded measurement
D.B.	Proposed detention basin
—	Proposed bituminous road (28' wide)
■	Proposed house and driveway

VERTICAL DATUM:  
Elevations are based on the 1988 North American Vertical Datum (NAVD 88), GEOID 12A

BASIS OF BEARINGS:  
Bearings are based on the Wisconsin County Coordinate System, La Crosse County Zone, NAD 83 (1991 Adj.), U.S. Survey feet.



REVIEW COPY



October 26, 2018

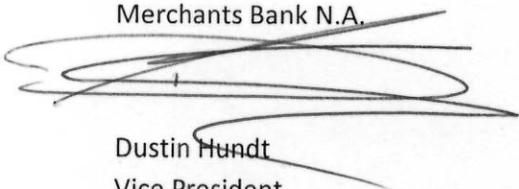
RE: Logistics Development Proof of Financial Treatment

To whom it may concern:

Logistics Development Group, LLC has the capacity to fund the construction of Crestwood Estates as designed. Should there be any questions or concerns please don't hesitate to reach out to me via email or by phone.

Sincerely,

Merchants Bank N.A.



Dustin Hundt

Vice President

608-779-8280 (phone)

608-779-8282 (fax)

[dahundt@merchantsbank.com](mailto:dahundt@merchantsbank.com)



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

### PUD FINAL IMPLEMENTATION PLAN APPLICATION

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

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

- ▶ A statement describing character and goals of the PUD.
- ▶ Construction & Engineering Plan Set including: scaled map consistent with GDP, pattern of public/private circulation, lot layout, building arrangement, architectural elevations, grading/drainage plan, utility plan, open space plan & landscape plan, development schedule, etc.

*If incomplete, no further processing of the application will occur until the application is complete.*

A Planned Unit Development (PUD) may be used as a custom zoning district for any land use or combination of land uses. A PUD is reviewed through a two-part process: 1) General Development Plan (GDP) and 2) Final Implementation Plan. The Final Implementation Plan is based off of the GDP and includes a plan set with all items noted above (or Section 13-3-7 (e) of the Unified Development Code) to the Plan Commission and Common Council for final approval. Developers are required to record a legal description of the PUD and conditions of approval that will run with the land to the La Crosse County Register of Deeds.

**Brief Description of Request for a PUD:**

This Application for Planned Unit Development is for the proposed Crestwood Estates. The site will provide 18 Buildable LOTs for Single Family Dewlings. This PUD has been designed to provide the best use of this land within the limits of feasibility for the nature of regional topography. It will preserve sky line, use natural landscapes, and create a regional solution for The City of Onalaska Services and growth

Property Address(es): Crestwood Lane
Parcel Number(s):
18- 9-13-5            18-
18-                    18-
18-                    18-
18-                    18-
Zoning District: Existing R1; R3 in the area

Applicant/Property Owner: Logistics Development Group, LLC
Project Contact:        Jacob Burch
Mailing Address: 2102 State Road 16
City, State, Zip: La Crosse, WI 54601
Phone Number: c (608) 317-3245, w (608) 793-3896
Email:            jacob.burch@associatedbank.com

The undersigned hereby makes an application for the location stated herein. The 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: 10/24/2018
Signature of Property Owner:	Date: 10/24/2018

OFFICE USE ONLY:	Date Submitted:	Permit Number:	Application Received by:
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**NOTICE OF PUBLIC HEARING  
BEFORE THE CITY OF ONALASKA  
PLAN COMMISSION**

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

**TUESDAY, NOVEMBER 27, 2018**

**APPROX. 7:40 P.M.**

**(or immediately following public hearing at 7:30 PM)**

in Onalaska City Hall, 415 Main Street, Onalaska, Wisconsin 54650 at which time they will consider an application for a Planned Unit Development (PUD) Final Implementation Plan filed by Jacob Burch of Logistics Development Group, LLC, 205 4<sup>th</sup> Street, La Crosse, WI 54601 for 18 buildable lots for single family dwellings located at Crestwood Lane Right-of-Way (total 26.29 acres), Onalaska, WI 54650

Property is more particularly described as:

Computer Number: **9-13-5**

Section 01, Township 16, Range 07

PRT SE-NW & PRT NE-SW COM N1/4 COR SEC 1 ALG E LN NW1/4 S1D25M30SE  
1277.8FT TO NE COR SE-NW & POB S1D25M30SE 569.67FT S54D4M36SW  
473.08FT TO NLY PROLONGATION OF W LN LOT 1 CSM NO. 83 VOL 3 DOC  
NO. 969383 ALG PROLONGED W LN & W LN LOT 1 S22D16M23SW 168.39FT  
ALG W LN S46D16M14SW 223.61FT TO ELY R/W LN CRESTWOOD LN ALG ELY  
R/W LN N17D23M22SW 47.7FT ALG ELY R/W LN ALG CURV S72D36M38SW  
60FT TO WLY R/W LN CRESTWOOD LN ALG WLY R/W LN S17D23M22SE  
46.76FT S86D23M12SW 360.87FT S16D42M45SE 185.76FT S88D19M10SW  
284.73FT N9D41M45SW 54.8FT N17D33M29SW 102.14FT TO SW COR SE-NW  
ALG W LN SE-NW N1D27M57SW 623.24FT N89D50M39SE 341.98FT N50D0M0SE  
368.42FT N20D32M37SE 250.33FT N1D45M21SE 164.39FT TO N LN SE-NW  
S87D18M18SE 582.76FT TO POB

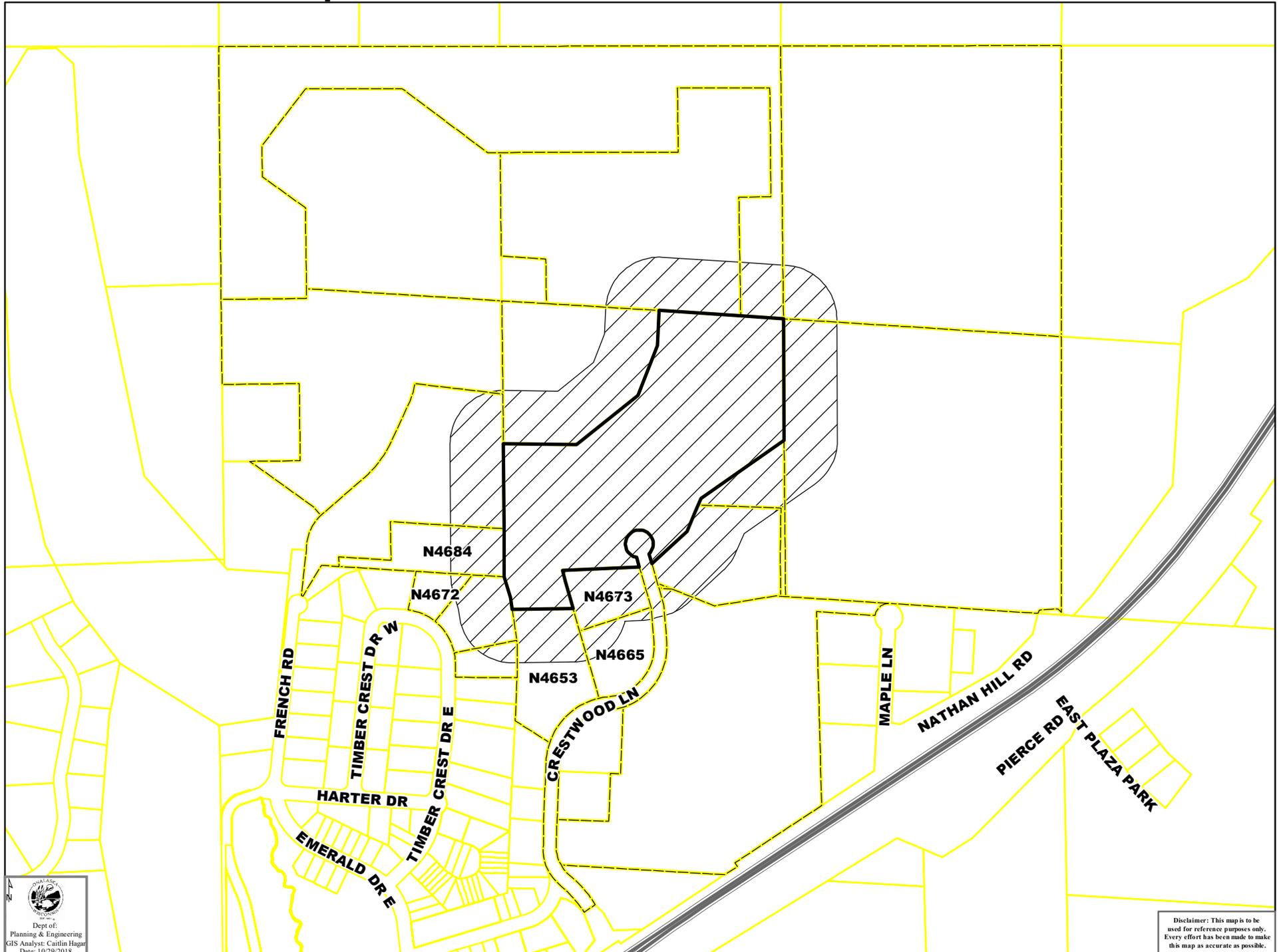
YOU ARE FURTHER NOTIFIED that the City of Onalaska Plan Commission will hear all persons interested, their agent or attorney concerning this matter.

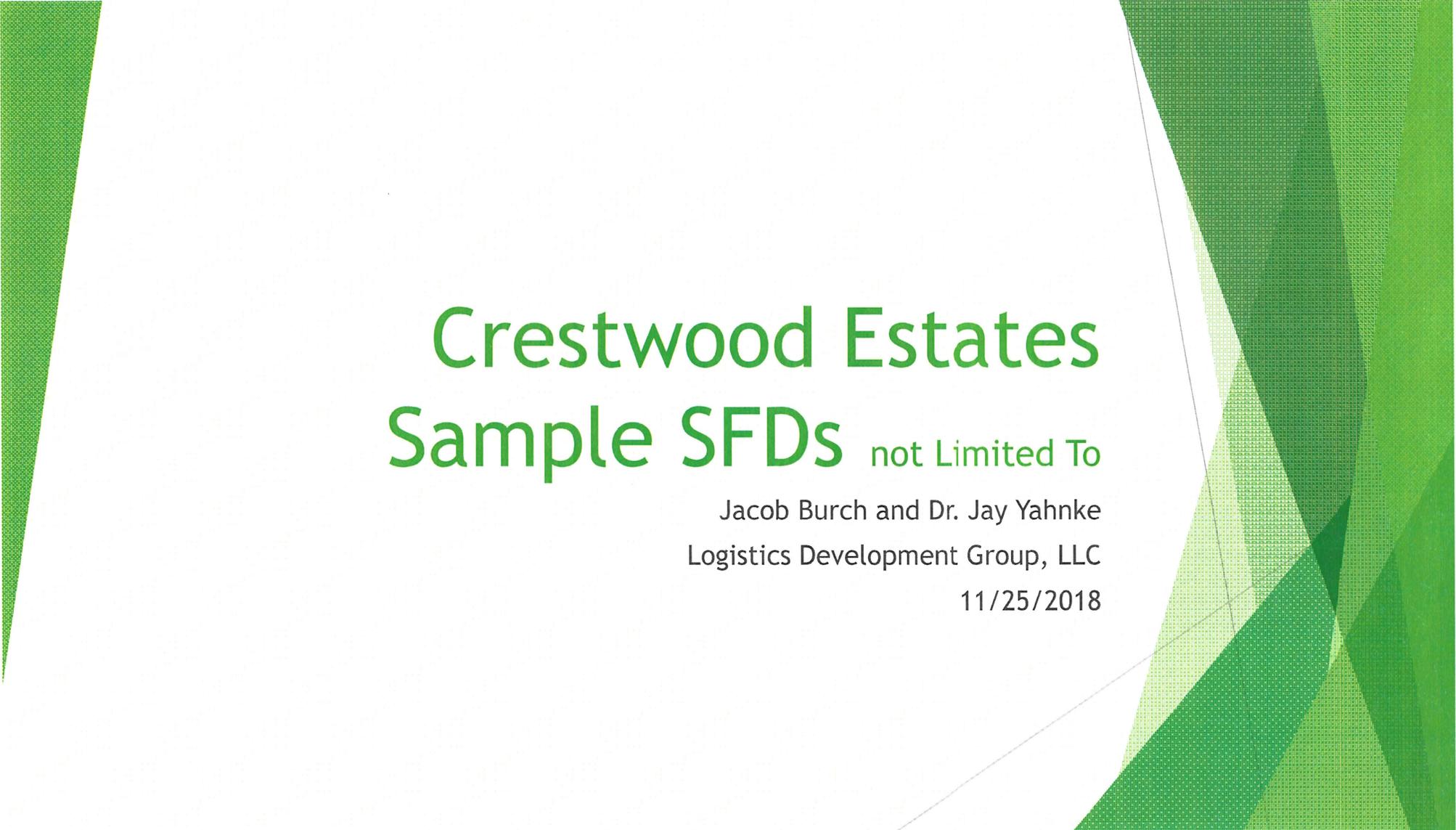
More detailed information on this item will be posted to the City of Onalaska website [www.cityofonalaska.com](http://www.cityofonalaska.com) the Friday before the scheduled meeting under Agendas & Minutes/Plan Commission. This posting will contain the Plan Commission Agenda and all attachments referencing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

Dated this 2<sup>nd</sup> day of November, 2018.

Cari Burmaster  
City Clerk

# Properties within 250 ft of Parcel No. 9-13-5



The slide features a white background with two large, abstract green shapes. On the left, a green triangle points downwards. On the right, a larger green shape with a halftone dot pattern is composed of several overlapping, angular sections. The text is centered in the white space between these shapes.

