

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Plan Commission
DATE OF MEETING: February 26, 2019 (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 Kathy Edwards of Hands That Care, 616 8th Avenue North, Onalaska, WI 54650 for the purpose of allowing the operation of a home occupation (in-home massage therapy business) at the property located at 616 8th Avenue North, Onalaska, WI 54650 (Tax Parcel # 18-2350-0).
5. **Public Hearing: Approximately 7:10 PM (or immediately following previous hearing at 7:00 PM)** and Consideration of a Conditional Use Permit request filed by Jarrod Holter, City Engineer / Director of Public Works of the City of Onalaska, 415 Main Street, Onalaska, WI 54650, on behalf of the City of Onalaska, 415 Main Street, Onalaska, WI 54650 for the purpose of constructing a 160' x 60' addition to the west of the existing structure with a new driveway along the western edge of the property line of the property located at 252 Mason Street, Onalaska, WI 54650 (Tax Parcel # 18-5905-0).

PLEASE TAKE FURTHER NOTICE that members of the Common Council of the City of Onalaska who do not serve on the committee may attend this meeting to gather information about a subject over which they have decision making responsibility. Therefore, further notice is hereby given that the above meeting may constitute a meeting of the Common Council and is hereby noticed as such, even though it is not contemplated that the Common Council will take any formal action at this meeting.

NOTICES MAILED TO:

*Mayor Joe Chilsen– Chair

*Ald. Jim Binash

Ald. Jim Olson

Ald. Jerry Every

Ald. Diane Wulf

Ald. Ron Gjertsen

Ald. Kim Smith

* Jarrod Holter, City Engineer **Kevin Schubert

City Attorney City Administrator

La Crosse Tribune Dept. Heads.

Coulee Courier FOX

WKTY WLXR WKBT WXOW WLAX

*Committee Members

* Jan Brock *Knut Temte

*Paul Gleason *Craig Breitsprecher

*Parks & Rec Chair - Steven Nott

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

Kathy Edwards

Ben Phillips/Manuel & Lynnae Rivera

Richard & Judith Volden

Onalaska Omni Center

Onalaska Public Library

* * Alternate Member – for City Engineer

Date Notices Mailed and Posted: 2-21-19

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 rezoning request filed by Benjamin Phillips of Phillips Outdoor Services, Inc. on behalf of Manuel and Lynnae Rivera, 2811 Morning Glory Place, Onalaska, WI 54650, to rezone the properties located at 9550 East 16 Frontage Road and State Road 16, Onalaska, WI 54650 from R-1 (Single Family Residential District) and T-C (Transitional Commercial) to B-2 (Community Business) for the purpose of moving and operating the Phillips Outdoor Services, Inc. business at 9550 East 16 Frontage Road and State Road 16, Onalaska, WI 54650 (Tax Parcels # 18-3607-0 & 18-3567-10).
7. **Public Hearing: Approximately 7:30 PM (or immediately following previous hearing at 7:20 PM)** and Consideration of a Conditional Use Permit request filed by Benjamin Phillips of Phillips Outdoor Services, Inc. on behalf of Manuel and Lynnae Rivera, 2811 Morning Glory Place, Onalaska, WI 54650, for the purpose of constructing a second principal structure (40' x 120' storage building) on a single parcel located at 9550 East 16 Frontage Road and State Road 16, Onalaska, WI 54650 (Tax Parcels # 18-3607-0 & 18-3567-10).
8. Review and Consideration of a request by Gerald Valley, General Merchandise Manager of Shopko to host an extended tent sale event in 2019 at 9366 State Road 16, Onalaska, WI (Tax Parcel #18-3589-9).
9. Review and Consideration of an annexation application for N5560 Abbey Road and N5538 Abbey Road, (.84 acres total) filed by Richard & Judith Volden, 573 Fairway Creek Drive, Onalaska, WI 54650 (Tax Parcel #'s: 10-2329-1 & 10-2333-0).
10. Discussion and feedback on presentations by Hoisington Koegler Group inc (HKgi) on:
 - a. Unified Development Code / Zoning Ordinance Rewrite Project.
 - b. Community Development Authority (CDA) draft Redevelopment Plans for State Road 16 and Downtown Onalaska
11. Review and Consideration of an Invoice from Hoisington Koegler Group inc. (HKGi) for UDC / Zoning Ordinance Re-write Project.
12. Adjournment.

February 25th, 2019

To Whom It May Concern,

I am taking a few moments to share with you a couple of reasons I fully support Kathy Edwards, operating her business in her home. I have known Kathy for the better part of the last four years that I have lived at 901 Lake Street.

In this period of time I have come to know Kathy as a good, thoughtful and considerate neighbor, and now regard her as a friend. She impressed me from the very beginning of our relationship, as always conducting herself in a professional manner.

I have absolutely no objections to Kathy operating her business out of her home. I fact, hope for her much success in the transition.

Sincerely,

Colleen Shively

A handwritten signature in cursive script that reads "Colleen Shively".



CITY OF ONALASKA

STAFF REPORT

Plan Commission – February 26, 2019

Agenda Item: Review and Consideration of a Conditional Use Permit (CUP) request to allow a home-based business, Hands That Care, a Single Family and/or Duplex Residential (R-2) District.

Applicant/Owner: Kathy Edwards, 616 8th Avenue North, Onalaska, WI 54650

Parcel Number: 18-2350-1

Site Location: 616 8th Avenue North, Onalaska, WI 54650

Background:

This Conditional Use Permit (CUP) request pertains to allowing a home occupation in a residential zoning district. “Hands That Care” is a massage therapy-based business providing relaxation and stress relief services in a calming environment. The applicant intends to utilize one (1) room in the residence and would see clients one (1) at a time. The clients will be able to park in the garage/driveway, with no on-street parking needed.

A Conditional Use Permit is permitted only by approval of the Plan Commission 13-5-16 (d) 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.

CITY OF ONALASKA

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:**

February 26, 2019

Agenda Item 4:

Review and Consideration of a Conditional Use Permit request filed by Kathy Edwards of Hands That Care, 616 8th Avenue North, Onalaska, WI 54650 for the purpose of allowing the operation of a home occupation (in-home massage therapy business) at the property located at 616 8th Avenue North, Onalaska, WI 54650 (Tax Parcel # 18-2350-0).

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.



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

CONDITIONAL USE PERMIT APPLICATION

Property Address:
616 8th Ave. N

Parcel Number:
18- 2350-0

Zoning District:

Applicant: Kathy Edwards

Contact:

Mailing Address: 616 8th Ave N

City, State, Zip: Onalaska, WI 54650

Phone Number: 608-385-3703

Email: kathyjune@charter.net Primary Contact

Business: HANDS That Care

Owner/Contact: KATHY Edwards

Mailing Address: 544 2 Ave. N

City, State, Zip: Onalaska, WI 54650

Phone Number: 608-385-3703

Email: kathyjune@charter.net Primary Contact

Property Owner: Kathy Edwards

Contact:

Mailing Address: SAME ↑

City, State, Zip:

Phone Number:

Email: 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: <i>Kathryn J Edwards</i>	Date:
Signature of Property Owner: <i>Kathryn J Edwards</i>	Date:

Compatibility with Surrounding Neighborhood:
I know and I am compatible with all my neighbors. I have lived here since 2002.

Consistency with the Comprehensive Plan:
I would be seeing just one client at a time so there will be no parking issues.

Importance of Services to the Community:
I work with stress relief techniques.

Neighborhood Protections (avoidance of negative externalities):
I have been working with a variety of people for over 40 years in a calm + peaceful environment.

Other Factors (pertinent to the proposed use):

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



CONDITIONAL USE PERMIT APPLICATION

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

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

- ▶ Detailed Description of Proposed Conditional Use
- ▶ Description of how Proposed Conditional Use Meets Unified Development Ordinance Standards (use form on next page or attach an explanation each of the following:)

 - ▶ Compatibility with Surrounding Neighborhood (existing and anticipated development within 250 ft of proposed use and within 500 ft along the same street)
 - ▶ Consistency with the Comprehensive Plan (relationship of proposed use to the goals, objectives and polices)
 - ▶ Importance of Services to the Community (provided by the proposed use)
 - ▶ Neighborhood Protections (avoidance of negative impacts)
 - ▶ Other Factors (pertinent to the proposed use)

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

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

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

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

Application for:

- | | | |
|---|---|--------------------------------------|
| <input type="checkbox"/> Fence | <input type="checkbox"/> Two Structures on one parcel | <input type="checkbox"/> Parking Lot |
| <input checked="" type="checkbox"/> Home Occupation | <input 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:

I will be using one room in my home for HANDS That Care. I will see one client at a time and they can park in my garage. (so off street parking) I help people relax and relief stress.

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 KATHRYN EDWARDS
CK 250.00 REF: 18W-1077

18-2350-0 / 616 8TH AVE N 250.00

CITY OF ONALASKA
REC#: R00135680 1/22/2019 3:21 PM
TRM#: 450 PLANNING & ZONING
OPER: CT TERM: 1
TRBY: CASH 01

**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, FEBURARY 26, 2019
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 Kathy Edwards of Hands That Care, 616 8th Avenue North, Onalaska, WI 54650 for review and consideration of request for a Conditional Use Permit (CUP) to allow the operation of an in-home massage therapy business at the property located at 616 8th Avenue North, Onalaska WI 54650.

Property is more particularly described as:

Computer Number: **18-2350-0**

Section 04, Township 16, Range 07

1ST ADDN TO GUENTHER ADDN LOT 5 BLOCK 4

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

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

Dated this 8th day of February, 2019.

Cari Burmaster
City Clerk

<p>Pursuant to Act 67 passed in December 2017 the standard for review of Conditional Use Permits by Planning Commissions has changed in two significant ways. First, the burden of proof for denying a permit or imposing a condition is on the City and not on the applicant. In other words, unless there is a substantial reason to impose a condition or deny a permit, the permit must be issued without conditions. Second, any condition imposed must be based upon substantial evidence. Substantial Evidence must be fact based and cannot be based upon personal feeling, emotion or conjecture.</p>
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Properties within 250 ft of Parcel No's. 18-2350-0

1 inch = 100 feet



Dept of
Planning & Engineering
GIS Analyst: Caitlin Hagar
Date: 01/25/2019

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 – February 26, 2019

Agenda Item:

5

Agenda Item: Review and Consideration of a Conditional Use Permit (CUP) request to construct a 160' x 60' addition to the west of the existing structure.

Applicant/Owner: Jarrod Holter, on behalf of City of Onalaska, 415 Main Street, Onalaska, WI 54650

Parcel Number: 18-5905-0

Site Location: 252 Mason Street, Onalaska, WI 54650

Background:

This Conditional Use Permit (CUP) request pertains to allowing the construction of a 160' x 60' addition to the west of the existing structure with a new driveway along the western edge of the property line of the property located at 252 Mason Street, Onalaska, WI 54650 (Tax Parcel # 18-5905-0).

A Conditional Use Permit is permitted only by approval of the Plan Commission 13-5-15 (b) 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.

CITY OF ONALASKA

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:**

February 26, 2019

Agenda Item 5:

Review and Consideration of a Conditional Use Permit request filed by Jarrod Holter, City Engineer / Director of Public Works of the City of Onalaska, 415 Main Street, Onalaska, WI 54650, on behalf of the City of Onalaska, 415 Main Street, Onalaska, WI 54650 for the purpose of constructing a 160' x 60' addition to the west of the existing structure with a new driveway along the western edge of the property line of the property located at 252 Mason Street, Onalaska, WI 54650 (Tax Parcel # 18-5905-0).

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.

MASON DR

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN



HSR ASSOCIATES INC.
100 BELLAIR STREET
LA CROSSE, WISCONSIN
PHONE: 608.784.1600
FAX: 608.782.0000
WEB SITE: www.hsrasociates.com
Cadastrat

CITY OF ONALASKA PUBLIC WORKS
BUILDING ADDITION TO THE ONALASKA CAMPUS
237 MASON STREET
ONALASKA, WI

18041

AUGUST 2018

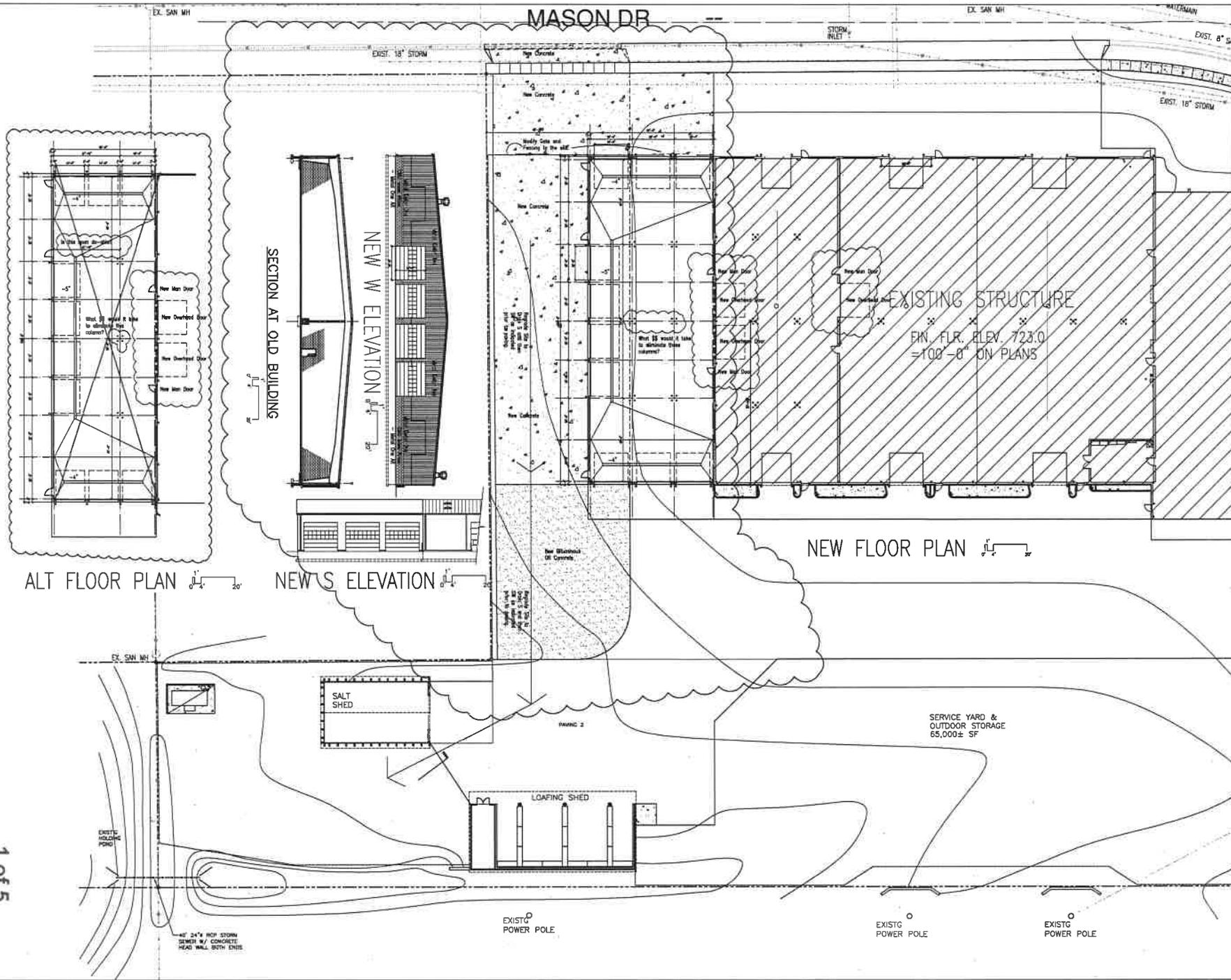
D. BLUMER

REVIEW
NOT FOR
CONSTRUCTION

DATE	DESCRIPTION

8-28-18

A100



ALT FLOOR PLAN

NEW S ELEVATION

SECTION AT OLD BUILDING
NEW W ELEVATION

NEW FLOOR PLAN

City of Onalaska

Shop

Legend

ADDITION LOCATION

Google Earth

© 2018 Google

200 ft





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

CONDITIONAL USE PERMIT APPLICATION

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

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

- ▶ Detailed Description of Proposed Conditional Use
- ▶ Description of how Proposed Conditional Use Meets Unified Development Ordinance Standards (use form on next page or attach an explanation each of the following):
 - ▶ Compatibility with Surrounding Neighborhood (existing and anticipated development within 250 ft of proposed use and within 500 ft along the same street)
 - ▶ Consistency with the Comprehensive Plan (relationship of proposed use to the goals, objectives and 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 type="checkbox"/> Automotive Repair / Sales | <input type="checkbox"/> Use _____ |
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> Warehousing / Storage | <input checked="" type="checkbox"/> Other <u>Building Add'n</u> |

Brief Description of Proposed Conditional Use:

Construct a 160' x 60' addition to the west
of the structure with a new driveway along the
western edge of the property line.

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.



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

CONDITIONAL USE PERMIT APPLICATION

Property Address:
252 Mason St

Parcel Number:
18-

Zoning District:
P-1

Applicant: City of Onalaska

Contact: Jerrid Holter

Mailing Address: 415 Main Street

City, State, Zip: Onalaska, WI 54650

Phone Number:

Email: Primary Contact

Business:

Owner/Contact:

Mailing Address:

City, State, Zip:

Phone Number:

Email: Primary Contact

Property Owner: City of Onalaska

Contact:

Mailing Address: 415 Main Street

City, State, Zip: Onalaska, WI 54650

Phone Number:

Email: Primary Contact

The undersigned hereby makes application at 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: *[Signature]* **Date:** 1-24-19

Signature of Property Owner: *[Signature]* **Date:** 1-24-19

Compatibility with Surrounding Neighborhood:

Consistency with the Comprehensive Plan:

Importance of Services to the Community:

Neighborhood Protections (avoidance of negative externalities):

Other Factors (pertinent to the proposed use):

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

**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, FEBRUARY 26, 2019
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 for a Conditional Use Permit (CUP) filed by Jarrod Holter, City Engineer / Director of Public Works of the City of Onalaska, 415 Main Street, Onalaska, WI 54650, on behalf of the City of Onalaska, 415 Main Street, Onalaska, WI 54650 who is requesting to construct a 160' x 60' addition to the west of the existing structure with a new driveway along the western edge of the property line of the property located at 252 Mason Street, Onalaska, WI 54650.

Property is more particularly described as:

Computer Number: **18-5905-0**
Section 32, Township 17, Range 07
EAGLE BUSINESS PARK LOT 5

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

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

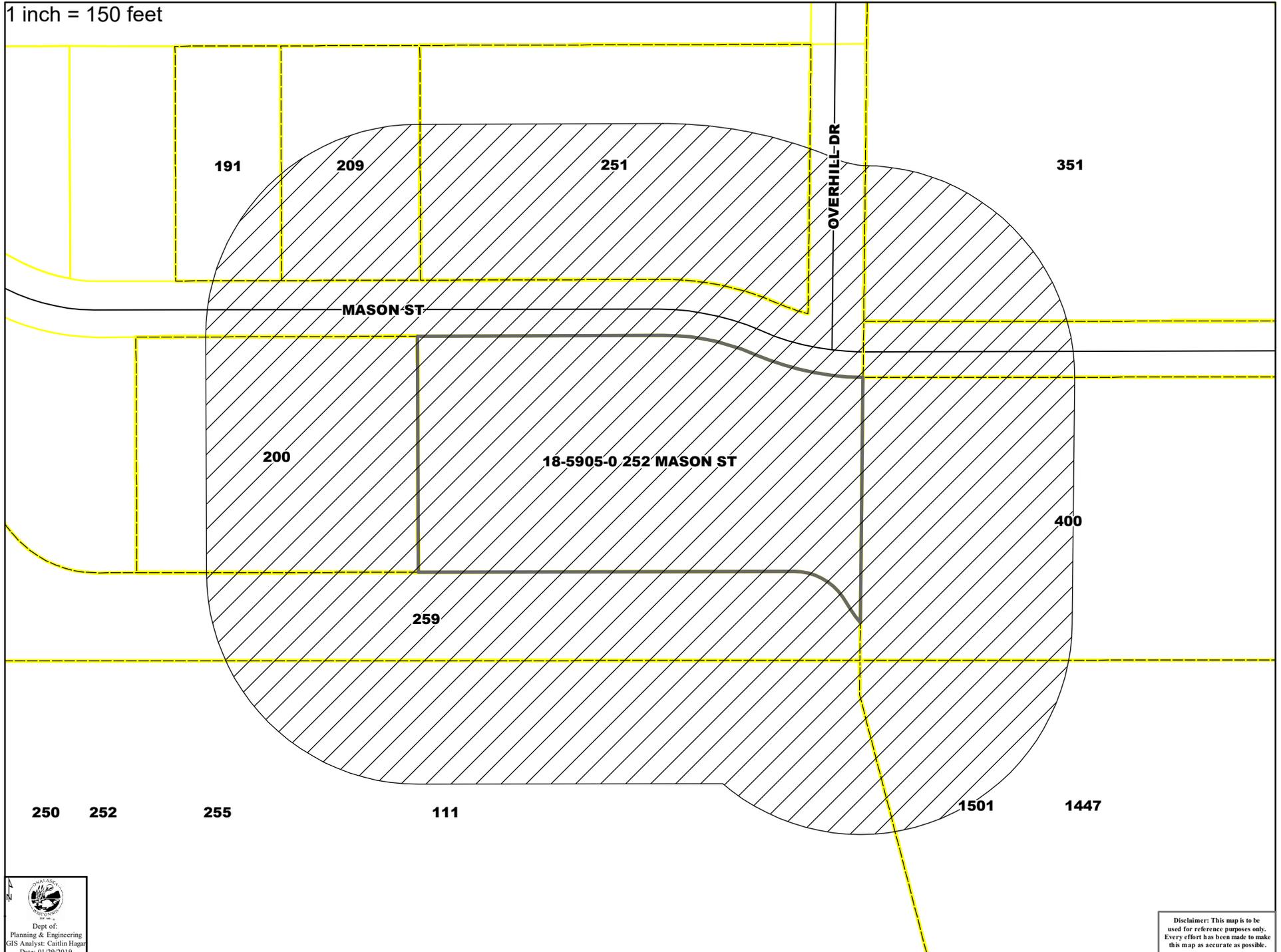
Dated this 15th day of February, 2019.

Cari Burmaster
City Clerk

<p>Pursuant to Act 67 passed in December 2017 the standard for review of Conditional Use Permits by Planning Commissions has changed in two significant ways. First, the burden of proof for denying a permit or imposing a condition is on the City and not on the applicant. In other words, unless there is a substantial reason to impose a condition or deny a permit, the permit must be issued without conditions. Second, any condition imposed must be based upon substantial evidence. Substantial Evidence must be fact based and cannot be based upon personal feeling, emotion or conjecture.</p>
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Properties within 250 ft of Parcel No's. 18-5905-0

1 inch = 150 feet





CITY OF ONALASKA

STAFF REPORT

Plan Commission – February 26, 2019

<u>Agenda Item:</u>	Review and Consideration of a rezoning request.
<u>Applicant:</u>	Benjamin Phillips of Phillips Outdoor Services, INC, 2726 Larson Street, La Crosse, WI 54650
<u>Property Owner:</u>	Manuel and Lynnae Rivera, 2811 Morning Glory Place, Onalaska, WI 54650
<u>Parcel Numbers:</u>	18-3607-0 & 18-3567-10
<u>Site Location:</u>	9550 East 16 Frontage Road and State Road 16, Onalaska, WI 54650
<u>Existing Zoning:</u>	Transitional Commercial (T-C) and Single Family Residential (R-1) Districts
<u>Neighborhood Characteristics:</u>	Properties within 250 feet of the properties in question include a variety of commercial businesses (retail, office, personal service, etc.) and a golf course zoned Transitional Commercial (T-C) and Light Industrial (M-1).
<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:

Benjamin Phillips of Phillips Outdoor Services, Inc (doing business as Phillips Fencing, Inc) has contracted to purchase the properties in question as a new company home location. The properties in question are currently zoned Transitional Commercial (along the frontage road) and Single Family Residential just north. The intention is to redevelop the properties in question for the following purposes:

- allow for retail traffic in the existing structure;
- utilize the existing natural outdoor garden to showcase products and services offered by the business;
- construct a second principal structure north of the existing parking lot to store inventory, products, and equipment securely and out of sight; and
- enclose the rear of the property with a decorative high-quality fence products to allow for additional parking.

The use “Trade and Contractor’s offices & supply stores” is outright permitted in the Community Business (B-2) District and as the proposed second principal structure will cross existing parcel lines with different zoning districts, a rezoning is necessary to facilitate the redevelopment of these properties. The City will require that the two (2) noted tax parcels be merged to ensure that buildings do not cross parcel boundaries. Lastly, a 0.03 acre parcel is included in the sale, which is located in the Town of Medary. In order for the applicant to have full use of the land, annexation of this parcel and merging with others will be required.

Action Requested:

As a public hearing will be held at the Plan Commission meeting, 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:

February 26, 2019

Agenda Item 6:

Review and Consideration of a rezoning request filed by Benjamin Phillips of Phillips Outdoor Services, INC on behalf of Manuel and Lynnae Rivera, 2811 Morning Glory Place, Onalaska, WI 54650, to rezone the properties located at 9550 East 16 Frontage Road and State Road 16, Onalaska, WI 54650 from R-1 (Single Family Residential District) and T-C (Transitional Commercial) to B-2 (Community Business) for the purpose of moving and operating the Phillips Outdoor Services, INC business at 9550 East 16 Frontage Road and State Road 16, Onalaska, WI 54650 (Tax Parcels # 18-3607-0 & 18-3567-10).

1. Rezoning Fee of \$300.00 (PAID).
2. Contingent upon approval of a Conditional Use Permit to allow two (2) principal structures on a single parcel.
3. Exterior storage is prohibited unless appropriately screened from public view.
4. Applicant/owner to merge Tax Parcels # 18-3607-0 & 18-3567-10 into one (1) parcel provided the rezoning request is approved.
5. Tax Parcel # 9-57-3 is located in the Town of Medary. Applicant/owner to annex said parcel within one (1) year of rezoning approval and merge said parcel with adjacent parcels (listed in Condition #5 above) under the same ownership.
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.

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

1/28/2019

To whom it may concern:

Thank you in advance for your time regarding the future home of Phillips Outdoor Services, Inc. (currently doing business as, Phillips Fencing, Inc.). We are seeking a new place to call home, one that will allow our company to better serve the community and our customers.

Below are a few points outlining our vision of the company and this property:

- Current zoning for this property is split between T-C and R-1. We are requesting B-2 zoning for the operation of our growing company.
- Continue improving the quality of customer service to the community by offering an accessible and visible location where customers can visit and view the many products and services available to them, while also providing them with the opportunity to build rapport with our team.
- Increase our retail traffic and the overall consumer traffic to this business community. Because of the existing access road, it will not negatively affect flow of traffic on HWY 16.
- Maintain the beautiful storefront and the natural outdoor garden to showcase the many products and services we offer; allowing our customers to walk and view these products in their natural setting.
- Enclose the rear of the property with one of our decorative, high quality fence products (the equivalent of the design that encloses the outdoor garden now) for both security and aesthetical reasons. Primary use for this space is parking.
- Proposing an additional outbuilding for our business to operate, where we can store inventory, products, and equipment securely and out of sight. Please see site plan for more details.
- Phillips Outdoor Services' mission is 100% customer satisfaction—guaranteed!
- We have been serving the tri-state area since 1975 and have received many customer satisfaction awards for our customer service, superior products, and unsurpassed installations.
- Our principles and family-culture have built the foundation for our success, and we are excited to continue growing and serving our community.

We look forward to hearing back from you and are excited to bring our business to the City of Onalaska. Please let me know if you have any questions at this time.

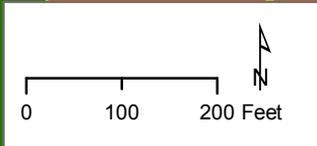
Sincerely,
Benjamin L. Phillips
608_769_8076

City of Onalaska, WI

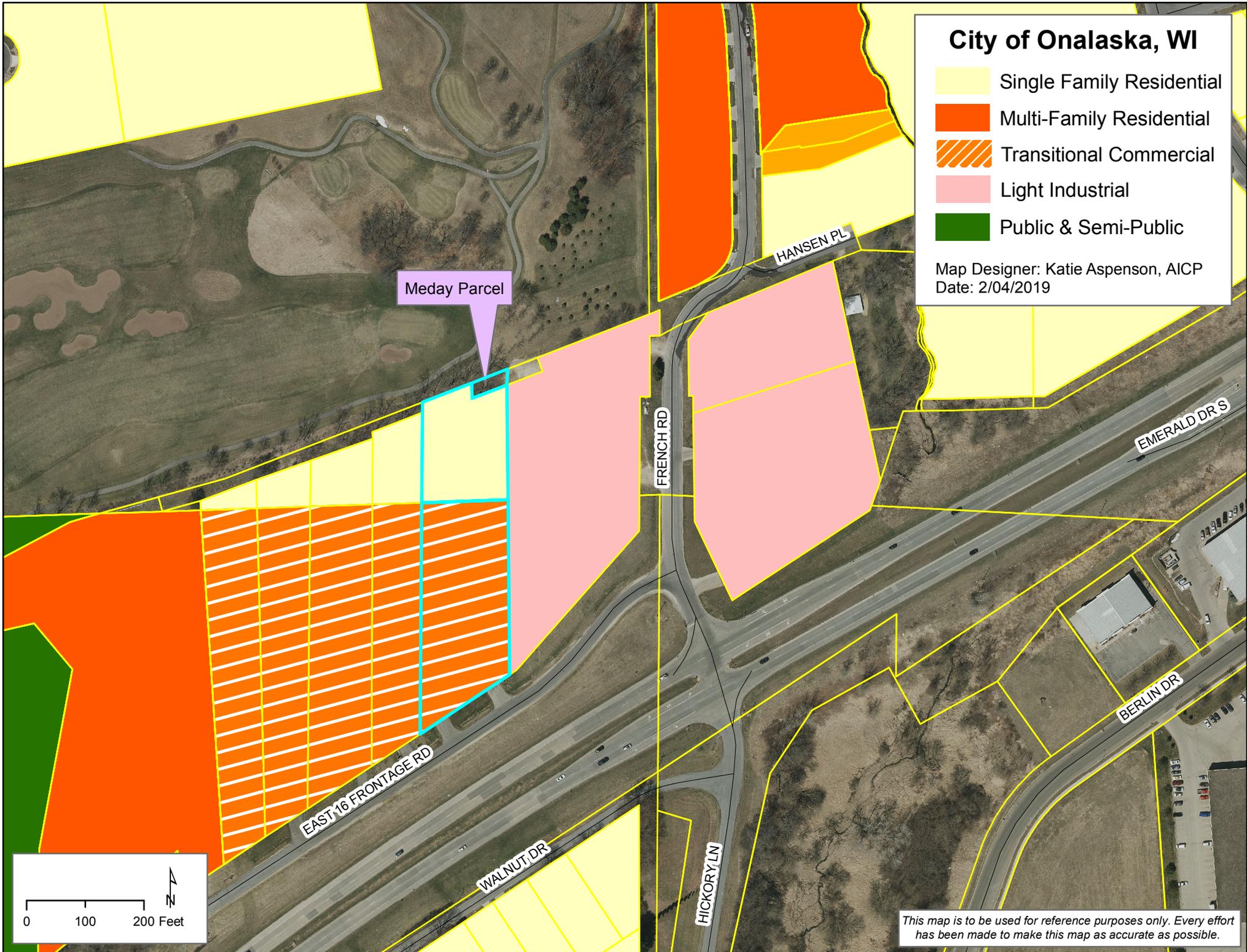
- Single Family Residential
- Multi-Family Residential
- Transitional Commercial
- Light Industrial
- Public & Semi-Public

Map Designer: Katie Aspenson, AICP
Date: 2/04/2019

Meday Parcel



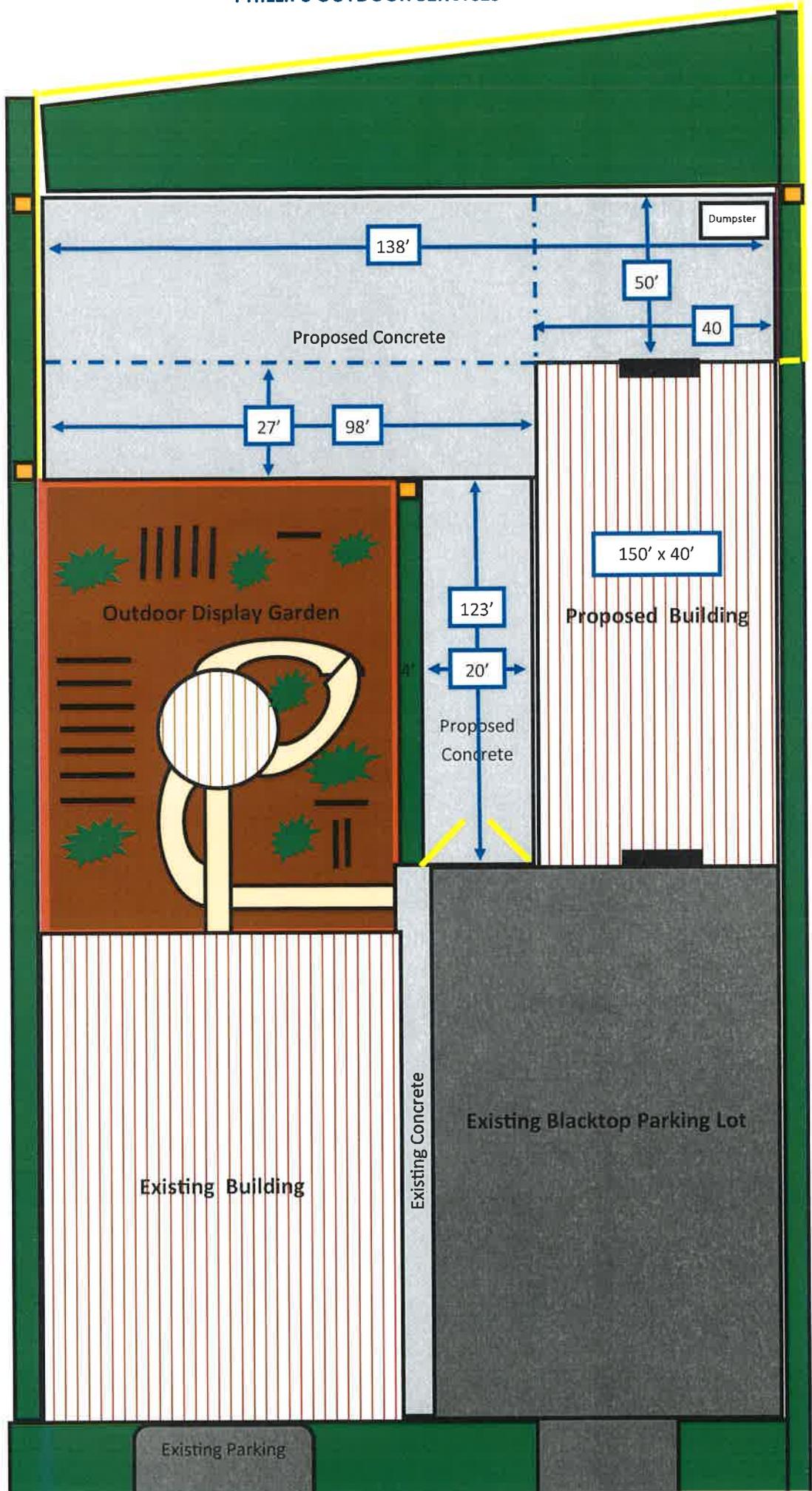
This map is to be used for reference purposes only. Every effort has been made to make this map as accurate as possible.