# Crestwood Estates Sample SFDs not Limited To

Jacob Burch and Dr. Jay Yahnke  
Logistics Development Group, LLC

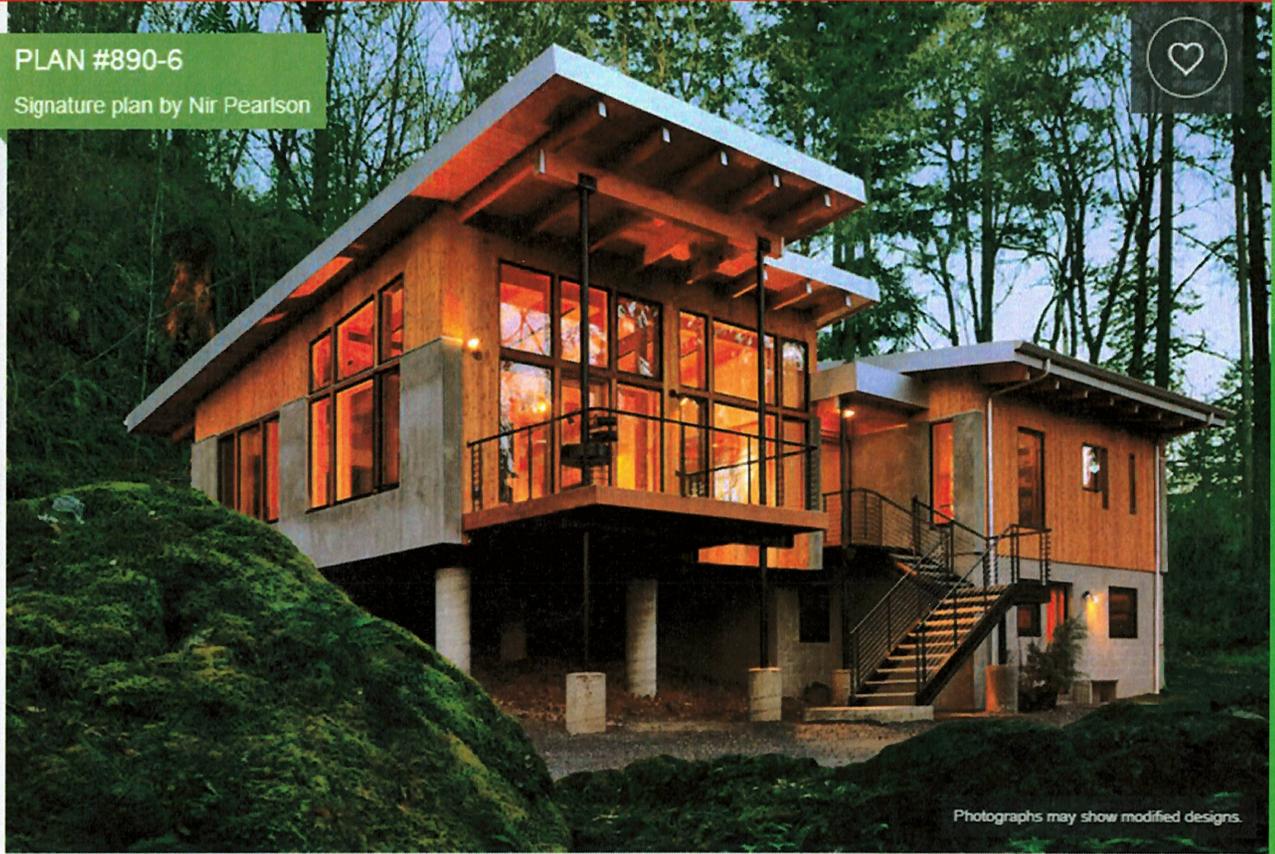
11/25/2018

## Modern 1

The second floor living and master wings of this compact modern home occupy two separate square, tall volumes linked via a low-profile entry way. The living wing floor slab is set on concrete piles, floating above the sloping ground of the wooded lot. The structure integrates into the natural setting, reducing its impact. The minimalist modern design palette combines concrete foundations with a timber-framed post and beam structure, wooden roof decks, steel hardware, stucco and cedar siding, and multiple tall windows that overlook the valley. The separate wings' shed roofs lift in opposite directions, accommodating transom windows and affording panoramic views of the surrounding drama of the bluffside.

PLAN #890-6

Signature plan by Nir Pearlson



Photographs may show modified designs.

## Modern 1

### KEY SPECS

1953 sq/ft

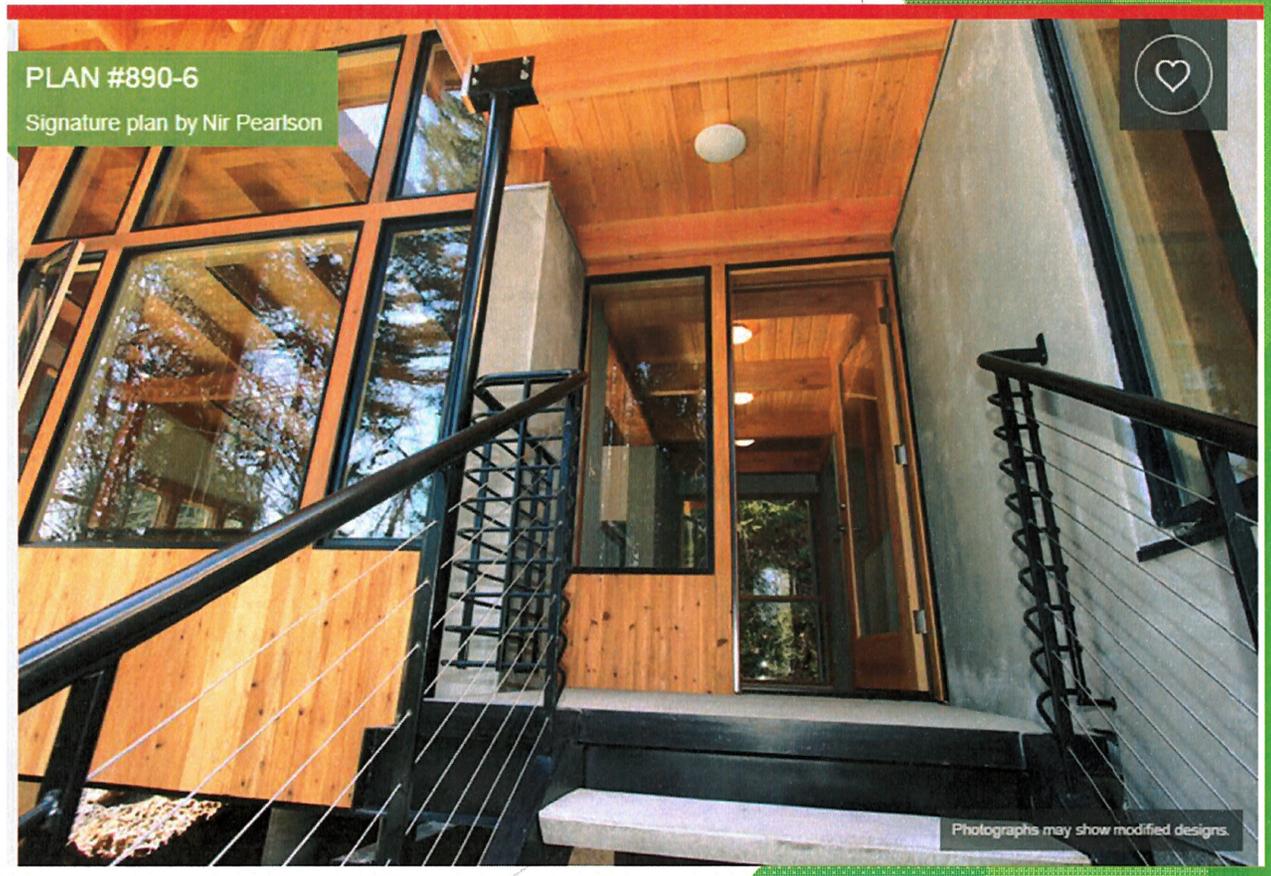
2 Bedrooms

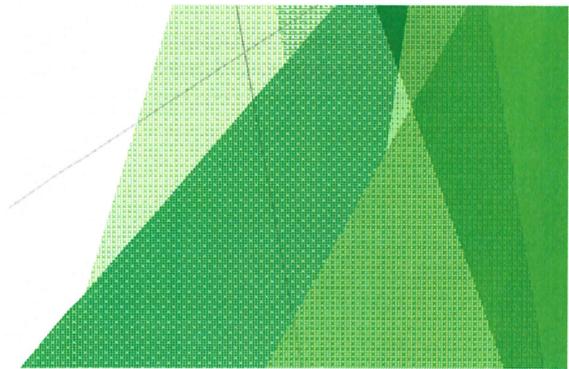
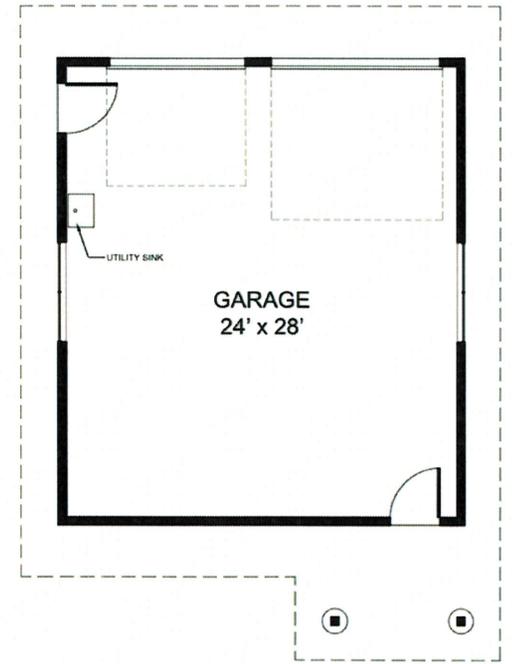
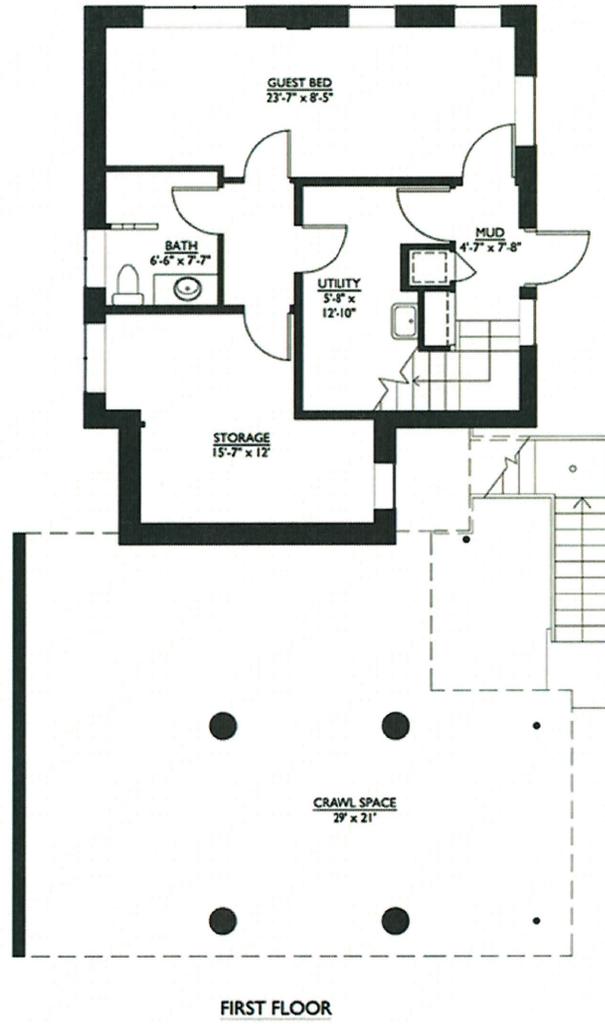
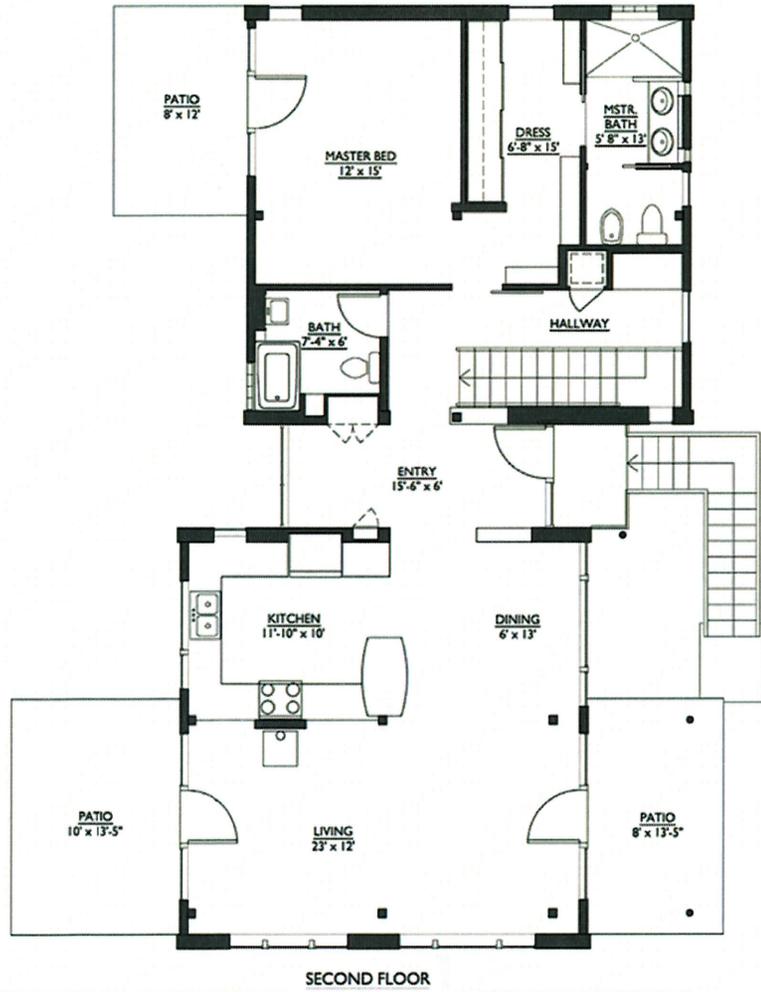
2.5 Baths

2 Floors

2 Garage

<https://www.houseplans.com/plan/1953-square-foot-2-bedroom-2-5-bathroom-2-garage-modern-39702>





## Modern 2

Features:

Great Room Living Room

Den Office Study Computer

Storage Area

Main Floor Laundry

Wet Bar

Hobby Rec Room Game Room

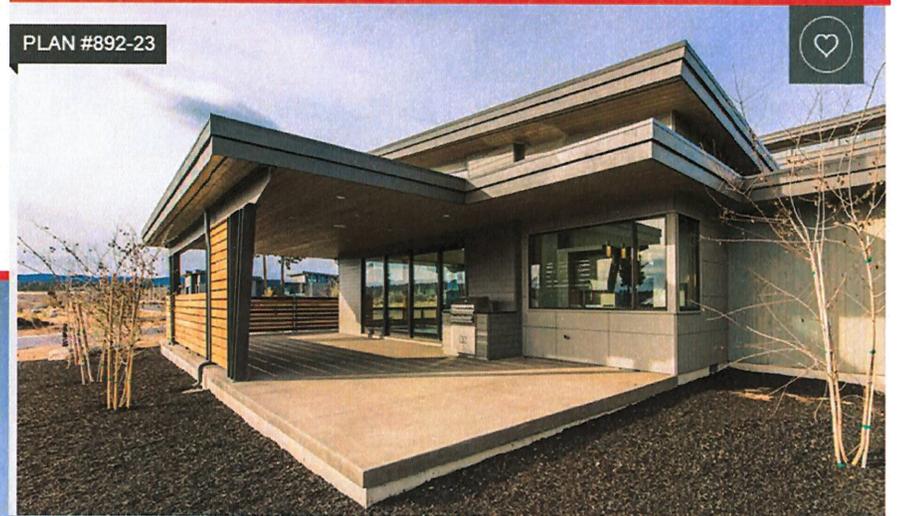
Mud Room

PLAN #892-23



Photographs may show modified designs.

PLAN #892-23



## Modern 2

### KEY SPECS

3345 sq/ft

3 Bedrooms

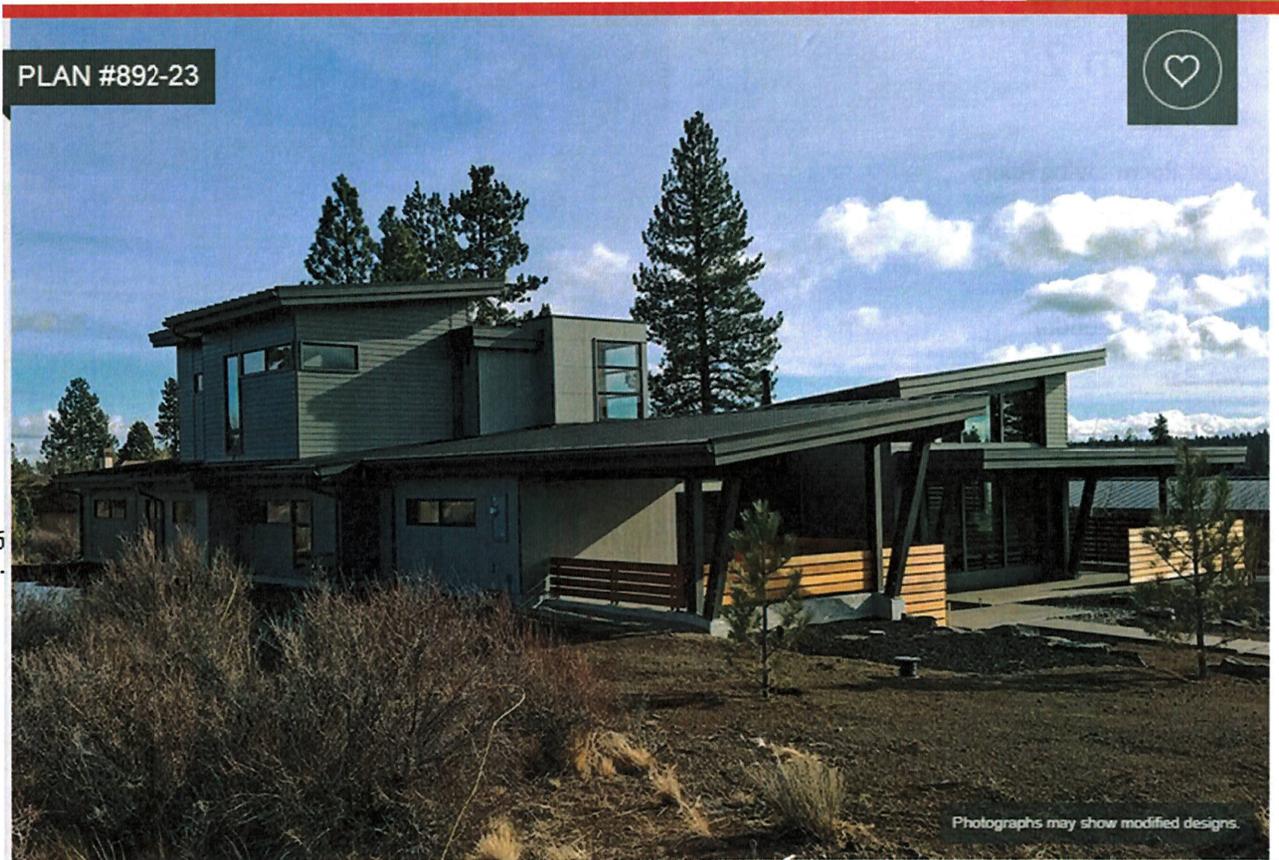
3.5 Baths

2 Floors

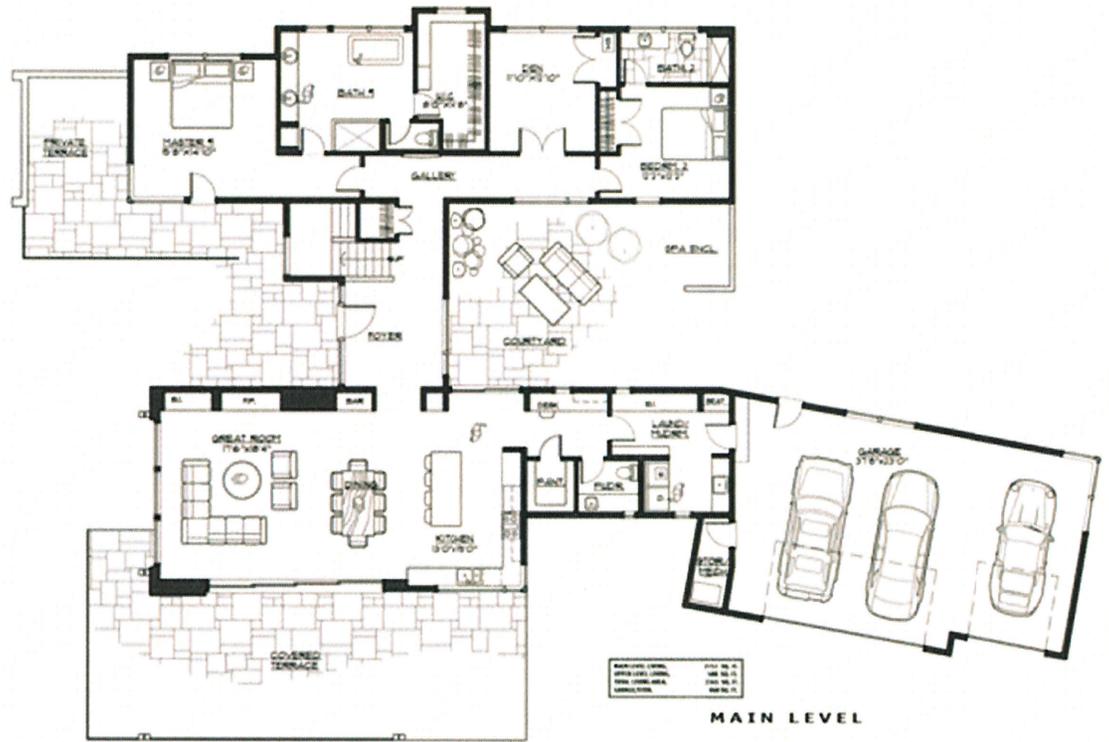
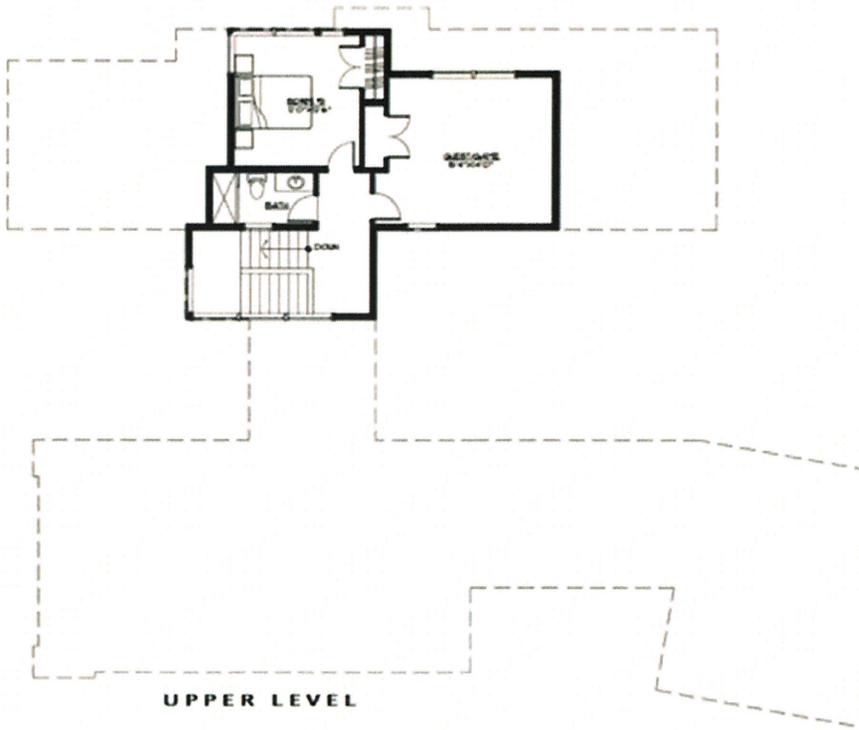
3 Garage

<https://www.houseplans.com/plan/3345-square-foot-4-bedroom-3-5-bathroom-3-garage-contemporary-prairie-modern-sp124982>

PLAN #892-23



Photographs may show modified designs.



## Modern 3

This 4 bedroom 3.5 bath home incorporates an open concept floor plan and large windows invites the outdoors in. Perfect for entertaining friends and family or as a getaway from it all. In addition to bringing the outdoors in, an over-sized roof brings the comfort of indoors outside for year round enjoyment.

PLAN #498-6

Signature plan by Coates Design, Inc.



## Modern 3

### KEY SPECS

3056 sq/ft

4 Bedrooms

3.5 Baths

2 Floors

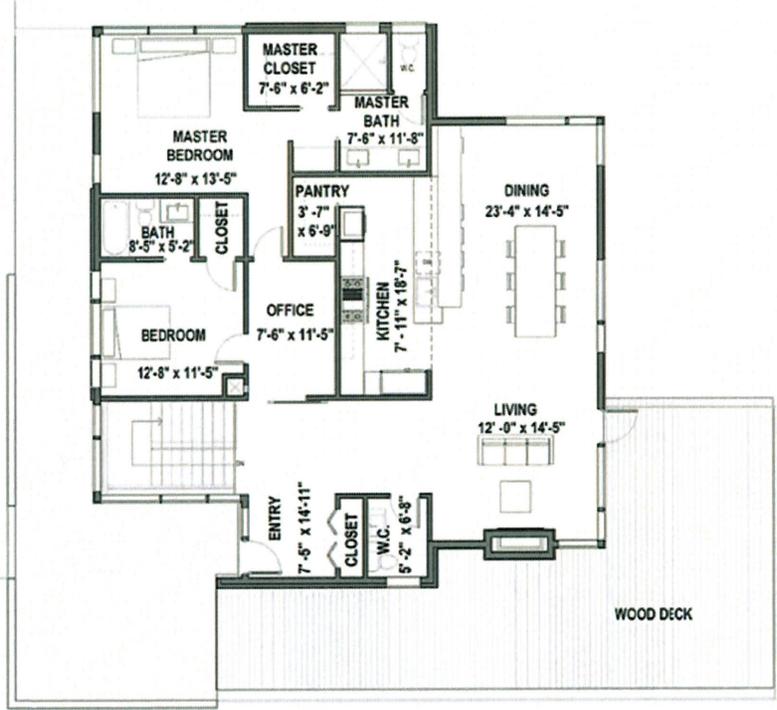
Garage Separate

<https://www.houseplans.com/plan/3056-square-feet-4-bedroom-3-5-bathroom-0-garage-modern-40412>

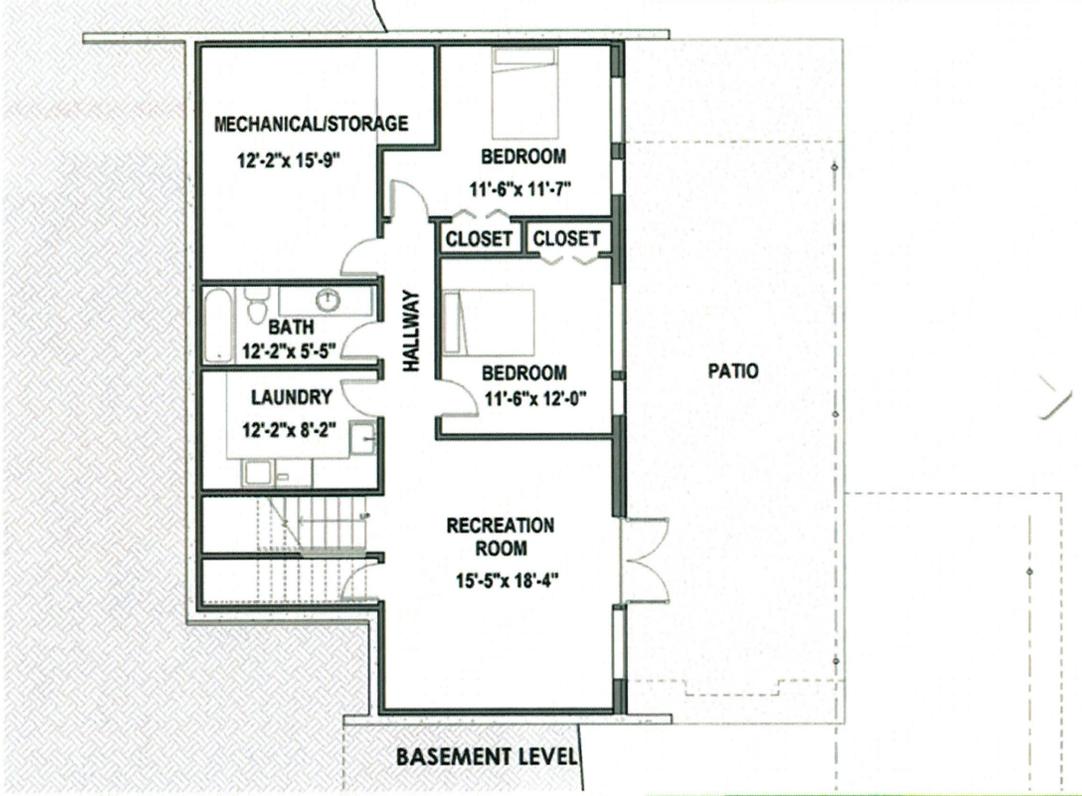
PLAN #498-6

Signature plan by Coates Design, Inc.