PHILLIPS OUTDOOR SERVICES

- Light Pole
- Proposed Fence
- Existing Fence
- Concrete
- Existing Black-top
- Landscaping

3' setback

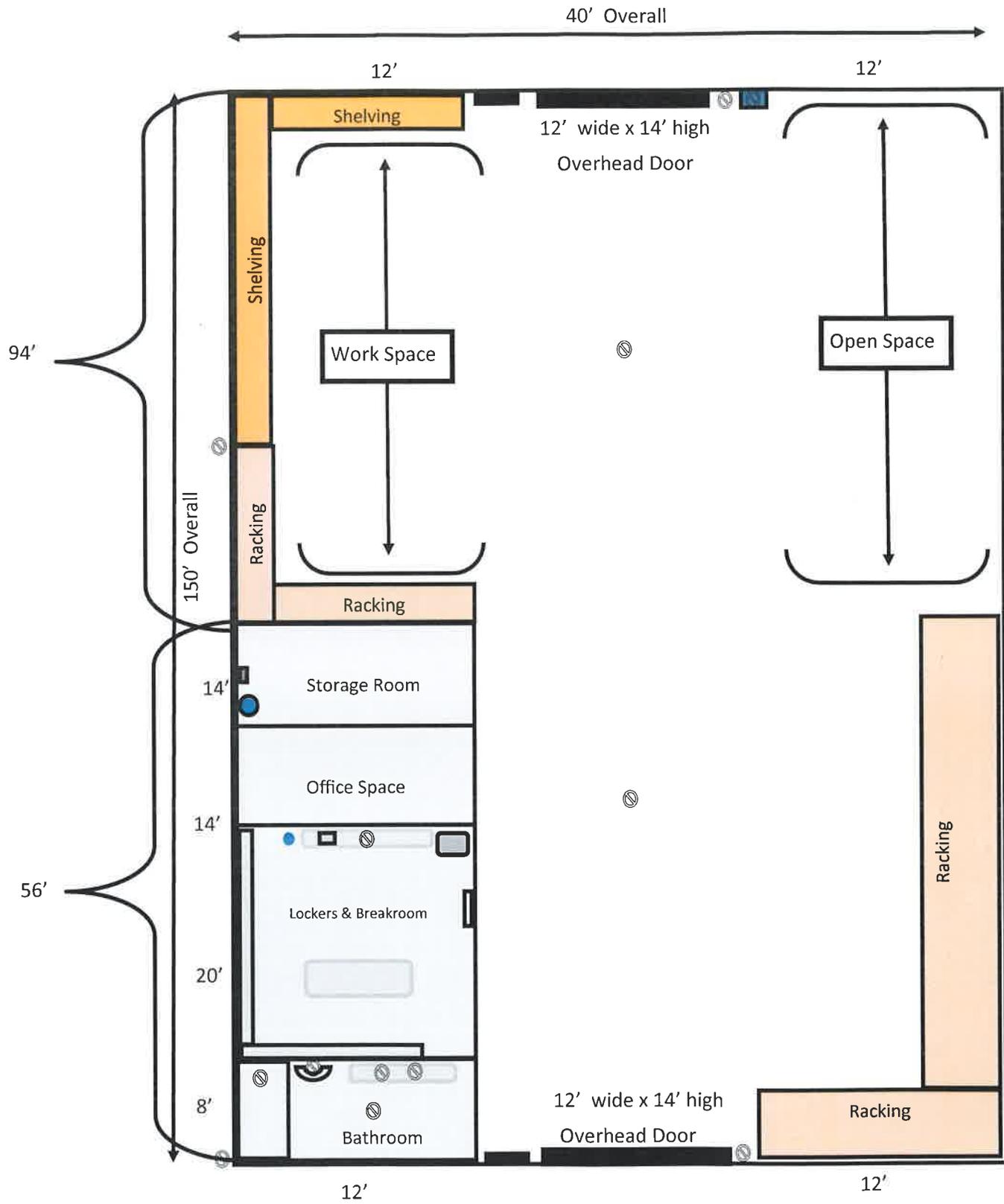


3' setback

Existing Parking

PHILLIPS OUTDOOR SERVICES

150' long x 40' wide x 20' overall height



Building Materials:

- Wood framed.
- Steel Roof
- S2 Storage
- Decorative Steel Siding / color match existing building
- Concrete floor
- 1 Hour fire rating—10 feet from property line
- Stone on the front to match existing building
- Heated
- Emergency Lighting



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: T-C ; R-1 Proposed Zoning District: B-2

REQUESTING CHANGE FROM EXISTING T-C ; R-1 ZONING TO B-2 FOR THE PURPOSE OF OPERATING OUR BUSINESS AT THIS LOCATION. THANK YOU

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.

0.00 CHANGE

300.00 TENDERED

300.00 APPLIED

CK 300.00 REF:SW - 5911

PAID BY:PHILLIPS FENCING INC

18-3607-0 & 18-3567-10 / 3550 E 16TH FRO

CITY OF ONALASKA

REC#: R00136069 1/28/2019

TRAN: 450 PLANNING & ZONING

OPER: CI TERM: 1

TRBY: CASH 01

4:01 PM



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

REZONING OR TEXT AMENDMENT APPLICATION

8640 PHILLIPS FENCING.COM

Property Address: 9550 E. 16TH FRONTAGE RD
 Parcel Number: 18-3607-0 ; 18-3567-10
 Zoning District:

Applicant: SAME AS
 Contact:
 Mailing Address:
 City, State, Zip:
 Phone Number:
 Email: Primary Contact

Business: PHILLIPS OUTDOOR SERVICES, INC
 Owner/Contact: BENJAMIN L. PHILLIPS
 Mailing Address: 2726 LARSON ST
 City, State, Zip: LACROSSE WI 54603
 Phone Number: 608 783 4200
 Email: Primary Contact

Property Owner: Manuel & Lynnae Rivera
 Contact:
 Mailing Address: 2811 Morning Glory Pl
 City, State, Zip: Onalaska WI 54650
 Phone Number: 608-386-9657
 Email: Lynnae@Manuysocina.com Primary Contact

The undersigned hereby makes application at 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: 1-28-19
 Signature of Property Owner: Date: 1-23-19

OFFICE USE ONLY:	Date Submitted:	Permit Number:
Permit Fee:	<input checked="" 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, FEBRUARY 26, 2019
APPROX. 7:20 P.M.
(or immediately following public hearing at 7:10 PM)**

in Onalaska City Hall, 415 Main Street, Onalaska, WI 54650, at which time they shall consider a Rezoning Application filed by Benjamin Phillips of Phillips Outdoor Services, Inc. on behalf of Manuel and Lynnae Rivera, 2811 Morning Glory Place, Onalaska, WI 54650, who is requesting to rezone the properties located at 9550 East 16 Frontage Road and State Road 16, Onalaska, WI 54650 from R-1 (Single Family Residential District) and T-C (Transitional Commercial) to B-2 (Community Business) for the purpose of moving and operating the Phillips Outdoor Services, INC business at this new location.

Property is more particularly described as:

Computer Number: **18-3607-0**

Section 11, Township 16, Range 07

PRT NE-NE COM NE COR W ALG N LN 257.2FT TO POB S 525FT TO N
R/W STH-16 S50D15MW 178.5 FT N 627FT E 148FT TO POB EX .71AC FOR
R/W IN V1083 P804

Computer Number: **18-3567-10**

Section 11, Township 16, Range 07

PRT SE-SE COM NE COR SEC 11 W 257.2FT TO POB N 188FT TO S R/W
OLD CTH-B S64DW 64FT N TO C/L OLD CTH-B S64DW ALG C/L TO PT N
OF & 148FT W OF POB S TO S LN SE-SE E ALG S LN 148FT TO POB

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

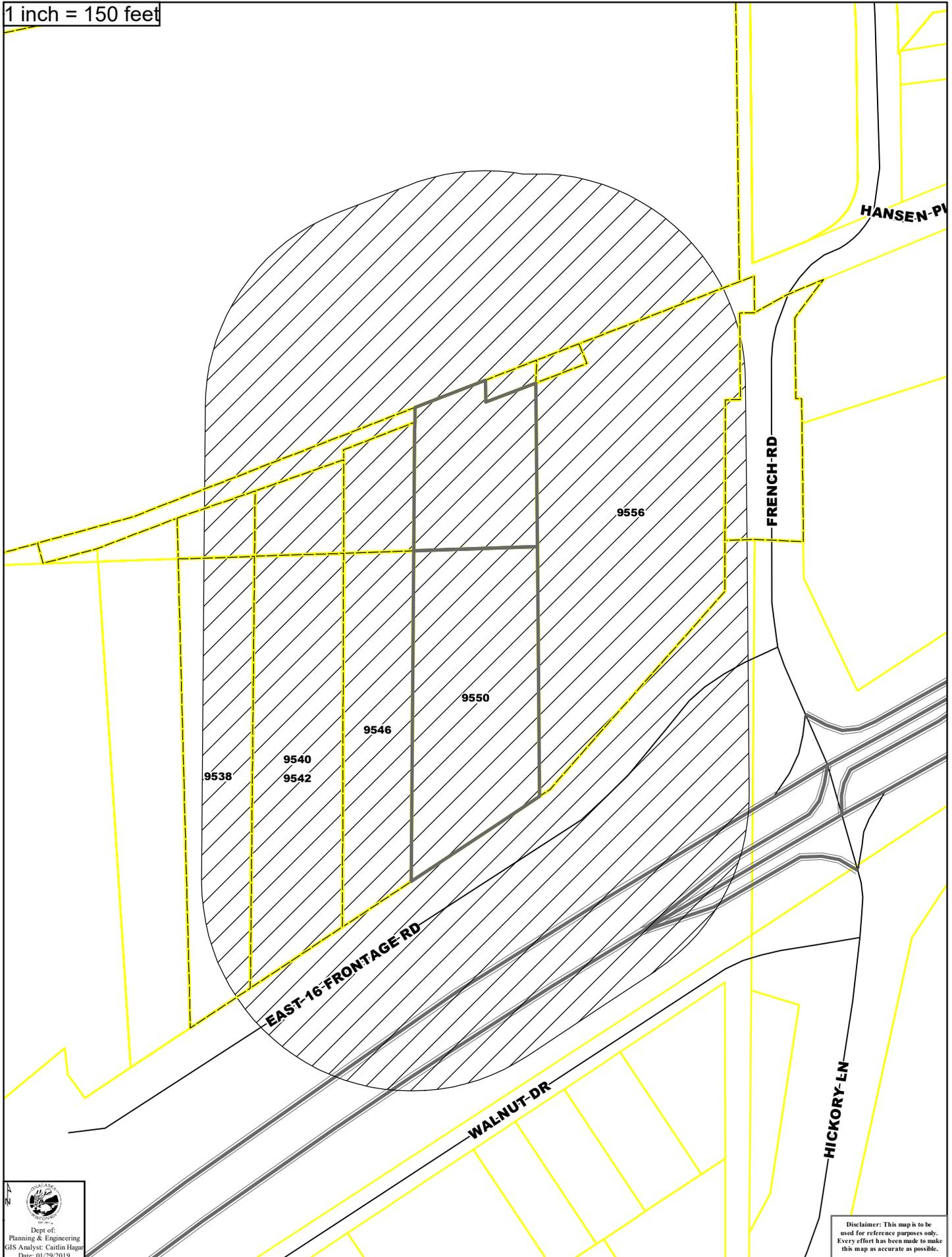
More detailed information on this item will be posted to the City of Onalaska website www.cityofonalaska.com the Friday before the scheduled meeting under Agendas & Minutes/Plan Commission. This posting will contain the Plan Commission Agenda and all attachments referencing this item.

Dated this 8th day of February, 2019.

Cari Burmaster
City Clerk

Properties within 250 ft of Parcel No. 18-3607-0 & 18-3567-10

1 inch = 150 feet





CITY OF ONALASKA

Agenda Item:

7

STAFF REPORT

Plan Commission – February 26, 2019

- Agenda Item:** Review and Consideration of a Conditional Use Permit (CUP) request to allow two (2) principal structures on a single parcel.
- Applicant/Owner:** Benjamin Phillips of Phillips Outdoor Services, INC, on behalf of Manuel and Lynnae Rivera, 2811 Morning Glory Place, Onalaska, WI 54650
- Parcel Number:** 18-3607-0 & 18-3567-10
- Site Location:** 9550 East 16 Frontage Road & State Road 16, Onalaska, WI 54650

Background:

This Conditional Use Permit (CUP) request pertains to allowing the construction of two (2) principal structures on a single parcel located at 9550 East 16 Frontage Road & State Road 16, Onalaska, WI 54650 (Tax Parcels # 18-3607-0 & 18-3567-10). A request to rezone both parcels is underway, which will be required as the proposed second principal structure will cross two (2) parcels with two (2) different zoning districts.

A Conditional Use Permit is permitted only by approval of the Plan Commission 13-1-12 (d) 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. The Conditional Use Permit is contingent upon approval of the rezoning of Tax Parcels #18-3607-0 & 18-3567-10 from Transitional Commercial (T-C) and Single Family Residential (R-1) Districts, respectively, to Community Business (B-2) District as the second principal structure will cross parcel lines and zoning districts.

Substantial Evidence: This condition requires appropriate zoning in order for the Conditional Use (two principal structures on a single parcel) to be allowed. If the rezoning is not approved, the Conditional Use Permit will be null and void as the proposed use is not allowed in the Single Family Residential (R-1) District and the proposed structure crossing parcel lines and zoning districts.

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

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

3. 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.

4. 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.

5. 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:

February 26, 2019

Agenda Item 7:

Review and Consideration of a Conditional Use Permit request filed by Benjamin Phillips of Phillips Outdoor Services, INC on behalf of Manuel and Lynnae Rivera, 2811 Morning Glory Place, Onalaska, WI 54650, for the purpose of constructing a second principal structure (40' x 120' storage building) on a single parcel located at 9550 East 16 Frontage Road and State Road 16, Onalaska, WI 54650 (Tax Parcels # 18-3607-0 & 18-3567-10).

1. The Conditional Use Permit is contingent upon approval of the rezoning of Tax Parcels #18-3607-0 & 18-3567-10 from Transitional Commercial (T-C) and Single Family Residential (R-1) Districts, respectively, to Community Business (B-2) District as the second principal structure will cross parcel lines and zoning districts.
2. 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.
3. 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.
4. Owner/developer shall abide by the City's Ordinances, Unified Development Code and Building Code requirements, as amended.
5. The Conditional Use Permit shall be reviewed every five (5) years to ensure continued use.



CONDITIONAL USE PERMIT APPLICATION

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

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

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

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

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

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

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

Application for:

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

Brief Description of Proposed Conditional Use:

PROPOSING TO SET BUILDING (FOR SZ STORAGE) THREE FEET FROM PROPERTY LINE. BUILDING WILL COMPLY WITH FIRE AND DRAINAGE STIPULATIONS.

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.

CHARGE 0.00

TENDERED 250.00

APPLIED 250.00

Paid By: PHILLIPS FENCING INC CK 250.00 REF:SM - 5910

18-3607-0 & 18-3567-10 / 9550 E 16TH FRO

=====
 TKBY : CRSH 01
 OPER: CI TERM: 1
 TRAN: 450 PLANNING & ZONING
 REC#: R00136068 1/28/2019
 CITY OF ONALASKA
 4:00 PM



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

CONDITIONAL USE PERMIT APPLICATION

BEMO PHILLIPS FENCING. COM

Property Address:
9550 E. 16TH FRONTAGE RD

Parcel Number:
18-3607-0 ; 18-3567-10

Zoning District:

Applicant: SAME AS BUSINESS

Contact:

Mailing Address:

City, State, Zip:

Phone Number:

Email: Primary Contact

Business: PHILLIPS OUTDOOR SERVICES

Owner/Contact: BENJAMIN L. PHILLIPS

Mailing Address: 7726 CARSON ST.

City, State, Zip: LA CROSSE, WI 54603

Phone Number: 608 793 4200

Email: Primary Contact

Property Owner: MANUEL ; LYNN RIVERA

Contact:

Mailing Address: 2811 MORNING GLORY PL

City, State, Zip: ONALASKA, WI 54650

Phone Number: 608-386-9654

Email: Primary Contact

The undersigned hereby makes application at 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: 1-28-19
Signature of Property Owner: 	Date: 1-28-19

Compatibility with Surrounding Neighborhood:

Consistency with the Comprehensive Plan:

Importance of Services to the Community:

Neighborhood Protections (avoidance of negative externalities):

Other Factors (pertinent to the proposed use):

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

**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, FEBRUARY 26, 2019
APPROX. 7:30 P.M.
(or immediately following public hearing at 7:20 PM)**

in Onalaska City Hall, 415 Main Street, Onalaska, WI 54650, at which time they shall consider a Conditional Use Permit (CUP) Application filed by Benjamin Phillips of Phillips Outdoor Services, Inc. on behalf of Manuel and Lynnae Rivera, 2811 Morning Glory Place, Onalaska, WI 54650, for the purpose of constructing a second principal structure (40' x 120' storage building) on a single parcel located at 9550 East 16 Frontage Road and State Road 16, Onalaska, WI 54650.

Property is more particularly described as:

Computer Number: **18-3607-0**

Section 11, Township 16, Range 07

PRT NE-NE COM NE COR W ALG N LN 257.2FT TO POB S 525FT TO N R/W STH-16 S50D15MW 178.5 FT N 627FT E 148FT TO POB EX .71AC FOR R/W IN V1083 P804

Computer Number: **18-3567-10**

Section 11, Township 16, Range 07

PRT SE-SE COM NE COR SEC 11 W 257.2FT TO POB N 188FT TO S R/W OLD CTH-B S64DW 64FT N TO C/L OLD CTH-B S64DW ALG C/L TO PT N OF & 148FT W OF POB S TO S LN SE-SE E ALG S LN 148FT TO POB

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

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

Dated this 15th day of February, 2019.

Cari Burmaster
City Clerk

Pursuant to Act 67 passed in December 2017 the standard for review of Conditional Use Permits by Planning Commissions has changed in two significant ways. First, the burden of proof for denying a permit or imposing a condition is on the City and not on the applicant. In other words, unless there is a substantial reason to impose a condition or deny a permit, the permit must be issued without conditions. Second, any condition imposed must be based upon substantial evidence. Substantial Evidence must be fact based and cannot be based upon personal feeling, emotion or conjecture.

Properties within 250 ft of Parcel No. 18-3607-0 & 18-3567-10

1 inch = 150 feet





CITY OF ONALASKA

STAFF REPORT

Plan Commission – February 26, 2019

Agenda Item:

8

Agenda Item: Review and consideration of a request by Gerald Valley, General Merchandise Manager of Shopko, to host an extended tent sale event in 2019 at 9366 State Road 16, Onalaska, WI Tax Parcel #18-3589-9.

Background:

The City of Onalaska allows outdoor sales and displays as a permitted accessory use in certain zoning districts subject to the following conditions (Section 13-6-14):

- 1) **Outdoor displays, sales areas, and temporary tents are limited to thirty (30) days per calendar year unless otherwise approved by the City Plan Commission. Temporary tent(s) may be installed for a maximum of one hundred and eighty (180) days annually.**

City staff received a request from Shopko of Onalaska on January 25, 2019 to allow the operation of their seasonal garden center that lasts from April 1, 2019 through August 31, 2019 (typically). Shopko typically has three (3) temporary tent structures size 1,860 SF, 1,025 SF, and 1,025 SF that will collectively sell hard goods and assorted flowers, vegetables, and flowers. The two smaller structures will be condensed and closed completely no later than July 4, 2019 (typically). The last structure which houses cash registers is typically closed no later than August 31, 2019.

Recommended Action:

Approve the request by Shoko to allow an extended tent sale event in 2019 at 9366 State Road 16, Onalaska, WI, conditioned upon obtaining a tent permit for each tent from the Onalaska Inspection Department.

01/24/19

Planning Commission

City-of-Onalaska

415 Main Street

Onalaska, WI. 54650.

To whom it may concern:

My name is Gerald Valley General Merchandise Manager Shopko Onalaska.

I request your approval to install 3-Temporary sales tents for approximately 150-days

From 4/1/19to 8/31/19 in the parking lot at Shopko Onalaska 9366 Highway 16.

The tents (See last years site plan(on file)for specific location)~same map as 2018.

Structure1=1860 square feet sells hard goods and assorted flowers

Structure2=1025 square feet sells vegetables

Structure 3=1025 square feet sells flowers

As the growing/planting season slows down structures 2 and 3 are condensed and closed completely as soon as possible no later than 7/4/19(typically). Structure 1 which houses our cash registers is the last structure closed no later than 8/31/19(typically).

Thanks for your time and consideration.

Respectfully,

Gerald Valley

General Merchandise Manager

Shopko Onalaska

608-781-5444



CITY OF ONALASKA

Agenda Item:

9

STAFF REPORT

Plan Commission – February 26, 2019

- Agenda Item: Review and Consideration of an annexation application for N5560 Abbey Road & N5536 Abbey Road (.84 acres).
- Applicant/Owner: Richard & Judith Volden, 573 Fairway Creek Drive, Onalaska, WI 54650
- Parcel Numbers: 10-2329-1 & 10-2333-0
- Site Location: N5560 Abbey Road & N5536 Abbey Road, Onalaska, WI 54560
- Existing Zoning: La Crosse County Zoning: “Commercial”.
- Neighborhood Characteristics: Commercial Development.
- 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 properties at N5560 & N5538 Abbey Road are directly adjacent to Abbey Road (recently annexed into the City of Onalaska). The applicant is requesting that these parcels (.3 acres & .54 acres, respectively) be annexed into the City of Onalaska to obtain access to City water and sanitary sewer infrastructure.

As the automatic zoning applied to annexed parcels is Single Family Residential (R-1), the applicant intends to immediately request a rezoning to Light Industrial (M-1) District to accommodate existing businesses.

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

REQUEST FOR ACTION & POSSIBLE CONSIDERATION BY PLAN COMMISSION:

February 26, 2019

Agenda Item 9:

Review and Consideration of an annexation application for N5560 Abbey Road and N5538 Abbey Road, Tax Parcel #'s: 10-2329-1 & 10-2333-0 (.84 acres total) filed by Richard & Judith Volden, 573 Fairway Creek Drive, Onalaska, WI 54650.

1. Payment of annexation application review fees: \$450.00 dollars (PAID).
2. Payment of East Avenue North Sanitary Sewer Fee: \$1,186.00 per acre * .84 acres = \$996.24 dollars.
3. Topography Map Fee: \$10.00 per acre * .84 acres = \$10.00 dollars (minimum fee).
4. Green Fee: \$638.47 per acre * .84 acres = \$536.31 dollars.
5. Annexed land to be placed in the Light Industrial (M-1) Zoning District upon ordinance adoption.
6. Owner/developer shall connect both properties to City water and sewer utilities within one-year of annexation approval.
7. Owner/developer must notify City prior to any utility connection to City-owned utilities takes place.
8. 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.
9. 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.
10. 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, Richard & Judith Volden
(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

M-1 = Light Industrial 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>Richard A. Volden</u>	<u>N 5538 ABBEY RD</u>	<u>1-2-19</u>
<u>Judith A. Volden</u>	<u>N 5538 ABBEY RD</u>	<u>1-2-19</u>
<u>Richard A. Volden</u>	<u>N 5560 ABBEY RD</u>	<u>1-2-19</u>
<u>Judith A. Volden</u>	<u>N 5560 ABBEY RD</u>	<u>1-2-19</u>

Tax Parcel Identification Numbers: 5538 - 10-2333-0 55-60 - 10-2329-1
Contact Person: Richard Volden Telephone (608) 792-3458
Address: 573 Partridge Creek Dr, Onalaska Email: R.Volden36@6mail.com

For office use: Date: 1/2/19 Initials: VA
Enclosures: Petition Legal Description 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, 9th Floor
Madison WI 53703
608-264-6102 Fax: 608-264-6104
wimunicipalboundaryreview@wi.gov
<http://doa.wi.gov/municipalboundaryreview/>

Petitioner Information

Name: Richard Volden

Address: 573 Fairway Creek Dr
Onalaska wis 54650

Email: R.Volden36@6-Mail.com

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: 0

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:

Couler Region Surveyors
917 S. 4th St - PO Box 1954
La Crosse, WI 54601
City State Zip

Phone: 608-784-4219

E-mail: _____

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

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

Annexation Review Fee Schedule

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

Required Fees

There is an initial filing fee and a variable review fee

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

\$200. **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

\$0400.00 **TOTAL FEE DUE** (Add the Filing Fee to the Review Fee)

Attach chec

ANNEXATION SUBMITTAL GUIDE

s. 66.0217 (5) THE PETITION

- State the purpose of the petition: -Direct annexation by unanimous approval; OR
-Direct annexation by one-half approval; OR
-Annexation by referendum.
- Petition must be signed by: -All owners and electors, if by unanimous approval.
-See 66.0217 (3) (a), if by one-half approval.
-See 66.0217 (3) (b), if by referendum.
- State the population of the land to be annexed.

[It is beneficial to include Parcel ID or Tax numbers, the parcel area, and identify the annexee (Town) and annexor (Village or City) in the petition.]

s. 66.0217 (1) (c) THE DESCRIPTION

- The annexation petition must include a legal description of the land to be annexed. The land must be described by reference to the government lot, private claim, quarter-section, section, town and range in which the land lies. The land must be further described by metes and bounds commencing from a monumented corner of the section or quarter-section, or the monumented end of a private claim or federal reservation, in which the land lies; OR
- If the land is wholly and entirely within a lot or lots, or all of a block or blocks of a recorded subdivision plat or certified survey map, it must be described by reference to the lot (s) and/or block (s) therein, along with the name of the plat or the number, volume, page, and County of the certified survey map.
- The land may NOT be described by: -Aliquot part;
-Reference to any other document (plat of survey, deed, etc.);
-Exception or Inclusion;
-Parcel ID or tax number.

s. 66.0217 (1) (g) THE MAP

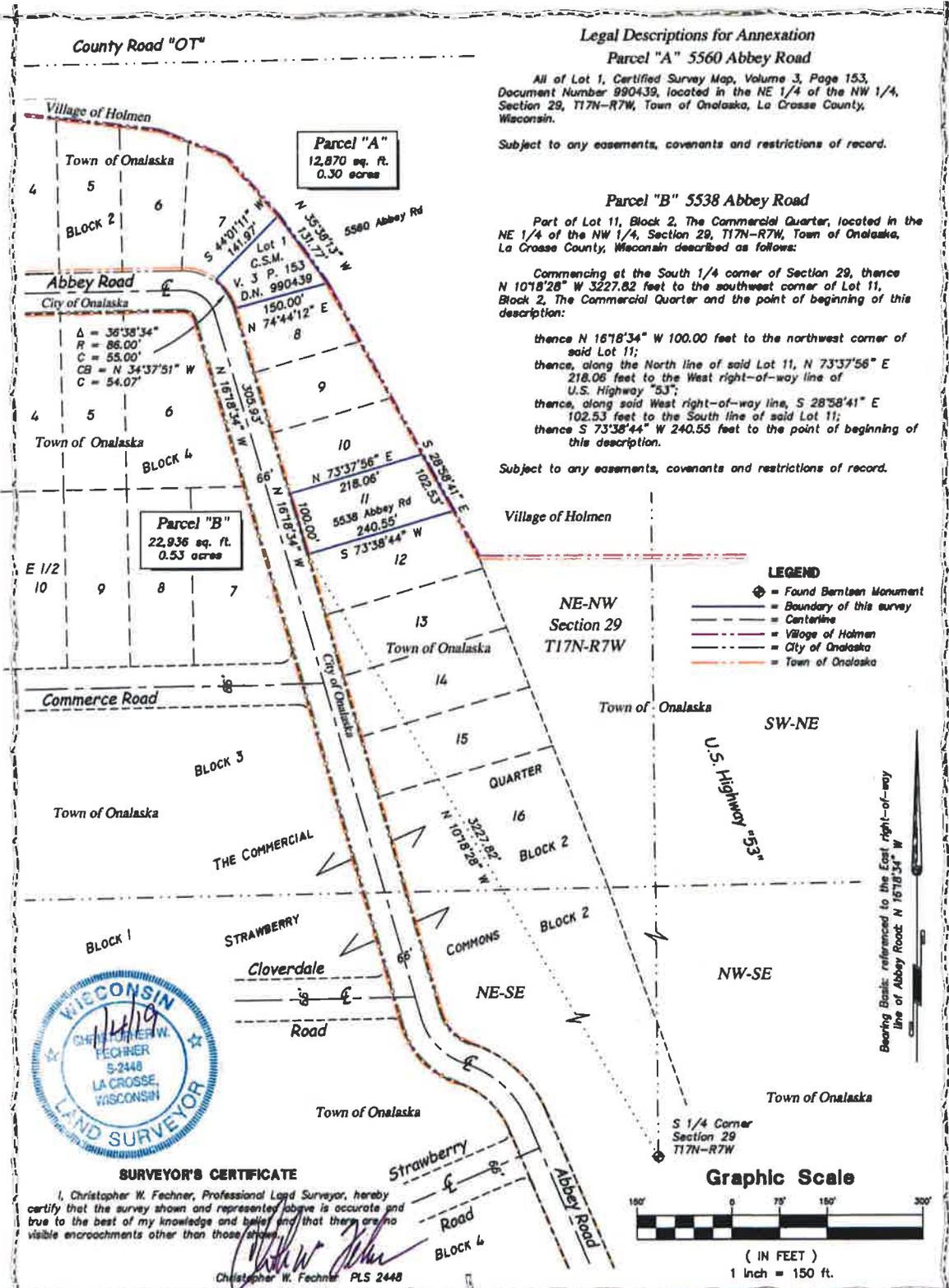
- The map shall be an *accurate reflection* of the legal description of the parcel being annexed. As such, it must show:
-A tie line from the parcel to the monumented corner of the section or quarter-section, or the monumented end of a private claim or federal reservation, in which the parcel lies. The corner and monument must be identified.
-Bearings and distances along all parcel boundaries as described.
-All adjoining as referenced in the description.
- The map must include a **graphic scale**.
- The map must show and identify the existing municipal boundary, in relation to the parcel being annexed.

[It is beneficial to include a North arrow, and identify adjacent streets and parcels on the map.]

s. 66.0217 FILING

- The petition must be filed with the Clerk of the annexing City or Village and with the Clerk of the Town in which the land is located.
- If the annexation is by one-half approval, or by referendum, the petitioner must post notice of the proposed annexation as required by s. 66.0217 (4).
- If the lands being annexed are within a County of 50,000 or greater population, the petition must also be filed with the Department of Administration for review

[Note that no municipality within a County of 50,000 or greater population may enact an annexation ordinance prior to receiving a review determination from the Department of Administration.]



SURVEYOR'S CERTIFICATE

I, Christopher W. Fechner, Professional Land Surveyor, hereby certify that the survey shown and represented above is accurate and true to the best of my knowledge and belief and that there are no visible encroachments other than those shown.

Christopher W. Fechner
Christopher W. Fechner PLS 2448

SURVEY FOR
Richard Volden

All of Lot 1, C.S.M., V. 3, P. 153, D.N. 990439, also part of Lot 11, Block 2, The Commercial Quarter, Town of Onalaska, La Crosse County, WI N5538 & N5560 Abbey Road	DRAWN BY:	DATE:
	CF TS	1/4/2019
	REVISION BY:	DATE:
SCALE:		1" = 150'
SHEET 1 OF 1	PROJECT NO.:	FIELD CREW:
	S-7376D	RC

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

Map Designer: Katie Aspenson, AICP

Date: 2/04/2019

CORD OT

N5560 Abbey Road

ABBEY RD

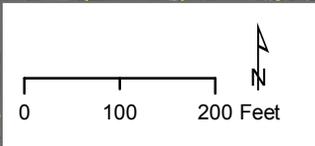
N5538 Abbey Road

INDUSTRIAL BLVD

COMMERCE RD

PENNEY LN

CLOVERDALE RD



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



Unified Development Code (UDC) Evaluation and Annotated Outline

Onalaska, WI | February 19, 2019

DRAFT

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Introduction

With this Unified Development Code (UDC) Rewrite Project, the City of Onalaska is undertaking a comprehensive review of its UDC to make the UDC easier to administer and support high quality development in the community. The City's original Zoning Ordinance was adopted in 1969 and a comprehensive update was completed by City Staff in 2009. From 2012 to 2018, City Staff amended the UDC nineteen times. While the City has routinely adopted amendments to address specific issues, the City is in need of a comprehensive evaluation of all its development codes to determine where there are inconsistencies within the code, ensure the City's regulations are consistent with current State Statutes, and address standards that are outdated with contemporary development market practices. The process will also implement recommendations from the 2016 Comprehensive Plan, including managing growth to preserve community character, promoting quality urban design, revitalizing downtown and the waterfront, and enhancing transportation corridors.

The purpose of this Development Code Evaluation and Annotated Outline Report is to provide detailed documentation of the strengths and weaknesses of the City's current development codes in terms of usability, organization, effective standards, and inconsistencies within the codes and with relevant plans. The development code evaluation process is intended to determine where there are conflicting development standards, unclear processes, and regulations that do not reflect modern trends and needs of property uses and development. In addition to the findings from a review of the City's development codes and 2016 Comprehensive Plan documents, this code is based on meetings with City Staff, the Plan Commission and Common Council, and stakeholder listening sessions that occurred in August 2018.

The annotated outline identifies the recommended reorganization of the City's development codes. The current structure of the UDC is difficult to administer given its structure and numbering scheme. The proposed structure will use divisions in chapters to group related sections and the section numbering will include a reference to both the chapter and division to ease navigating the code.

This report provides is intended to provide a foundation for the development code update process, allowing the City to review and provide feedback regarding the code evaluation and the overall new code structure before drafting of recommended changes to the development codes begins. This report is organized into the following sections:

- 1. Major Themes for Improvement**
- 2. Current Development Code Evaluation**
- 3. Annotated Outline**
- 4. Appendix of Maps Showing Inconsistencies between Zoning and the Comprehensive Plan**

It is important to remember that this evaluation does not necessarily identify every issue or individual problem with the existing development codes. Instead the report tries to focus on broader issues that will provide direction for the project prior to drafting the new UDC.

Major Themes for Improvement

Eight major improvement themes for the UDC update process have emerged after discussions with City Staff, Plan Commissioners, Common Council members, and stakeholder meetings. The intent of this part of the evaluation is to provide an overview of each major theme. Strategies have been identified for addressing each theme to allow for a discussion about potential change before drafting the actual text of the new UDC. The major themes for the UDC update include:

1. Restructure and Reformat the UDC
2. Implement the 2016 Comprehensive Plan
3. Evaluate and Clarify Structure of Zoning Districts' Uses and Standards
4. Evaluate Conditional Uses and How to Handle as a Result of WI Act 67
5. Evaluate City's Zoning Map
6. Improve Zoning as a Tool for Expanding Housing Development Options
7. Address Zoning in the SR 16 Corridor
8. Update and Clarify Development Procedures

Each of these major themes is discussed in more detail on the following pages.

1. Restructure and Reformat the UDC

Onalaska's current UDC code provide a good foundation of development standards that have guided property uses and development activities within the city. The City should consider improving UDC usability by revising its structure and adding tables and graphics to illustrate key concepts, procedures, and standards.

Revise UDC structure

The current UDC can be improved in terms of user-friendliness and the ability to locate particular standards and review procedures. The inconsistent use of parts and articles, as well as the use of a numbering system that doesn't distinguish parts makes the UDC difficult to navigate. There are also unutilized standards, redundancies, and piecemeal changes which have contributed to the frustrating state of the current UDC. An improved organizational structure and thorough assessment and rewrite of the regulations will resolve such conflicts. One of the final steps of this UDC update will be to review the document for internal consistency and to include more cross-referencing where necessary. These cross-references will be automatic and highlighted in the document so that users can identify them easily. The document will be formatted so that the cross-references are active links, taking electronic users directly to the UDC section they are interested in.

Illustrate key concepts, process, and standards with tables and graphics

Modern UDCs explain and summarize development standards, allowed uses, and administrative procedures using tables, illustrations, and flow charts where possible. There are a number of regulation types such as building features, yard setbacks, and parking that will especially benefit from the inclusion of graphics. Illustrations and photos can often describe the required or

desired relationships among development standards, an adjacent use, or dimensions much more quickly and simply than words alone. Tables can convey a wealth of information about uses and dimensional requirements in a few pages, and vastly improve the readability of the UDC.

The updated UDC should judiciously use illustrations, graphics, photographs, and tables to explain complex concepts and summarize detailed lists of information. Where appropriate, we recommend inserting additional tables, graphics, illustrations, and examples to help readers understand preferred forms of development. All graphics, illustrations, and photographs used will be chosen or designed to allow for the easy reproduction of the UDC.