MAIN LEVEL

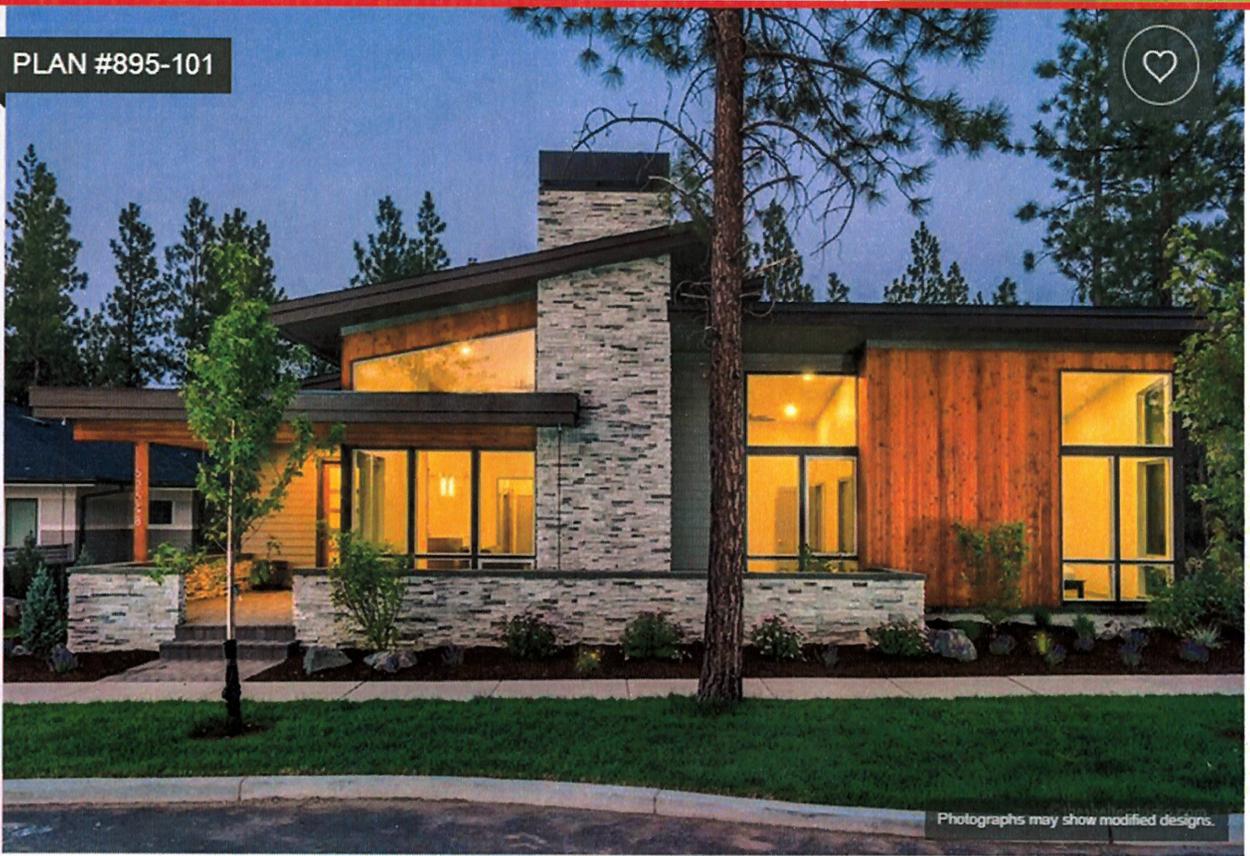


BASEMENT LEVEL

## Modern 4

Contemporary Modern plan with 3 bedrooms & 2.5 baths. Opportunity for walk-out basement with additional living/rec room space.

PLAN #895-101



Photographs may show modified designs.

## Modern 4

### KEY SPECS

2235 sq/ft

3 Bedrooms

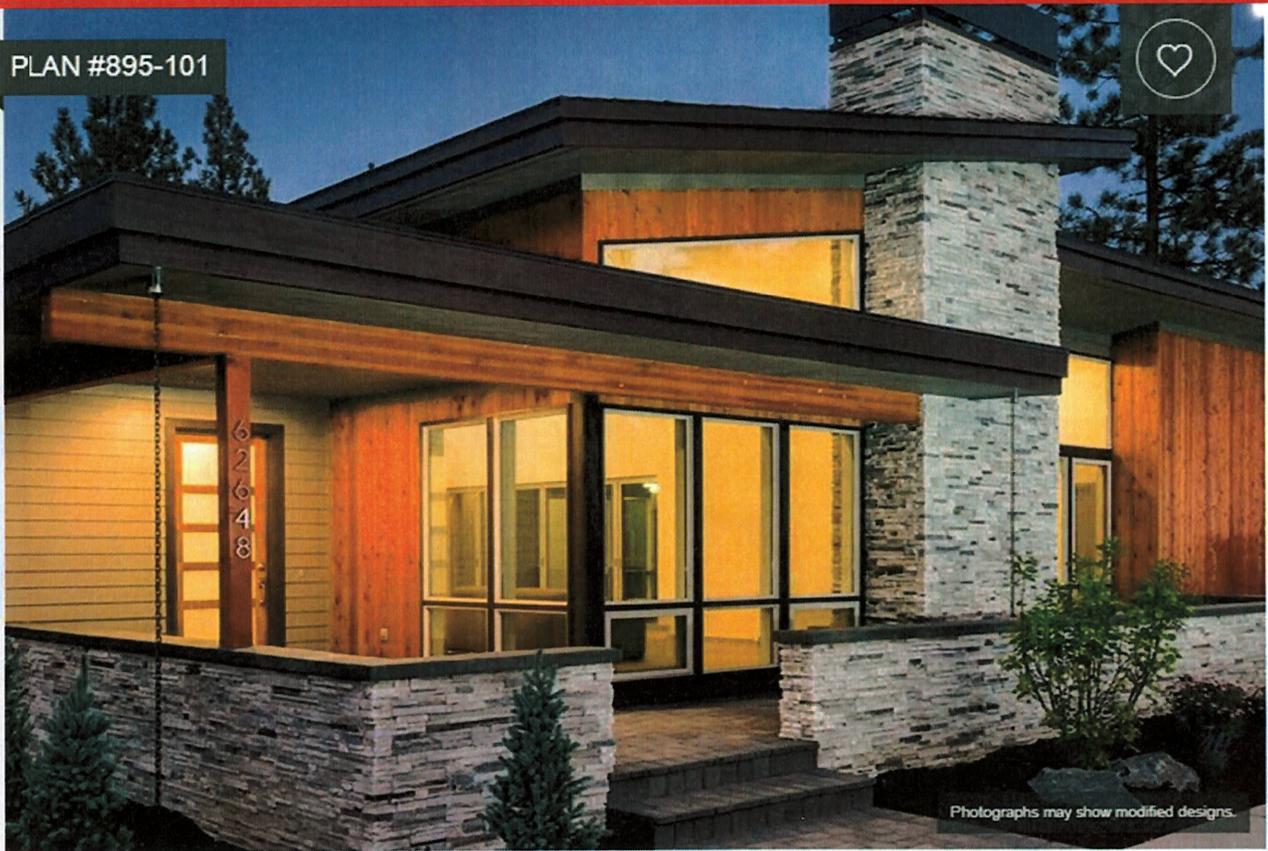
2.5 Baths

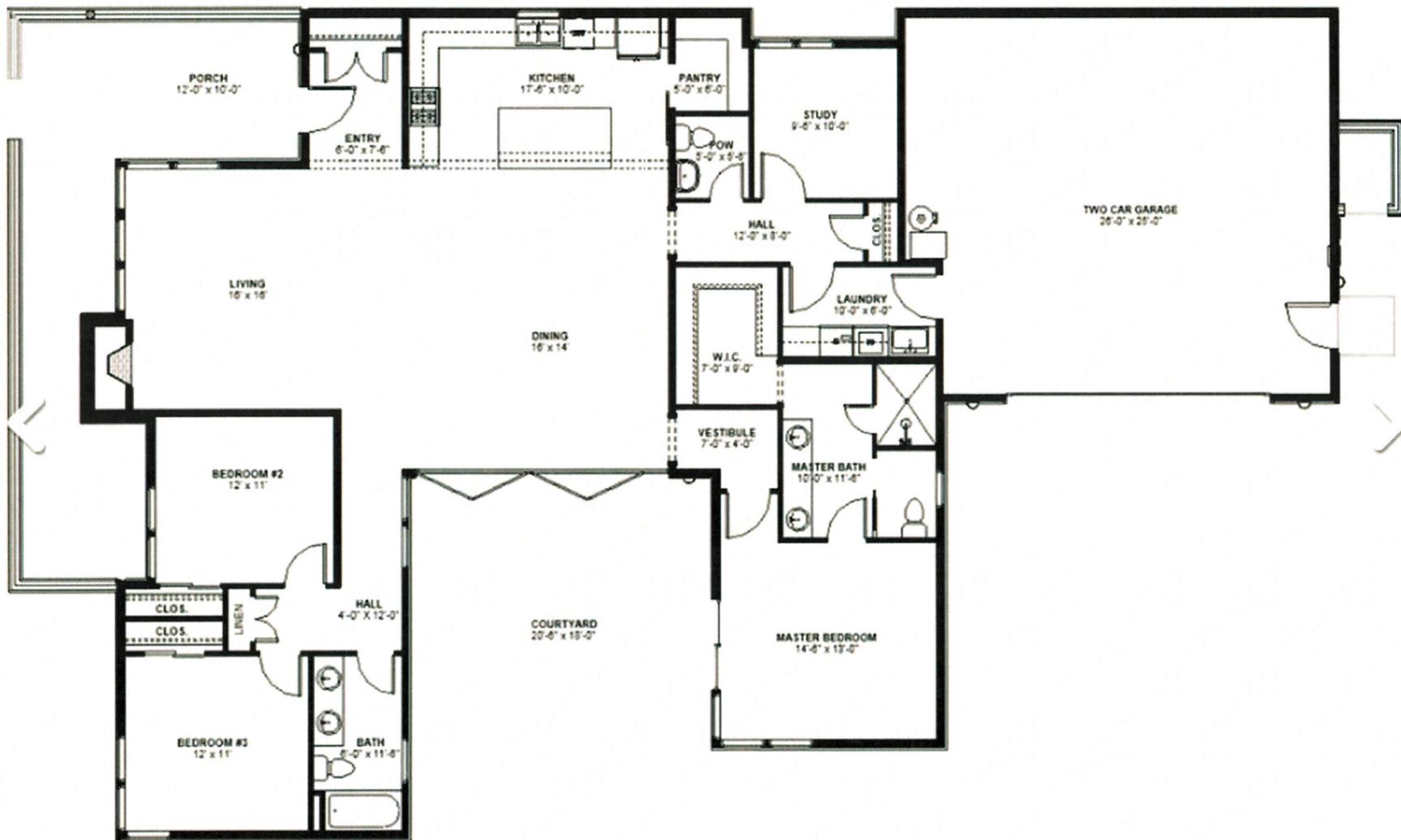
1 Floor

2 Garage

<https://www.houseplans.com/plan/3549-square-foot-3-bedroom-2-5-bathroom-2-garage-modern-sp125242>

PLAN #895-101







# CITY OF ONALASKA

Agenda Item:

# 8

## STAFF REPORT

Plan Commission – November 27, 2018

- Agenda Item: Public Hearing & Consideration of a Downton Planned Unit Development (D-PUD) request – General Development Plan.
- Applicant: Marvin Wanders of Three Sixty Real Estate Solutions, LLC,  
PO Box 609, La Crosse, WI 54602
- Property Owner: City of Onalaska, 415 Main Street, Onalaska, WI 54650
- Parcel Numbers: 18-24-0, 18-25-0, 18-32-0, & 18-38-0.
- Site Location: 200 Court Street, Court Street South, 300 Court Street South,  
and 400 Court Street South, Onalaska, WI 54650
- Existing Zoning: Public & Semi-Public District with the Downtown Planned Unit Development Overlay
- Conformance with Comprehensive Plan: The Comprehensive Plan classifies these properties as “*Downtown Mixed Use District*” which is intended for a mixture of uses including residential, personal service, commercial, institutional and civic uses.

### Background:

This Downton Planned Unit Development (D-PUD) request is to facilitate the construction of the “Great River Residences” a multi-family residential development (98 units within four (4) structures) and a commercial/residential mixed-use development. Currently, the properties in question are all owned by the City of Onalaska and the streets that separate said parcels (Hickory and Green Streets) are in the process of being vacated and the land given to the City of Onalaska. The City’s Public Utilities Shop and garage(s) are located on the parcels which will need to be demolished/removed to facilitate the construction of the “Great River Residences”. The proposed total cost of the project is \$16,375,362.18.

The tentative schedule for implementation is as noted below:

- March 1, 2019: Complete Entitlement Process.
- March 25, 2019: Close on land.
- April 1, 2019: Begin Construction.
- June 1, 2020: Project Completion Date (for all structures).

The breakdown of the proposed buildings is as follows:

- **Mixed-Use Structure:** 6,068 square feet with five (5) studio apartments on the second level and will include a commercial space on the main floor with surface parking behind the 12-unit townhome structure.
- **Multi-Family Structure #1:** 23,174 square feet with 12 units (mixture of 1, 2, and 3-bedroom units) and 12 garages with additional surface parking.
- **Multi-Family Structure #2:** 39,025 square feet with 21 units (mixture of 1, 2, and 3-bedroom units) and 21 garages with additional surface parking.
- **Multi-Family Structure #3:** 79,980 square feet with 60 units (mixture of studios, 1 and 2-bedroom units) and has both underground (41 stalls) and surface parking

## CITY OF ONALASKA

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According to the applicant, the significance of the Great River Residences is the following: result in an economic and aesthetic benefit to the City of Onalaska and the surrounding area (including a growth in tax base and creation and retention of jobs), add to existing downtown revitalization efforts, provide housing options to allure residents to Onalaska, and increase revenue for the City of Onalaska. With this development Three Sixty Real Estate Solutions LLC in conjunction with ISG Architects and Mettera, LLC (subsidiary construction company), will generate wages for approximately 80-90 jobs.

### Downtown Planned Unit Development (D-PUD)

A Downtown - Planned Unit Development (D-PUD) may be used as a custom zoning district for any land use or combination of land uses. An approved D-PUD will supersede any underlying zoning district and rezoning of a combination of dissimilar parcels will not be required. D-PUDs shall be on a tract of land not less than one-quarter (1/4) acre of land (10,890 square feet). This development exceeds the minimum standard.

### Standards for Review:

The following development and design standards are used to review D-PUDs defined in Section 13-3-18 of the Unified Development Code. Applicant requests and staff comments on each criterion are bulleted.

(a) Permitted Uses:

- Proposed uses include the following:
  - Multi-Family dwellings, food-related services, retail uses, service-oriented and/or personal services (and similar) businesses.

(b) Conditional Uses:

- None Proposed.

(c) Density:

(1) Effect on adjacent properties:

- Properties west and north of the proposed D-PUD are publicly-owned lands (marsh, Great River Landing) and Railroad.
- Properties south of the proposed D-PUD include single family residences.
- Properties east of proposed D-PUD include commercial entities and a church.

(2) Adequacy of public & private services/infrastructure:

- This plan requires new water main, sanitary sewer, storm sewer, and lift station to service the proposed structure's and site. Existing water main, sanitary sewer, storm sewer and lift station will be removed and re-routed around the proposed structure to maintain service to adjacent properties. The proposed new water main will service the structures and new hydrants along Court Street South. See attached Utility Memorandum for a detailed explanation of proposed utility improvements for water main, sanitary sewer, storm sewer and lift station and attached updated Utility Plan.

(3) Overall design.

- Proposed architectural renderings of the structures have been provided for Plan Commission review.

(4) Scale and massing of structures.

- The properties from north to south drop in elevation by 18 feet. The end result is that while the proposed sixty (60) unit structure is four (4) stories high, the height difference between Multi-Family Structure #1 and the Multi-Family Structure #3 is very small. Further, from the east side of Court Street South (commercial businesses along 2<sup>nd</sup> Avenue South) to the properties in question, there is another drop in elevation by 6 feet. The impact of the elevation change is that the rooftops of the structures will not be substantially higher than the commercial structures along 2<sup>nd</sup> Avenue South and should

## CITY OF ONALASKA

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not negatively impact current views. Further, the location of structures is made largely possible due to the street vacations of Hickory Street and Green Street.

- (5) Building elevations and setbacks.
  - Colored building elevations and updated architectural renderings have been provided for Plan Commission review.
- (6) Landscaping, screening and buffering.
  - The 12-unit and 21-unit structures will have individual private open spaces for residences and intend to creatively use grouped landscaping in pre-determined locations to not impact existing overhead utility lines. The developer intends to use “edible landscaping” (for example: berry bushes, etc.) for residents to enjoy. An initial Landscaping Plan has been provided for Plan Commission review. The final plan will be provided during the Final Implementation Plan review process.
- (7) Open space provision and design.
  - The Great River Landing is located just north of the proposed development, as is Dash Park allowing more visitors and residences to utilize existing City parks. The total site is 3.01 acres with 98,103 SF of impervious area (parking, concrete/walks, and structures) totaling 74.8% of the site. The remaining green space is 33,115 SF (25.2%) is open space, not including the nearly 7,000 SF of patio areas on top of the garages in the 12 & 21-unit townhome spaces.
- (8) Retention of natural, cultural, and historic resources.
  - The developer will be required to obtain all necessary State Archaeological Permits and have an archaeologist on-site during ground disturbing activities.
- (d) Setbacks. Setbacks may vary in D-PUD’s.
  - Each structure will “front” onto Court Street South with the Mixed Use Structure setback 10’ feet, Multi-Family Structure #1 setback 13’, and Multi-Family Structure #2 setback 22’ from Court Street South. Multi-Family Structure #3 is proposed to be setback 45’ from Court Street South to allow for additional parking to be east of the structure along the alley. All structures (excluding Multi-Family Structure #3) will have a minimum of 30’ setback from the rear property line and the bulk of the Multi-Family Structure #3 would have a zero (0’) setback. The Mixed Use Structure is proposed to be setback a minimum of thirty (30) feet from Irvin Street and setback fifteen (15) feet from the Multi-Family Structure #1. All other Multi-Family Structures will have a minimum setback of 30’ from one another.
- (e) Building Height:
  - The Mixed Use Structure is proposed to be two-stories (not to exceed 40’ in height) and the Multi-Family Structure #1 and #2 are proposed in stacked townhome design of approximately 2.5 stories (38’ 1 and ½” in height). The Multi-Family Structure #3 is proposed to be four (4) stories with a level of underground parking (53’ 1 and 25/32” in height).
- (f) Environmental Design:
  - The project has been designed to accommodate the unique slope/elevation changes found on the properties in question.
- (g) Open Space:
  - Additional details on overall proposed green space/open space percentage will be provided for Plan Commission review.
- (h) Architecture:
  - The City will require complete architectural plans and renderings as part of the Final Implementation Plan. Included in the D-PUD are the proposed building elevations.

## CITY OF ONALASKA

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(i) Parking:

- Parking on-site is proposed to be a total of 140 parking stalls, 74 of which would be covered (garages or underground parking).
  - **Mixed-Use Structure:** Parking for both residences and customers found behind Multi-Family Structure #1 (14 spaces).
  - **Multi-Family Structure #1:** Twelve (12) garages and fourteen (14) surface parking stalls. Note: these stalls are also available for the mixed-use structure.
  - **Multi-Family Structure #2:** Twenty-one (21) garages and eighteen (18) surface parking stalls. Note: these stalls are also available for the Multi-Family Structure #1.
  - **Multi-Family Structure #3:** Forty-one (41) garage stalls (underground parking) and thirty-four (34) surface parking stalls.

(j) Street, Utilities, Drainage:

- As addressed in item c (2) above, a variety of improvements related to water main, sanitary sewer, storm sewer, lift station, as well as improvements to Court Street South will be required to facilitate this new development. Additional details may be found in the Utilities Memorandum and Traffic Memorandum as provided by the applicant and in the updated Utility Plan.

(k) Circulation/Access:

- With the necessary improvements to Court Street South, City Staff and Legal Counsel are working with the applicant to ensure proper circulation for the proposed development. Currently access points are proposed off of Irvin Street (one-way access), Hickory Street (two-way access) and Fern Street.

(l) Landscaping:

- As addressed in item c (6) above, additional details will be provided for Plan Commission review during the Final Implementation Plan.

(m) Signs:

- The applicant is continuing to work on a Master Signage Plan that will be tied to the final circulation/access plan. The Master Signage Plan will be provided for Plan Commission review during the Final Implementation Plan.

Action Requested:

As a public hearing will be held, testimony from the public should be listened to and considered before deciding on the requested General Development Plan for the D-PUD application.

# REQUEST FOR ACTION & POSSIBLE CONSIDERATION BY PLAN COMMISSION:

November 27, 2018

## Agenda Item 8:

Public Hearing and Consideration of a General Development Plan for a Downtown Planned Unit Development (D-PUD) application filed by Marvin Wanders of Three Sixty Real Estate Solutions, LLC, PO Box 609, La Crosse, WI 54602 for a multi-family residential development (98 units within three (3) structures) and a commercial/residential mixed-use development to be located at 200 Court Street, Court Street South, 300 Court Street South, 400 Court Street South, Onalaska, WI 54650 (land owned by the City of Onalaska) (Tax Parcel #18-24-0, 18-25-0, 18-32-0, & 18-38-0).

1. PUD Application Fee of \$700.00 (*PAID*).
2. Park Fee of \$922.21 (per unit) due prior to issuance of building permit for each building. 98 total units \* \$922.21/unit x 98 units = \$90,376.58 dollars.
3. Site Plan Review will be required for individual buildings/parking lots/drives/etc. to be reviewed and approved by City Staff prior to construction activities if done on a phased approach or all at one (1) time.
4. Development is contingent upon relocation of City Sanitary Sewer Lift Station. Lift station relocation is contingent upon funding of project as negotiated with developer. Sanitary Life Station location, sizing, and design to be approved by City Engineer. **UPDATED CONDITION**
5. All infrastructure design for development to be approved by City Engineer. Water main to be looped to Irvin Street. Fire hydrants locations and number of hydrants to be approved by City Engineer. Storm sewer to be relocated and final location to be approved by City Engineer. **UPDATED CONDITION**
6. Parking within Court Street South right-of-way to be approved though lease or another form as deemed appropriate by City Legal Counsel.
7. Certified Survey Map of site to confirm locations of parcels including vacated Right-of-Way an areas within Right-of-Way along 1<sup>st</sup> Avenue South. **NEW CONDITION**
8. Obtain Wisconsin DNR approval of soil contamination at City Shop (existing structure). **NEW CONDITION**
9. Hickory Street between Court Street South and 2<sup>nd</sup> Avenue South to be reconstructed as approved by City Engineer.
10. Infrastructure costs with calculations to be submitted for City Engineer review. **NEW CONDITION**
11. Development shall obtain proper archeological permits and have Archeologist on-site for ground disturbing activities.

12. Traffic circulation plan to be reviewed and approved by City Engineer including Fire Department apparatus access. **UPDATED CONDITION**
13. Final Implementation Plan to be submitted for review and approval prior to any development activities. **UPDATED CONDITION**
14. Owner/developer shall record with the La Crosse County Register of Deeds, the legal description of the Downtown-Planned Unit Development and the Conditions of Approval tied to the development. These conditions shall not lapse or be waived as a result of any subsequent change in ownership of tenancy.
15. If in the future the owner/developer creates Declaration of Covenants, Conditions and Deed Restrictions, etc. that at a minimum address maintenance, repair, and replacement of parking lots/private drives, the buildings including all common areas and green spaces, stormwater management/easement areas, as well as any ownership or use restrictions for the parcel/development; a copy shall be provided to the Planning Department and recorded at the La Crosse County Register of Deeds. Any amendments to the aforementioned document to be recorded at the La Crosse County Register of Deeds and a copy provided to the Planning Department.
16. Owner/developer to submit a Master Signage Plan noting location(s) of freestanding monument signs for internal traffic control as part of the Final Implementation Plan process. **UPDATED CONDITION**
17. Master Grading and Stormwater plan to be reviewed & approved by the City Engineer.
18. Owner/developer to submit a digital and hard copy of the WIDNR NR 216/NOI application, permit, approval letter and associated data prior to construction to the Engineering Department. A City Erosion Control Permit for greater than one (1) acre of land disturbance is required before any earth moving activities occur. Permit to be reviewed and approved a minimum of ten (10) days prior to construction activities.
19. All erosion control BMPs (Best Management Practices) to be installed prior to the start of any construction activities. Swale areas/stormwater ponds to be dug prior to start of construction and prior to initial grading to act as sediment traps. Track pad(s) to be installed with a minimum of 3 to 6 inch stones, one (1) foot deep and fifty (50) feet in length. All disturbed areas to have black dirt placed and seeded within seven (7) days of disturbance.
20. Master Utility Plan (including any phasing) to be reviewed and approved by the City Engineer including a schedule. Any utilities dedicated to the City of Onalaska shall be in a dedicated right-of-way, outlot, or easement.
21. Owner/developer to request and have the vacation/discontinuance of portions of Hickory Street and Green Street between 1<sup>st</sup> Avenue South and Court Street South finalized prior to any construction activities.
22. Provide a phasing plan that determined what infrastructure/site improvements (grading, stormwater controls, landscaping, future road, utilities, etc.) are required with each phase for the development. Have scheduling include a map with a "bubble diagram" around each area noting proposed construction year.

23. Parcels to be combined into one (1) parcel for the principal and accessory structures and the parking lot to be located on one parcel. Contact La Crosse County Land Information Department to complete this condition. Parcel modification to be completed prior to issuance of a building permit.
24. City-furnished Inspector required during utility installations and developer to pay costs.
25. As-builts of all utility work required to be submitted to the Engineering Department within sixty (60) days of occupancy of each building.
26. Owner/developer to receive received written approval from Xcel Energy regarding planned development in relation to easement(s) on the parcels in question. **UPDATED CONDITION**
27. Building locations to be confirmed in relation to overhead power lines and Railroad Right-of-Way. **NEW CONDITION**
28. Final, colored renderings of all four (4) sides of proposed buildings noting architectural elevations with details and materials to be reviewed and approved by the Plan Commission during the Final Implementation Plan process. **UPDATED CONDITION**
29. Master Open Space Place with provision for maintenance and pedestrian accessibility plan (trails, connections, etc.) to be reviewed and approved by the Engineering & Planning Departments.
30. Master Landscaping Plan to be reviewed and approved by the Planning Department during the Final Implementation Plan process. **UPDATED CONDITION**
31. All final Master water, sewer, drainage and grading plans for the entire development are required to be submitted for review and approval prior to any site plan review requests for individual buildings.
32. Any future improvements to these parcels will be subject to additional City permits (i.e., site plan approvals, building permits, zoning approvals). 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.
33. 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.
34. 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.



### **PROJECT OVERVIEW:**

The Great River Residences is a proposed project that will replace the City of Onalaska Public Utilities Shop located between 1st Ave. S. and S. Court St. in Onalaska. The Great River Residences will bring a mixed-use development to an already emerging neighborhood, catapulting the area into a even more vibrant and up-and-coming area along the shores of Onalaska with the newly added restaurants and city parks. Below are details setting forth the project and scheduled timeline.