2. Implement the 2016 Comprehensive Plan

One of the objectives of the city's UDC Rewrite project is to implement the regulatory recommendations of the 2016 Comprehensive Plan. The following is an overview of these recommendations:

- Revise and/or create the city's zoning districts that align with the Comprehensive Plan's Future Land Use Plan Districts including:
 - Environmentally Sensitive Development District
 - Mixed Density Residential District
 - Downtown Mixed Use District
 - "Smart Growth Areas" Mixed Use District
 - Commercial District
 - Industrial District
 - Medical Facility Campus District
 - Institutional District
 - Parks and Open Space District
 - Environmental Corridor
- Update the Zoning Map's application of zoning districts to align with the Future Land Use Plan Map
- Support revitalization of downtown and the waterfront
 - Promote downtown infill and redevelopment
 - High quality development character
- Enhance transportation corridors
 - High quality development character
 - Enhance commercial districts
 - Encourage higher density housing in appropriate locations
- Manage growth to preserve community character
 - Protect environmentally sensitive areas
 - Compatible infill development and redevelopment
- Quality urban design

- Building and site design practices that enhance the city’s character and natural amenities
- Regulations facilitate quality design
- Minimize or eliminate visual clutter
- Maintain the character of existing neighborhoods
- Protect natural features and view corridors

3. Evaluate and Clarify Structure of Zoning Districts’ Purposes, Uses and Standards

One of the driving forces behind the UDC update is to evaluate the existing structure of the existing zoning districts including each district’s uses and standard. To accomplish this, we recommend the city consider the following changes:

- a) Add purpose statements
- b) Revise structure and organization of zoning districts
- c) Reorganize permitted and conditional uses
- d) Update dimensional standards

The table *Analysis of Zoning District Types, Uses & Purposes*, shown on the next page, looks at existing districts to identify district type (base, design overlay, or natural resource protection overlay), whether the district has a purpose statement, and whether specific uses are identified.

Add purpose statements

Many of the existing zoning districts do not have purpose statements. In our preliminary review of the uses allowed across zoning districts and the city’s Zoning Map, we recommend establishing purpose statements for each zoning district to help with clarifying the appropriate uses, standards and application for the various districts.

Revise Structure and Organization of Zoning Districts

The existing zoning districts are each presented in separate sections with their own unique regulations for both allowable uses and dimensional standards. In addition, the uses allowed in each district are sometimes based on a cumulative approach, whereby, a district refers back to the next most restrictive district. For example, M-3 allows all uses allowed in M-2. This separated organization results in very repetitive listing of district uses and standards and makes it hard to compare the different zoning districts to each other to determine how their regulations differ or are the same.

We propose creating one chapter for all zoning districts and standards which could include separate divisions dedicated to use specific standards for the residential zones vs. non-residential vs. mixed-use zones. In addition, the current organization of zoning districts is base districts and special districts. This organization results in confusion of how some of these districts work, e.g. MCD is a base district but is located in the special districts chapter, the floodway districts are located in the base districts chapter but it is actually an overlay district. We recommend that an alternative organization could be base districts, overlay districts, and natural resource protection districts. The proposed structure of the Zoning Districts chapter is detailed in the Annotated Outline.

Analysis of Zoning District Types, Uses, Purposes

Base Zoning Districts		Uses Listed?	Purpose?
R-1	Single-Family Residential District	Yes	No
R-160	Special Single-Family Residential District	Yes	Kind of
R-2	Single-Family and/or Duplex Residential District	Yes	No
R-4	Multi-Family Residential District	Yes	No
R-MMH	Manufactured and Mobile Home District	Yes	Kind of
TMD	Traditional/Mixed Neighborhood District	Yes	No
T-C	Transitional Commercial/Business District	Yes	No
B-1	Neighborhood Business District	Yes	No
B-2	Community Business District	Yes	No
M-1	Light Industrial District	Yes	Yes
M-2	Industrial District	Yes	No
M-3	Heavy Industrial District	Yes	No
A-1	Agricultural District	Yes	No
P-1	Public and Semi-Public District	Yes	No
PUD	Planned Unit Development Overlay (overlay also)	Yes; 13-3-5 (a, b)	No
MCD	Medical Campus District	Yes; 13-3-62 (i)	Yes

Design Overlay Districts

PUD	Planned Unit Development Overlay (base district also)	Yes; 13-3-5 (a, b)	No
TND	Traditional Neighborhood Development Overlay	Yes; 13-3-10	Yes
CCD	Conservation/Cluster Development Overlay	No	Yes
FD or D	Downtown Form-Based District Overlay (2 types)		
	- Downtown Residential Neighborhoods (FD/D-R)	No	No
	- Downtown PUD (FD/D-PUD)	Yes; 13-3-18 (a)	No
EDA	Economic Development Area Overlay	Yes; 13-3-34	Yes
AOZD	City of La Crosse Airport Overlay	Yes; 13-3-54	Yes
PCID	Planned Commercial and Industrial Development	Removed from UDC	N/A
HAP?	Historic/Archaeological Preservation District	No	Yes

Natural Resource Protection Overlay Districts

FW	Floodway District	13-2-32 (b)	Yes
FF	Flood Fringe District	13-2-33 (b)	Yes
GDP	General Floodplain District	13-2-34 (b)	Yes
BP	Bluff Protection	Yes; 13-3-2 (b)	Yes
WHP	Municipal Well Recharge Area/Groundwater Protection	Yes; 13-3-3 (h) / (e)	Yes

Reorganize Permitted and Conditional Uses

We recommend creating Uses Tables to illustrate where and how uses are permitted within each zoning district. Utilizing tables to illustrate allowed uses within each district is an effective method of illustrating uses both in a single district and in district-to-district comparisons. We also recommend grouping specific uses into general categories to allow for a more flexible and inclusive list of uses. Uses will be reviewed to determine if additional uses need to be added, if terminology needs updating, and if outdated uses can be removed.

We also recommend creating a new use classification of “permitted with use-specific standards” for those uses that should be permitted as-of-right but that have specific standards that should be enforced by the City (e.g. religious facilities, day care centers, gas stations, and fast food restaurants). See example table to the right.

Table 252-1: Residential Permitted Uses						
P = Permitted	PS = Permitted with Standards	C = Conditional Use				Blank Cell = Prohibited
Use Type	RSH-E	RSH-L	RSH-H	RMH	Additional Requirements	
	Residential Use Classification					
Single household dwelling	P	P	P	P		
Two household dwelling				P		
Multi-household dwelling				P		
Public and Institutional Use Classification						
Assisted living and residential care facilities				PS	153.252(E)(1)	
Community social service facilities except group homes and adult group homes	C	C	C	C	153.252(E)(2)	
Educational institutions	C	C	C	C		
Group homes and adult group homes	C	C	C	C	153.252(E)(3)	
Parks/playgrounds/play fields/open space	C	C	C	C		
Religious places of worship	PS	PS	PS	PS	153.252(E)(4)	
Residential Accessory Uses						
Air conditioning, heat pump, and fixed electric generator equipment	PS	PS	PS	PS	153.252(F)(1)	
Child's playhouse, tree house, or birdhouse	P	P	P	P		
Fences, walls, and hedges	PS	PS	PS	PS	153.252(F)(2)	
Garages, carports, and parking areas	PS	PS	PS	PS	153.252(F)(3)	
Home occupations	PS	PS	PS	PS	153.252(F)(4)	
In-home child and adult care	PS	PS	PS	PS	153.252(F)(5)	
Keeping of domesticated pets, domesticated farm animals, husbandry of fowl, rabbits, or bees	PS	PS	PS	PS	153.252(F)(6)	

Update Dimensional Standards

In addition to creating permitted/conditional uses tables, we also propose creating dimensional standards tables that clearly define the height, lot coverage, setbacks, and other dimensional standards as applicable. Presenting this information in a table format will provide the same benefits as described above for allowed uses, such as an easy comparison of each district's standards. See example table below.

Table 253-2: Non-Residential Development Standards Table						
Development Standard		PF	OB	GB	SS	GI
Minimum Lot Area		-	-	-	-	2 acres
Minimum Lot Width		200'	100'	100'	100'	200'
Minimum Lot Setbacks						
Front		50'	50'	50'	75'	100'
Side	Abutting non-residential	12'	12'	12'	12'	25'
	Abutting residential	50'	50'	30'	30'	100'
Rear	Abutting non-residential	35'	35'	30'	35'	50'
	Abutting residential	50'	50'	50'	50'	100'
Maximum Height						
Principal Structure	Abutting non-residential	50'	48'	48'	36'	75'
	Abutting residential	50'	48'	48'	36'	48'
Accessory Structure		16'	16'	16'	16'	16'
Minimum Green Space		40%	30%	25%	30%	30%

4. Evaluate Conditional Uses and How to Handle as a Result of WI Act 67

2017 Wisconsin Act 67 changed how cities are able to process conditional use permits (CUPs). Conditional use permits have traditionally been used to allow uses that may have impacts on surrounding properties if no mitigating measures were taken. During the review and approval process a City would typically add conditions to the permit approval in an effort to minimize impacts. Conditions might address site parameters such as setbacks, building height, site access points, traffic movement, screening, landscaping, or signage. These conditions were not necessarily identified in the code. Some would be added through neighborhood input and discussion by the Plan Commission.

Act 67 now requires a city to grant a conditional use permit if an applicant meets, or agrees to meet, all of the requirements and conditions specified in the ordinance or imposed. These conditions must be based on substantial evidence, defined in the Act as facts and information rather than simply personal preference or speculation about impacts. A review of the UDC finds that many conditional uses do not have specific conditions identified in the code. It is also anticipated that some previous conditional uses could be considered permitted uses or uses permitted with standards. A comprehensive review of conditional uses is recommended as part of the rewrite process.

5. Evaluate City's Zoning Map

A preliminary comparison was conducted of the City's current Zoning Map to an Existing Land Uses Map and the 2016 Future Land Use Plan Map. Each of the 2016 Comprehensive Plan's Future Land Use Plan Districts identify applicable zoning districts. Several inconsistencies have been identified, including the following:

- Much of the city's existing commercial land, both existing and planned, is located in a manufacturing zoning district; for example, all of the SR 16 commercial corridor surrounding the Valley View Mall is zoned M-1
- Some land guided as Industrial on the Future Land Use Plan Map is located in a variety of zoning districts including residential, commercial, and public
- Some land guided as Mixed Density Residential on the Future Land Use Plan Map is located in non-residential zoning districts
- The R-MMH (Manufactured and Mobile Home) zoning district is currently not applied to the city's three existing manufactured/mobile home parks
- The three areas guided as Medical Facility are not zoned in the new Medical Campus District; the two existing campuses are zoned as M-1
- Land guided as Institutional on the Future Land Use Plan Map, which the 2016 Comprehensive Plan recommends for P-1 zoning, is located in a variety of zoning districts including R-1, R-2, B-2, T-C, and A-1

- Land guided as Parks & Open Space on the Future Land Use Plan Map is located in a variety of development and agricultural zoning districts
- Some land guided as Environmentally Sensitive Residential on the Future Land Use Plan Map is zoned for development districts, particularly R-4
- Some land guided as Environmental Corridor on the Future Land Use Plan Map is located in residential development districts
- Although required, the City does not have a Shoreland Overlay District

In addition, a number of zoning districts, both base and overlay, are currently not used at all or very minimally and should be evaluated for their future usefulness. Some of the key districts to be evaluated include R-MMH, TMD, TND, CCD, EDA, BP, and WHP.

6. Improve Zoning as a Tool for Expanding Housing Development Options

The city's existing residential zoning districts are predominantly structured around traditional, single-family houses, duplexes/twindos, and multi-family housing development. The 2016 Comprehensive Plan identifies the city's residential areas as including mixed density residential areas and mixed use areas, including downtown and new development areas. The community is interested in increasing the diversity of housing options available for existing and new residents. Updates to the residential zoning districts could better reflect modern housing development trends and enable the addition of a greater diversity of housing types for residents.

For example, so-called "missing middle housing" types could potentially be identified and allowed in more areas of the city than larger scale, higher density housing types. Missing middle housing types include side-by-side duplexes, stacked duplexes, bungalows, accessory dwelling units, four-plexes, townhouses/rowhouses, live-work units, and small apartment buildings. The scale of these medium density housing types can be designed to be compatible with single-family housing neighborhoods. Options to consider are expanding the housing types allowed in the R-1 and R-2 zoning districts and/or creating a new R-3 zoning district.

7. Address Zoning in the Redevelopment Plan Areas (Downtown and SR 16 Corridor)

As part of implementing the two recently completed redevelopment plans for the Downtown Area and SR 16 Commercial Corridor, the UDC Rewrite project will evaluate recommendations from these two plans such as the following:

- recommended updates to the Zoning Map for these areas
- how to address replacement of the PCID overlay district in the SR 16 corridor, since this overlay district was previously removed from the UDC
- potential need for a new mixed-use zoning district for the SR 16 corridor
- reduction of the minimum and other potential adjustments to parking space requirements
- design guidelines, particularly for downtown redevelopment

8. Update and Clarify Development Procedures

While the UDC follows the modern trend of consolidating procedures into one chapter, there are still procedures located in other chapters. All procedures should be consolidated into one chapter and organized by type to make it easier for applicants and staff to locate relevant provisions. For example, site related procedures like conditional use permits, variances, and sites plans are together, while subdivision related procedures such as major subdivisions and planned unit developments are together.

A review of the individual development procedures finds that each type is organized in a different way. This makes it difficult to understand how the processes works and what board or commission will be responsible for review and approval. It is recommended that a general format for procedures is created so the UDC is easier for users to navigate. In addition, the creation of a table that summarizes pertinent information about application procedures would help provide applicants, staff, and elected/appointed officials an overview of how requests will be processed. An example of such a table is provided to the right.

As part of the update, it is recommended that application requirements be removed from the UDC and placed in a separate application manual so that the requirements can be easily updated as trends and needs change. This also allows the development procedures chapter to focus on how an application will be reviewed rather than a long list of application materials required.

Another improvement to the UDC would be the removal of sections pertaining to the operational procedures for boards or commissions. It is recommended that these sections be moved and consolidated with existing provisions located in Title 2, Chapter 4.

Procedure	Section Reference	City Council	D = Decision (Responsible for Final Decision) A = Appeal (Authority to Hear/Decide Appeals)		
			Planning Commission	Board of Zoning Appeals	Building Official
Zoning Text or Map Amendments	153.202	H-D	H-R		R
Development Plan Review	153.203		M-D	A	R
Conditional Use Permits	153.204		H-D	A	R
Determination of Similar Uses	153.205		A		D ¹
Variances	153.206			H-D	R
Appeals	153.208			H-D	R
Planned Unit Development – Zone Map Amendment and Preliminary Development Plan	153.255(F)(1)	H-D	H-R		R
Planned Unit Development – Final Development Plan	153.255(F)(5)	A	M-D		R
Planned Unit Development – Major Modification	153.255(G)(1)	H-D	H-R		R
Planned Unit Development – Minor Modification	153.255(G)(2)	A	M-D		R
T-District Zone Map Amendment and Preliminary Development Plan	153.256(F)(1)	H-D	H-R		R
T-District Final Development Plan	153.256(F)(5)	A	M-D		R
T-District Major Modification	153.256(G)(1)	H-D	H-R		R
T-District Minor Modification	153.256(G)(2)	A	M-D		R
Route 4 Corridor Review District Plan	153.257(I)		M-D	A	R

¹ The building official shall consult with the chair of the planning commission when making this decision.

Current Development Code Evaluation

This part provides a detailed, section-by-section review of the City’s current development codes and proposes changes in organization or substance based on our assessment of the code and discussions with city staff, elected and appointed officials, stakeholders, and the public. The intent is not to provide line-by-line edits, but to identify key issues that may need to be addressed in the development code update process.

Chapter 1: General Provisions

Part 1: Introduction

Sec. 13-1-1 to Sec. 13-1-9 General Provisions

These general provision sections provide the foundation for the establishment and use of the Unified Development Code. The sections include legislative authority, title, general purpose, relationship to the Comprehensive Plan, jurisdiction and general provisions, legislative purpose and intent, abrogation and greater restrictions, interpretation, and severability and non-liability. These sections must be retained. A minor update to the legislative authority section is needed to remove the state law reference as recommended by the City Attorney.

Sec. 13-1-10 Repeal, Effective Date and Transition Standard

This section repeals all other ordinances or part of ordinances that are inconsistent with this Chapter. It also provides clarification on how the UDC shall apply to Development Plans and Permits. This section will be retained and the timeframe for application of the UDC updated.

Sec. 13-1-11 Payment of Taxes and Fees Prior to Application

The UDC states that no rezonings, conditional uses and permits shall be granted until all real estate taxes, personal property taxes, special assessments and other fees have been paid in full. This section should be retained. Clarification is recommended as to whether the fees must be paid before applying, processing or granting of rezonings or permits, as well as whether this section applies to all applications and permits or just conditional use permits.

Sec. 13-1-12 Jurisdiction and General Provisions

This section identifies how the UDC applies to uses, structures, and lands. It stipulates that each lot shall have no more than one main building. It also states that lots that are abutting a different zoning district that is more restrictive must have more restrictive side yard and/or rear yards. Three of these provisions are the same as in Sec 13-1-5. It is recommended that one of the two sections be removed.

Sec. 13-1-13 Use Regulations

This section establishes that permitted, accessory, and conditional uses are allowed as permitted by the zoning district. For conditional uses it provides provisions that apply in general to all such uses. This section also specifies the procedure for uses that are not specified in the UDC. This section should be moved to precede the use charts. It also should be updated to reflect WI Act 67.

Sec. 13-1-14 Site Regulations

This section establishes a number of requirements pertaining to whether a lot can be built upon. The section requires a minimum amount of width, location on a dedicated street and site suitability. It also limits the amount of topographic change allowed to be made on a site for the protection of adjacent properties. It also establishes that roofed or enclosed decks and porches are considered part of a building, while unenclosed decks are not and shall have the same setback as accessory structures. As part of the UDC update process these provisions should be evaluated for their appropriateness and consistency with other requirements and move to appropriate sections. It is anticipated that the site regulations will be moved to the Lot and Site Dimension sections, while the site suitability and preservation of topography would be part of chapter 4, subdivision standards.

Sec. 13-1-15 Height and Area Exceptions

This section identifies exemptions or alternative requirements for specified uses to the height limitations established in each zoning district. It identifies modifications to yard requirements for specific uses and includes provisions for the Plan Commission to evaluate setback flexibility requests. It also provides for the lot width in residential districts to be reduced. These provisions should be moved to chapter 2, zoning districts.

Sec. 13-1-16 Reduction or Joint Use

This section explicitly prevents the reduction of lots, yards, parking areas, and building areas or the use of these areas for other structures or use such that they don't meet the code. As this is a general section it shall remain as part of administrative provisions. It should be combined with the provisions of 13-1-12.

Sec. 13-1-17 Screens and Buffers

This section establishes requirements for buffer yards and screening. The requirements include definitions for buffer yard and screens that are not located in the glossary of the UDC and should be added. This section should be moved to chapter 3, general development standards.

Sec. 13-1-18 Payment of Taxes and Fees

This section is the same as Section 13-1-11 and should be removed.

Sec. 13-1-19 to Sec. 13-1-23 Official Map Provisions

These sections all pertain to the Official Map. The sections cover the Official Map purpose, adoption, amendment, recording, certification, interpretation, appeals, and violations. It also limits the permitting of structures and construction of improvements that are in conflict with the Official Map. These sections should all be combined into one section so it is clear what all the provisions are that relate to the Official Map. The section that establishes a date for the Official Map should be updated.

Sec. 13-1-24 Minimum Construction Standards

This section establishes minimum standards for the construction of residential dwellings, including plumbing, heating, electrical, and sound transmission. These provisions should be evaluated for removal as they are building code related rather than zoning and subdivision related.

Part 2: Glossary

Sec. 13-1-31 Definitions

This section will be updated as part of the updating of language for the UDC. All definitions throughout the UDC will be consolidated into one chapter. Outdated/unused terms will be deleted. New terms need to be defined and added. The Definitions section will become the last chapter of the UDC, similar to where a glossary is located in books and documents.

Other UDC sections that include definitions are:

1. Sec. 13-2-9 RMMH Manufactured and Mobile Home District
2. Sec. 13-3-3 WHP Municipal Well Recharge Area Overlay District / Wellhead Protection Ord.
3. Sec. 13-3-19 Historic / Archaeological Preservation, Definitions
4. Sec. 13-3-61 La Crosse Municipal Airport Overlay Zoning District, Definitions
5. Sec. 13-3-62 Medical Campus District
6. Sec. 13-5-14 Bed and Breakfast Establishments
7. Sec. 13-5-19 Adult Oriented Uses
8. Sec. 13-6-1 Satellite Earth Stations, Definitions
9. Sec. 13-6-6 Telecommunication Structures and Towers (reference to WI Statutes)
10. Sec. 13-6-10 Fences and Hedges
11. Sec. 13-6-11 Residential Swimming Pools
12. Sec. 13-6-20 Sign Ordinance, Definitions
13. Sec. 13-7-11 Storage and Parking of Recreational Vehicles, Definitions
14. Sec. 13-8-62 Tree Protection Policy, Definitions
15. Sec. 13-9-77 Park Development Fees, Definitions

Part 3: Non-Conforming Uses

Sec. 13-1-33 to 13-1-37 Nonconforming Uses and Structures and Substandard Lots

These sections regulate non-confirming uses, structures, and lots. These sections shall be retained as part of the general provisions portion of the code. Regulations pertaining to the use of substandard lots shall be reviewed and updated as needed to address development issues. A determination will need to be made as part of the UDC update process as to whether the section should be retained as part of chapter 1, introductory provisions or be a part of chapter 2, zoning districts.

Chapter 2: Zoning Districts

Part 1: Establishment of Districts

Sec. 13-2-1 Establishment of Districts

This section establishes all of the City's zoning districts, including basic, custom, and overlay districts. Part 1 of this chapter contains the 14 basic zoning districts while Part 2 contains the three floodplain districts. The R-160 district (Sec. 13-2-6) is missing from the UDC Table of Contents (TOC), which also causes the TOC numbering of sections to be inaccurate. The Special Districts listed in this section are actually contained in Chapter 3. The listing of Special Districts is missing some districts that are separate sections in Chapter 3, including the following:

- 1) Historic/Archaeological Preservation (Part 6 in Chapter 3)
- 2) Regulations for Designated Archaeological Sites (Part 7 in Chapter 3)
- 3) Economic Development Area Zoning Overlay District (Part 8 in Chapter 3)
- 4) La Crosse Municipal Airport Overlay Zoning District (Part 9 in Chapter 3)
- 5) Medical Campus District (Part 10 in Chapter 3)

This section will need to be updated based on an overall analysis of existing zoning districts and potential additional zoning districts. Some zoning districts may be eliminated and some new zoning districts may be added to this section.

Sec. 13-2-2 (a) Vacation of Streets; (b) Annexations

Significant updates to these two sub-sections are not anticipated. In the new UDC, these two sub-sections will be located in the Zoning Districts chapter, General Requirements section.

Sec. 13-2-3 Zoning Map (a) and (b)

Significant updates to these two sub-sections are not anticipated. Sub-section (b) is partially redundant with Sec. 13-2-4, so will be revised. In the new UDC, these two sub-sections will be located in the Zoning Districts chapter, General Requirements section.

Sec. 13-2-4 Rules for Interpretation of District Boundaries

Significant updates to this section are not anticipated. In the new UDC, this section will be located in the Zoning Districts chapter, General Requirements section.

Sec. 13-2-5 through 13-2-8 Residential Districts

These four sections include the individual residential zoning districts: R-1, R-160, R-2, and R-4. Each district section establishes the following regulations: permitted uses, conditional uses (references specific sections in Chapter 5), lot width and area minimum standards, building width (minimum) and height (maximum) standards, and minimum yard/building setback (street, rear, side) standards.

Updates to consider:

1. Most or all of this information can likely be summarized in Uses Tables (principal and accessory), Lot Dimensions Table, and Site Dimensions Table for all zoning districts.
2. It may be helpful to add a diagram that illustrates zero lot line housing standards.
3. A purpose statement should be added for each zoning district.

4. Consideration should be given to permitting manufactured homes in all or some R districts.
5. Evaluation of how the minimum building width of 20 feet restricts manufactured homes?
6. Evaluation of conditional uses and how to handle as a result of WI Act 67.
7. Creation of a new R district that permits medium density but not high density residential uses.

Sec. 13-2-9 R-MMH Manufactured and Mobile Home District

This section was amended in 2016 so major updates are not intended as part of the UDC Rewrite project. Currently there are only three smaller properties located in the R-MMH zoning district – one developed with manufactured/mobile homes and two undeveloped properties. These three properties do not meet the R-MMH minimum lot size of 15 acres. The city’s three existing mobile home parks are not located in the R-MMH zoning district. The City’s Code also includes Title 7 Licensing and Regulation, Chapter 17 Manufactured/Mobile Home Communities. The two chapter sections (13-2-9 and 7-17) include cross-references.

This section includes sub-sections establishing this zoning district’s requirements:

- a. Intent
- b. Definitions
- c. Minimum dimensional requirements and minimum number of lots or spaces
- d. Permitted uses and structures
- e. Site plan permit procedure
- f. Standard requirements for manufactured or mobile home park modifications/additions/expansions
- g. Mobile home park operator’s license
- h. Operation of manufactured and mobile home parks – responsibilities of park management
- i. Operation of manufactured and mobile home parks – responsibilities of park occupants
- j. Additional regulations
- k. Compliance with plumbing, electrical and building ordinances
- l. Limitations on signs
- m. Common recreational facilities
- n. Standards for general site planning

Some potential considerations and/or inconsistencies identified include:

1. Move definitions to the UDC section that includes all definitions.
2. Move site plan permit to the UDC section that includes all development procedures.
3. Clarify whether mobile home are a permitted or conditional use in R-MMH based on language in 13-2-9 (a)(2) vs. (d)(1).
4. Should the operations sections be moved out of the UDC to Sec. 7-17?
5. Should some of the mobility-related standards (e.g. streets, driveways, etc.) be moved to the UDC section that includes all mobility standards?
6. Sub-section (g) “Mobile Home Park Operator’s License” refers to Sec. 7-17-2 (Monthly Municipal Permit Fee) which is in Chapter 17 - Manufactured/Mobile Home Communities. It’s not clear that these two licenses/permits are the same thing.

Sec. 13-2-10 TMD Traditional/Mixed Neighborhood District

TMD is a mixed-use district that permits a mix of all types of residential uses, a mixed-use area (commercial, residential, civic/institutional, open space), and open space. Approval of TMD zoning (by the Plan Commission and Common Council) requires a master plan that provides a general layout of proposed land uses including permitted uses, area standards, and height restrictions.

Some preliminary issues/findings identified include:

1. TMD does not have any dimensional standards.
2. (a)(2) states “Conditional uses are preferred for mixed-use areas...” even though these uses are listed under the Permitted Uses.
3. Currently there are no properties in this zoning district shown on the city’s zoning map.
4. The permitted uses in TMD are identical to the TND permitted uses in Chapter 3 (Special Districts).

Based upon these issues/findings, elimination of this district should be considered.

Sec. 13-2-11 through 13-2-13 Business Districts

These three sections include the individual business/commercial zoning districts: T-C, B-1, and B-2. Each district section establishes the following regulations: permitted uses, conditional uses (references specific sections in Chapter 5, T-C also lists conditional uses), maximum height standards, and minimum yard/building setback (street, rear, side) standards. Unlike the R districts, these three districts do not have minimum lot area, lot width and building width standards. The T-C district also has aesthetic standards.

Updates to consider:

1. Most or all of this information can likely be summarized in Uses Tables (principal and accessory), Lot Dimensions Table, and Site Dimensions Table for all zoning districts.
2. Addition of a purpose statement for each zoning district.
3. T-C aesthetic standards.
4. They are very general and should be considered for relocation to the UDC’s parking and landscaping standards section.
5. Evaluation of conditional uses and how to handle as a result of WI Act 67.
6. Creation of a new B district that could be applied to the SR 16 corridor which is currently zoned M-1.

Sec. 13-2-14 through 13-2-16 Manufacturing Districts

These three sections include the individual manufacturing districts: M-1, M-2, and M-3. Each district section establishes the following regulations: permitted uses, conditional uses (references specific sections in Chapter 5), maximum height standards, and minimum yard/building setback (street, rear, side) standards. Unlike the R districts, these three districts do not have minimum lot area, lot width and building width standards.

Updates to consider:

1. Most or all of this information can likely be summarized in Uses Tables (principal and accessory), Lot Dimensions Table, and Site Dimensions Table for all zoning districts.
2. Evaluation of conditional uses and how to handle as a result of WI Act 67.

Sec. 13-2-17 A-1 Agricultural District

This section establishes the following regulations: permitted uses, conditional uses (references specific sections in Chapter 5), minimum lot area standard, minimum lot frontage standard, maximum height standard, and minimum yard/building setback (street, rear, side) standards. Unlike the R districts, this district does not have lot width and building width standards.

Updates to consider:

1. Most or all of this information can likely be summarized in Uses Tables (principal and accessory), Lot Dimensions Table, and Site Dimensions Table for all zoning districts.
2. Evaluation of conditional uses and how to handle as a result of WI Act 67.

Sec. 13-2-18 P-1 Public and Semi-Public District

This section establishes the following regulations: permitted uses, conditional uses (references specific sections in Chapter 5). Unlike the rest of the districts, the P-1 district does not include any dimensional standards.

Updates to consider:

1. Most or all of this information can likely be summarized in Uses Tables (principal and accessory), Lot Dimensions Table, and Site Dimensions Table for all zoning districts.
2. Evaluation of conditional uses and how to handle as a result of WI Act 67.
3. Creation of a new P district that would regulate properties zoned for public/semi-public buildings differently than properties zoned for parks and open space, including dimensional standards.

Part 2: Floodplain Zoning

Sec. 13-2-18 through 13-2-37 Floodplain Zoning

These sections (Part 2 of Chapter 2) include all of the floodplain protection regulations required to meet Wisconsin State Statutes. Significant substantive updates are not anticipated for these sections. The floodplain zoning sections in general will be located in the Natural Resource Protection Districts division of the Zoning Districts chapter. Since the format of these sections will be updated as part of the UDC Rewrite, the following revisions will be considered:

- Confirm and clarify language/terminology, such as Land Use & Development Director, Zoning Administrator, Zoning Agency, the Department, Department of Health Services, Division of Emergency Government, Local Comprehensive Floodplain Development Plans, City stormwater or erosion control/excavation permits.
- Align references to Ordinance, Title, Article, Chapter, and Section to be consistent with the format of the new UDC.
- Update cross-references to specific sections/sub-sections.
- Relocate the Administration section (13-2-26) to the Development Procedures chapter.

Chapter 3: Special Districts

Part 1: Establishment of Special Districts

Sec. 13-3-1 Special Districts

The listing of Special Districts is missing some districts that are separate sections in Chapter 3, including the following:

- 1) Historic/Archaeological Preservation (Part 6 in Chapter 3)
- 2) Regulations for Designated Archaeological Sites (Part 7 in Chapter 3)
- 3) Economic Development Area Zoning Overlay District (Part 8 in Chapter 3)
- 4) La Crosse Municipal Airport Overlay Zoning District (Part 9 in Chapter 3)
- 5) Medical Campus District (Part 10 in Chapter 3)

This section will need to be updated based on an overall analysis of existing zoning districts and potential additional zoning districts. Some zoning districts may be eliminated and some new zoning districts may be added to this section. It is recommended that the new UDC include three categories of zoning districts instead of two (Base, Special):

- Base Zoning Districts (move MCD here)
- Overlay Districts (PUD, DT-PUD, TND, CCD, EDA, Airport, Historic/Arch Preservation)
- Natural Resource Protection Districts (Floodplain, Bluff, Wellhead, Shoreland)

During the evaluation of the overlay and natural resource protection districts, it will be determined whether these districts should be included in the Uses Table or there should be separate Uses Tables for each category of districts (Base, Overlay, Natural Resource Protection).

Sec. 13-3-2 BP Bluff Protection Overlay District

This overlay district only consists of a purpose statement and a list of four permitted uses. To be useful, this district will need to be expanded to include components such as definition of steep slopes/bluffland, applicability, and standards. It doesn't appear that this overlay district has been mapped on the City's Zoning Map, which may not be possible without a specific definition of steep slopes/bluffland. This overlay district will be evaluated as part of the UDC Rewrite project. If it is determined that this overlay district will remain in the new UDC, it would be located in the Natural Resource Protection Districts division of the Zoning Districts chapter.

Sec. 13-3-3 WHP Municipal Well Recharge Area Overlay District/Wellhead Protection Ord.

In the current UDC, this section seemingly has three different names – Municipal Well Recharge Area Overlay District vs. Wellhead Protection Ordinance vs. Groundwater Protection Overlay District – which will need to be clarified. It doesn't appear that this overlay district has been mapped on the City's Zoning Map. This overlay district will be evaluated as part of the UDC Rewrite project. If it is determined that this overlay district will remain in the new UDC, it would be located in the Natural Resource Protection Districts division of the Zoning Districts chapter. Since the format of these sections will be updated as part of the UDC Rewrite, the following revisions will be considered:

- Consistency with current Wisconsin State Statutes
- Definitions will be relocated to the Definitions chapter.
- Definition of the district's boundaries occupies two full pages which seems unnecessary and may be out-of-date.
- Determine whether uses can be summarized in a Uses Table.
- Evaluation of conditional uses and how to handle as a result of WI Act 67.
- Potential relocation of Conditional Use Permit and Classification of Use procedures to the Development Procedures chapter of the new UDC.
- Update cross-references to specific sections/sub-sections.
- Align references to Ordinance, Title, Article, Chapter, and Section to be consistent with the format of the new UDC.

Part 2: Planned Unit Development (PUD)

Sec. 13-3-4 through 13-3-7 Planned Unit Development (PUD)

The current UDC states that the PUD district can be used either as a custom/base zoning district or an overlay district. Up to now, it appears that the PUD has only been used as an overlay district and primarily for residential development. Since the format of these sections will be updated as part of the UDC Rewrite, the following revisions will be considered:

- Application fees should be removed from the UDC.
- Reference to traditional neighborhood development should be deleted.
- Evaluation of whether PUD should continue to function as both as a custom/base zoning district or an overlay district.
- Evaluation of whether the minimum site size of 5 acres for applying a PUD should be reduced to make the district available to a greater number of sites, particularly for redevelopment purposes.
- General evaluation of potential improvements to the PUD overlay district.
- Relocate Sec. 13-3-6 and 13-3-7 to the new UDC's Development Procedures chapter.
- Align references to Ordinance, Title, Article, Chapter, and Section to be consistent with the format of the new UDC.

Part 3: Traditional Neighborhood Development (TND)

Sec. 13-3-8 through 13-3-10 Traditional Neighborhood Development (TND)

This overlay district is relatively new and it has only been applied to one residential development thus far. The format of the TND district is very similar to that of the PUD. Since the format of these sections will be updated as part of the UDC Rewrite, the following revisions will be considered:

- Application fees should be removed from the UDC.
- Relocate Sec. 13-3-9 to the new UDC's Development Procedures chapter.
- Evaluation of conditional uses and how to handle as a result of WI Act 67.
- Determine whether uses and dimensional standards can be summarized in a Uses Table.

- Evaluation of circulation standards (currently five pages) for consistency and potential redundancy with the new UDC’s Mobility Standards chapter.
- Evaluation of landscaping/screening, lighting, and signage standards for consistency and potential redundancy with the new UDC’s General Development Standards chapter, which will include landscaping/screening, lighting, and signage standards sections.

This district will be located in the Overlay Districts division of the Zoning Districts chapter.

Part 4: Conservation/Cluster Developments

Sec. 13-3-11 through 13-3-14 Conservation/Cluster Developments

The current UDC states that the CCD district may be used either as a custom/base zoning district for any land use or combination of land uses. Since the format of these sections will be updated as part of the UDC Rewrite, the following revisions will be considered:

- Application fees should be removed from the UDC.
- Reference to traditional neighborhood development which should be deleted.
- Evaluation of whether CCD should continue to function as a custom/base zoning district or an overlay district, particularly since this district does not identify allowed uses.
- Relocate Sec. 13-3-13 and 13-3-14 to the new UDC’s Development Procedures chapter.
- Evaluation of circulation standards for consistency and potential redundancy with the new UDC’s Mobility Standards chapter.

Part 5: Form-Based/Downtown Overlay Districts

Sec. 13-3-15 through 13-3-20 Form-Based/Downtown Overlay Districts

These sections establish two downtown overlay districts:

- Downtown Residential Neighborhoods (D-R) for single-family and/or two-family residences
- Downtown Planned Unit Developments (D-PUD) for mixed uses

Since the format of these sections will be updated as part of the UDC Rewrite, the following revisions will be considered:

- Evaluation of conditional uses and how to handle as a result of WI Act 67.
- Relocate Sec. 13-3-13 and 13-3-14 to the new UDC’s Development Procedures chapter.
- Consider incorporating the Downtown Redevelopment Study’s design guidelines and/or a reference to this downtown plan.

This district will be located in the Overlay Districts division of the Zoning Districts chapter.

Sections 13-3-18 through 13-3-20 are duplicated between Form-Based/Downtown Overlay Districts and Historic/Archaeological Preservation.

Part 6: *Historic/Archaeological Preservation*

Sec. 13-3-18 through 13-3-26 Historic/Archaeological Preservation

These sections establish the City’s ordinances related to historic/archaeological preservation including, purpose/intent, definitions, the Historic Preservation Commission (HPC), powers and duties of the HPC, historic structure/site/district designation criteria, designation procedures, interim control, violation penalties, and public safety/health issue remedies. Substantive updates are not anticipated to the historic/archaeological preservation sections. Since the format of these sections will be updated as part of the UDC Rewrite, the following revisions will be considered:

- Definitions will be relocated to the Definitions chapter.
- Update historic district, site and structure definitions to include archaeological and architectural.
- Potential relocation of the Heritage Preservation Commission section (13-3-20) to Title 2 (Government and Administration) where the ordinances for the establishment of all of the City’s other commissions, boards, and Common Council are located.
- Potential relocation of portions of section 13-3-22 to Title 2 (Government and Administration) and the new UDC’s Development Procedures chapter. The Certificate of Appropriateness development procedure will be located in that chapter.
- Update cross-references to specific sections/sub-sections.
- Align references to Ordinance, Title, Article, Chapter, and Section to be consistent with the format of the new UDC.

The historic/archaeological preservation sections will be located in the Overlay Districts division of the Zoning Districts chapter.

Sections 13-3-18 through 13-3-20 numbering is duplicated between Form-Based/Downtown Overlay Districts and Historic/Archaeological Preservation.

Part 7: *Regulations for Designated Archaeological Sites*

Sec. 13-3-27 through 13-3-29 Regulations for Designated Archaeological Sites

These sections include regulations for any demolition, excavating, building, or development within a designated Archaeological District. These sections are duplicated in Sections 13-8-54 to 13-8-56. It needs to be clarified whether a designated “Archaeological District” exists and/or if it is equivalent to a designated “Historic District” in Sections 13-3-18 through 13-3-26. If they are equivalent, then these sections may be consolidated with the historic/archaeological preservation section (in the Overlay Districts division of the Zoning Districts chapter) and the procedures identified in Chapter 8. Once appropriate regulations are identified consideration should be given as to whether they should be located in chapter 8, administration and procedures, outside of the UDC to the Building Code or demolition/excavation permit portions of the City’s Code.

Part 8: *Economic Development Area Zoning Overlay District*

Sec. 13-3-30 through 13-3-42 Economic Development Area Zoning Overlay District

This overlay district is relatively new since it was created in 2008. It has only been applied to a few parcels along I-90 on the eastern edge of the city adjacent to the La Crosse International Business Park. None of the properties has been developed up to now. As part of the UDC Rewrite project, the City would like this overlay district's usefulness to be evaluated. A potential outcome is to eliminate this district. If it is determined that this overlay district will remain in the new UDC, the following revisions will be considered:

- Uses and dimension standards will be summarized in the Uses Tables (principal and accessory), Lot Dimensions Table, and Site Dimensions Table with the rest of the base zoning districts.
- Removal of section 13-3-39 referring to the PCID Code, which is no longer in the UDC.
- Sections 13-3-40 and 13-3-41 are not needed.
- Potential relocation of the landscaping section (13-3-42) to the general Landscaping section of the new UDC.

This district would be located in the Overlay Districts division of the Zoning Districts chapter.

Part 9: La Crosse Municipal Airport Overlay District

Sec. 13-3-50 through 13-3-61 La Crosse Municipal Airport Overlay District

This overlay district regulates development within three miles of the La Crosse Airport and was established by the City of La Crosse. This district is included in the Onalaska UDC in order to enable the City of Onalaska to have jurisdiction to administer these regulations in those areas that lie within Onalaska's municipal boundaries. Substantive updates are not anticipated for these sections. The format of these sections will be updated as part of the UDC Rewrite to align it with the format of the rest of the new UDC. The airport zoning sections in general will be located in the Overlay Districts division of the Zoning Districts chapter.

Part 10: Medical Campus District

Sec. 13-3-62 Medical Campus District

The Medical Campus District is a new base zoning district. Since this district was just created in 2017, substantive updates are not anticipated. This district has not been applied to any land on the City's Zoning Map. Since the format of these sections will be updated as part of the UDC Rewrite, the following revisions will be considered:

- Definitions will be relocated to the Definitions chapter.
- Uses and dimension standards will be summarized in the Uses Tables (principal and accessory), Lot Dimensions Table, and Site Dimensions Table with the rest of the base zoning districts.
- Evaluation of conditional uses and how to handle as a result of WI Act 67.
- Update cross-references to specific sections/sub-sections.
- Confirm and clarify language/terminology, such as Land Use & Development Director.

- Align references to Ordinance, Title, Article, Chapter, and Section to be consistent with the format of the new UDC.
- Potential relocation of the signage sub-section (p) to the Signage chapter.

This district will be located in the Base Districts division of the Zoning Districts chapter.

Chapter 4: General Land Use Performance Standards

Sec. 13-4-1 to 13-4-8 Performance Standards

This chapter establishes performance standards for industrial and commercial developments, including noise, vibration, external light, odor, emissions, and pollutants. Statute citations should be updated.

Given that this chapter is only two pages, the provisions should be combined with other performance standards. It is recommended that these sections form part of a new chapter 3, general development standards.

Chapter 5: Conditional Uses

Conditional Uses will not be a stand-alone chapter in the new UDC. A complete evaluation of these conditional uses will be completed to determine the best way to handle as a result of WI Act 67. In general, Conditional Use Permit procedure sections will be moved to the new UDC's Development Procedures chapter and the remaining sections will be moved to the Zoning Districts chapter.

Sec. 13-5-1 through 13-5-13 Process for Conditional Use Permits

These sections provide the procedures for establishing a conditional use permit. This includes application materials, hearing process, standards, denial process, appeals, amendments, and complaints regarding conditional uses. Chapter 8, Part 4 contains similar provisions pertaining to Conditional Uses. The sections in both chapters should be compared, updated per WI Act 67, and revised provisions be included in Chapter 8 as that is the location for review procedures. It is recommended that regulations pertaining to required application materials should be removed from the UDC.

Sec. 13-5-14 Bed and Breakfast Establishments

Bed & Breakfast Establishment will be included in the Principal Uses Table with the standards established in this section included in the Use Specific Standards division of the Zoning Districts chapter. The definitions in this section will be relocated to the new UDC's Definitions chapter.

Sec. 13-5-15 Public and Semi-Public Conditional Uses

This section identifies public and semi-public conditional uses, which zoning districts they are allowed in, and some dimensional standards (minimum site/lot area, minimum setback). These uses will be included in the Principal Uses Table with the standards included in the Use Specific Standards division of the Zoning Districts chapter.

Sec. 13-5-16 Residential Conditional Uses

This section identifies residential conditional uses, which zoning districts they are allowed in, and some dimensional standards (such as minimum site/lot area, minimum setback, maximum building height). The residential uses identified are: planned residential developments, clubs/fraternities/lodges/meeting places of a non-commercial nature, rest homes, home occupations, and tourist homes. Since none of these uses are defined in the current Glossary, some of this section's content could be used to establish clear definitions of these uses in the new UDC's Definitions chapter. These uses will be included in the Principal Uses Table with the standards included in the Use Specific Standards division of the Zoning Districts chapter. As part of the UDC Rewrite, the following revisions will also be considered:

- Potential for establishing a permit for home occupations and defining as an accessory use rather than a conditional use.
- Potential for establishing standards for short-term residential rentals (VRBO, AirBNB, etc.) related to tourist homes.
- Evaluate the purpose, standards and procedure for the planned residential development use.

Sec. 13-5-17 Highway-Oriented Conditional Uses

This section identifies "highway-oriented" business conditional uses, which zoning districts they are allowed in, and some dimensional standards (such as minimum setback, screening, driveway spacing).

The business uses identified are: drive-in theaters, food/beverage drive-in establishments, funeral homes, tourist homes, vehicle-related, brewpubs, and conversion of static billboards into digital billboards. These uses will be included in the Principal Uses Table with the standards included in the Use Specific Standards division of the Zoning Districts chapter. As part of the UDC Rewrite, the following revisions will also be considered:

- Potential for establishing standards for short-term residential rentals (VRBO, AirBNB, etc.) related to tourist homes and defining as an accessory use rather than a conditional use.
- Potential incorporation of the conversion of static billboards into digital billboards sub-section into the new UDC's Signage chapter.

Sec. 13-5-18 Industrial and Agricultural Conditional Uses

This section identifies industrial and agricultural conditional uses, which zoning districts they are allowed in, and some dimensional standards (such as minimum lot area, minimum setback, screening). The business uses identified are: animal hospitals, veterinary clinics, dumps/disposal areas/incinerators, commercial raising/propagation/butchering of animals, manufacturing/processing, outside storage/manufacturing, and cold storage warehousing. These uses will be included in the Principal Uses Table with the standards included in the Use Specific Standards division of the Zoning Districts chapter.

Sec. 13-5-19 Adult Oriented Uses

This section establishes the purpose, definitions, standards and allowed zoning districts for adult oriented uses. The definitions in this section will be relocated to the new UDC's Definitions chapter. These uses will be included in the Principal Uses Table with the standards included in the Use Specific Standards division of the Zoning Districts chapter.

Sec. 13-5-20 Recreational Conditional Uses

This section identifies recreational conditional uses, which zoning districts they are allowed in, and some dimensional standards (such as minimum lot area, minimum setback). A wide variety of recreational uses are identified which may benefit from adding appropriate definitions to the new UDC's Definitions chapter. These uses will be included in the Principal Uses Table with the standards included in the Use Specific Standards division of the Zoning Districts chapter.

Sec. 13-5-21 Special Conditional Uses

This section identifies special conditional uses and which zoning districts they are allowed in. A wide variety of "special" uses are identified including: animal boarding, small engine sales/repairs, parking lots, caterers, department stores, fish/meat markets, hotels, printing/publishing, trade supplies, pet shops, and churches. No standards are identified for these uses. These uses will be included in the Principal Uses Table with any appropriate standards included in the Use Specific Standards division of the Zoning Districts chapter.

Chapter 6: Accessory Uses and Miscellaneous Standards

Accessory Uses will not be a stand-alone chapter in the new UDC. A complete evaluation of these accessory uses will be completed. In general, these accessory uses will be included in the Accessory Uses Table with the standards included in the Use Specific Standards division of the Zoning Districts chapter.

Part 1: Accessory Uses and Miscellaneous Standards

Sec. 13-6-1 Satellite Earth Stations

This accessory use will be included in the Accessory Uses Table with the identified standards included in the Use Specific Standards division of the Zoning Districts chapter. Specific revisions to this section that will also be considered:

- The definitions in this section will be relocated to the new UDC's Definitions chapter.
- Site Plan Permit requirement can be handled as a standard along with the other standards/restrictions identified in this section.
- Application and fees paragraph can be removed.

Sec. 13-6-2 Radio or Television Antenna Towers

This accessory use will be included in the Accessory Uses Table with the identified standards included in the Use Specific Standards division of the Zoning Districts chapter.

Sec. 13-6-3 through 13-6-5 Wind Energy Systems

These sections are disorganized, redundant and confusing. This accessory use will be included in the Accessory Uses Table with the identified standards included in the Use Specific Standards division of the Zoning Districts chapter. Specific revisions to this section that will also be considered:

- A Wind Energy Conversion System definition will be included in the new UDC's Definitions chapter.
- This use currently requires approval of a Conditional Use Permit. The permit procedure for allowing a wind energy system will be evaluated. The permit requirement will be identified as one of the use specific standards but the actual permit procedure will most likely be located in the new UDC's Development Procedures chapter.

Sec. 13-6-6 Telecommunication Structures and Towers

These sections are disorganized, redundant and confusing. This section appears to address two general types of accessory uses:

- Mobile Service Support Structures and Facilities
- Radio Broadcast Services and Other Telecommunication Facilities and Structures

These accessory uses will be included in the Accessory Uses Table with the identified standards included in the Use Specific Standards division of the Zoning Districts chapter. Specific revisions to this section that will also be considered:

- Evaluate the most appropriate way to identify these accessory uses in the Accessory Uses Table, e.g. one accessory use vs. multiple accessory uses.

- Determine how these accessory uses relate to Sec. 13-6-2 Radio or Television Antenna Towers.
- These uses currently require approval of a Conditional Use Permit. The permit procedure for allowing telecommunication accessory uses will be evaluated. The permit requirement will be identified as one of the use specific standards but the actual permit procedure will most likely be located in the new UDC's Development Procedures chapter.

Sec. 13-6-7 Accessory Uses or Structures

This section contains a mix of general and specific accessory use/structure regulations. Sub-sections (a) and (b) are general, so could be located in the new UDC's Definitions chapter and/or as an introduction to the Use Specific Standards for Accessory Uses section in the Zoning Districts chapter. The remaining sub-sections could be included in the Accessory Uses Table with the identified standards included in the Use Specific Standards division of the Zoning Districts chapter. However, this section addresses a wide variety of accessory use/structure types: residential (detached garages, detached decks, storage sheds), gazebos, greenhouses, pergolas, outdoor saunas, solar equipment, children's play structures, and swimming pools), non-residential, temporary, landscaping, outdoor lighting, lawn accessories, retaining walls, detached energy systems, and mobile home park accessory structures. It may be beneficial to define and list some of these accessory uses separately in the Accessory Uses Table. Title 7, Chapter 12 of Onalaska's Code also contains regulations for Special Events Permits, so sub-section (f) related to temporary uses/structures could be considered for removal from the UDC.

Sec. 13-6-8 Outside Storage of Firewood

This accessory use will be included in the Accessory Uses Table with the identified standards included in the Use Specific Standards division of the Zoning Districts chapter.

Sec. 13-6-9 Outside Storage

This accessory use will be included in the Accessory Uses Table with the identified standards included in the Use Specific Standards division of the Zoning Districts chapter.

Sec. 13-6-10 Fences and Hedges

This accessory use will be included in the Accessory Uses Table with the identified standards included in the Use Specific Standards division of the Zoning Districts chapter. The definition in this section will be relocated to the new UDC's Definitions chapter.

Sec. 13-6-11 Residential Swimming Pools

This accessory use will be included in the Accessory Uses Table with the identified standards included in the Use Specific Standards division of the Zoning Districts chapter. The definition in this section will be relocated to the new UDC's Definitions chapter.

Sec. 13-6-12 Home Occupations

This accessory use will be included in the Accessory Uses Table with the identified standards included in the Use Specific Standards division of the Zoning Districts chapter.

Sec. 13-6-13 Garage Sales

This accessory use could be included in the Accessory Uses Table with the identified standards included in the Use Specific Standards division of the Zoning Districts chapter. Alternatively, Title 7, Chapter 8 of

Onalaska's Code also contains regulations for Garage Sales, so this section could also be considered for removal from the UDC.

Sec. 13-6-14 Outdoor Displays, Sales Areas, Tents and Storage

This accessory use will be included in the Accessory Uses Table with the identified standards included in the Use Specific Standards division of the Zoning Districts chapter.

Sec. 13-6-15 Refuse and Recycling Containers

This accessory use could be included in the Accessory Uses Table with the identified standards included in the Use Specific Standards division of the Zoning Districts chapter. Alternatively, Title 8, Chapter 3 of Onalaska's Code also contains regulations for Refuse & Recycling Disposal and Collection, so this section could also be considered for removal from the UDC.

Sec. 13-6-16 Enforcement

This section is general and could potentially just be included in the new UDC's Introductory Provisions chapter.

Part 2: Sign Ordinance

Sec. 13-6-17 through 13-6-36

These sections establish standards for all signs and sign structures in the city. It includes the following sections: purpose, applicability, substitution, definitions, administration/sign permits, exempt signs, prohibited signs, general provisions/design/maintenance standards, general standards for specific types of signs, allowable signs in each district (5 sections), temporary signs, landscape features, variances or exceptions, nonconforming signs, abandoned signs/structures, and severability/conflict. Most of these sections will be located in a separate Signage chapter in the new UDC. Definitions will be moved to the Definitions chapter of the new UDC and the administration/sign permits section may be moved to the Development Procedures chapter. These sections will be reviewed and reformatted to ensure consistency with other sections of the UDC. Since the city has amended the sign regulations multiple times in recent years, substantive updates to this section are not anticipated. Nonetheless, the sign districts, standards, and other regulations will be compared with signage best practices.

Chapter 7: Mobility Standards

Sec. 13-7-1 Access Management

This section identifies regulations pertaining to limiting highway access and the permitting and design of driveways. It also references requirements for sidewalks. This section is a duplicate of Chapter 3 of Title 6 Public Works. It is recommended that the standards be removed from this chapter.

Sec. 13-7-2 General Street Design Standards

This section establishes requirements for the dedication, layout, and design of streets. It also includes provisions related to the naming of streets and street numbers. This section should be retained as part of chapter 4, subdivision design standards. The City Engineer should review to ensure the standards continue to be appropriate. Street Numbering provisions are also in Section 6-2-16 and so should be removed from this section.

Sec. 13-7-3 Specifications for Preparation, Construction, and Dedication of Street and Roads

This section contains the regulations pertaining to the construction of streets and roads such as ROW and pavement width, roadway thickness, and City oversight. The provisions should be retained as part of chapter 4, subdivision design standards. The City Engineer should review to ensure the standards continue to be appropriate and reflect modern standards. The street light provisions of this section are duplicative of Sec. 13-9-46, though they should remain with the subdivision design standards.

Sec. 13-7-4 Block Design Standards

This section identifies minimum requirements for the layout and design of blocks. These provisions should be retained as part of chapter 4, subdivision design standards. The City Engineer should review to ensure the standards continue to be appropriate.

Sec. 13-7-5 Street Improvements

This section also has regulations about the construction of streets. Consideration should be given to consolidating the provisions of this section with Sec. 13-7-3.

Sec. 13-7-6 Curb and Gutter

This section states that 30-inch wide curb and gutter is required. This section is a duplicate of Section 6-2-8 in Title 6 Public Works so consideration should be given to where the requirements should be retained.

Sec. 13-7-7 Sidewalks/Multi-modal Paths

This section establishes when sidewalks and paths are required and when they must be constructed. These provisions should be retained as part of chapter 4, subdivision design standards. The City Engineer should review to ensure the standards continue to be appropriate.

Sec. 13-7-8 Transit Standards

This section notes that the La Crosse Area Regional Transportation Plan – Multi-Modal Transit Element is adopted as reference. This section is recommended to be deleted has not historically been applied.

Sec. 13-7-9 Traffic and Air Quality Impact

This section required applicants to file a traffic impact study and/or air quality analysis if determined warranted. This section should be moved to be part of chapter 5, administration and procedures section. The City Engineer should review to ensure the standards continue to be appropriate. A revision is needed to the air quality requirements to more clearly outline what is required of an air quality analysis as currently there are just maximum standards listed pertaining to particulate emissions, visible emissions, and hazardous pollutants.

Sec. 13-7-10 Parking Requirements

This section establishes requirements around parking, including access, location, surfacing, minimum amount, landscaping, off-lot parking, and lighting. These provisions should be moved to chapter 3, performance standards section. This section's regulations shall be compared to best practices. Of particular concern are current parking minimums as some are higher than needed. A reorganization of the section should be considered to help clarity.

Sec. 13-7-11 Storage and Parking of Recreational Vehicles

This section regulates where recreational vehicles are allowed to be parked or stored. The definitions contained in this section should be moved into chapter 7, definitions. The regulations should be part of accessory uses in chapter 2, zoning districts.

Sec. 13-7-12 Storage of Trucks, Tractors and Road Machinery

This section prohibits the parking of trucks, tractors, and road machinery in residential areas. This section is a duplicate of Section 10-1-30, which is part of Title 10 Motor Vehicles and Traffic. A determination should be made about where is most appropriate for these provisions to be located.

Sec. 13-7-13 Traffic Visibility

This section limits obstructions that affect visibility for traffic, particularly at corners. Visibility is also addressed in Section 13-7-2(j) and Section 13-7-2 (o)(7). All provisions should be consolidated and located in chapter 4, subdivision design standards.

Chapter 8: Development Review Procedures

Part 1: Officials

Sec. 13-8-1 to 12-8-3 Administration

These three sections identify and define roles for individuals and groups that are responsible for the administration of the UDC. Consideration should be given as to whether these sections should be retained as Chapter 4 Boards, Commissions, and Committees of Title 2 Government and Administration also has provisions. References to the Land Use and Development Direction should be updated to reflect current City organizational structure.

Part 2: Site Plans

Sec. 13-8-4 Site Plan Permit

This section identifies the application and review process for site plan permits. Site plan permits are required for any construction, reconstruction, expansion, or conversion of use on a property. The application requirements should be moved to an Applications Manual that is separate from the UDC. Revisions should clarify when a site plan permit is an administrative process and when the Plan Commission and/or Common Council are involved.

Sec. 13-8-5 Certificate of Compliance

This section establishes the need for a certificate of compliance. It also establishes how a certificate of compliance is processed for an existing or nonconforming use. Based on the provisions it seems that a certificate of compliance is similar to a site plan. Staff indicates that certificates of compliance provisions should be removed as it is not being used.

Sec. 13-8-6 Site Plan Approval

This section also applies to site plans. The provisions should be consolidated with the previous Section 13-8-4.

Part 3: Rezoning

Sec. 13-8-7 to Sec. 13-8-10 Rezoning Procedures

These sections describe the process for zoning ordinance changes or amendments. These provisions should be retained in chapter 5, administration and procedures. They should be amended as needed to reflect current statute requirements and reordered to reflect how an applicant would move through the process. Consideration should be given to separating requirements for text amendments from map amendments given differences in notification procedures for each. The application requirements should be moved to an Applications Manual that is separate from the UDC.

Part 4: Conditional Uses

Sec. 13-8-11 to 13-8-17 Conditional Uses

These sections identify the application and review process for conditional use permits. They should be amended as needed to reflect current statute requirements. The application requirements should be moved to an Applications Manual that is separate from the UDC.

Part 5: Subdivisions

Sec. 13-8-18 to 13-8-26 Major Subdivisions/ Plats

These sections identify the application and review process for preliminary and final plats. They should be amended as needed to reflect current statute requirements. The application requirements should be moved to an Applications Manual that is separate from the UDC. The process for approving a major subdivision should be made clearer with all the steps of the process identified in an introductory part of the section. Reordering of the sections would be helpful for applicants.

Sec. 13-8-27 Extraterritorial Review and Jurisdiction

This section identifies the procedure for extraterritorial review. The provisions include an old referenced to a temporary stay that should be removed. The section should be evaluated against State Statutes and updated as needed. Otherwise the section is not expected to be significantly updated and will be retained in chapter 5, administration and procedures.

Sec. 13-8-31 to 13-8-32 Minor Land Divisions/Metes and Bounds

This section provides the procedures pertaining to subdividing land using a certified survey map or a metes and bounds survey map. The section includes some application form requirements that should be pulled into a separate Application Manual. Small updates to this section are anticipated. It should be retained as part of chapter 5, administration and procedures.

Part 6: Variances

Sec. 13-8-40 Appeals to the Zoning Board of Appeals

This section includes provisions pertaining to the establishment of the Board of Appeals as well as to the actual appeal process. Title 2 Government and Administration, Chapter 4 Boards, Commissions, Committees also has provisions for the Board of Appeals. The operational regulations of the Board of Appeals should be moved out of the UDC. The procedures relating to appeals should be retained, combined with other sections, and updated as needed.

Sec. 13-8-41 to Sec. 13-8-43 Hearings and Disposition of Cases

These three sections all pertain to the hearing process including who may appeal, how to file an appeal, notices, order of hearings, and handling of cases. These provisions should be consolidated and reorganized for clarity. Statutory requirements should be verified, and updated if needed.

Sec. 13-8-44 Variations

This section includes regulations pertaining to variances, including the purpose, process, criteria, and term. It is anticipated that the section will be retained as part of chapter 5, administration and procedures.

Part 7: *Applicable Fees*

Sec. 13-8-51 Storm Sewer Rezoning Fee

This section outlines how storm sewer fees are determined. These provisions should be retained as part of chapter 5, administration and procedures.

Sec. 13-8-52 Other Fees

This section identifies other fees and generally refers to other sections of the code. All fee references should be included in chapter 5, administration and procedures. Specific fee amounts should be removed from this section and include in the City fee schedule.

Part 8: *Historic Preservation*

Sec. 13-8-55 Certificate of Appropriateness

This section establishes procedures for the approval of a certificate of appropriateness by the Historic Preservation Commission for any work on a structure designated within an Historic Preservation District. The regulations also pertain to any non-designated property having contiguity to a parcel having an architecturally significant designated structure. It is expected that these provisions would be retained as part of chapter 5, administration and procedures. It would be helpful to applicants if the two sets of evaluation criteria could be consolidated.

Sec. 13-8-56 to 13-8-58 Archaeology Site

These sections include regulations for any demolition, excavating, building, or development within a designated Archaeological District. These sections are duplicated in Sections 13-3-27 to 13-3-29. It needs to be clarified whether a designated “Archaeological District” exists and/or if it is equivalent to a designated “Historic District” in Sections 13-3-18 through 13-3-26. If they are equivalent, then these sections may be consolidated with the historic/archaeological preservation section (in the Overlay Districts division of the Zoning Districts chapter) and the procedures identified in Chapter 8. Once appropriate regulations are identified consideration should be given as to whether they should be located in chapter 8, administration and procedures, outside of the UDC to the Building Code or demolition/excavation permit portions of the City’s Code.

Sec. 13-8-62 Tree Protection Policy

This section contains policies pertaining to tree preservation. The definitions included should be moved to chapter 7, definitions. The standards pertaining to tree preservation should be moved to chapter 4, subdivision standards, while the procedural elements should be moved to chapter 5, administration and procedures. Assessment and penalty procedures should be consolidated with others in the UDC in chapter 5, administration and procedures.

Chapter 9: Subdivision Regulations

Part 1: Adoption: Introduction

Sec. 13-9-1 to 13-9-7 Introduction

These sections include introductory provisions like purpose, interpretation, severability, and the requirement of applicants to have paid taxes and fees. Consideration should be given to consolidating these provisions with those in chapter 1, introductory provisions.

Part 2: General Provisions/Definitions

Sec. 13-9-10 General Provisions

This section establishes minimum compliance needed for the subdivision of land; the jurisdiction of the subdivision regulations; and extraterritorial plat jurisdiction. These provisions should remain and statute references should be updated as needed. These provisions should also be considered for consolidation in chapter 1, introductory provisions, particularly with those in Section 13-1-12.

Sec. 13-9-11 Land Suitability

This section stipulates that the Plan Commission may determine land is unsuitable for subdivision based on site conditions. These provisions are largely duplicative of 13-1-14 and can be removed. The section also establishes the existing flora shall be protected and retained. These provisions should be retained with other tree preservation requirements.

Part 3: Major Subdivisions/Plats

Sec. 13-9-17 to 13-9-25 Major Subdivisions/Plats

These sections establish provisions pertaining to preliminary and final plats. These provisions need to be updated to reflect current state statutes and rules. Procedural elements should be consolidated with other procedures and located in chapter 5, administration and procedures. Technical requirements, such as what is in Section 13-9-24, shall be moved outside of the UDC to an application manual. Care should be given to ensure minimum requirements embedded within applicant material requests are retained.

Part 4: Minor Subdivisions/CSM's/Metes and Bounds

Sec. 13-9-31 to 13-9-32 Minor Subdivisions/CSM's/Metes and Bounds

These sections establish the process and technical requirements for types of minor subdivisions. As with major subdivision, this section shall be updated to reflect current state statutes and rules. Procedural elements should be consolidated with other procedures and technical requirements shall be moved outside the UDC to an application manual.

Part 5: Required Improvements

Sec. 13-9-40 to 13-9-60 Required Improvements

This part of chapter 9 identifies what improvements are required with subdivisions. Consultation with the City Engineer is needed to ensure requirements are up to date. Consideration should be given as to

whether the procedural requirements pertaining to the review and approval of construction plans should be consolidated with other procedures. The sections pertaining to the sanitary sewerage system should be modified to remove the fees and refer applicants to the annually adopted fee schedule. Reordering of the sections should be considered so as to move forward design standards for lots to facilitate locating regulations when public improvements are not needed. A determination should be made about where requirements for the installation of mailboxes belong in the UDC. Potential duplicative regulations should be evaluated, such as provisions in Section 13-9-44 and 13-9-58. In addition, Section 13-9-46 Street Lamps are also addressed in Section 13-7-3 (c).

Part 6: Fees, Dedications, and Performance Guarantees

Sec. 13-9-70 to 13-9-73 General Park and Public Land Dedication Requirements

These sections specifically outline how provisions related to park and open space will be implemented. It provides the basis for land dedication, the reservation of future lands, and required improvements for dedicated lands. These sections are expected to be retained as part of chapter 4, subdivision standards. Significant updates are not anticipated.

Sec. 13-9-75 to 13-9-77 Fees

These sections identify administrative, subdivision, and park development fees. In some sections actual fees are included, these should be removed to the City fee schedule. These sections are expected to be retained, with minimal updates, as part of chapter 4, subdivision standards.

Part 7: Enforcement

Sec. 13-9-90 Variations and Exceptions

This section provides for the granting of variances pertaining to subdivision regulations. These provisions should be consolidated with the variance provisions currently found in Section 13-8-44 and be retained in chapter 5, administration and procedures.

Sec. 13-9-91 Enforcement, Penalties and Remedies

This section identifies how violations to the subdivision regulations shall be addressed. It includes provisions for revoking permits or approvals, as well as penalties. These provisions should be combined with other enforcement provisions in the code. Currently there are a handful of regulations related to zoning in Section 13-1-23. These two sections should be combined and retained in chapter 5, administration and procedures.

Annotated Outline

The following is an annotated outline for the recommended structure of the new Onalaska Unified Development Code (UDC) chapter that reflects the reorganization strategies discussed in the preceding sections. The recommended general structure of the new City of Onalaska UDC is:

- Title 13 Unified Development Code/Standards
 - Chapters
 - Divisions
 - Sections
 - Sub-sections

Sections will be located within Divisions. Some shorter chapters may not need to be broke down into Divisions, in which case Sections will be located within the Chapter level.

As noted previously, it is recommended that consideration be given to a numbering system that helps users navigate through the code, as well as is easy for Staff to reference in reports. As shown below, it is suggested that the numbering system be organized so one can clearly see where you are in the code at any time.

Title	Chapter	Division/Section	Subsections	Full Citation
13.	01.	11.	A.1.a.i	13.01.11.A.1.a.i

It is anticipated that each the division/section number can be two-digits. The first number will denote what division of the chapter one is in, while the second number completes the section. For example, division 1 will have sections numbered 11 to 19, division 2 will have sections numbered 21 to 29, etc. If more than 9 sections are needed the approach will be to create a new division.

Chapter 1 **Introductory Provisions**

- Division 1 Authority
- Division 2 Interpretation
- Division 3 Nonconformities

Chapter 2 **Zoning Districts**

- Division 1 General Provisions
- Division 2 Base Districts
 - Purpose Statements
 - Principal Uses Table
 - Accessory Uses Table
 - Lot Dimension Standards Table
 - Site Dimension Standards Table

- Division 3 Design Overlay Districts
- Division 4 Natural Resource Protection Overlay Districts
- Division 5 Use Specific Standards
 - Specific Residential Principal Uses
 - Specific Public and Institutional Uses
 - Specific Commercial Uses
 - Specific Industrial Uses
 - Specific Recreation and Open Space Uses
 - Specific Natural Resource and Agricultural Uses
 - Specific Utility and Transportation Uses
 - Specific Accessory Uses

Chapter 3 General Development Standards

- Division 1 Performance Standards
- Division 2 Parking and Circulation
- Division 3 Landscaping
- Division 4 Fences and Hedges

Chapter 4 Subdivision Standards

- Division 1 Basic Subdivision Requirements
- Division 2 Subdivision Design Standards
 - Streets
 - Lots
 - Blocks
 - Required Improvements
 - Dedications

Chapter 5 Administration and Procedures

- Division 1 General Provisions
- Division 2 Site Related
 - Site Plan
 - Conditional Use Permit
 - Variance
 - Certificate of Appropriateness
- Division 3 Subdivision Related
 - Minor Subdivision

- Major Subdivision
- Planned Unit Development (PUD)
- Downtown – PUD
- Traditional Neighborhood Development
- Conservation/Cluster Development

Division 4 Ordinance or Plan Amendment Related

- Rezoning
- Text Amendment

Division 5 Impact Studies

- Traffic
- Air Quality

Chapter 6 Signage

Chapter 7 Definitions

Application Manual

This will be a separate document that identifies what is to be submitted with each type of application.