### **PROJECT IMPLEMENTATION SCHEDULE:**

- March 1, 2019 - Complete entitlement process
- March 25, 2019 - Close on land
- April 1, 2019 - Begin construction
- June 1, 2020 - Projected completion date

**PROJECT COST: \$16,375,362.18**

### **PROPOSED PROJECT MIX:**

The current site will be demolished and replaced with The Great River Residences at 200 - 400 Court St. S. The smallest building, with 6080 sq. ft., will house five studios above a commercial space with surface parking. The 23,174 sq. ft. building will have 12 units with 12 garages and additional surface parking. The third building, offering 39,025 sq. ft. has 21 units and includes 21 garages and additional surface parking. The largest building, housing 60 units, has 79,980 sq. ft. and includes both underground and surface parking. For a more in-depth description, see the attached site plan, preliminary utility and grading plans.

### **PROJECT ZONING:**

The property is currently zoned as commercial and is owned by the city of Onalaska. The proposed zoning is traditional neighborhood development (TND).

## ORGANIZATIONAL STRUCTURE:

The property is currently owned by the City of Onalaska but will be transferred to Three Sixty Real Estate Solutions, LLC and/or will be assigned to a new Single Purpose Entity. (SPE). All professional services from property management, legal and accounting will be provided by or led by Three Sixty Real Estate Solutions, LLC.

## THE SIGNIFICANCE OF THE GREAT RIVER RESIDENCES:

- Result in an economic and aesthetic benefit to the city of Onalaska and the surrounding area, including a growth in the tax base, and creation and retention of jobs.
- Add to the revitalization of downtown Onalaska.
- Create new jobs and provide housing options that will allure residents to Onalaska.
- Increase the revenue for the city of Onalaska

With this development, Three Sixty Real Estate Solutions, LLC, in conjunction with ISG Architects and Mettera, LLC (the subsidiary construction company of Three Sixty Real Estate), will generate wages for approximately 80-90 jobs.

SUBMITTED BY:

Marvin Wanders

Three Sixty Real Estate Solutions, LLC

1243 Badger St.

La Crosse, WI 54601

Office: (608) 782-7363

Cell: (608) 317-4678



**T H R E E S I X T Y**<sup>°</sup>  
REAL ESTATE, LLC





THREESIXTY<sup>®</sup>  
REAL ESTATE, LLC

Plan. Develop. Manage.

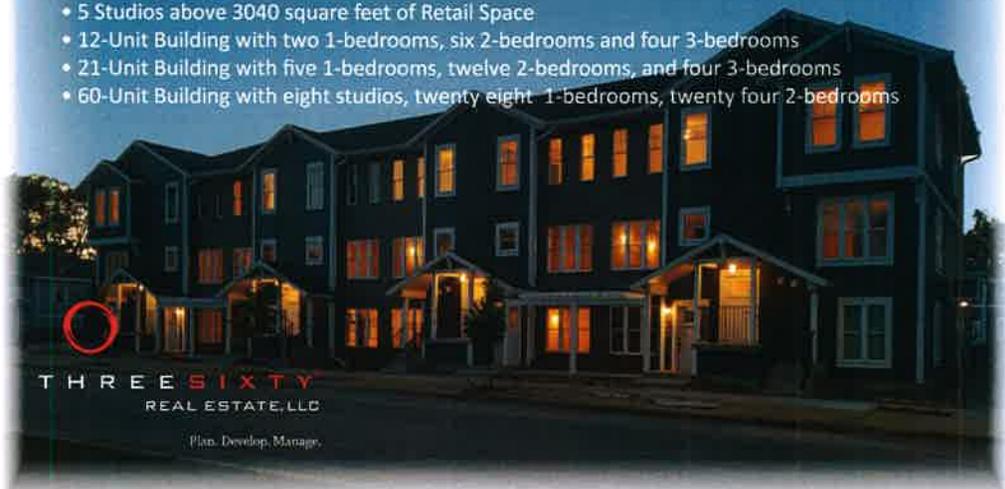
For more information, contact:  
Marvin Wanders, Three Sixty Real Estate Solutions, LLC  
1243 Badger Street La Crosse, WI 54601  
Office: 608.782.7363 • Cell: (608) 317-4678  
[www.threesixty.bz](http://www.threesixty.bz)



The Great River Residences delivers 98 beautiful residences with a variety of layouts and sizes to fit an array of lifestyles and pocketbooks while changing a once-blighted area into a desirable place to live, work and play.

Buildings will have an exterior that reflects the street presence of a single-family neighborhood in a charming row-house design with front porches, attached garages, patios and outdoor living spaces with scenic views.

- 5 Studios above 3040 square feet of Retail Space
- 12-Unit Building with two 1-bedrooms, six 2-bedrooms and four 3-bedrooms
- 21-Unit Building with five 1-bedrooms, twelve 2-bedrooms, and four 3-bedrooms
- 60-Unit Building with eight studios, twenty eight 1-bedrooms, twenty four 2-bedrooms





Three Sixty Real Estate Solutions realizes the need for quality housing for the young professionals, quality workforce, and empty-nesters in the Onalaska area. The *Great River Residences* development creates a community that will enhance the current revitalization efforts for the areas encompassing the *Great River Landing* and *Dash Park*.

Studio Lofts 550 - 608 sq ft  
\$725 - \$750 / month



1-Bedroom at 795 - 1042 sq ft  
\$950 - \$1025 / month



Main Living Space



1-Bed Bath

The Great River Residences are just steps away from trails, restaurants and convenience. All residences are pet-friendly and created with thoughtful design to assure comfort and convenience. The first floor has an assortment of layouts with a zero-entry walkway from the private garage to the kitchen. The second and third floors are home to beautiful, split level townhomes and lofted studios; each with lovely patios off of the kitchen.

- REINVENT & REPURPOSE WITH A PURPOSE
- LED LIGHTING
- CENTRAL HOT WATER SYSTEM
- LANDSCAPING WITH EDIBLE GARDENS
- INCREASE INSULATION TO LOWER ENERGY CONSUMPTION
- RECYCLE & RE-USE PREVIOUSLY USED BUILDING MATERIALS
- SOLAR ENERGY TO LIGHT COMMON AREA
- PEDESTRIAN-BASED AMENITIES
- RAIN GARDENS
- POLLINATOR PRAIRIE
- BIO-FILTER GARDENS



When it comes to sustainability, very few principles are more important than the impact of the local factor; be it locally sourced materials, locally produced products, local jobs, or supporting fiscally-fair job growth! This is our commitment to use community-based businesses in development. Our vision must be compatible with the community for sustainability. We are dedicated to keeping it local.



Three Sixty believes in sustainable practices that reduce the carbon footprint with initiatives for water conservation, energy efficiency, transportation and recycling.

Three Sixty continues to lead the way with innovative solutions using the latest environmentally friendly techniques. This is not only the right thing to do for our people and our planet; it's also a good long-term business strategy.

- Create tight building envelopes that use best practices for lower energy consumption,
- Utilize sustainable high-quality materials, and energy efficient designs.
- Create environments that highlight and respect our natural resources and connect people to the natural sources.
- Management of on-site water with storm-water retention.
- Install solar features to utilize sustainable energy sources.
- Landscaping that uses native plants and edible gardens, providing food sources for both people and wildlife.
- Design buildings that utilize natural light for creature comfort and reduction in energy needs.
- Create healthy living models with access to pedestrian resources.



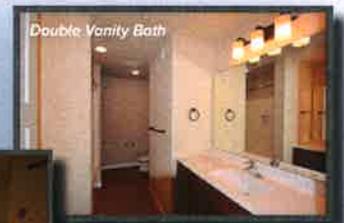
Solar Panels



Storm Water Retention



2-Bedroom 1100 - 1257 sq ft  
\$1199 - \$1325 / month



Double Vanity Bath



Living Space



Spacious open floor plans

Beautiful, high-quality finishes and top-notch amenities are included in all of the Great River Residences, including dishwashers, washers and dryers, off-street parking, private garages, and 2nd-level walk-out patios. We create more than a place to live. We build communities that are comfortable, organized, beautiful and sustainable.



3-Bedroom at 1503 - 1715 sq ft  
\$1525 - \$1575 / month



1.5 Bath



Spacious kitchens



Garages

- Great River Residence parking:
- 33 garage spaces
  - 41 enclosed underground spaces
  - 68 surface spaces
  - Totalling 144 spaces



Walk-out patios



The revitalization of Onalaska's Great River Landing has begun and the Great River Residences will continue to catapult the surrounding area into a strong, thriving neighborhood that will continue to strengthen the Onalaska community.

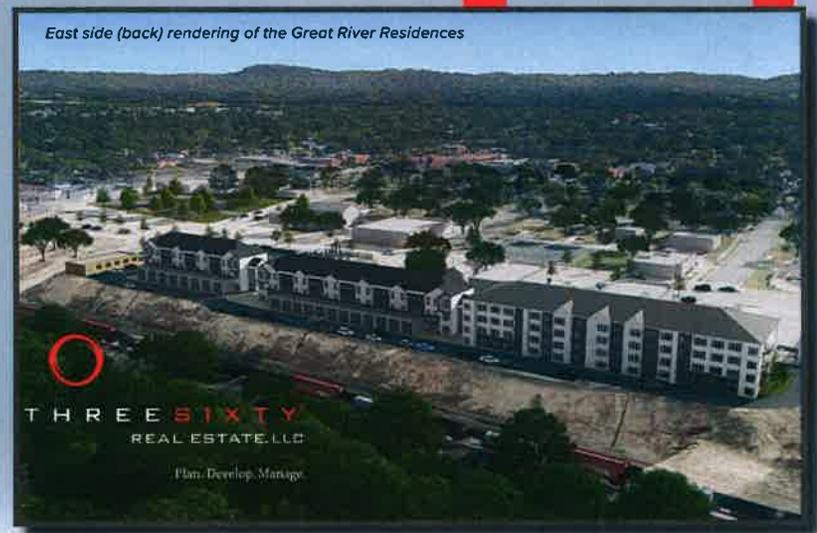
With the addition of 3040 square feet of retail space, the Great River Residences will create a community that will attract residents and tourists alike.



Steps away from city parks, trails, dining, outdoor entertainment and community events.



East side (back) rendering of the Great River Residences













EXTERIOR FINISH SCHEDULE						
MARK	MATERIAL	MANUFACTURER	PRODUCT	SIZE	COLOR	COMMENTS



1 APARTMENT EAST ELEVATION  
1/8" = 1'-0"



2 APARTMENT WEST ELEVATION  
1/8" = 1'-0"

I HEREBY CERTIFY THAT THE PLAN, SPECIFICATIONS OR REPORT WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND THAT I AM A DULY LICENSED PROFESSIONAL ENGINEER UNDER THE LAWS OF THE STATE OF MINNESOTA.

DATE: \_\_\_\_\_ LIC. NO.: \_\_\_\_\_

I HEREBY CERTIFY THAT THE PLAN, SPECIFICATIONS OR REPORT WAS PREPARED BY ME OR UNDER MY DIRECT SUPERVISION AND THAT I AM A DULY LICENSED ARCHITECT UNDER THE LAWS OF THE STATE OF MINNESOTA.

DATE: \_\_\_\_\_ LIC. NO.: \_\_\_\_\_

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PROJECT:

**GREAT RIVER RESIDENCES**

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_

DATE	REVISION SCHEDULE	DESCRIPTION	BY

PROJECT NO: 18-01719  
 FILE NAME: \_\_\_\_\_  
 DRAWN BY: \_\_\_\_\_  
 CHECKED BY: \_\_\_\_\_  
 ORIGINAL SCALE: 1/8" = 1'-0"  
 CLIENT PROJECT NO: \_\_\_\_\_

TITLE: **EXTERIOR ELEVATIONS**

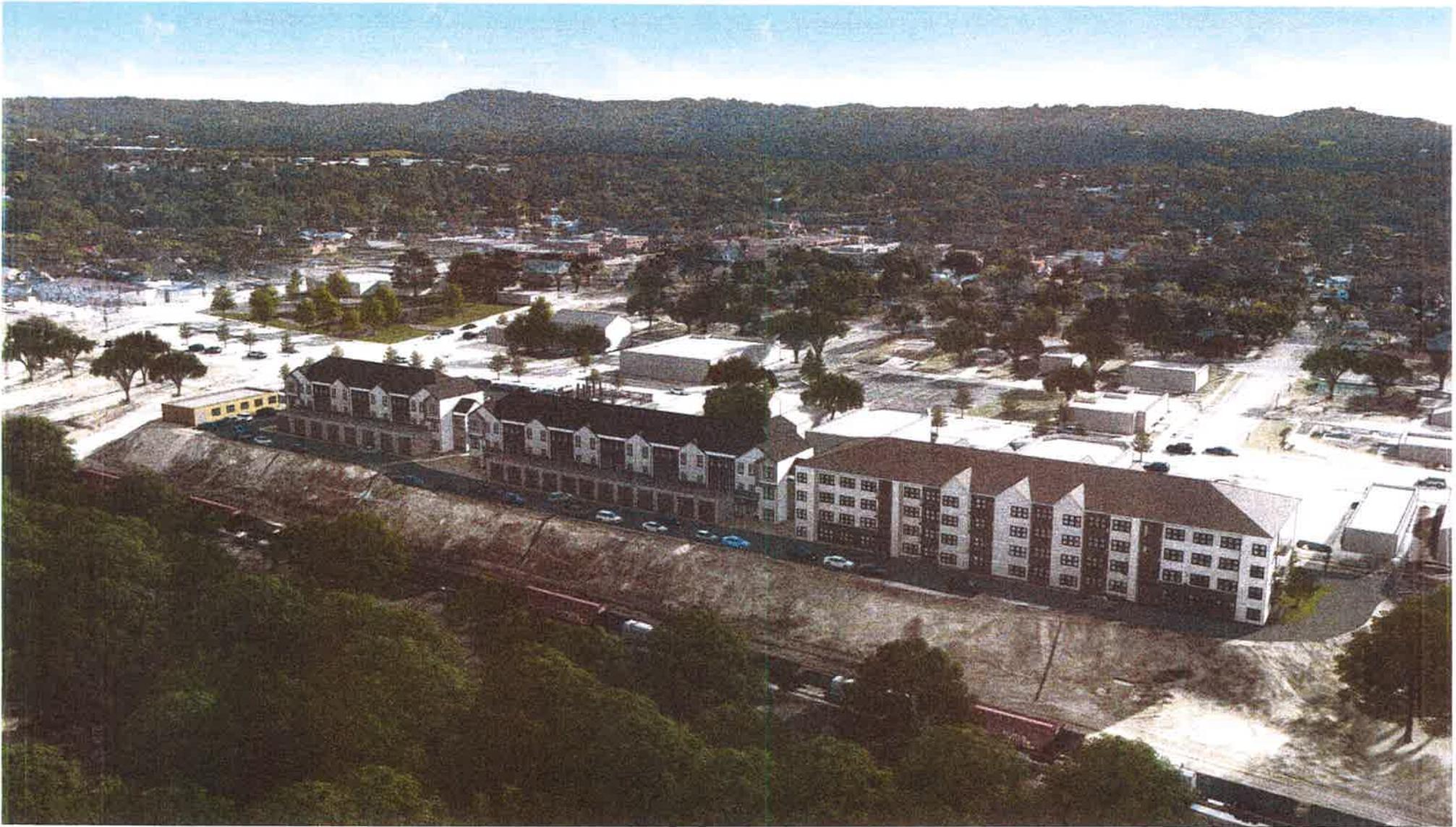




OWNHOME EAST ELEVATION  
1/4" = 1'-0"

EAST ELEVATION





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## GREAT RIVER RESIDENCES

Onalaska, Wisconsin  
August 14, 2018  
ISG Project No. 18-21719





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## GREAT RIVER RESIDENCES

Onalaska, Wisconsin

August 14, 2018

ISG Project No. 18-21719



# Memorandum

To: Jarrod Holter, PE  
From: Kristopher Roppe, PE  
Date: October 24, 2018  
Subject: Great River Residences Utilities

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## Project Overview

This memorandum has been prepared to understand utility improvements for a proposed General Development Plan Application for Great River Residences in Onalaska, WI. The project consists of a 60-unit apartment building, 21-unit and 12-unit townhomes, a coffee shop/restaurant with 5 studios, and the necessary site improvements.