Appendix

Maps Showing Inconsistencies between Zoning Districts and Comprehensive Plan Future Land Use Districts

City of Onalaska Zoning and Future Land Use Review

Future Land Use:
Commercial

Applicable Zoning:

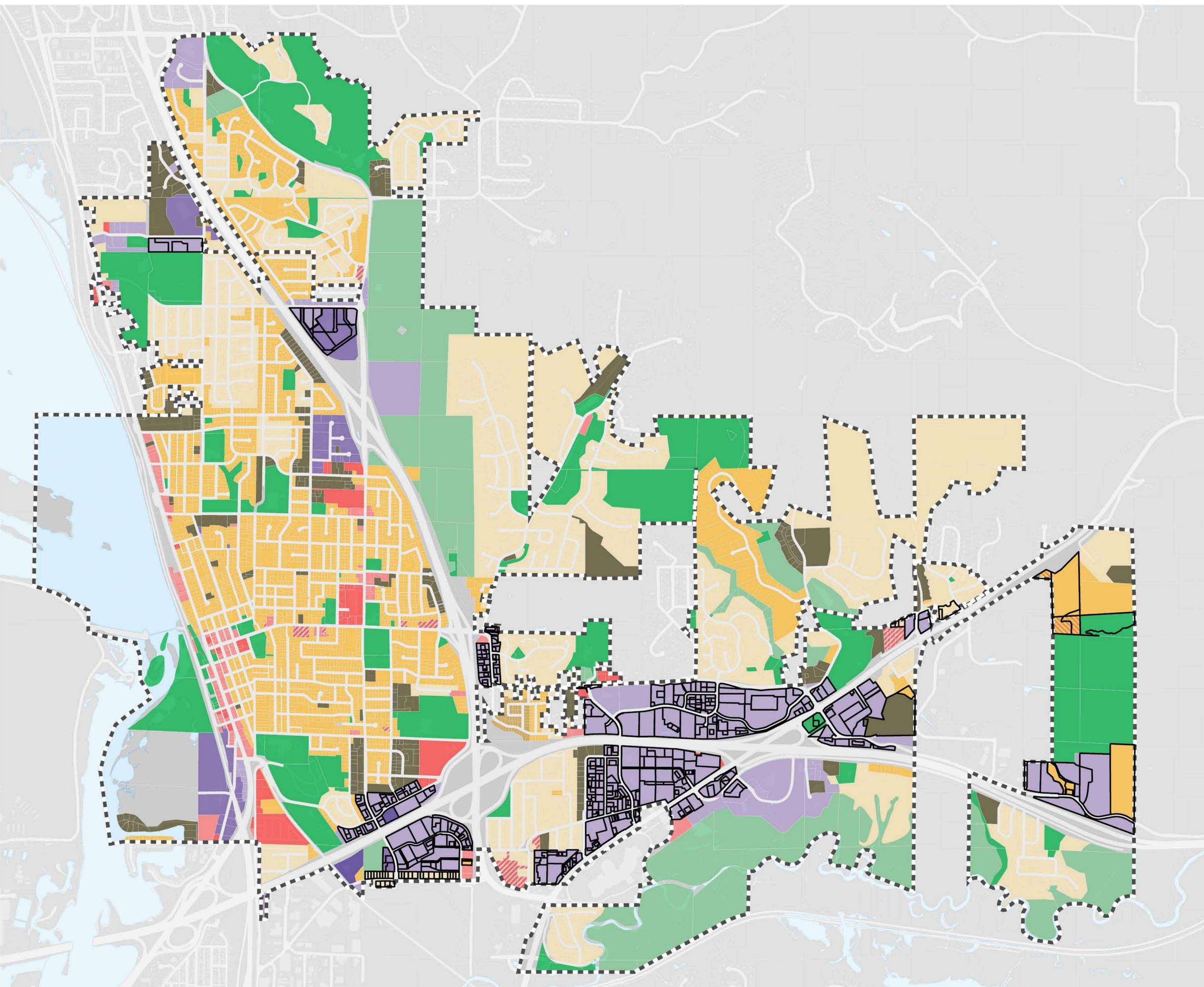
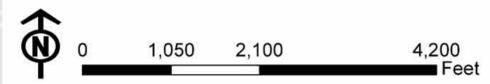
- B1
- B2
- TC

□ Discrepancies

⬡ City of Onalaska

Zoning

- A1
- B1
- B2
- M1
- M2
- M3
- MCD
- P1
- R1
- R160
- R2
- R4
- RMH
- TC



City of Onalaska Zoning and Future Land Use Review

Future Land Use:
Environmental Corridor

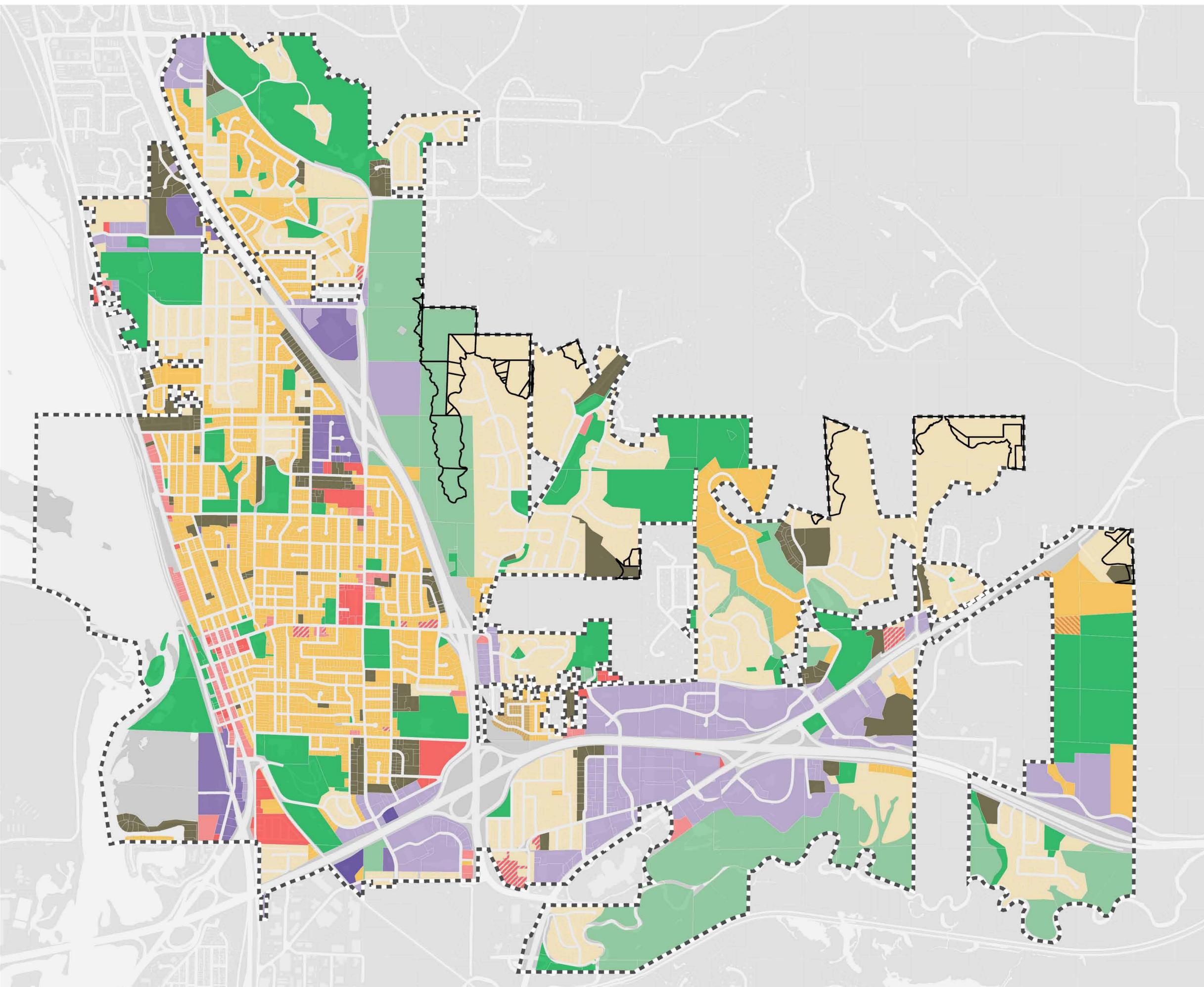
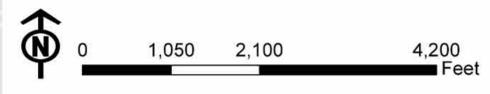
Applicable Zoning:
• P1

□ Discrepancies

⋯ City of Onalaska

Zoning

- A1
- B1
- B2
- M1
- M2
- M3
- MCD
- P1
- R1
- R160
- R2
- R4
- RMH
- TC



City of Onalaska Zoning and Future Land Use Review

Future Land Use:
Environmentally Sensitive
Residential

Applicable Zoning:

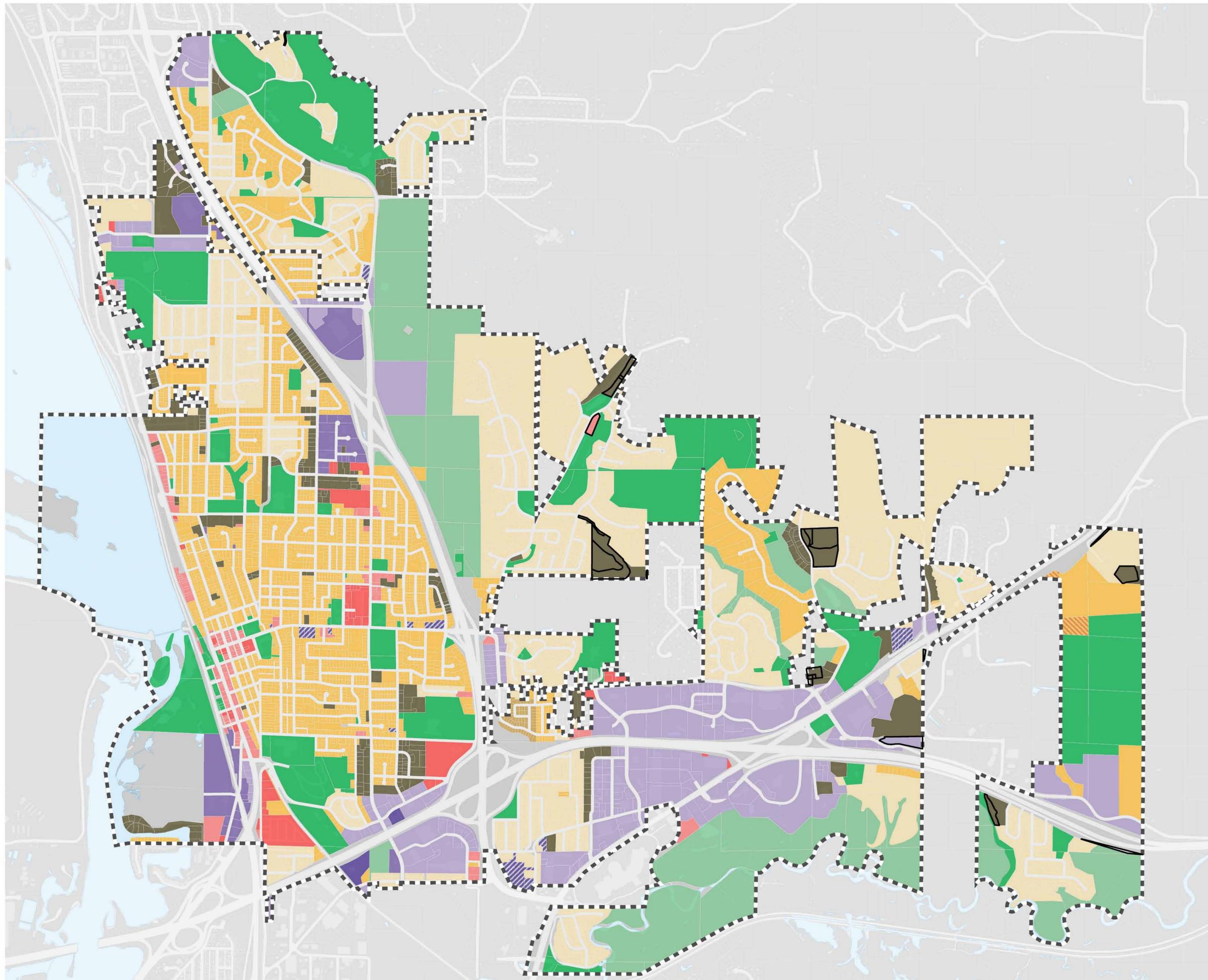
- R1
- R160
- R2

□ Discrepancies

⬡ City of Onalaska

Zoning

- A1
- B1
- B2
- M1
- M2
- M3
- MCD
- P1
- R1
- R160
- R2
- R4
- RMH
- TC



City of Onalaska Zoning and Future Land Use Review

Future Land Use:
Industrial

Applicable Zoning:

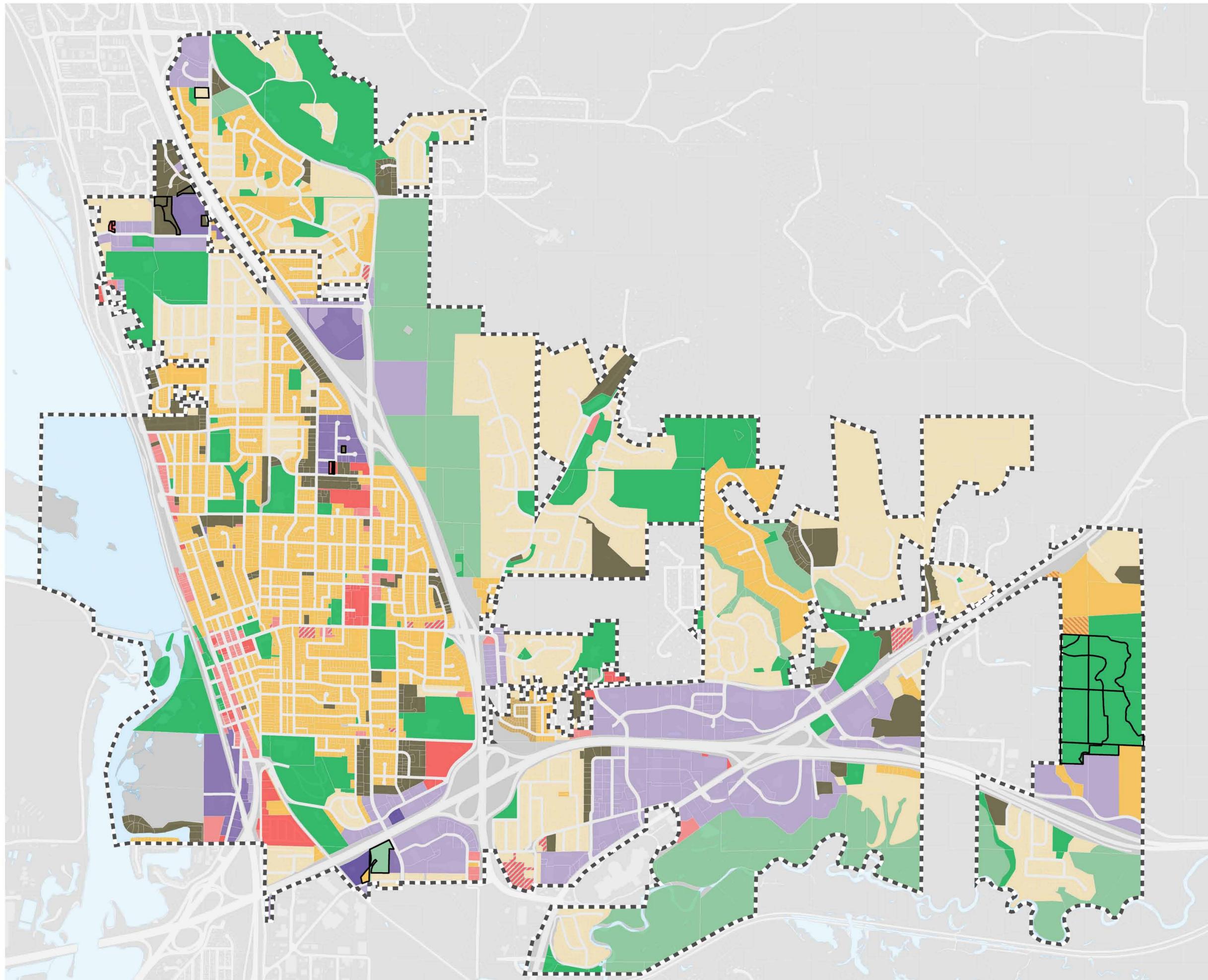
- M1
- M2
- M3

 Discrepancies

 City of Onalaska

Zoning

-  A1
-  B1
-  B2
-  M1
-  M2
-  M3
-  MCD
-  P1
-  R1
-  R160
-  R2
-  R4
-  RMH
-  TC



City of Onalaska Zoning and Future Land Use Review

Future Land Use:
Institutional

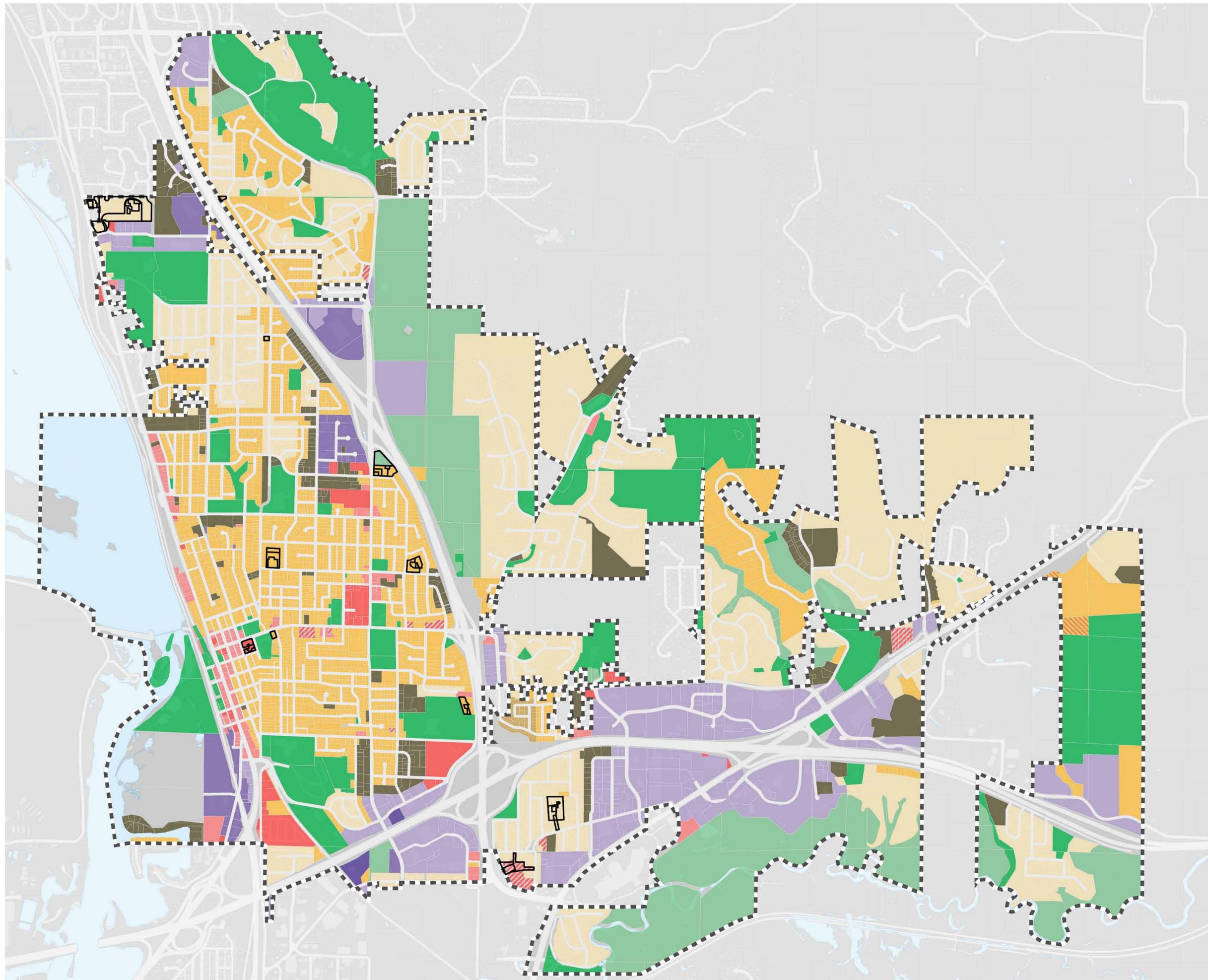
Applicable Zoning:
• P1

 Discrepancies

 City of Onalaska

Zoning

-  A1
-  B1
-  B2
-  M1
-  M2
-  M3
-  MCD
-  P1
-  R1
-  R160
-  R2
-  R4
-  RMH
-  TC



City of Onalaska Zoning and Future Land Use Review

Future Land Use:
Medical Facility

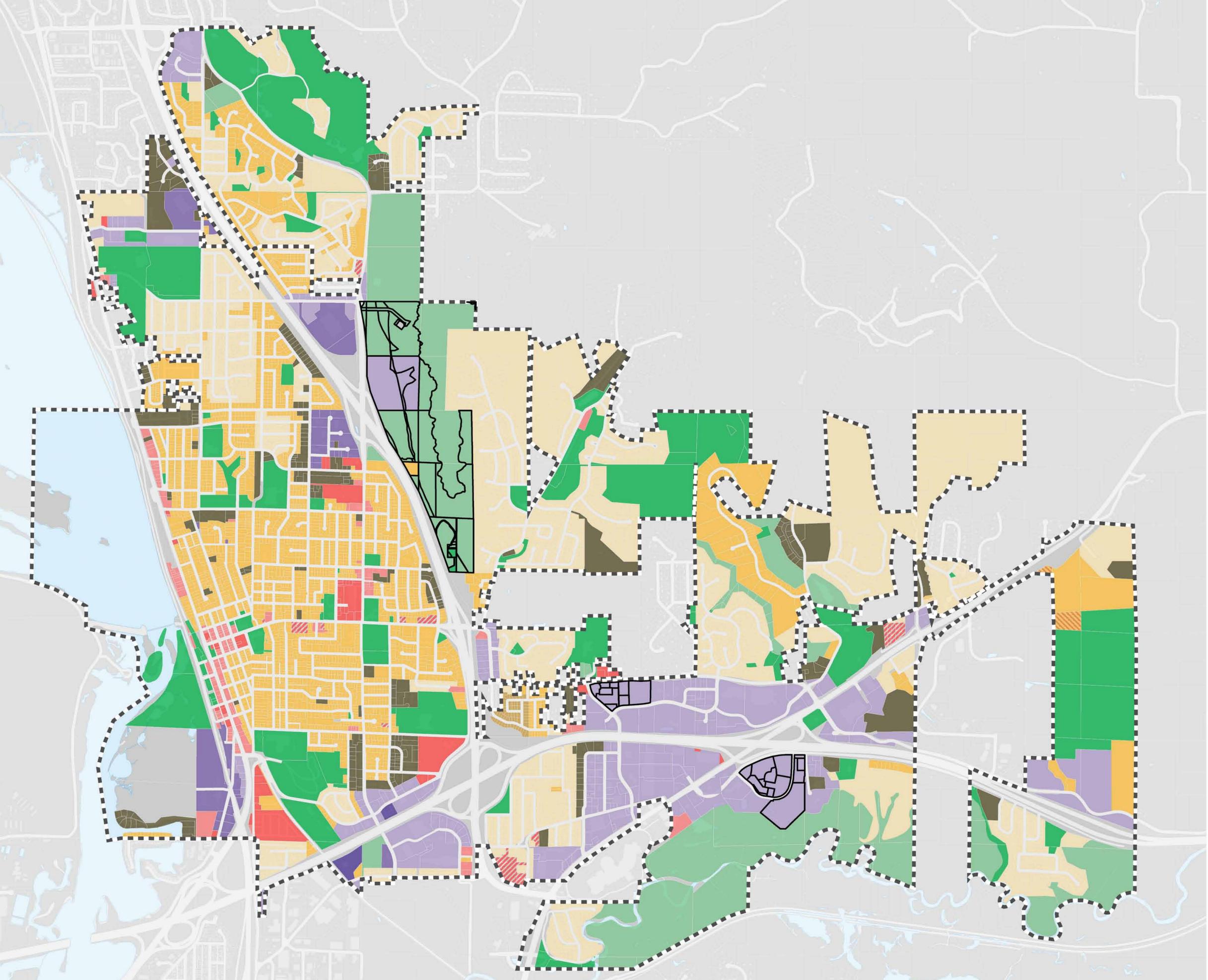
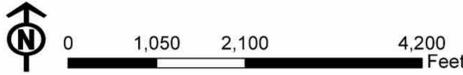
Applicable Zoning:
• N/A

 Discrepancies

 City of Onalaska

Zoning

-  A1
-  B1
-  B2
-  M1
-  M2
-  M3
-  MCD
-  P1
-  R1
-  R160
-  R2
-  R4
-  RMH
-  TC



City of Onalaska Zoning and Future Land Use Review

Future Land Use:
Mixed Density Residential

Applicable Zoning:

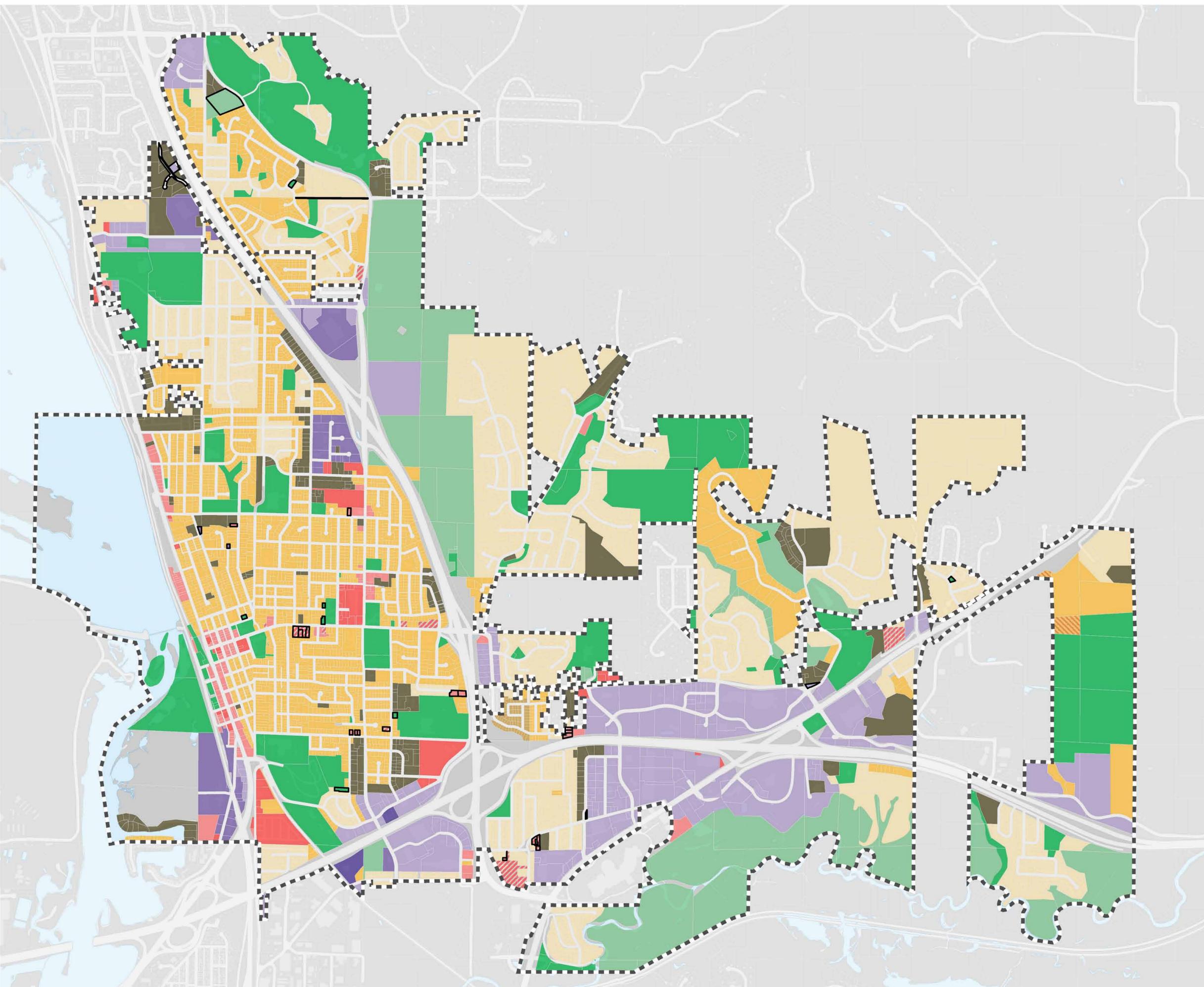
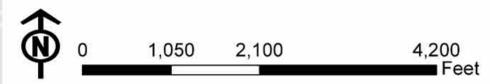
- R1
- R160
- R2
- R4
- RMH

□ Discrepancies

⬡ City of Onalaska

Zoning

- A1
- B1
- B2
- M1
- M2
- M3
- MCD
- P1
- R1
- R160
- R2
- R4
- RMH
- TC



City of Onalaska Zoning and Future Land Use Review

Future Land Use:
Parks and Open Space

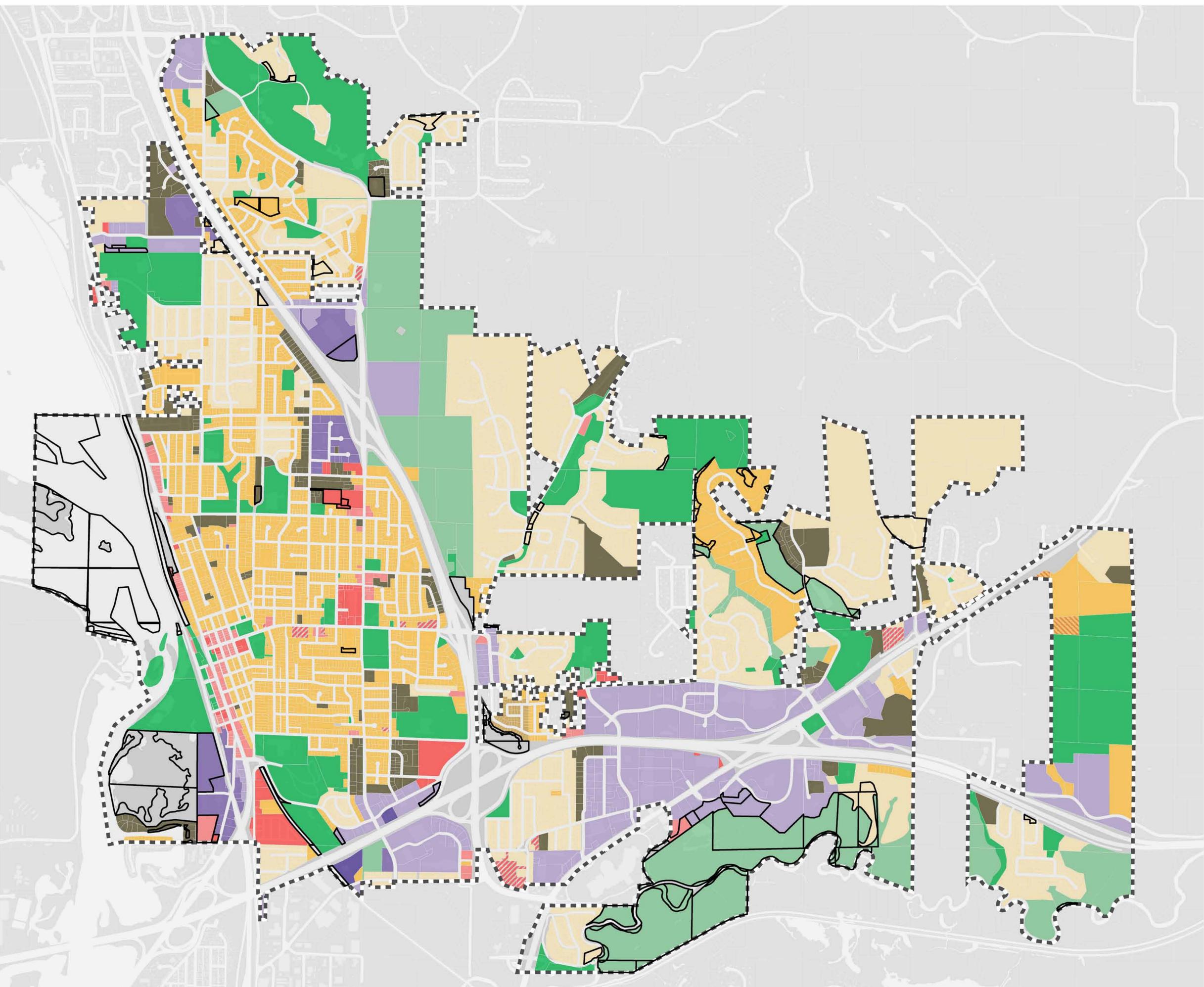
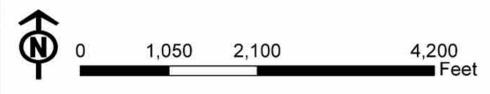
Applicable Zoning:
• P1

□ Discrepancies

⋯ City of Onalaska

Zoning

- A1
- B1
- B2
- M1
- M2
- M3
- MCD
- P1
- R1
- R160
- R2
- R4
- RMH
- TC



City of Onalaska Zoning and Future Land Use Review

Future Land Use:
Transportation

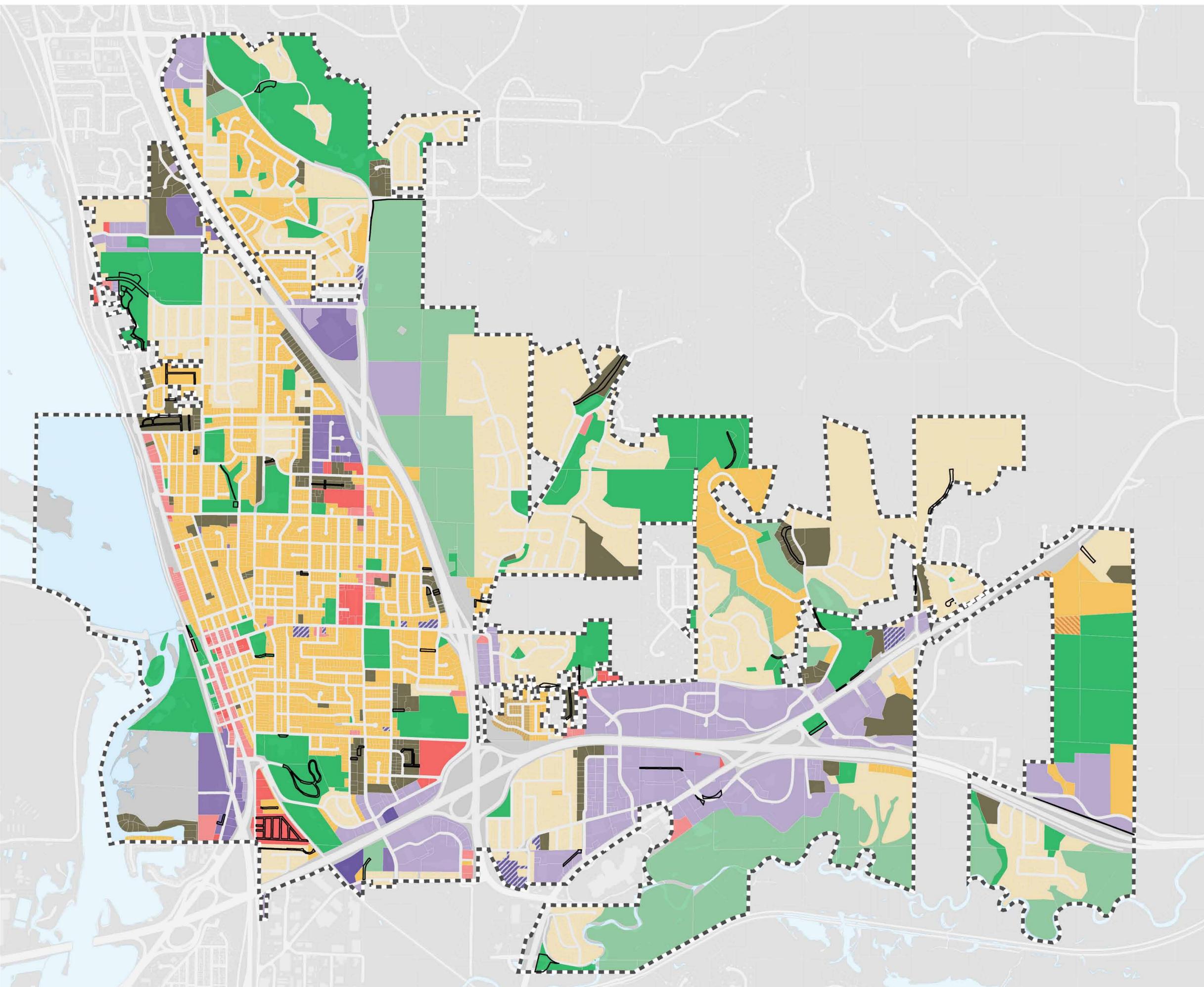
Applicable Zoning:
• ROW

□ Discrepancies

⋯ City of Onalaska

Zoning

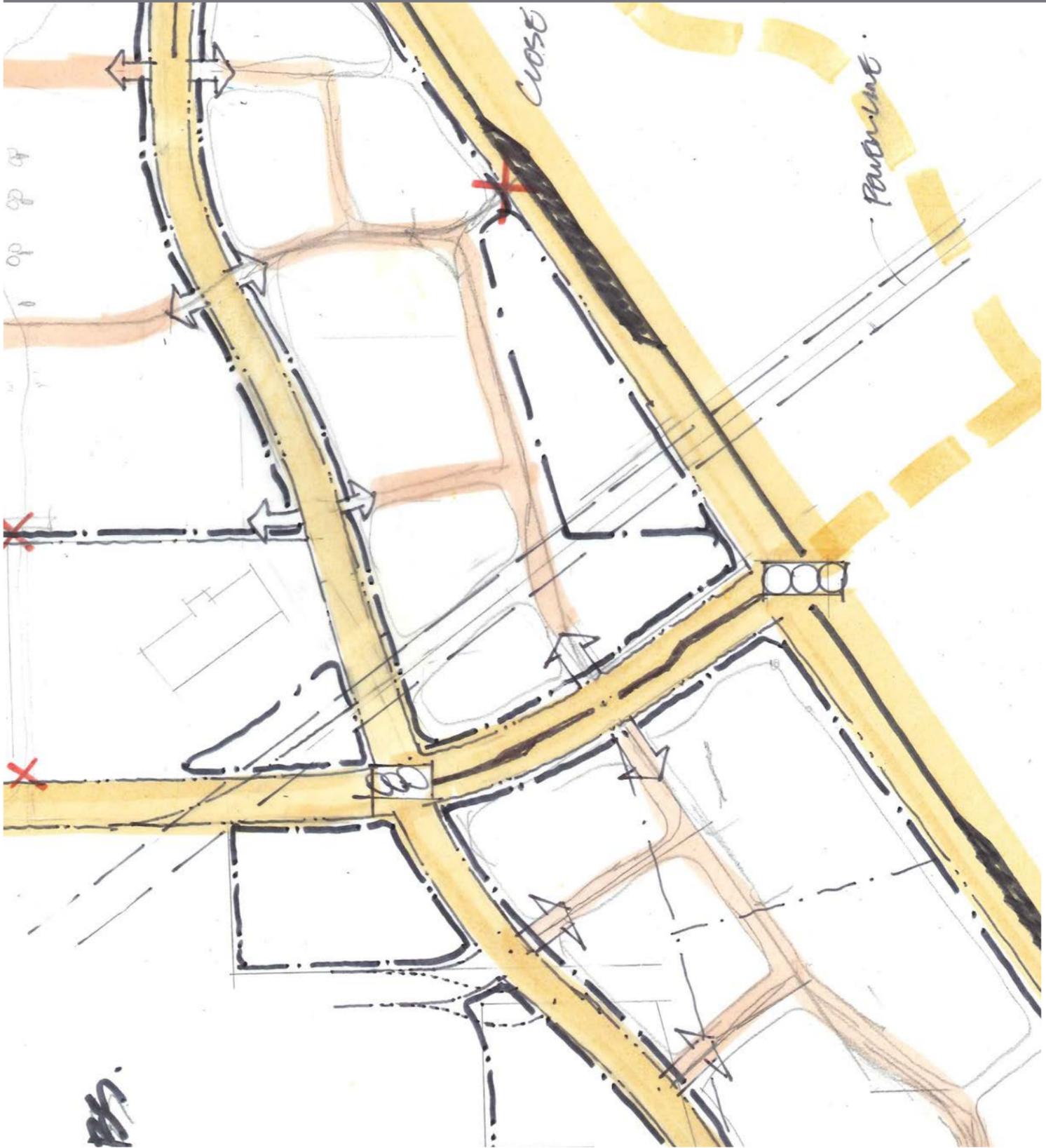
- A1
- B1
- B2
- M1
- M2
- M3
- MCD
- P1
- R1
- R160
- R2
- R4
- RMH
- TC