The proposed utility improvements consist of new watermain, sanitary sewer, storm sewer, and lift station to service the proposed structures and site. Existing watermain, sanitary sewer, storm sewer, and lift station will be removed and re-routed around the proposed structures to maintain service to adjacent properties.

## Watermain Improvements

Watermain improvements will consist of a new watermain line in S. Court Street. The new line will connect to the existing main in Irvin Street and extend south to connect into the existing main in Green Street and along First Ave S. The new connection to Green Street and First Ave S. will be required so that the existing main under the proposed apartment building footprint can be removed without creating dead ends. The new watermain in S. Court Street will service the proposed buildings and new fire hydrants.

## Sanitary Sewer Improvements

New sanitary sewer is proposed to extend the existing sanitary sewer in S. Court Street to the north. This new line will serve the proposed townhomes and coffee shop/restaurant. The sanitary sewer will also be extended to the south to a new lift station. The new lift station will serve the existing houses south of the proposed project site as well as the new buildings. A new forcemain is proposed to connect into City sanitary sewer in Second Ave S. at the intersection with Hickory Street. The proposed apartment building footprint requires the removal of the existing forcemain and sanitary sewer from the intersection of Green Street and S. Court Street to the existing lift station. The existing 2" forcemain in Green Street between S. Court Street and Second Ave S. will be abandoned. The construction of the new lift station and sanitary sewer will be phased so that the existing lift station can remain in service until the new lift station is operational.

## Storm Sewer Improvements

The existing 36" storm sewer running west through Green Street will be removed and re-routed around the proposed apartment building. New storm sewer will be installed throughout the project site to capture runoff and convey to the southwest corner of the site. A stormwater management area will be located at the southwest corner of the site to provide treatment before outletting to the existing 36" storm sewer near First Ave S. Proposed catch basins and storm sewer are proposed near the northeast corner of the site to convey runoff from the existing parking lot to the east to the 24" storm sewer in Irvin Street.

# Memorandum

To: Jarrod Holter, PE  
 From: Will Kratt, PE  
 Date: October 24, 2018  
 Subject: Great River Residences Traffic

## Project Overview

This memorandum has been prepared to understand potential traffic impacts for a proposed General Development Plan Application for Great River Residences in Onalaska, WI. The project consists of a 60 unit apartment building, 21-unit and 12-unit townhomes, a coffee shop/restaurant with 5 studios, and the necessary site improvements.

## Access

The proposed development will have access to Irvin Street, Hickory Street, and the Court Street S, which in turn, provide full access to 2<sup>nd</sup> Avenue S (WIS 35).

## Traffic Circulation

Access to Irvin Street will be two-way, full access. Traffic circulation will then be a one-way loop around the 12-unit and 21-unit buildings. This arrangement allows for additional parallel parking spaces near these buildings. Traffic circulation will then be two-way traffic on the east side of the 60-unit building, straddling private property and Court Street S right-of-way. The development is also requesting access to the coffee drive through from the city owned parking lot to the north, as show on the proposed site plan.

## Parking

The proposed development includes a total of 146 parking stalls, with 74 covered and the balance uncovered. The uncovered parking is a mix of parallel and perpendicular stalls on private property and Court Street S.

## Traffic Impact

Table 1 shows trip generation for the proposed uses during peak hours per the ITE Trip Generation Manual, 9<sup>th</sup> Edition.

			AM Peak			PM Peak		
			Total	Enter	Exit	Total	Enter	Exit
Coffee/Donut Shop with Drive-Through Window	2.655	1,000 GSF	267	136	131	114	57	57
Mid-Rise Apartment	93	DU	25	8	17	34	19	14
Total			292	144	148	147	76	71

Table 1

The AM Peak has the highest concentration of traffic throughout the day due to the proposed coffee shop/restaurant. We believe that the trip generation values conservatively estimate the number of trips generated because the concept is not likely to be entirely coffee and donuts, but it is the closest category that is provided in the Manual.

Trip distribution is difficult to determine for this location because of current low traffic volume on Irvin Street. The coffee drive through will generate the majority of its traffic from southbound 2<sup>nd</sup> Avenue S (WIS 35), which will then likely exit back on to southbound 2<sup>nd</sup> Avenue S via Irvin Street. We preliminarily recommend signing and striping eastbound Irvin Street with a thru/left turn lane and a dedicated right turn lane. Since it will essentially right-in, right-out traffic recommendations will be revisited prior to Final Implementation Plan submittal after further comments from and discussion with City staff.



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

# PUD GENERAL DEVELOPMENT PLAN APPLICATION

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

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

- ▶ A statement describing character and goals of the PUD and a general schedule for implementation.
- ▶ Plan Set including: Proposed site plan, density, uses, lot area, setbacks, building heights, common open space, landscaping, architecture, parking, streets/circulation, signage, utilities, & drainage.

➔ **\$700 Permit Application Fee** (Payable to the City of Onalaska).

*If incomplete, no further processing of the application will occur until the application is complete.*

A Planned Unit Development (PUD) may be used as a custom zoning district for any land use or combination of land uses. The minimum size of a PUD is five (5) acres. A PUD is reviewed through a two-part process: 1) General Development Plan (GDP) and a 2) Final Implementation Plan. A GDP requires a public hearing at a Plan Commission meeting where the developer provides a plan set for the PUD including all items noted above (Sections 13-3-5 & 13-3-7 of the Unified Development Code). If the GDP is approved, the next step is completing a Final Implementation Plan reviewed by the Plan Commission and Common Council for final approval.

**Brief Description of Request for a PUD:**

*See Attached*

*200 Court St S, Court St S, 300 Court St S, 400 Court St S*

Property Address(es):

Parcel Number(s):

18- 24-0	18-
18- 25-0	18-
18- 32-0	18-
18- 38-0	18-

Zoning District:

Applicant/Property Owner: *Marvin Wanders*

Project Contact:

Mailing Address: *PO Box 1609*

City, State, Zip: *La Crosse WI 54602-0609*

Phone Number: *608-782-7368*

Email: *marvin@threesixty.biz*

The undersigned hereby makes an application for the location stated herein. The 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:

*Maura Wanders by Louise K Olson*

Date:

*10-24-18*

Signature of Property Owner:

Date:

OFFICE USE ONLY:

Date Submitted: *10/24/18*

Permit Number:

Permit Fee: *\$700*

Cash

Check # *142*

Application Received by: *KA*

APPLIED 700.00

-----

CK 700.00 REF:SM - 19921

PAID BY:THREE SIXTY REAL ESTATE SOLUTION

18-24, 25, 32, 28-0 / COURT ST 700.00

-----

TRBY : CASH 02

OPFR: 02 TERM: 2

TRPN: 450 PLANNING & ZONING

REC#: R00129067 10/25/2018 8:13 AM

CITY OF ONALASKA

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

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

**TUESDAY, NOVEMBER 27, 2018  
APPROX. 7:40 P.M.**

**(or immediately following public hearing at 7:30 PM)**

in Onalaska City Hall, 415 Main Street, Onalaska, Wisconsin 54650 at which time they will consider an application for a Downtown-Planned Unit Development (PUD) General Development Plan filed by Marvin Wanders of Three Sixty Real Estate Solutions, LLC, PO Box 609, La Crosse, WI 54602 for a multi-family residential development (98 units within three (3) structures) and a commercial/residential mixed-use development to be located at 200 Court Street, Court Street South, 300 Court Street South, 400 Court Street South, Onalaska, WI 54650 (land owned by the City of Onalaska).

Properties are more particularly described as:

Computer Number: **18-24-0**

Section 08, Township 16, Range 07  
ORIGINAL TOWN OF ONALASKA LOTS 1 THRU 9 BLOCK 4

Computer Number: **18-25-0**

Section 08, Township 16, Range 07  
ORIGINAL TOWN OF ONALASKA LOT 10 BLOCK 4

Computer Number: **18-32-0**

Section 08, Township 16, Range 07  
ORIGINAL TOWN OF ONALASKA LOTS 1 THRU 10 BLOCK 5 & PRT CMSTP&P  
RR R/W & LAX ONA SHORTLINE RR R/W (CITY SHOP)

Computer Number: **18-38-0**

Section 08, Township 16, Range 07  
ORIGINAL TOWN OF ONALASKA LOTS 1,2,3,4,5 EX S 5FT LOT 5 BLOCK 6 &  
STRIP LAND 30FT WIDE - 15FT ON EACH SIDE C/L ORIG ALIGNMENT OF  
LAX/ONA SHORTLINE RR R/W LOC THRU & ACROSS & ADJ TO LOTS 1,2,3  
BLOCK 6 EX PRT VAC LAX/ONA SHORTLINE RR R/W IN LOTS 4 & 5 BLK 6  
OWNED BY FOSSUM

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](http://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 2<sup>nd</sup> day of November, 2018.

Cari Burmaster  
City Clerk

# Properties within 250 ft of Parcel No's. 18-24-0, 18-25-0, 18-32-0 & 18-38-0





# CITY OF ONALASKA

Agenda Item:

# 9

## STAFF REPORT

Plan Commission – November 27, 2018

- Agenda Item: Review and Consideration of an annexation application for State Road 53 Right-of-Way (49.77 acres).
- Applicant/Owner: State of Wisconsin DOT, 3550 Morman Coulee Road, La Crosse, WI 54601
- Parcel Numbers: 10-1275-2, 10-1119-1, 10-830-2, 10-1115-0, 10-830-1, 10-826-0, 10-781-1, 10-769-1, & 10-781-0
- Site Location: State Road 53 Right-of-Way
- Existing Zoning: Not Applicable (Right-of-Way)
- Neighborhood Characteristics: Commercial Development and Residential Properties.
- Conformance with Comprehensive Plan: The Comprehensive Plan identifies this area as being within the City's smart growth planning area. 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.*

Background: The parcels in question would extend the City's municipal boundary north (from just north of the Menard's property) up to the southern boundary of the State Road 35 / County OT interchange where the Village of Holmen's municipal boundary begins. Two (2) town islands would be created as part of this annexation request, which is allowed through the joint Boundary Agreement between the City of Onalaska, Town of Onalaska, and Village of Holmen.

No zoning designation will be applied to the parcels in question as they are and will remain Right-of-way.

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

# REQUEST FOR ACTION & POSSIBLE CONSIDERATION BY PLAN COMMISSION:

November 27, 2018

## Agenda Item 9:

**Review and Consideration of an annexation application of Tax Parcels #10-1275-2, 10-1119-1, 10-830-2, 10-1115-0, 10-830-1, 10-826-0, 10-781-1, 10-769-1, & 10-781-0 (total 49.77 acres of State Road 53 Right-of-Way) filed by the City of Onalaska, 415 Main Street, Onalaska, WI 54650 on behalf of State of Wisconsin DOT, 3550 Morman Coulee Road, La Crosse, WI 54601.**

1. Payment of annexation application review fees: \$350.00 dollars (PAID).
2. 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.
3. 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.

**PETITION FOR ANNEXATION**

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

TO: City Clerk  
Town of Onalaska  
W7052 Second Street  
Onalaska, WI 54650

We, the undersigned, Wisconsin Department of Transportation  
(Printed Name(s))

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 Onalaska, County of LaCrosse, Wisconsin to the City of Onalaska and that the subject property be zoned Right-of-Way (no applicable zoning district) 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.**

<u>SIGNATURES OF PETITIONERS</u>	<u>ADDRESS OF PROPERTY</u>	<u>DATE OF SIGNATURE</u>
<u>Robert H. Seitz</u>	<u>US Highway 53</u>	<u>11/2/18</u>

Tax Parcel Identification Numbers: 10-1275-2, 10-1119-1, 10-830-2, 10-1115-0, 10-830-1, 10-826-0, 10-781-1, 10-769-1, & 10-781-0  
Contact Person: \_\_\_\_\_ Telephone ( ) \_\_\_\_\_  
Address: \_\_\_\_\_ Email: \_\_\_\_\_

For office use:	Date: _____	Initials: _____
Enclosures:	<input type="checkbox"/> Petition	<input type="checkbox"/> Legal Description
	<input type="checkbox"/> Map	

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

# Request for Annexation Review

Wisconsin Department of Administration

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

## Petitioner Information

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Email: \_\_\_\_\_

Office use only:

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

Petitioners phone: \_\_\_\_\_  
Town clerk's phone: 608-783-4958  
City/Village clerk's phone: 608-781-9530

## Contact Information if different than petitioner:

Representative's Name and Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
City State Zip  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Surveyor or Engineering Firm's Name & Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
City State Zip  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

## 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]

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# Annexation Review Fee Schedule

A Guide for Calculating the Fee Required by ss.16.53 (4) and 66.0217, Wis. Stats.

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## Required Fees

There is an initial filing fee and a variable review fee

\$ \_\_\_\_\_ **Initial Filing Fee** (required with the first submittal of all petitions)  
\$200 – 2 acres or less  
\$350 – 2.01 acres or more

\$ \_\_\_\_\_ **Review Fee** (required with all annexation submittals except those that consist ONLY of road right-of-way)  
\$200 – 2 acres or less  
\$600 – 2.01 to 10 acres  
\$800 – 10.01 to 50 acres  
\$1,000 – 50.01 to 100 acres  
\$1,400 – 100.01 to 200 acres  
\$2,000 – 200.01 to 500 acres  
\$4,000 – Over 500 acres

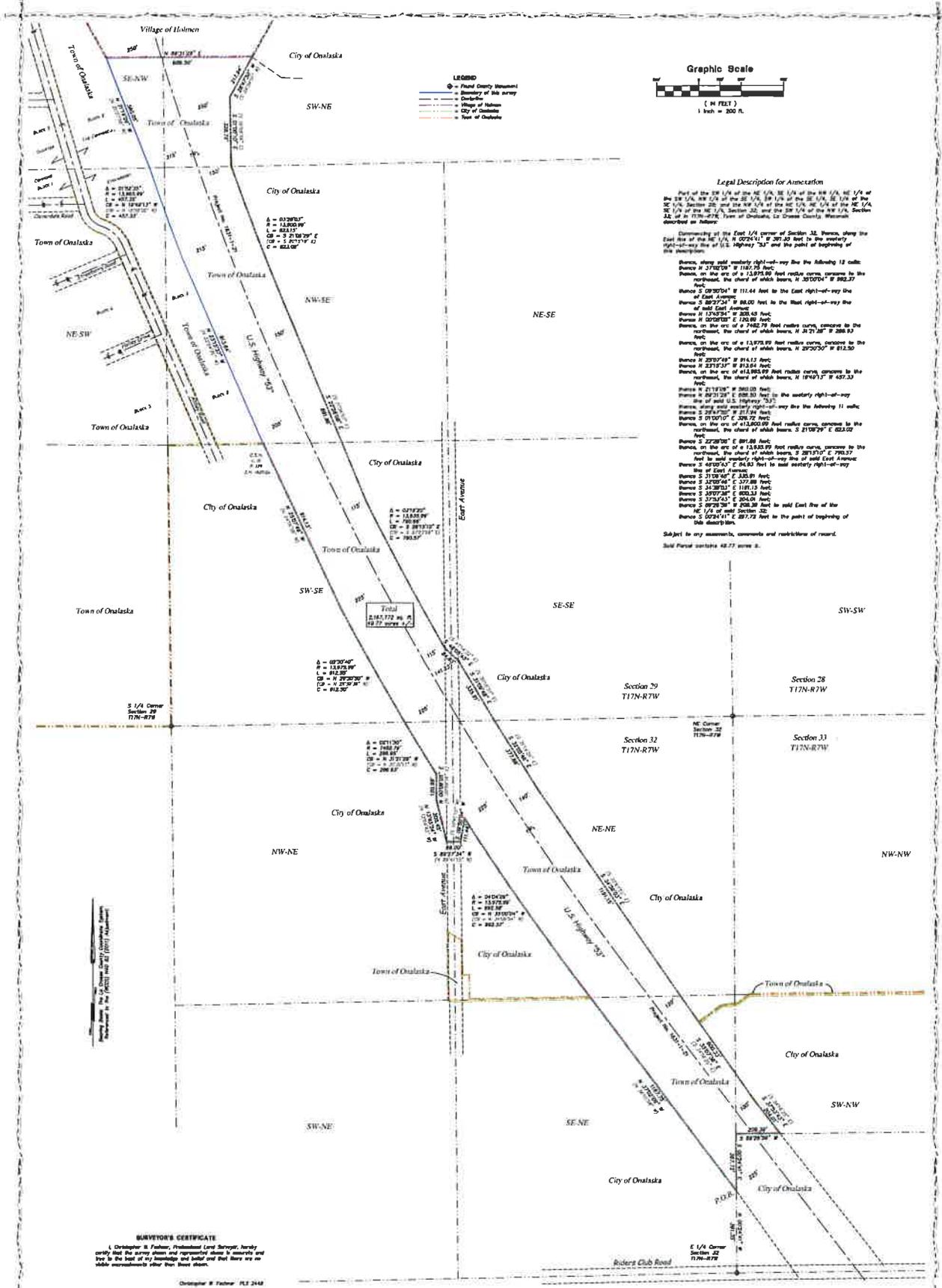
\$ \_\_\_\_\_ **TOTAL FEE DUE (Add the Filing Fee to the Review Fee)**

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**Attach** check or money order here, payable to: **Department of Administration**

**THE DEPARTMENT WILL NOT PROCESS  
AN ANNEXATION PETITION THAT IS NOT ACCOMPANIED  
BY THE REQUIRED FEE.**

**THE DEPARTMENT'S 20-DAY STATUTORY REVIEW PERIOD  
COMMENCES UPON RECEIPT OF THE PETITION AND REVIEW FEE**



**SURVEYOR'S CERTIFICATE**

I, Christopher H. Fisher, Professional Land Surveyor, hereby certify that the survey shown and represented herein is accurate and true to the best of my knowledge and belief and that there are no public encumbrances other than those shown.

Christopher H. Fisher, PLS 2148

**BURVEY FOR**  
**City of Onalaska**

Part of the SW-NE, SE-NW, NE-SW, NW-SE, SW-SE, SE-SE, Section 29; NW-NE, NE-NE, SE-NE, Section 32, SW-NW, Section 33, T17N R7W Town of Onalaska, La Crosse County, WI U.S. Highway 51

SHEET 1 OF 1

DATE: 5-15-16

FIELD BOOK: RC

**Legal Description for Annexation**

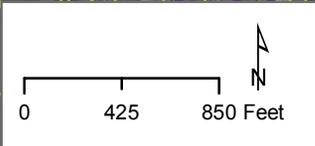
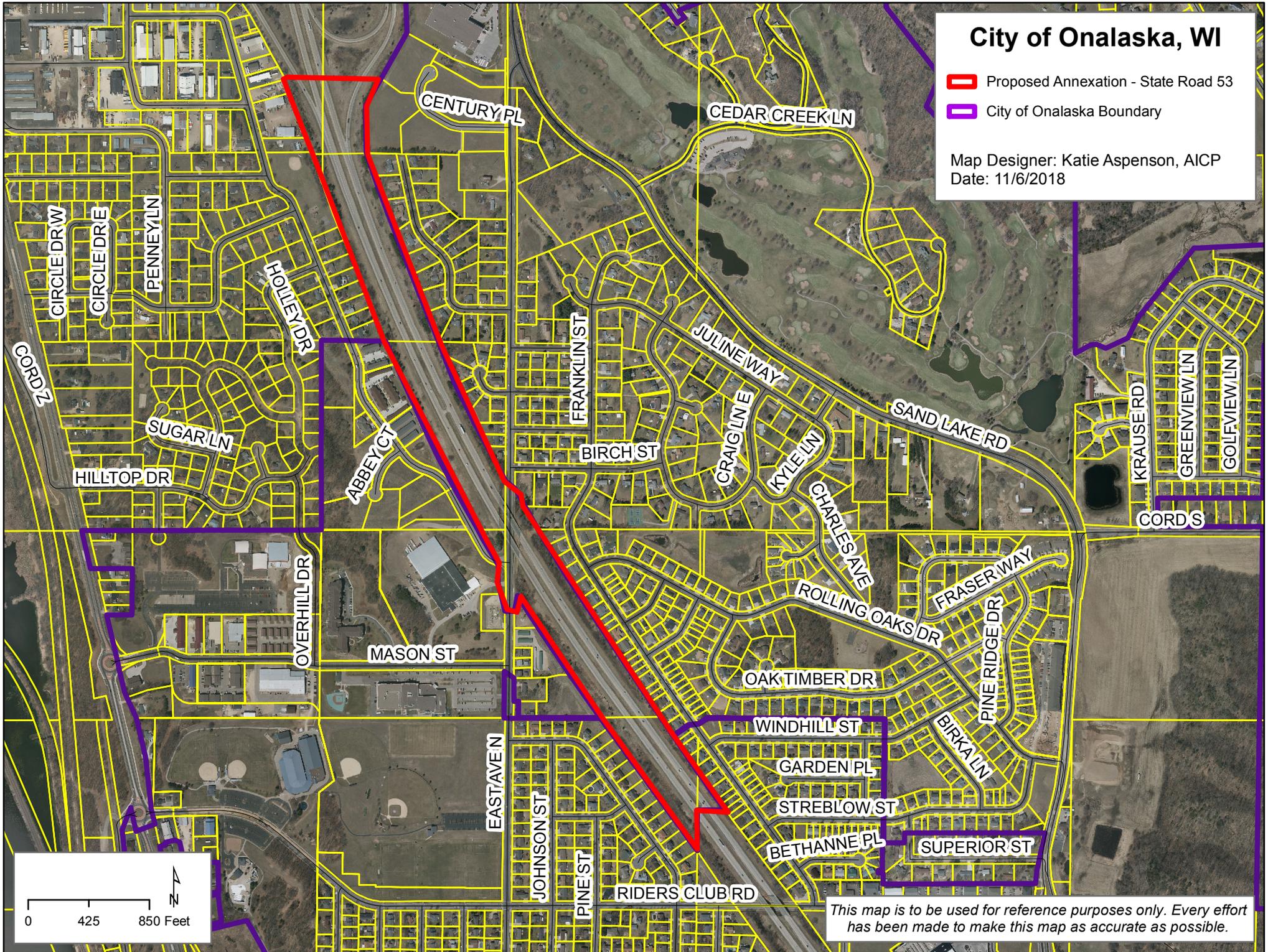
**CR Coulee Region LS Land Surveyors**

917 SOUTH 4TH STREET - P.O. BOX 1954  
 LA CROSSE, WISCONSIN 54601  
 PHONE (608) 784-1614 FAX (608) 784-1408  
 www.couleeregionlandsurveyors.com

# City of Onalaska, WI

-  Proposed Annexation - State Road 53
-  City of Onalaska Boundary

Map Designer: Katie Aspenson, AICP  
Date: 11/6/2018



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





# *CITY OF ONALASKA*

## *STAFF REPORT*

Plan Commission – November 27, 2018

Agenda Item:

# 10

**Agenda Item:** Consideration of a “Call for Public Hearing” to create 2019 Tax Incremental District No. 5 (Mixed Use Development) and associated Resolution.

**Background:** The City of Onalaska has received a Tax Increment Financing District Application Request from Marvin Wanders of Three Sixty Real Estate Solutions, LLC to create Tax Incremental District (TID) No. 5 for a mixed-use development on City-owned property located at 200 Court Street, Court Street South, 300 Court Street South, 400 Court Street South, Onalaska, WI 54650 (Tax Parcels #18-24-0, 18-25-0, 18-32-0, & 18-38-0).

One of the initial steps in the process to request the creation of a TID is for the Plan Commission to make a motion to “call for a public hearing” which is contained within the associated Resolution #29-2018.

**Requested Action:** Plan Commission consider to make a motion to adopt Resolution #29-2018.

**CITY OF ONALASKA**

**Resolution No. 29-2018**

**A RESOLUTION OF THE PLAN COMMISSION  
CALLING FOR A PUBLIC HEARING  
ON PROPOSED TAX INCREMENTAL DISTRICT NO. 5 CREATION  
IN THE CITY OF ONALASKA**

WHEREAS, Wisconsin Statutes, Section 66.1105, provides a procedure for the creation of tax incremental districts;

WHEREAS, the Plan Commission is required to conduct a public hearing in accordance with Wisconsin Statutes, Section 66.1105(4), after written notice has been mailed to the chief executive officer of all local government entities having the power to levy taxes on property located within a proposed tax incremental district and to the school board of any school district which includes property located within a proposed tax incremental district and published as a Class 2 notice under Wisconsin Statutes, Chapter 985, prior to recommending the creation of a district and prior to adoption of a project plan;

The District is expected to be a mixed-use district based on the identification and classification of the property included within the district; and

NOW, THEREFORE, BE IT RESOLVED that the City Clerk give proper notice of a public hearing on January 22, 2019 at 7:00 p.m., at the Onalaska City Hall, for the purpose of creating the above described District in and for the City and for the purpose of consideration of proposed Project Plan for said District.

CITY OF ONALASKA PLAN COMMISSION

(Signed Copy Available in the Clerk's Office)

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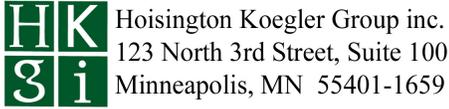
By: Mayor Joe Chilsen, Plan Commission Chair

Attest:

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JoAnn Marcon, Deputy City Clerk

PASSED:  
APPROVED:



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

November 6, 2018  
 Invoice No: 018-021 - 6

Project 018-021 Onalaska - UDC/Zoning Ordinance Rewrite  
Professional Services from October 1, 2018 to October 31, 2018

Task 02 UDC & Zoning Map Review and Evaluation

- Compile and review background data
- Project coordination
- Evaluate current code issues
- Evaluation of current UDC
- Prepare PC meeting packet update

**Professional Personnel**

	Hours	Rate	Amount
Associate			
Miller, Jeffrey	6.00	130.00	780.00
Professional I			
Richmond, Beth	2.75	70.00	192.50
Totals	8.75		972.50
<b>Total Labor</b>			<b>972.50</b>

**Total this Task \$972.50**

Task 03 Annotated UDC Outline

- Internal team collaboration

**Professional Personnel**

	Hours	Rate	Amount
Associate			
Trapp, Rita	.25	130.00	32.50
Totals	.25		32.50
<b>Total Labor</b>			<b>32.50</b>

**Total this Task \$32.50**

<b>Billing Limits</b>	<b>Current</b>	<b>Prior</b>	<b>To-Date</b>
Total Billings	1,005.00	13,406.41	14,411.41
Limit			90,000.00
Remaining			75,588.59

<b>Total this Invoice</b>	<b>\$1,005.00</b>
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**Outstanding Invoices**

<b>Number</b>	<b>Date</b>	<b>Balance</b>
5	10/12/2018	845.00
<b>Total</b>		<b>845.00</b>

<b>Total Now Due</b>	<b>\$1,850.00</b>
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