DRAFT



Onalaska Redevelopment Study 2019 State Road 16



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- » Joe Bucheger, Vice Chair
- » John Lyche
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- » Ron Johnson
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- » Jim Binash, Alderperson

Common Council

- » Joe Chilsen, Mayor
- » Eric Rindfleisch, City Administrator
- » Jim Binash, First Aldermanic District, Common Council 2018-2019 Council President
- » Jim Olson, First Aldermanic District
- » Diane Wulf, Second Aldermanic District
- » Jerry Every, Second Aldermanic District
- » Kim Smith, Third Aldermanic District
- » Ron Gjertsen, Third Aldermanic District

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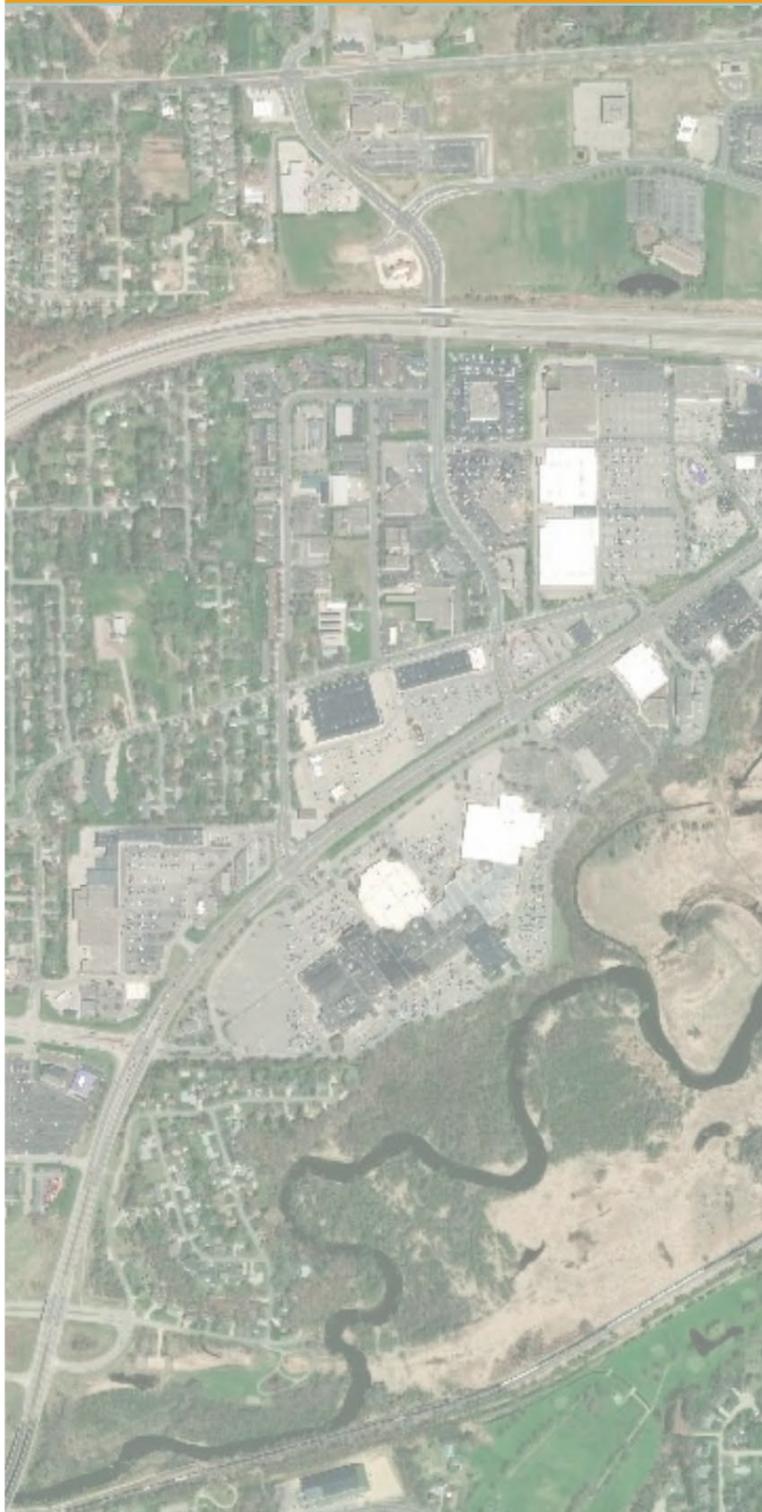
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Project Background



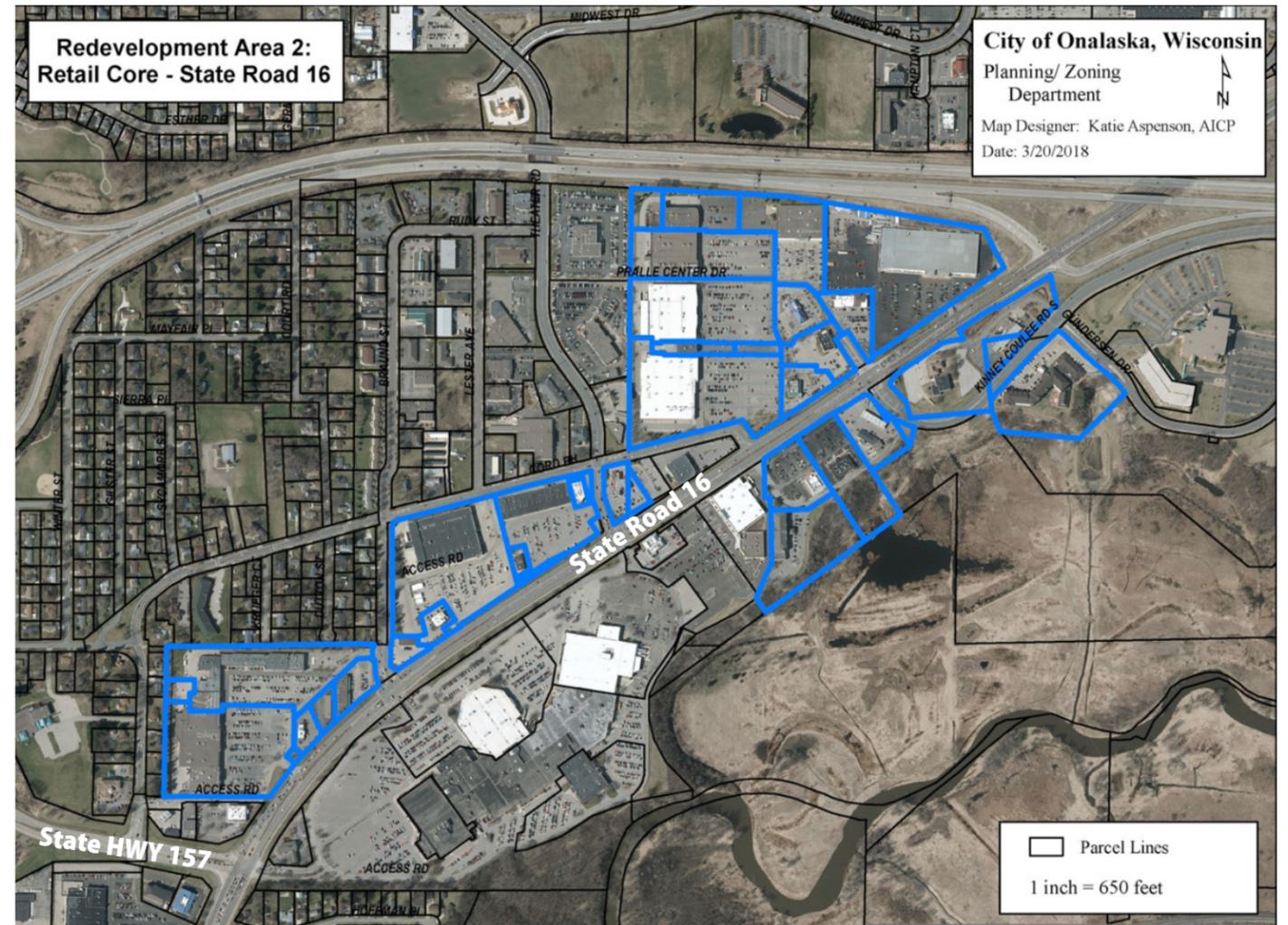
Purpose

In 2018, the Onalaska Community Development Authority (CDA) initiated a planning process to guide potential future redevelopment in the State Road 16 Corridor. The study area is generally defined by Interstate 90 to the north, the La Crosse River Conservancy lands and the City of La Crosse to the east and the existing residential and employment areas to the north and east of County Road PH and Theater Road. Core objectives of the planning study were to examine the future of retail in the district, to better understand its long-term viability in the area and to be proactive in anticipation of an ever-changing retail climate.

Key to this objective was also to understand, and better anticipate the transition of the Valley View Mall, located in the City of La Crosse and help lay the groundwork for an on-going partnership with the City of La Crosse to understand common goals for the State Road 16 Corridor, a major economic generator for the region.

Study Area

The study area includes a complex set of sites, each with their own individual characteristics and redevelopment potential. In order to understand and address the many moving parts of the corridor, the planning team worked to evaluate and understand current and future market conditions, existing and proposed land uses, transportation enhancements (vehicular, bicycle and pedestrian) and identify necessary parks and open space features. The outcome of this planning effort is an integrated set of recommendations that work in concert with one another outlining a logical evolution with continued success for the corridor.



The Parcels Highlighted In Blue Reflect the Primary Focus Areas For the Sway



La Crosse River Conservancy Area, East of the Study Area



The Valley View Mall In La Crosse, Has Recently Seen Major Tenant Closures



Approach to the Planning Effort

The Onalaska CDA was involved throughout the planning process, including monthly meetings to review progress and guide the redevelopment planning. There were three primary tasks of the redevelopment planning effort.

1 Organize the Effort

This initial task involved assessing market conditions, existing physical conditions of the study area and conducting initial listening sessions with key stakeholders in the corridor.

2 Explore the Possibilities

This stage explored a range of concept alternatives for potential redevelopment, looked at precedent projects and included a second round of stakeholder listening sessions.

3 Develop a Preferred Plan and Seek Approvals

The final stage of the process brings the findings of the study together in a redevelopment study document, providing key recommendations, strategic implementation steps and discusses the funding tools to help support the desired redevelopment. A community meeting was also held for residents and business owners to provide comment on the recommendations. The conclusion of this task is the approval of the study by the CDA and City of Onalaska.

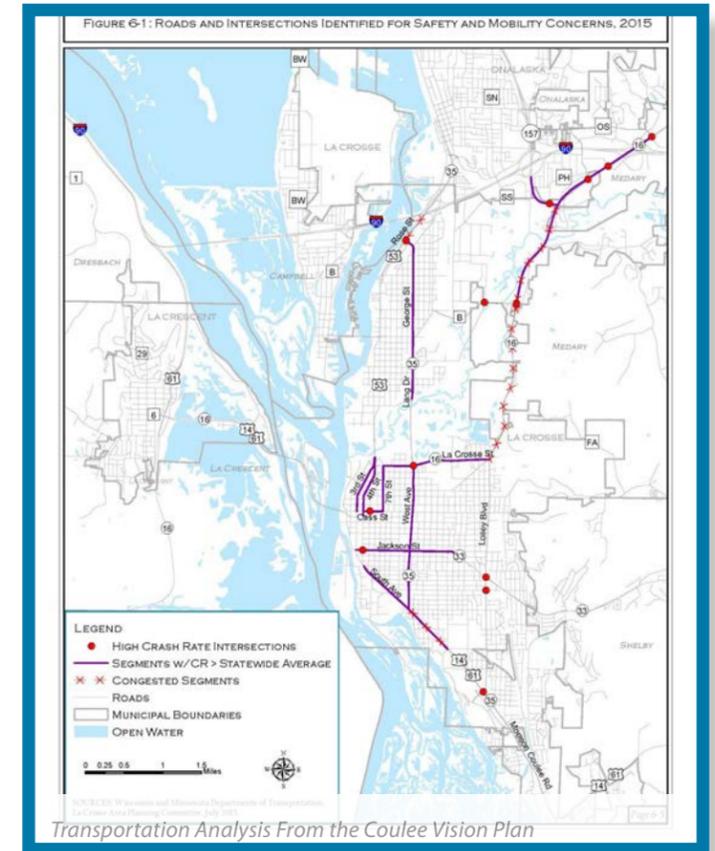


Prior Planning in the State Road 16 Corridor

Other Planning Efforts

Numerous other land use, transportation and pedestrian/ bicycle plans & studies have been completed in the project area. These documents have been reviewed and studied and are influencing factors in the State Road 16 Corridor Redevelopment Study, including:

- » Onalaska Comprehensive Plan (2016)
- » Onalaska Central Greenway Plan (1999)
- » Coulee Vision – A Long-term plan for Growth & Transportation in the La Crosse Region (2015)
- » Economic Impact of Bicycling in La Crosse (2015)
- » Grand River Transit Service Enhancement and Policy Plan (2015)
- » Transportation Improvement Program 2019-2022



? Key Questions for the Planning Process

At the onset of the planning process, a number of key questions were asked and discussed with the Onalaska Community Development Authority (CDA) to help better understand the future vision of the State Road 16 Corridor. These questions included:

- » What is the future of the Valley View Mall? What role does the City of Onalaska play in guiding its future?
- » What should the appropriate underlying zoning in the district be in the future? Currently this area is zoned Light Industrial (M-I) with a Planned Commercial Industrial District (PCID) Overlay
- » What should the appropriate future land uses in the corridor be? Should uses be diversified to include more residential or employment, or should this area remain a commercial corridor? What is the future of the traditional, bricks and mortar retail climate, in the face of a growing on-line retailing pressure?
- » What is the appropriate transition between uses?
- » What is the relationship to the uses north of Interstate 90? Do they complement or compete with this district?
- » How could access and circulation be better enhanced throughout the corridor?
 - Is there a plan for enhanced access management along State Road 16?
 - How could signalized intersections, and crossings of State Road 16 / I-90 be improved?
 - Can we better design internal site circulation?





Existing Conditions



Land Use

While this commercial corridor's location on a state roadway and interstate freeway grants it a high level of transportation access and traffic visibility, the corridor has a limited supporting transportation network. East-west roadway connections are limited to regional (state and federal) roadways – SR 16 and I-90. North-south roadway connections are very limited due to the La Crosse River Conservancy Area to the south and the freeway corridor to the north; Theater Rd is essentially the only connection to the north passing under I-90 and SR 16 is the only connection to the south. Roadway functional classifications are as follows:

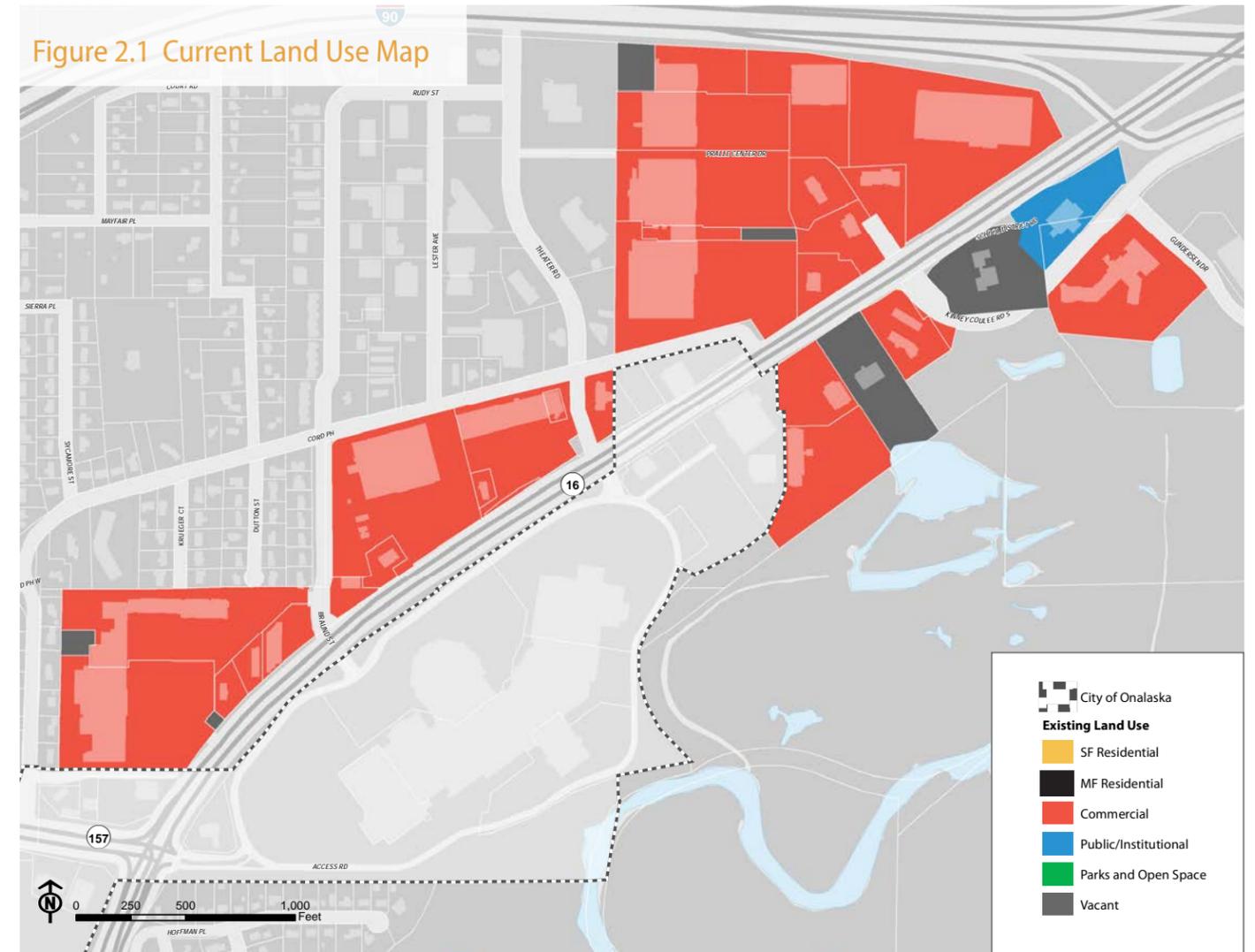
North of State Road 16

- » Entirely retail and restaurant uses, both freestanding buildings and multi-tenant strip commercial buildings, north of Hwy 16
- » Four small scattered vacant sites that could accommodate building expansions or infill development

South of State Road 16

- » Retail, restaurant, and lodging uses
- » Medical use, renal dialysis center, adjacent to Gundersen Health's medical clinic
- » New vacant site owned by Gundersen Health, where Fauver Hill school building was demolished in 2018

Figure 2.1 Current Land Use Map



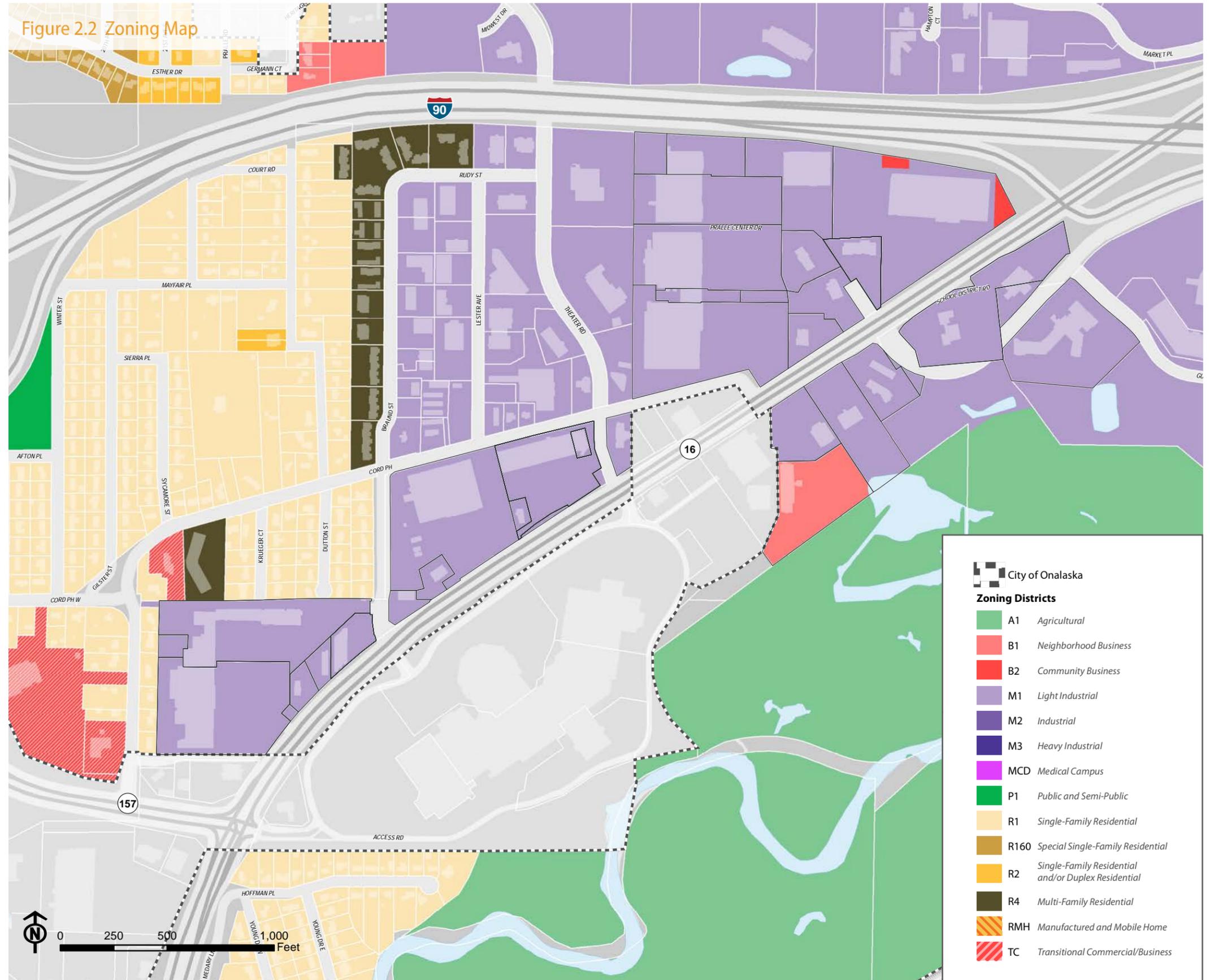
Existing Retail Along State Road 16



Existing Retail Along State Road 16

Zoning

- » Primarily Light Industrial (M1) with the exception of one hotel property that is zoned Community Business (B2)
- » All properties are also located within the Planned Commercial Industrial Development (PCID) overlay district





Transportation

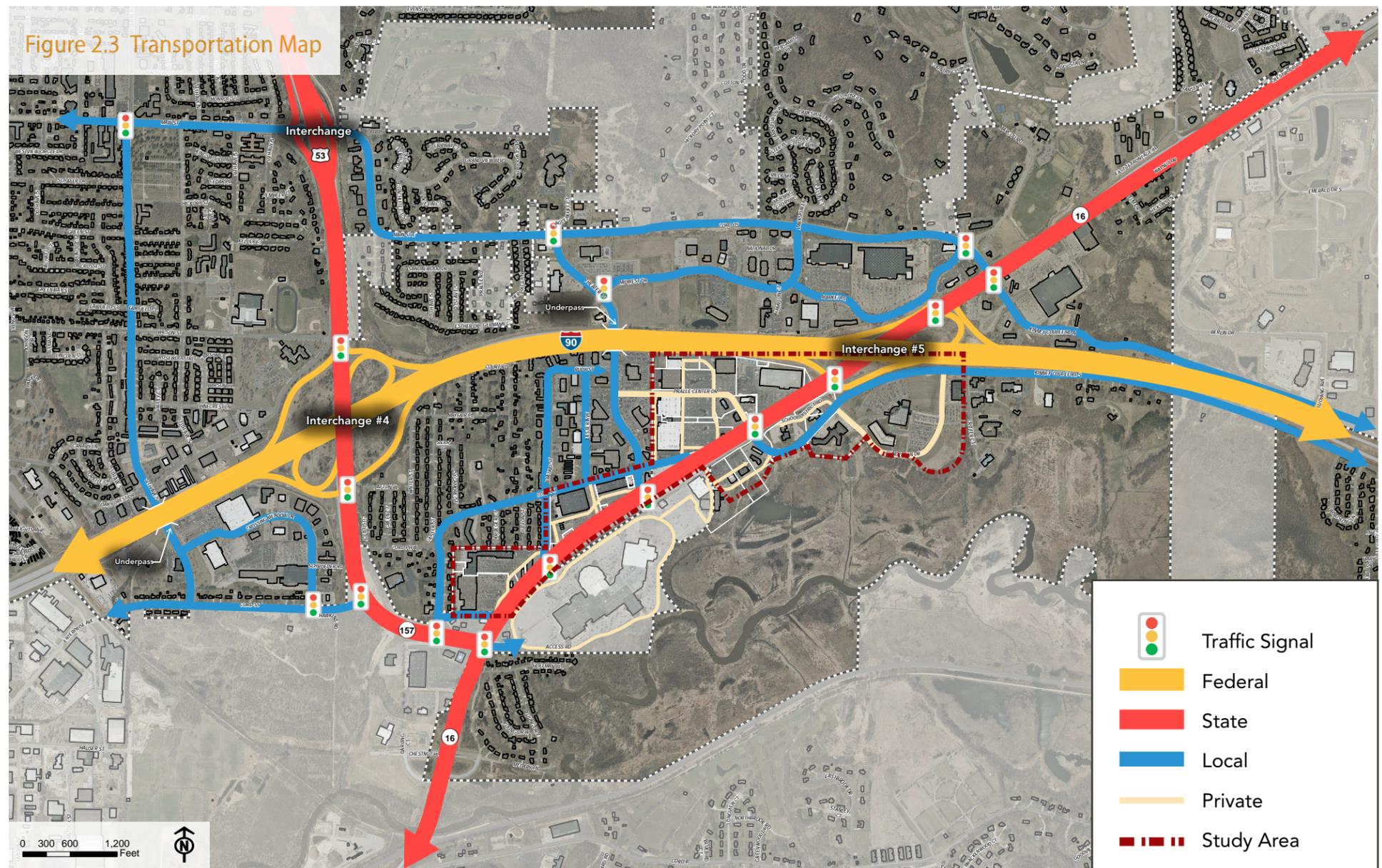
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- » Principal Arterials – Interstate 90, State Road 16, State Road 157
- » Minor Arterials – Theater Road
- » Collectors – PH, Braund St, Kinney Coulee Rd S
- » Local Streets – none
- » Private drives

The corridor's transportation circulation relies substantially on the private driveways linking commercial businesses to their parking lots and the limited public roadways.

Walking and biking facilities are limited as well. Sidewalks exist along both sides of the city's streets: Theater Road, PH, and Braund St with some gaps. Kinney Coulee Rd S has a sidewalk along one side as well. On-street bike lanes exist on Theater Road, PH, and Braund St. An off-street bike/walk path exists along the south side of SR 16 in La Crosse's portion of the corridor but not in the Onalaska portion. Walk/bike facilities are not provided along the private drives. Street crossings for walkers and bicyclists do not utilize high visibility techniques.

Transit is provided by La Crosse Municipal Transit Utility (MTU). Routes 5 and 9 provide connections between the SR 16 Corridor, La Crosse, and Onalaska. Bus stops are oriented to major retail businesses, including Valley View Mall, Shopko, Target, and Gundersen Medical Center.



State Road 16 is a Principal Arterial Road



Existing Sidewalks Along Theater Road



La Crosse Municipal Transit Utility (MTU)



Parks, Trails, and Open Space

While there are no parks or open spaces within the corridor, the area is located adjacent to the La Crosse River Conservancy Area.

Two access points to the river valley's trails are located south of SR 16 - Kinney Coulee Rd S next to the hotel and on the private drive behind the restaurants west of Kinney Coulee Rd S.

Connections Beyond the Study Area

Onalaska Central Greenway Plan

Onalaska Central Greenway Plan

The Onalaska Central Greenway Plan identifies key opportunities for conservancy areas noting the steep terrain common to the bluffs and the difficulty in developing these areas as well as La Crosse River valley floodplain areas. The Onalaska Comprehensive Park and Open Space Plan also supports this plan by calling out specific locations for park and open space lands within rapidly growing areas of the City and identifies a goal to provide, improve, and enhance public access, use and enjoyment of the community's natural and recreational resources and to provide an efficient and well planned system of pathways that will encourage greater pedestrian and bicycle use for recreation and transportation purposes.

La Crosse River Conservancy Project

The La Crosse River Conservancy Project was conceived through a cooperative partnership between the Mississippi Valley Conservancy, the cities of Onalaska and La Crosse and Gunderson Clinic. Key objectives of the plan included the phased acquisition of portions of the La Crosse River floodplain either through direct purchase or through the establishment of permanent conservation easements.

The La Crosse River Conservancy Project contains over 1000 acres of floodplain, wetland, wooded areas and the La Crosse River itself. The project proposes the future development of nature based

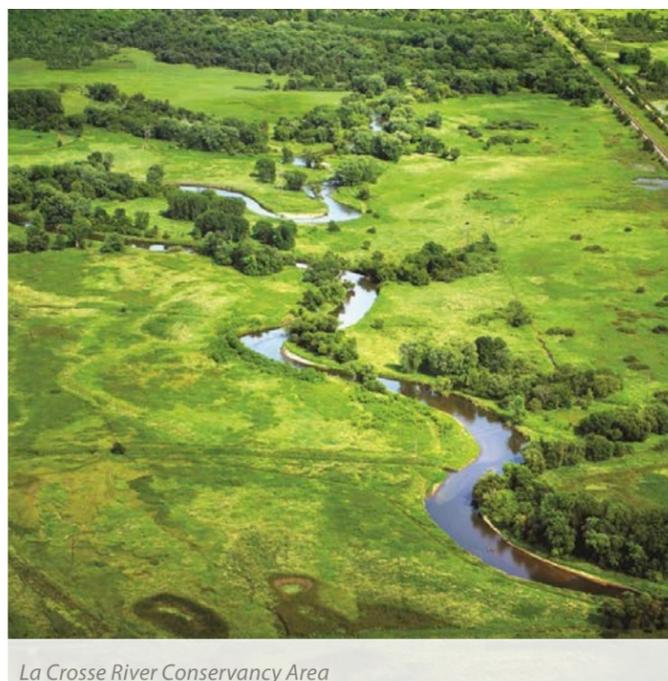
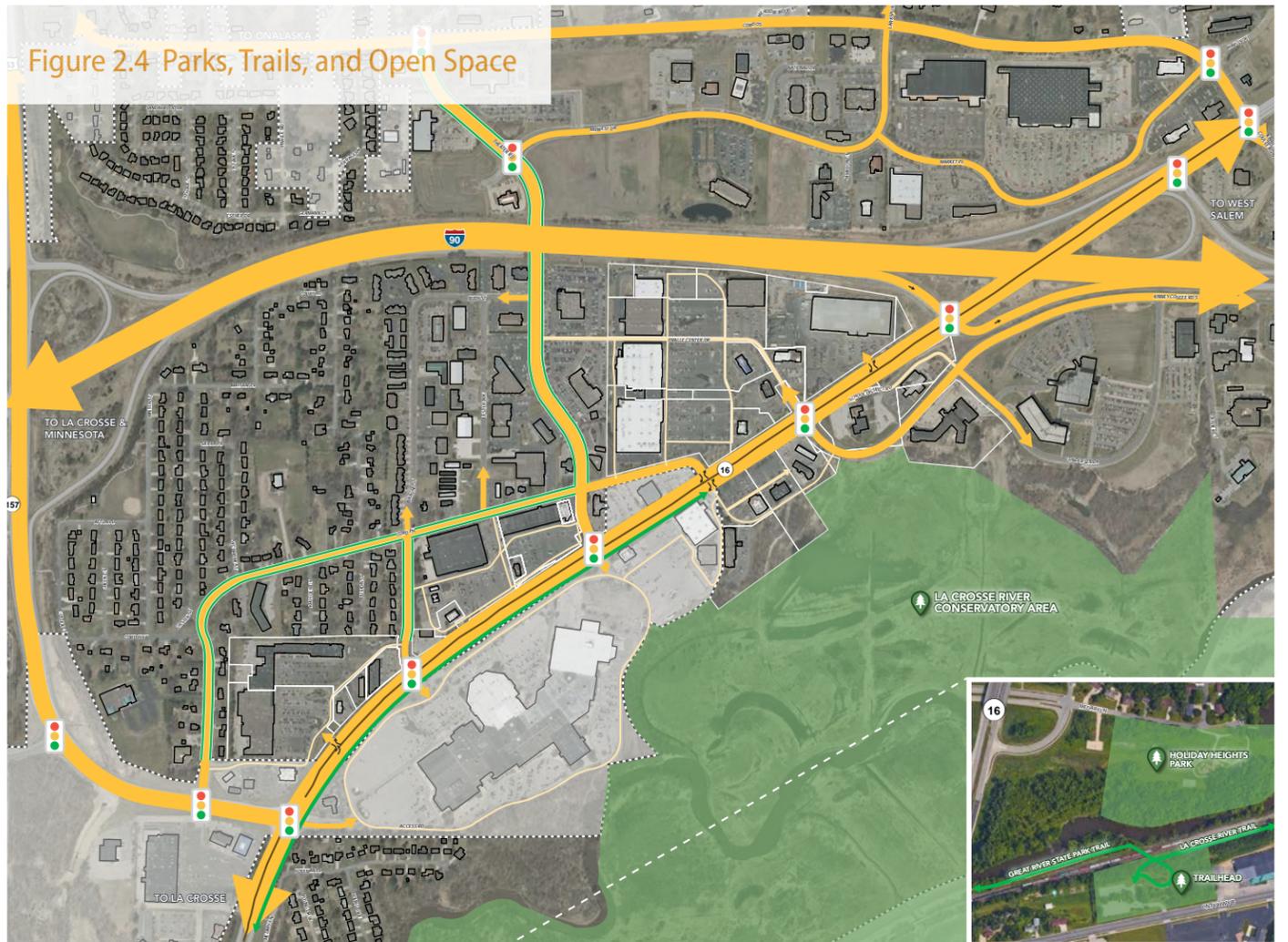
recreation and education facilities through access by several local public park sites including Robinson Park Valley Vue Park and Holiday Heights Park. Trails, bird watching platforms, river access points and interpretive areas are part of the master plan for the area. Plans for habitat restoration are also part of the plans for conservancy project. The conservancy area is largely inaccessible currently although spectacular views of the area can be found at several locations north and south of the floodplain.

Holiday Heights Park

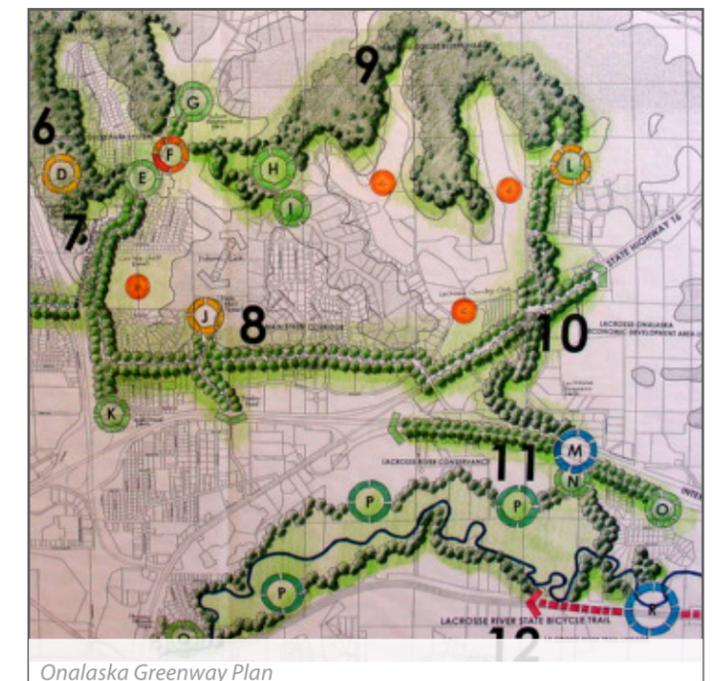
Holiday Heights Park is a 22 acre park located between the cities of Onalaska and La Crosse adjacent to the Holiday Heights subdivision. The park is primarily located in the La Crosse River floodplain, offering key wildlife viewing, fishing, and hiking opportunities. The master plan for the park indicates future nature trails along the river, an accessible fishing and canoe launch area, a shelter and restroom facilities. The park also contains a potential linkage to the La Crosse River Conservancy Project to the east by way of a bridge over the La Crosse River. The park also lies across the river from the La Crosse River State Trail trailhead at County Road B in La Crosse, presenting another opportunity for a potential linkage to the State trail system. A trail connection to the La Crosse River State Trail would require a bridge over the La Crosse River from the north. Both the La Crosse River Conservancy Project and the Onalaska Central Greenway Plan note the possibility of this type of connection.

Crossing Interstate 90

The Central Greenway Plan also identifies a needed trail connection across Interstate 90. This would require an overpass or underpass. Initial identification places this connection near the drainage crossing indicating an underpass, however other location should be explored.



La Crosse River Conservancy Area



Onalaska Greenway Plan



Redevelopment Scoring

In addition to examining previous planning efforts, it was necessary to evaluate property within the corridor for redevelopment potential. By finding the “low hanging fruit” it was possible to identify locations that make sense as starting points.

Part of the process for identifying priority sites (Figure 2.9) was an attribute based evaluation of the properties within the study area. By assigning points based on characteristics of all of the parcels, the consultant team was able to get an initial view of where to focus redevelopment efforts. These characteristics included vacancy, age, land and building values, land use, size, ownership, location and visibility. This evaluation produced an initial framework to begin identifying redevelopment parcels.

Because the model could not take every variable into account, and because different redevelopment types have different needs, further analysis was conducted on a case-by-case basis, examining the physical characteristics, market realities, and other redevelopment demands of individual and combined sites.

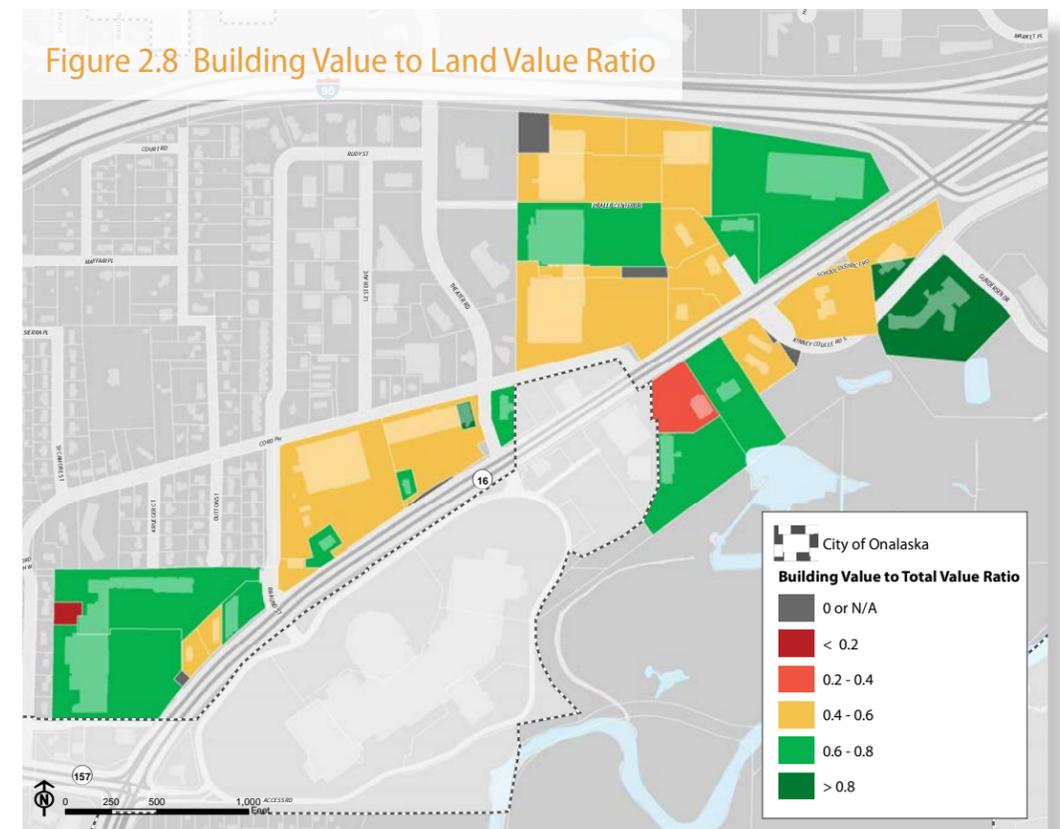
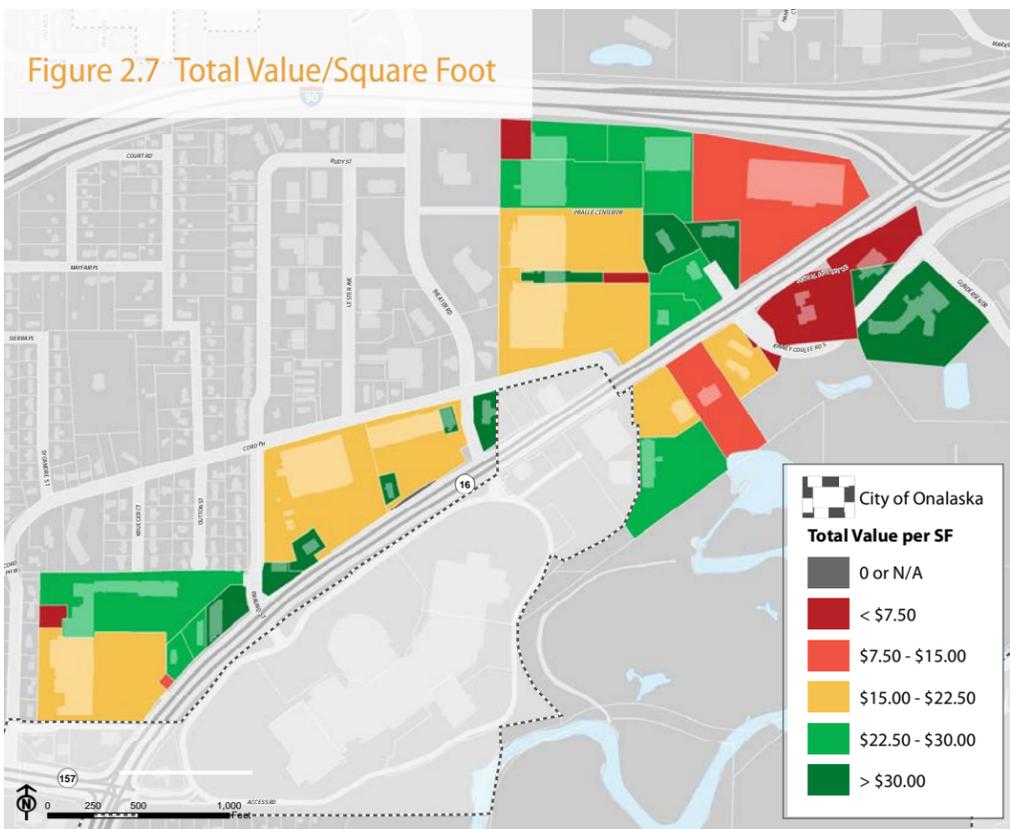
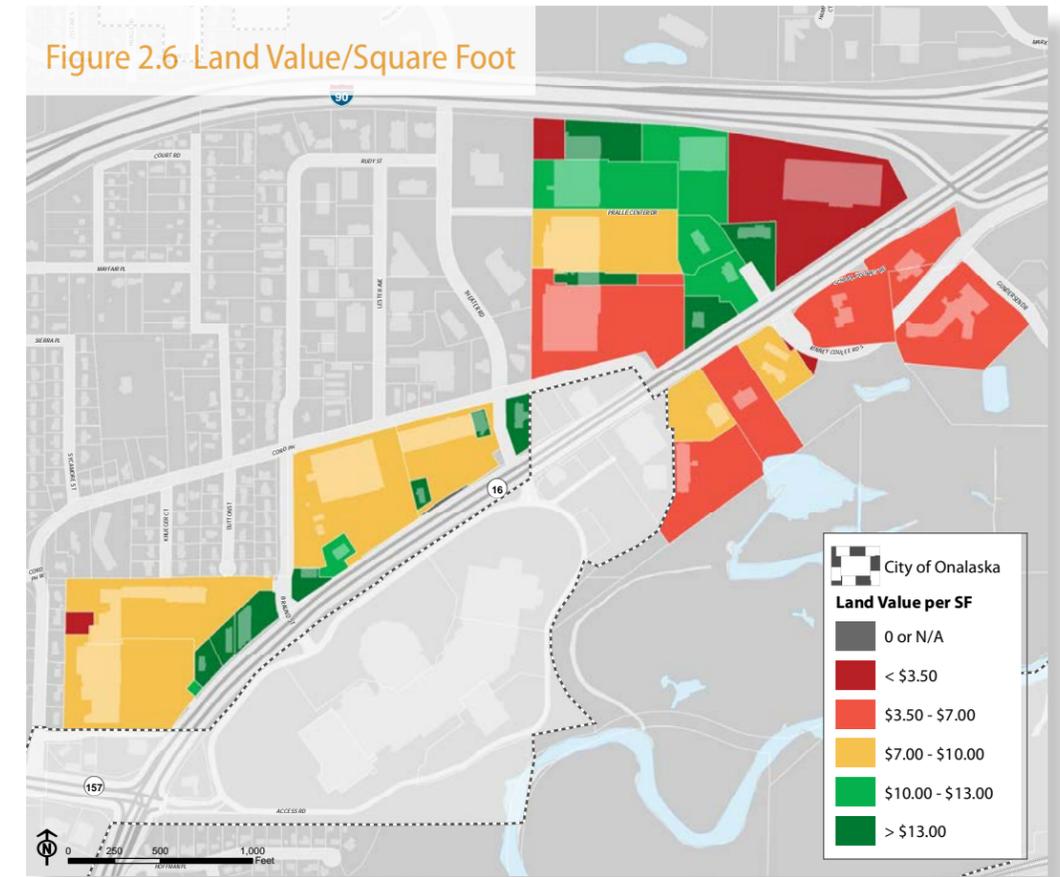
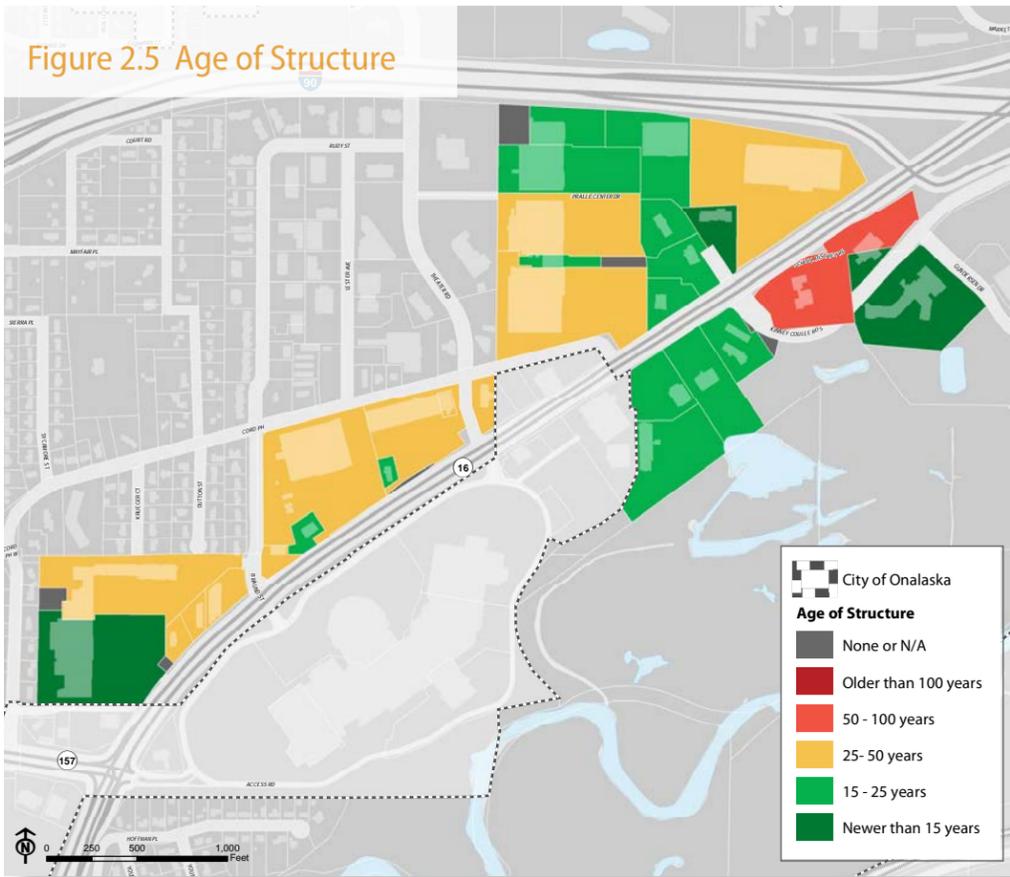
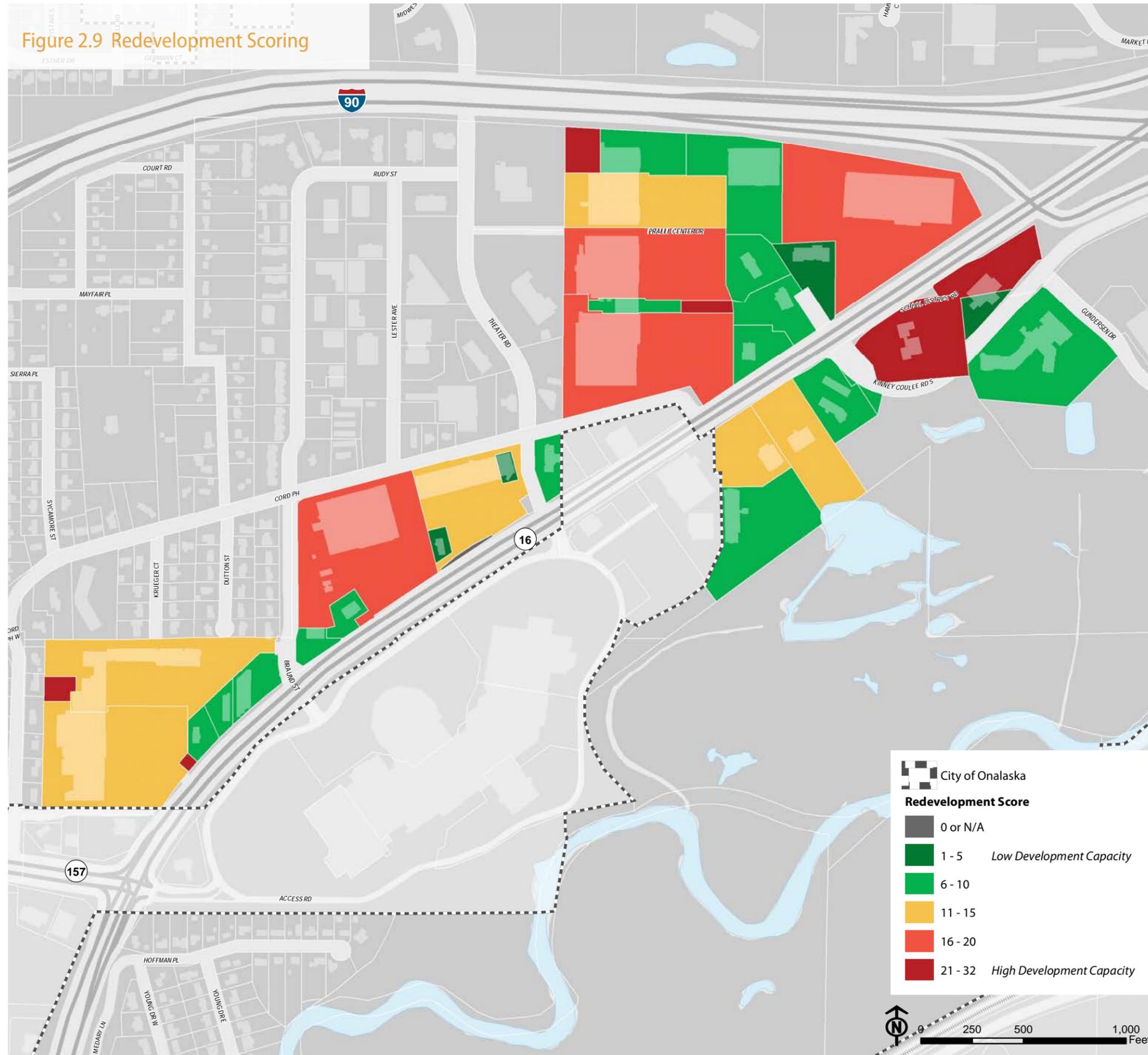


Figure 2.9 Redevelopment Scoring



Redevelopment Scoring

This map shows the redevelopment potential as identified by scoring a number of variables for each parcel. This information should be considered as a baseline to start identifying potential redevelopment parcels, but should not be considered as definitive. The model cannot take everything into account and sites should be checked against ground conditions. (For example, some publicly owned parcels are missing information such as building improvement value.)

Vacant:	
No.....	0
Yes	20
Age:	
Over 100 yrs	1
50 - 100 yrs.....	5
25 - 50 yrs.....	3
15 - 25 yrs.....	1
Less than 15 yrs	0
Land Value \$ / Square Foot:	
< 3.5	4
3.5 - 7	3
7 - 10	2
10 - 13	1
>13	0
Total Value \$ /Square Foot:	
< 7.5	4
7.5 - 15	3
15 - 22.5	2
22.5 - 30	1
> 30	0
Building Value to Land Value Ratio:	
< 1.0	4
1.0 - 2.0	3
2.0 - 3.0	2
3.0 - 6.0	1
> 6.0	0
Building Value to Total Value Ratio:	
< 0.2	4
0.2 - 0.4	3
0.4 - 0.6	2
0.6 - 0.8	1
> 0.8	0
Parking Oversupply:	
> 50 spaces	3
21 - 49 spaces	2
1 - 20 spaces	1
< 0 spaces	0
Parcel Size:	
> 5 ac.....	4
2 - 5 ac.....	3
1 - 2 ac.....	1
< 1 ac.....	0
City Ownership:	
Owned by Onalaska	5
Not owned by Onalaska.....	0





Market Summary

The strength of the State Road 16 corridor comes from being the premier retail location within the region and its proximity to interstate 90 S traffic counts and access. This has allowed the area to develop as a regional shopping destination. In turn, this growth strengthens the “cluster” destination mentality of retailers, further strengthening the corridor as a whole. This can also result in increase of local competition.

Challenges or potential vulnerabilities facing this area will be:

- » The continued growth of e-shopping
- » What happens with the La Crosse side of the State Road 16 corridor
- » Changing spending habits

Market Driven Design Requirements

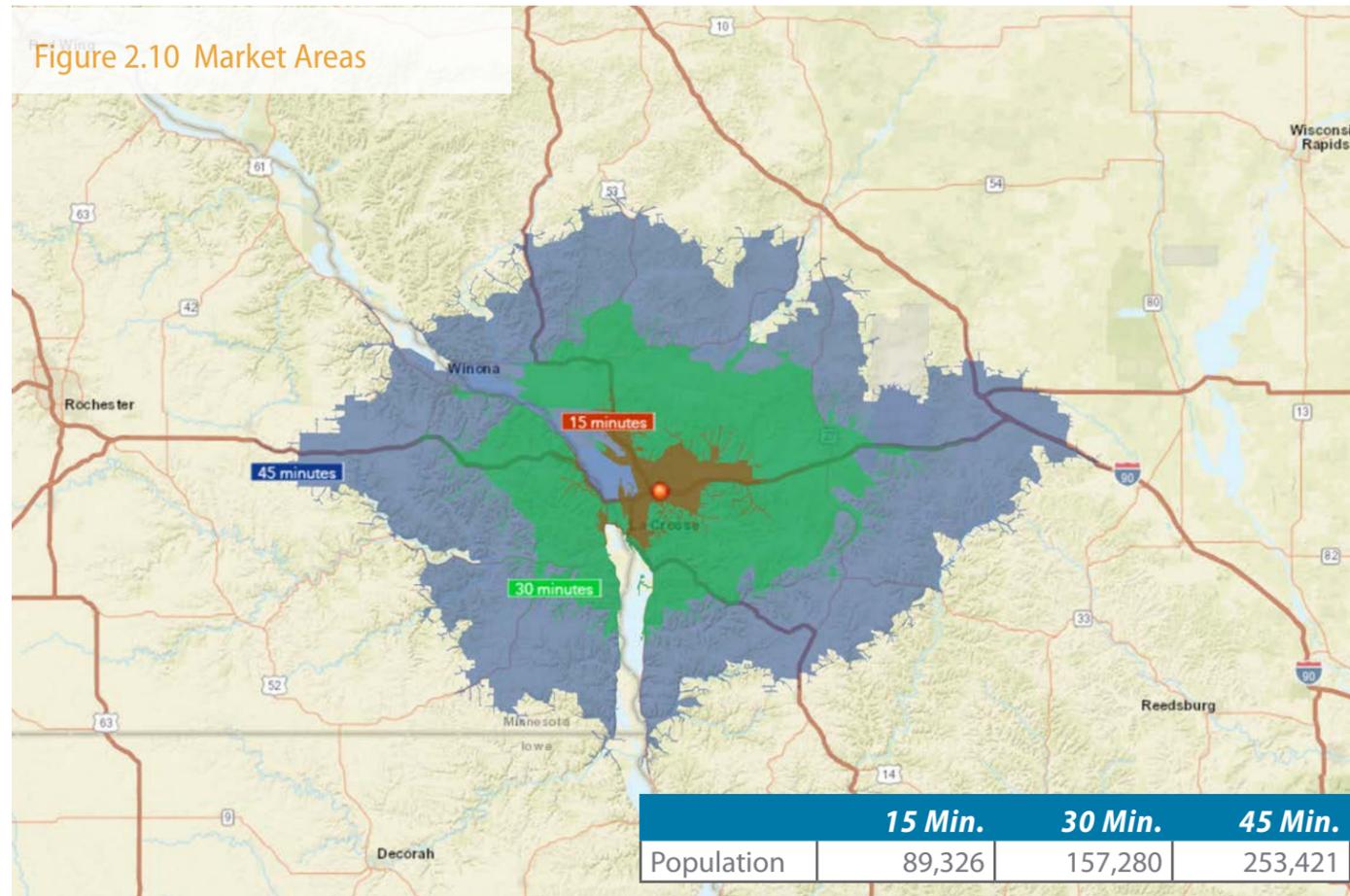
Businesses in the State Road 16 corridor rely on high visibility and convenient access. The area is built at a scale, and draws from a large enough market area that paying close attention to parking and automobile circulation is key to the success of these businesses.

Market Area

The Primary State Road 16 markets is defined by the 15, 30 and 45 minute drivetime map in Figure 2.10.

The 45 minute drive time helps define the market area for larger purchases or shopping trips, consistent with the big box retailers that are in the area. This market encompasses over a quarter of a million people and reaches Tomah to the east, Winona to the northwest, and the Iowa border to the south.

Smaller retailers (typically convenience and fast food) benefit from the proximity and higher traffic counts that come with being proximate to regional

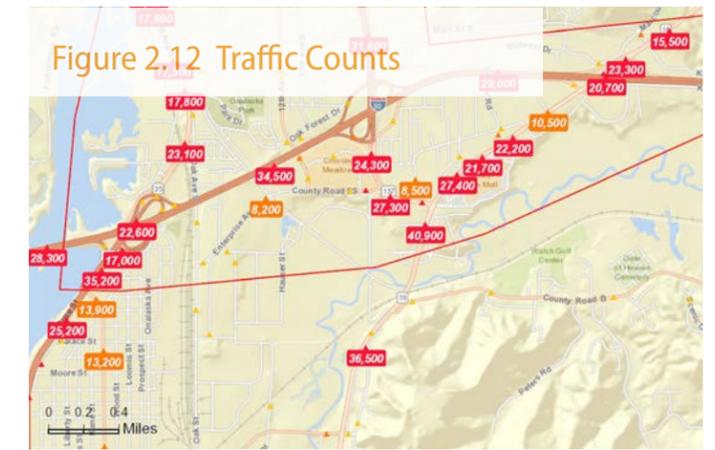
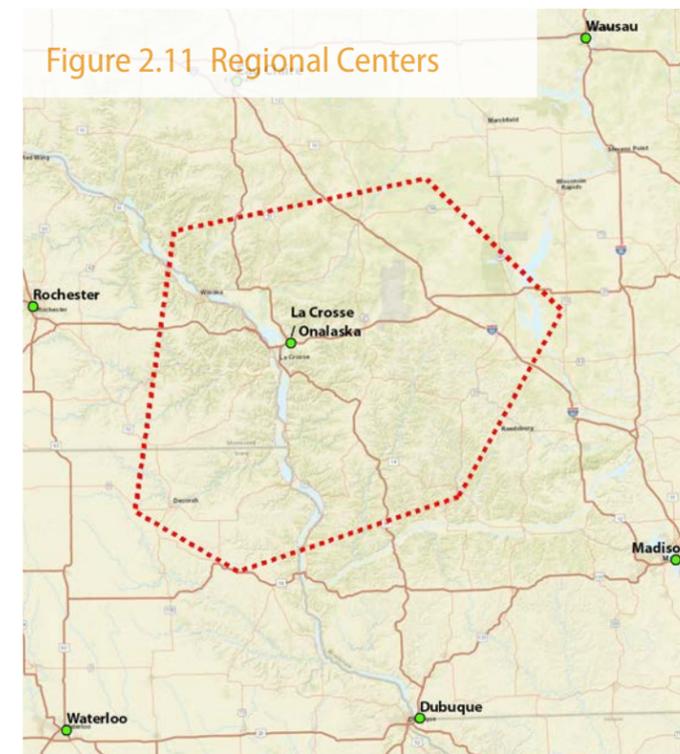


shopping destinations, but may also draw customers on their own from shorter distances.

Figure 2.11 shows an equidistant line between the La Crosse/Onalaska area and other cities with populations over 35,000. These include:

- » Rochester
- » Eau Claire
- » Wausau
- » Madison
- » Dubuque
- » Waterloo

Potential customers in this area will be deciding between these regional centers for larger goods and service shopping.



Market for Retail Space

Based on location, traffic counts, and the strength of the retail cluster, the market is out performing La Crosse and Holmen by a significant margin. Vacancy rates in Onalaska and across the region are up slightly above the 5 year average, but remain remarkably low compared with the nation as a whole which sits around 10%

	Onalaska	La Crosse	Holmen
Retail Vacancy Rate	2.5%	3.4%	5.2%
5 Year Average	1.3%	2.6%	7.3%

Rent Rates

Onalaska rents trail national asking rates (\$21/SF) slightly, but are over twice the asking rate for both La Crosse and Holmen.

	Onalaska	La Crosse	Holmen
NNN Rent \$/SF (asking)	\$18.60	\$9.09	\$7.59
5 Year Average	\$15.15	\$9.86	\$7.70

Gap Analysis

A gap analysis looks at the amount of spending that would be expected in an area based on population and population characteristics. It is then compared to the amount of spending that actually occurs in the same geographic area. If the gap is positive, it means spending is coming into the community. If it is negative, spending is leaving the community.

The gap analysis of Onalaska show an incredibly strong retail destination. In almost every retail category, the spending in the city outpaces what would be expected based solely on the population.

The implications of the leakage/surplus analysis suggest two things: retail is strong in Onalaska, but

there may not be much unmet demand in the City (opportunities for new retail). Based on sales data, new retailers will likely have to identify specific needs, carve out a niche market, or outcompete existing businesses.

With the exception of e-commerce and vending (which is centered nationally around a very few set of cities) the businesses categories that are not meeting local demand within the city are

- » Motor vehicle sales & parts
- » Gasoline stations

Neither one is completely absent in the community and both have implications for the urban design and appearance of a community with regards to open

street frontages, intense lighting, traffic generation, and potential sources of contamination.

Key Takeaways on the State Road 16 Market Conditions:

- » Exceptionally strong retail capture rate for the surrounding region.
- » Draws net outside spending in nearly every retail category.
- » Best retail location in La Crosse Region from a highway/access perspective at intersection of I-90 and US-53.
- » Low vacancy rates and rising rents (over 2x the average asking rent for retail space in La Crosse or Holmen) point to the strength of this area.
- » Differences in visibility, circulation, and access make some parcels more attractive for retailing than others.
- » Regional retail “cluster” strengthens the total retail draw of the area, and makes the area more resilient, but can mean increased local competition.
- » This area will be impacted by changes at the Valley View Mall.
- » The study area may be vulnerable to changing spending habits and e-shopping, but this has more to do with retail in general than this area in particular.

	<i>Local</i>				Market Capture Rate		
	<i>Demand</i>	<i>Sales</i>	<i>Difference</i>	<i>%</i>	<i>15 Min.</i>	<i>30 Min.</i>	<i>45 Min.</i>
General Merchandise Stores (452)	\$45,776,857	\$111,264,074	\$65,487,217	243.10%	60.6%	32.8%	20.9%
Food Services & Drinking Places (722)	\$27,858,336	\$54,115,504	\$26,257,168	194.30%	48.5%	26.5%	17.2%
Bldg Materials, Garden Equip. & Supply Stores (444)	\$17,649,185	\$41,714,826	\$24,065,641	236.40%	59.3%	31.0%	19.0%
Clothing & Clothing Accessories Stores (448)	\$11,233,512	\$27,467,948	\$16,234,436	244.50%	60.5%	33.0%	21.0%
Sporting Goods, Hobby, Book & Music Stores (451)	\$6,672,829	\$21,932,701	\$15,259,872	328.70%	81.1%	43.8%	27.4%
Health & Personal Care Stores (446,4461)	\$16,317,667	\$30,134,365	\$13,816,698	184.70%	45.9%	24.3%	14.9%
Electronics & Appliance Stores (443)	\$8,555,885	\$20,167,473	\$11,611,588	235.70%	58.4%	31.7%	20.1%
Furniture & Home Furnishings Stores (442)	\$8,437,406	\$13,847,768	\$5,410,362	164.10%	41.2%	22.4%	14.6%
Food & Beverage Stores (445)	\$40,047,124	\$43,817,994	\$3,770,870	109.40%	27.2%	14.6%	9.2%
Miscellaneous Store Retailers (453)	\$10,046,180	\$11,692,054	\$1,645,874	116.40%	29.0%	15.5%	9.6%
Nonstore Retailers (454) E-shopping, Vending	\$7,490,885	\$715,505	\$-6,775,380	9.60%	2.5%	1.3%	0.9%
Gasoline Stations (447,4471)	\$30,332,092	\$18,285,164	\$-12,046,928	60.30%	14.9%	8.0%	5.0%
Motor Vehicle & Parts Dealers (441)	\$55,176,616	\$32,962,142	\$-22,214,474	59.70%	14.9%	7.9%	4.9%
Expected rate based on population (any rate above the expected rate suggests net inflow of \$)					21.1%	12.0%	7.4%



Corridor Issues & Opportunities

Through conversations with the CDA and key stakeholders in the corridor a number of issues and opportunities were discussed. The following provides a summary of the key issues and opportunities discussed. Additional information can be found in the stakeholder input section as well.

Corridor Issues:

- » Development/ Redevelopment
 - *Triangular shape of parcels creates inefficiencies in development*
 - *Multiple property owners make assembly difficult*
 - *Cross access agreements can put limitation on redevelopment*
 - *Signage and visibility requirements in lease agreements can hinder redevelopment*
- » Transportation
 - *A number of intersections experience heavy congestion, even high crash rates*
 - *The area is served well by the State Highway, but has a limited supporting public roadway network and relies heavily on private drives for development*
- » Parks, Trails and Open Space
 - *Limited park and open space features exist in the corridor, essentially only views of the La Crosse River Conservancy*
 - *Trail connections are incomplete*

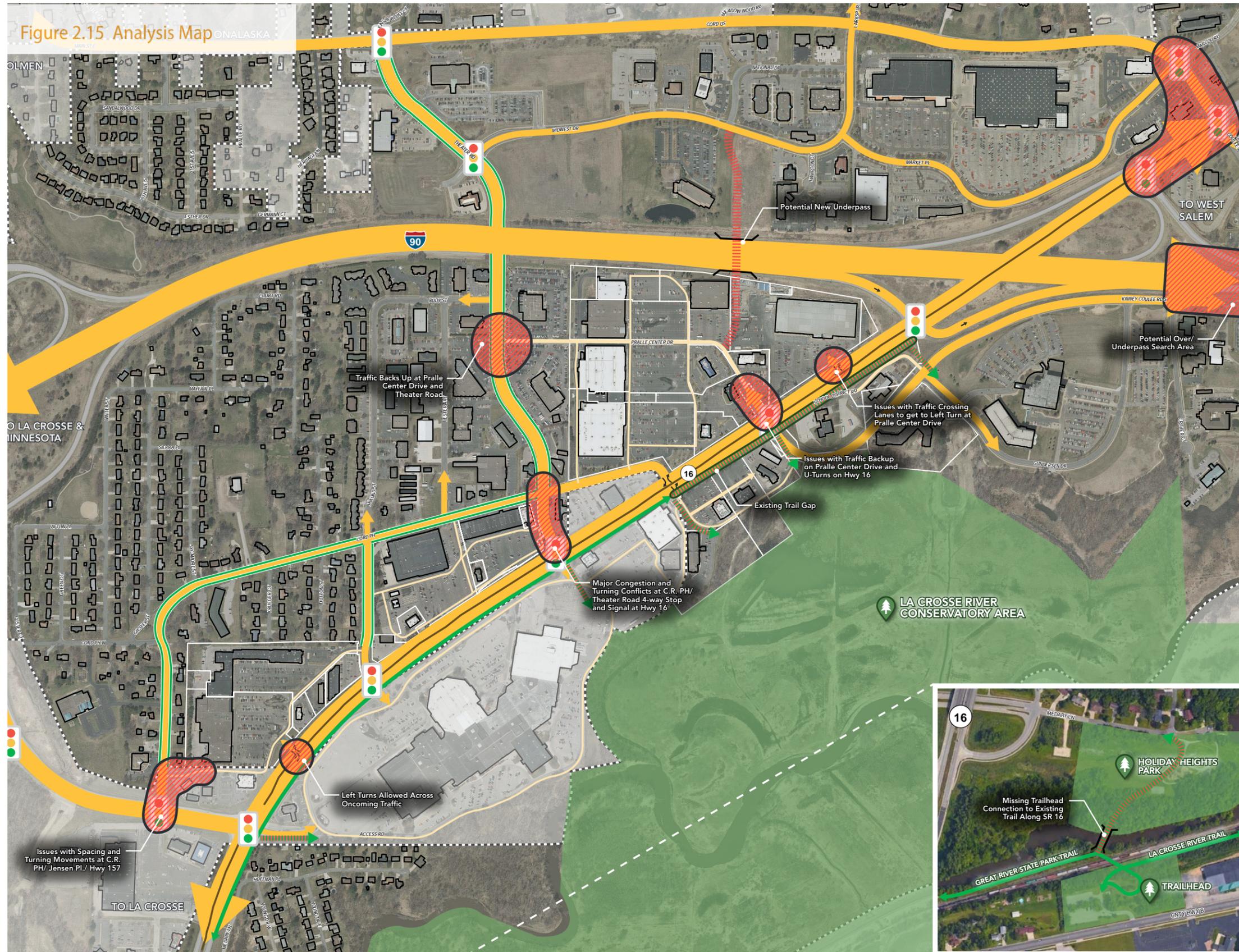
Corridor Opportunities:

- » Development/ Redevelopment
 - *Over-parked surface parking lots provide an opportunity for infill development*
 - *Creation of unique shopping, dining and entertainment environments*
 - *Mixed use and high density housing*
- » Transportation
 - *Increase stacking distance to signalized intersections at SR 16*
 - *Interconnect developments with public streets or enhanced private drives*
 - *Enhance streetscapes*
- » Parks, Trails and Open Space
 - *Complete a pedestrian and trail network to enhance connectivity*
 - *Additional connections across I-90*
 - *Create activated, programmed park spaces with redevelopment to provide an enhanced amenity*



La Crosse River Conservancy

Figure 2.15 Analysis Map ONALASKA



Stakeholder & Community Input



Initial Stakeholder Input

As part of the planning process, the consultant team and City staff conducted two rounds of stakeholder interviews with key property and business owners in the State Road 16 Corridor. Initial discussions centered on the issues these stakeholder see in the corridor today and what opportunities are possible in the future. The following summarizes these initial conversations:

- » Most of the current property owners have had a long-term commitment to this retail corridor, remain confident in its future as a retail corridor, and expressed an openness to the corridor adjusting to retail's continuing evolution.
- » Retail tenants generally seem to be interested in downsizing their sq. footages, e.g. Best Buy, Shopko, Kohl's, smaller retailers. Impacts are potential oversized buildings, single-tenant buildings becoming multi-tenant, and relocations.
- » The corridor is generally over-parked; reductions in the city's minimum parking quantity requirements (currently 6.7 spaces per 1,000 sq. ft.) could improve this situation and open up land for infill development opportunities
- » Roadway circulation and access concerns. Potential improvements identified include Theater Rd/PH intersection, add eastern connection to S. Kinney Coulee Rd., convert Pralle Rd. to a public street, SR16 reconstruction, roundabouts, and reduce cut-through traffic in parking areas.
- » Opportunities for the city to be more of partner than a roadblock, e.g. reduce excessive parking requirements, improve roadway circulation/traffic issues, less requirements tied to property improvement projects (stormwater, landscaping).

- » The corridor's constrained size due to the bluffs and river valley limits the potential for retail expansion; some feel that the area does not have too much retail space and could attract additional retail businesses if there was expansion space.
- » Some infill/redevelopment opportunities include older oversized buildings, potential outlots along roadways, oversized parking lots.
- » Some infill/redevelopment challenges include cross access agreements, store sightline preservation requirements, lack of shared parking, etc.
- » Interest in adding new development types to the corridor, e.g. co-working space, addition of retail store pick-up facilities, housing, entertainment, experience-based retail, personal service businesses that function more like retail (clinic, dentist, fitness).
- » Area is not pedestrian- and bike-friendly; limited pedestrian paths, trails, bike routes.
- » Major employment corridor, particularly with Gundersen Health campus, so corridor could cater more to employee-oriented businesses, amenities, and connectivity, e.g. convenient lunch restaurants.
- » Consider a TIF district as an incentive for reinvestment/redevelopment.
- » Potential for partnering with the City of La Crosse and the Valley View Mall on planning and redevelopment along both sides of SR16, creating a gateway for both cities and targeting mixed-use development.
- » Some potential early phase redevelopment sites discussed.



Existing Valley View Mall



Existing Retail Along State Road 16 At Crossroads Center



While Some Traces Exist, There Is A Lack Of Fully Connected Pedestrian And Bike Facilities

Follow-up Stakeholder Input

A second round of listening sessions was conducted with the key stakeholders in the State Road 16 Corridor after concept alternatives were developed. The concepts explored new development and roadway configurations. The following comments are from the second round of stakeholder meetings:

Stakeholder Feedback – ROUND 2 (After Concepts)

- » Existing Traffic Concerns
 - High Traffic - cut-through traffic, high speed traffic and congestion in the corridor.
 - Traffic Data Needs - interest in seeing the specific data for traffic counts, congestion/length of backups, traffic signals at-capacity, fatalities, etc.
 - Vehicle Circulation Challenges in the SR 16/ Theater Road/I-90 triangle – the Pralle Center Drive public road right-of-way only extends a short distance from the SR 16 intersection, access to Pralle Center businesses and Marsh View Center businesses but no roadway connection between these two retail centers and Farm & Fleet.
- » Existing Traffic Concerns
 - Pralle Center Drive/Road - Pralle Center property owner's safety concerns about this private circulation drive being used by cut-through traffic avoiding congestion on Theater Road and SR 16, such as Gundersen Health employees/patients.
 - Blocking off of Pralle Center Drive - The property owner has blocked it at times, which only worsens traffic on SR 16 and Theater Road.
- » New Public Roadways
 - Interest in adding public roadway(s) but it would be important to identify what value and who values from any new public roadways, e.g. N-S underpass of I-90, conversion of Pralle Center Drive to a public roadway.
- » New East-West Backage Roadways
 - Some support for developing an east-west backage road on the north side of SR 16 in conjunction with targeted redevelopment along
- SR 16; skeptical that a backage road on the south side of SR 16 is feasible due to the adjacent river valley ridge.
- » Excess Parking
 - Interest in reduction in the City's zoning code requirements for parking spaces.
- » Redevelopment Interest
 - Seems to be greater for sites closer to SR 16 and smaller sites rather than the larger retail buildings further from SR 16. For example, TGIF lease up in 2 years, infill of surface parking lots, East Town Plaza impacts from Theater Road improvements, redevelopment tied to creating a new E-W backage road.
- » Redevelopment Skepticism
 - Concern that market for mixed use or multi-family residential redevelopment may not be realistic in a smaller and lower density market like Onalaska; recommend looking for redevelopment precedents in comparable metro areas rather than large metro areas. Due to existing traffic issues, seems like it could be difficult to add development and go vertical with redevelopment.
- » Desirable Area Amenities
 - Need to identify what amenities would be needed for attracting mixed use/multi-family redevelopment, e.g. walk/bike environment, tram/trolley/circulator, green space/park, connections to natural area such as La Crosse River Valley, etc.
- » Valley View Mall's Store Closings
 - Would be beneficial to have a better understanding of Valley View Mall property owner's current thinking and potential future strategies. (City of La Crosse has not had much feedback from the owners)
 - LADCO is interested in making financial and technical contributions to address issue of store closings.
- » City of La Crosse Collaboration
 - May have interest in partnering with Onalaska on area improvements or building upon them, e.g. adding pedestrian-friendly amenities, updating zoning regulations for mall site to increase development flexibility, particularly mixed use.



Community Open House

A community open house was conducted in January 2019 to review the preliminary recommendations for the State Road 16 Corridor and the Downtown/ Highway 35 Corridor. The focus of the conversation was around transportation improvements (intersection safety, signal timings, etc.) and desired uses (primarily retail & restaurants) in the Corridor. Specific comments included:

- » Too many accidents at CR OS and State Road 16
- » Consider no left turns and a round-a-bout at Theater Road and Prolle Center Drive
- » Farm and Fleet is impossible to access by foot or bike
- » Try to bring employers that bring in good wages to employees
- » Movie theater needed in the corridor, at the Valley View Mall?
- » Noodles and Company would be great!



January Open House with Members of the Community



January Open House with Members of the Community

Summary of Public Meeting Notification

Formal Meeting Announcements:

- » Common Council on 12-11
- » CDA on 12-12

Social Media:

- » Event information promoted through Onalaska Park & Recreation, Police Department, and Fire Department Facebook pages

Press Release:

- » Sent on 12/31 to all news media (television, newspaper, and radio) promoting the event.
- » Sent on 1/4/19 on Irving Pertzsch Email Mailing List.

Individual invites to Onalaska Common Council, Committees, Boards, and Commissions:

- » Common Councilors, Long Range Planning Committee, Great River Landing Committee, Park & Recreation Board, Plan Commission, Historic Preservation Commission, and Community Development Authority.

Paper Flyers:

- » Installed at various department offices in City Hall.

Mailings:

- » Letter to over 500 residents/business owners in "Downtown Onalaska" area on 12-14. Postcard reminder to same list on 12-27.



Redevelopment Framework



Approach to Redevelopment

The State Road 16 Corridor Redevelopment Study outlines an approach for redevelopment in Onalaska's primary commercial district responding to the realities of the marketplace, stakeholder and community leader feedback. The redevelopment planning framework positions Corridor as an evolving and vibrant commercial and mixed use district over the long-term.

This chapter outlines the "Big Ideas" driving the transformation of the area over the next ten to twenty years. These "Big Ideas" are encapsulated in the Redevelopment District Diagram (Figure 4.1), the corresponding precedent examples, the Redevelopment Opportunities Diagram (Figure 4.2) and the subsequent redevelopment initiatives. The redevelopment initiatives are organized around three primary categories: redevelopment/development; transportation; and parks, trails and open space.

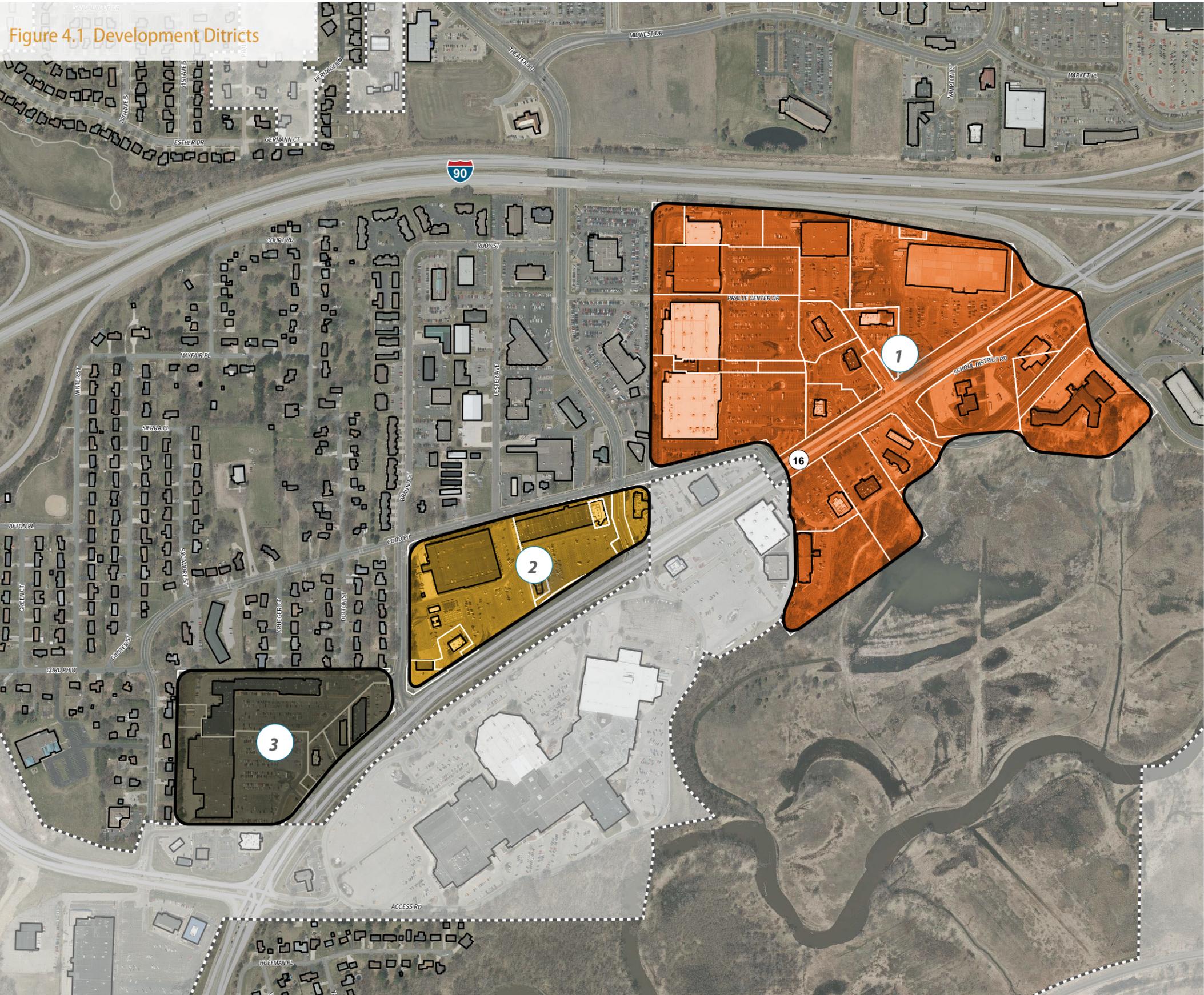




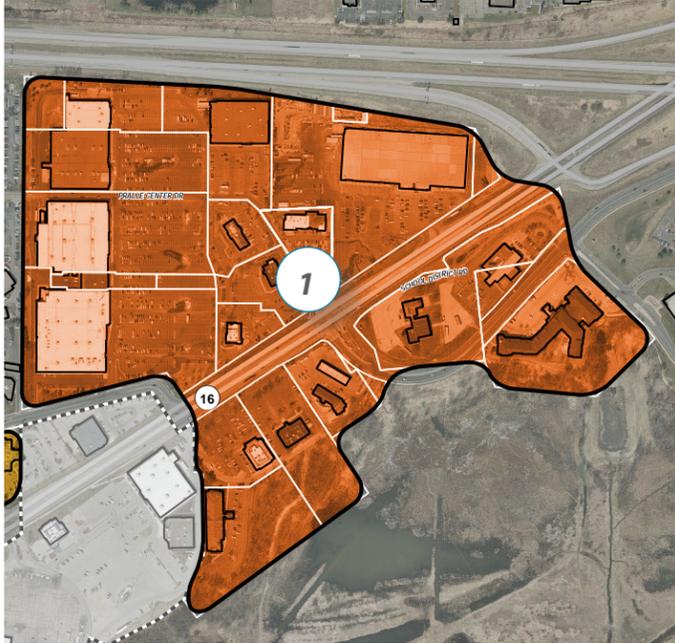
A Collection of Districts

The redevelopment Master Plan organizes similar land uses and urban design relationships by a series of districts. These districts; The East Gateway District; Theater Road to Braund Street District; Braund Street to County Road PH District each have unique characteristics based on their existing uses, parcel shapes and sizes and relationship to the surrounding uses and roadway network. The following is a summary of the unique characteristics each district exemplifies and a collection of aspirational precedent development project that align with the desired characteristics of each district:

- 1 East Gateway District
- 2 Theater Rd/Braund St Mixed Use District
- 3 Braund St/CR PH Mixed Use District



East Gateway District



East Gateway District

The East Gateway District is the largest of the three identified districts in the corridor and comprises roughly 60 acres of land on both sides of State Road 16. Unlike the other districts, the City of Onalaska owns land on both sides of State Road 16 provide a strong gateway opportunities off of Interstate 90. Larger commercial uses exist on the eastern side of the road on approximately 44 acres, while the east side of the road smaller individual sites exist near the intersection of Kinney Coulee Road S.

Key recommendations for the East Gateway District include:

- » Maintain focus on commercial / retail redevelopment and reinvestment.
 - *This area will likely remain a regional retail destination due to its proximity to Interstate 90 and Interchange #5*
- » Retain large format, destination retailers and supporting retail development
 - *Traditional Big-box retail formats*
 - *Infill with organized pad site and in-line retail development*

- *Allow for exploration of expanded commercial, retail, entertainment and hospitality uses*
- » Recognize this district as a major gateway to Onalaska and the greater La Crosse Region
 - *Develop increased community and district branding*
 - *Provide enhanced wayfinding and signage*
- » Enhance interconnectivity throughout Pralle Center development
 - *Utilize new public streets or a refined network of private drives to enhance vehicular and delivery circulation and reduce congestion on the regional roadway system*
- » Enhanced connections (private roadways, trails and sidewalks)
- » Enhanced wayfinding, signage and district branding

Project Precedent Types:

As part of the planning effort the consultant team studied two project precedent development types to replicate in this district, primarily on the western side of the district.

“Power Centers” are often anchored by larger format retail tenants with a combination of supporting inline retail and commercial pad development. Two specific projects highlighted were Central Park Commons in Eagan, MN, and the Fountains at Arbor Lakes – Maple Grove, MN, both of which have been redeveloped in the past three years. These recent development provide an enhanced pedestrian realm and through building compression, traditional street design and pedestrian streetscape elements, yet still accommodate the parking demands for larger format general merchandise retailers.

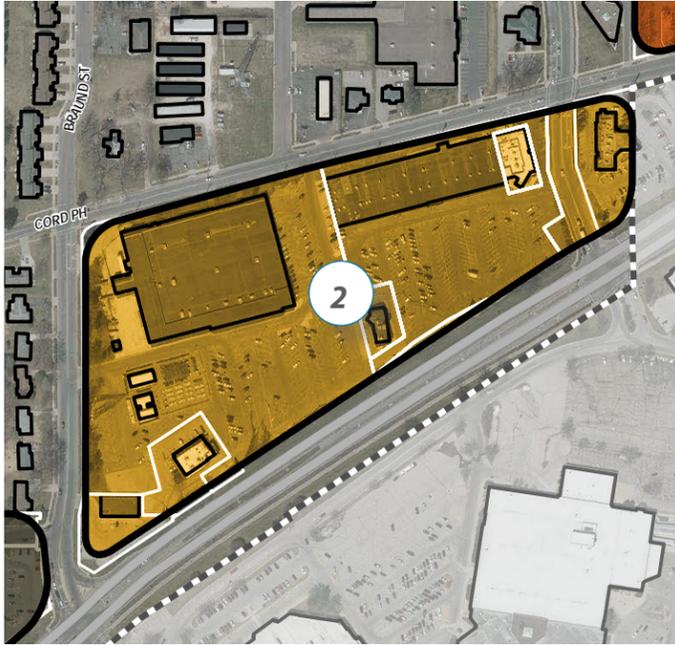
“Lifestyle Centers” can often be characterized as higher-end shopping in a “Main Street, or inside-out mall configuration. These retail destinations often have a park once, shop twice model that includes a very pedestrian friendly walking environment with a number of ancillary amenities such as pocket parks,

Precedent - Power Center



plazas and fountains to create spaces for community gathering. Two specific projects highlighted were the Shoppes at Arbor Lakes – Maple Grove, MN and Woodbury Lakes – Woodbury, MN.

 **Theater Rd/Braund St Mixed Use District**



Theater Road/ Braund Street District:

The Theater Road/ Braund Street District is approximately 15 acres of irregularly shaped land. Bound by State Road 16 to the south, CR PH to the north, Theater Road to the east and Braund Street to the west this district provided a unique opportunity to explore mixed use development and the introduction of housing into the corridor. Comprised of two larger land owners and a handful of smaller pad sites there are opportunities for site assembly and redevelopment of all or portions of this district in the future. Access management and internal circulation are critical aspects to redevelopment in this location and will likely involve upgrades to the surrounding roadway network and changes in traffic patterns.

Key recommendations for the Theater Road/ Braund Street District include:

- » Maintaining commercial vitality on the site
- » Introduction of vertical mixed use and high density residential
- » Creation of a more urban, or village like development pattern
- » With increased development intensity and density, explore options for structured parking integrated with development
- » Enhanced connections (public/ private roadways, trails and sidewalks), particularly across State Road 16 to the Valley View Mall site and the La Crosse River Conservancy
- » Enhanced wayfinding, signage and district/ development branding
- » Create a activated park space to frame development and provide an amenity for businesses and residents.

Project Precedent Types:

Precedents for this location could fall into the “New Town Village” category of development which essentially blends commercial, retail and residential into a more compact, pedestrian scaled development pattern. Typically these new developments are a mix of franchise and local tenants on the commercial/ retail end with smaller professional office and service uses mixed in. Higher density housing such as apartments or condominiums can also be found surrounding the core development as stand-alone uses or vertically integrated. The Village at Mendota Heights in Mendota Heights was studied as a similar project precedent do to the overall development size, scale of development (2 story mixed use with surrounding 4 story residential).

Precedent - New Town Village



Braund St/CR PH Mixed Use District



Braund Street District / CR PH District:

Similar and size (17 acres) and general shape, the Braund Street / CR PH District takes on similar characteristics to the Theater Road/ Braund Street District. This district however, is immediately adjacent to residential land uses to the west and north, versus have public roadway frontage on all four sides of the district.

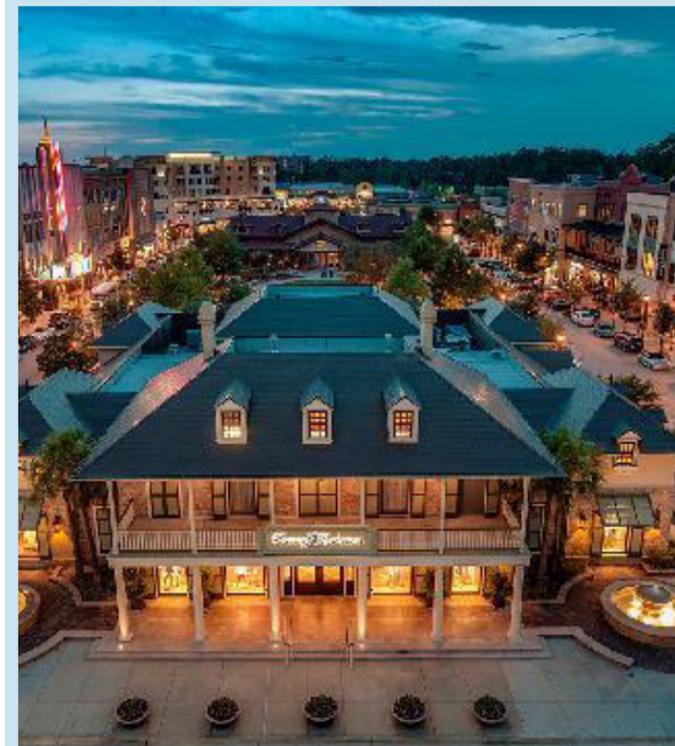
Key recommendations for the Braund Street / CR PH District include:

- » Maintaining commercial vitality on the site
- » Introduction of vertical mixed use and high density residential with sensitivity to surrounding land uses
- » Creation of a more urban, or village like development pattern
- » With increased development intensity and density, explore options for structured parking integrated with development
- » Enhanced connections (public/ private roadways, trails and sidewalks), particularly across State Road 16 to the Valley View Mall site and the La Crosse River Conservancy
- » Enhanced wayfinding, signage and district/ development branding
- » Create a activated park space to frame development and provide an amenity for businesses and residents.
- » Coordinated efforts with the City of La Crosse on access improvements CR PH and State Road 157 and upgrades to Jansen Place

Project Precedent Types:

Again, The Village at Mendota Heights model was studied here, particularly how the commercial development is organized to maintain visibility toward the main highway and develop additional intensity (second story office and structured parking internal to the development). Organized retail pad development allows sightlines to uses away from the highway

Precedent - New Town Village





Redevelopment Initiatives

The following represent the key initiatives for the State Road 16 Corridor organized by redevelopment, transportation, and parks, trails and open space.

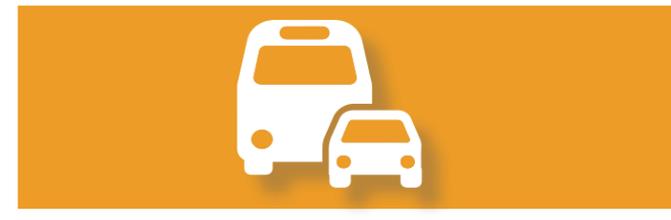


Development Character Example Image



Redevelopment Initiatives:

- » Maintain progress on active redevelopment sites (Old Country Buffett Site, Fauver Hill School)
- » Infill remaining greenfield site at Gunderson Campus (Sr. Housing)
- » Infill over-parked parking lots (Commercial/ Retail uses)
- » Intensify uses by repurposing over-sized buildings or subdividing
- » Integrate potential larger redevelopment sites with roadway improvements
- » Explore options for mixed use (housing, office, retail) with redevelopment
- » Continue on-going planning with the City of La Crosse in the State Road 16 Corridor (Valley View Mall Site)



Transportation Initiatives:

- » Explore options for new public roadways to enhance connectivity and reduce congestion at State Road 16 intersections, specific areas include:
 - *Pralle Center Drive between Theater Road and State Road 16*
 - *Connection along the La Crosse River Conservancy Area*
- » Explore options for overpass of I-90 east of Interchange #5 (State Road 16)
- » Explore the viability of a grade separated crossing of I-90 (roadway or trail) between Theater Road and State Road 16.
- » Creation of a "Parkway Road" along the ridgeline of the La Crosse River Conservancy Area (behind the Valley View Mall)
- » Creation of improved stacking distances for turning movements at key intersections
- » Integration of synced signal at County Road PH and Theater Road with signal at State Road 16 and Theater Road plus additional access management
- » Potential reconfiguration of County Road PH & Theater Road intersection with redevelopment and access management
- » Continue on-going planning with the Wisconsin Department of Transportation & City of La Crosse in the State Road 16 Corridor (access points, intersection controls, safety improvements)
- » Center turn lane improvements to improve safety and visibility (planned improvement project)

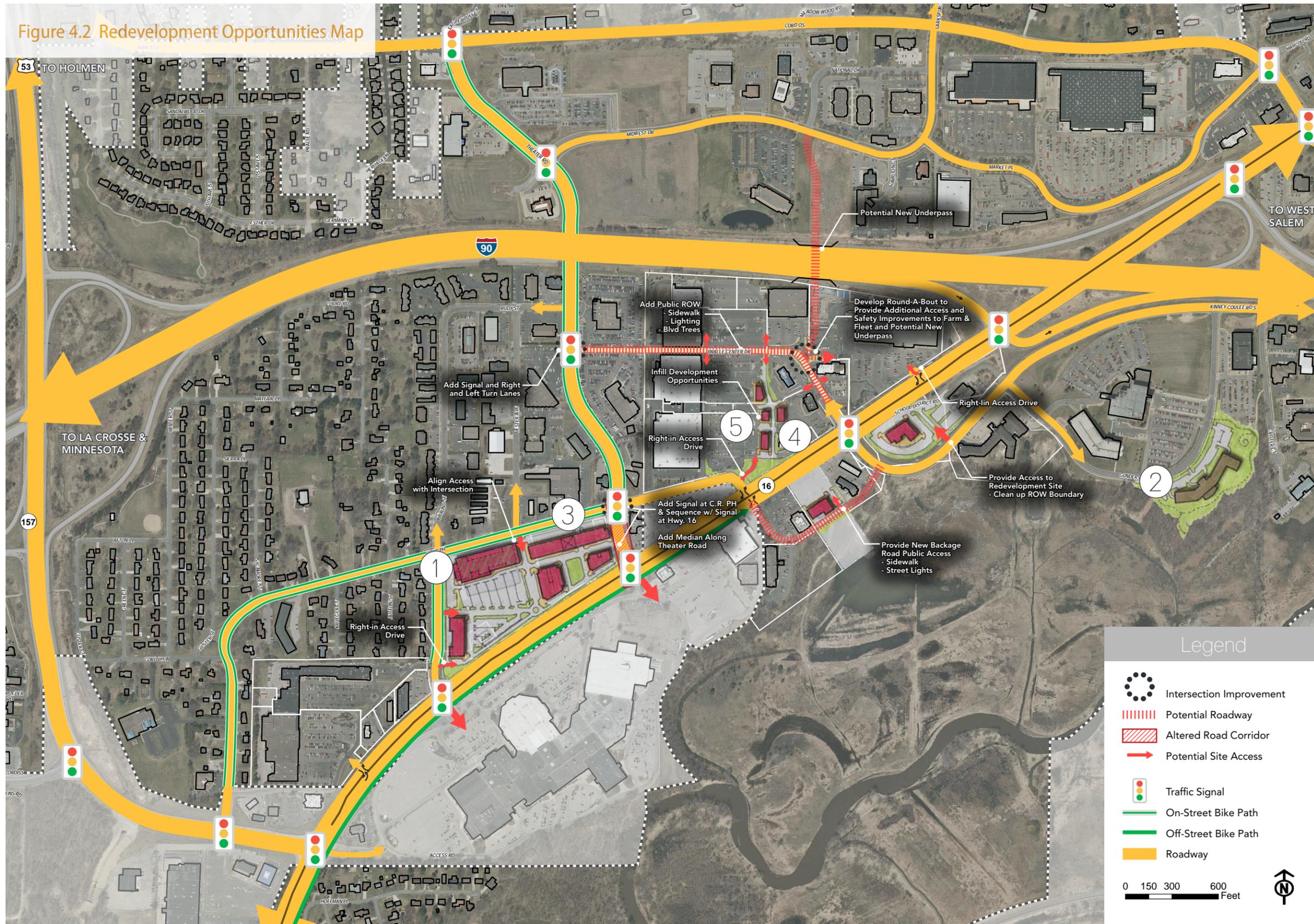


Parks Trails, Trails and Open Space Network Initiatives:

- » Enhance pedestrian and bike connectivity in the corridor
- » Create stronger pedestrian connections between businesses
- » Create safer crossings of State Road 16
- » Connect regional trail network through the State Rd. 16 Corridor and to the La Crosse River Conservancy Area
- » Consider the integration of plaza/park spaces with redevelopment to aid in place-making
- » Enhance wayfinding and signage to key park and trail destinations (La Crosse River Conservancy Area, Great River State Trail/ La Crosse River State Trail Trailhead on County Rd B) as well as key bridges, underpasses and overpasses (Interstate 90) to strengthen connectivity in the district



Figure 4.2 Redevelopment Opportunities Map





Implementation



Keys to Implementation

Several factors will be crucial in successfully realizing the vision set forth by the City of Onalaska within this redevelopment study. These factors apply regardless of the actual form and timing of redevelopment:

Patience

Transformation of the State Road 16 Corridor cannot be implemented overnight. The timeframe for implementation reflects its evolutionary nature; it looks forward over a period of years. The desired change often requires the patience to wait for the right things to happen, rather than making changes simply to be seen as doing something.

Commitment

Commitment to the State Road 16 Corridor Study and patience go hand-in-hand. This study does more than simply seek to attract new development to shovel ready sites in Onalaska; it provides a road map to enhance the corridor. Commitment to the plan means the willingness to actively promote public and private investments that align with the objectives of the study. It also requires the willingness by decision makers to deter developments which do not meet the objectives of the plan. Not all of these decisions will be easy or will they occur exactly as analyzed in this study.

Public & Private Partnerships

Removal of the physical and economic barriers to redevelopment in Onalaska will likely require some public financial assistance. The complexity of redevelopment envisioned for the area clearly demonstrates the need for public financial participation. Private investment will not be sufficient to pay for all costs associated with every redevelopment project. Strong public/private partnerships will make redevelopment projects more financially feasible, promote the desired types of development and build momentum in the area. However, the needs established in this study do not

make public financial assistance an entitlement. Ongoing planning will define the nature of assistance and amount available for each step throughout the implementation process. This approach ensures that public monies are used to achieve desired public outcomes and not simply make development more affordable (or profitable) for the developer.

Financial Reality

Implementing the State Road 16 Corridor Study requires careful investment of public funds, but the private side of the financial equation must not be overlooked. New development and existing businesses will pay for their portion of the improvements called for in the study. Implementing the State Road 16 Corridor Study seeks to balance the investment in public initiatives with the creation of a financial environment that sustains successful businesses.

Strategic Investments:

If financial support for the plan was unlimited, the need for strategic decisions would be less important. With limited funds, every expenditure is crucial. It is not possible to immediately undertake all of the initiatives described in this plan. Needs and opportunities not contemplated in the plan may arise in the future. Every investment must be evaluated for its impact on enhancing the State Road 16 Corridor.



Roles & Responsibilities

There is a temptation to give sole responsibility for implementation of the State Road 16 Corridor Study to the City of Onalaska. Many of the powers and resources needed to undertake the actions described in this Study are held by the City. The success of the State Road 16 Corridor cannot be made the only by responsibility of City government. Achieving the vision for the corridor requires ongoing collaboration of both public and private stakeholders. This section

describes the roles and responsibilities of key parties.

Business and Property Owners

While the City influences the physical setting, the State Road 16 Corridor remains a place of private activity. Individual businesses determine the type of goods and services available in the corridor. Individual businesses make decisions about how they operate. Property owners decide how to maintain and improve their buildings. Individual property access, cross access agreements and internal circulation drives are relied on heavily for circulation. Each of these factors plays a role in the long-term success of the corridor.



Onalaska City Hall

City of Onalaska

The ultimate responsibility for implementing the recommendations of this redevelopment study rests with the City of Onalaska. The Common Council and Community Development Authority (CDA) will provide direction on staff resources, review of proposed development projects and approve public investments. Responsibility for managing redevelopment in the State Road 16 Corridor will be a priority for the Community Development Authority and the Planning / Zoning and Engineering Departments of the City.

Planning / Zoning Department

The Planning / Zoning Department will share a lead role in managing implementation for the City. The actions to be taken by the Planning / Zoning Department to implement the study include:

- » Application of land use controls and redevelopment guidelines to shepherd private development;
- » Review of development plans and proposals;
- » Coordination of planning for capital improvements needed to facilitate redevelopment; and
- » Creation of financial plans for public redevelopment investments and continued monitoring.

Engineering Department

The Engineering Department also plays a major role in through the design of public infrastructure (utility and roadway) improvements needed to support development and redevelopment in the State Road 16 Corridor. The Engineering Department is also key player in planning for future roadway and transportation improvements, including ongoing conversations with the Wisconsin Department of Transportation (WIDOT) on State Road 16 safety improvement projects and potential future intersection improvements along the corridor. The Onalaska Engineering Department will also work closely with WIDOT and City of La Crosse Engineering staff regarding transportation enhancements and access controls along State Road 16 at key intersections such as South Kinney Coulee Road, Theater Road, Braund Street and County Road PH.

Community Development Authority (CDA)

The State Road 16 Corridor is an important location for economic development and job creation in the City of Onalaska. The CDA will maintain redevelopment momentum and monitor the Valley View Mall situation and potential impacts. The CDA

will need to determine their specific roles for a coordinated effort with the Common Council. Several potential CDA actions make them an important player in the successful implementation of the plan:

- » Provide a framework for coordinating efforts of the community. With limited resources, it is essential that the community work in unison to undertake redevelopment. The knowledge and experience gained from the planning process allows CDA members to efficiently and effectively take steps needed to implement core objectives of the study.
- » Work to ensure that economic development initiatives within Onalaska are a recognized priority for Common Council members.
- » Maintain an active role. Actively pursuing critical properties for redevelopment or educating business owners on improvement or reinvestment programs with low interest loans should be continued and expanded roles for the CDA.
- » Create an annual redevelopment “action plan” and report summary to help monitor progress toward implementation. This action plan would outline key steps to occur during the year, including descriptions of actions, responsible parties and funding resources. It forces the parties to not only consider what needs to be done in the coming year, but also why identified steps were not taken in the prior year.
- » Work with business owners and landlords to promote and help finance the maintenance and revitalization of businesses (both buildings and site property) in the State Road 16 Corridor.
- » Host annual developer roundtables or site tours showcasing the potential of Onalaska sites to perspective developers.
- » Recognize the individual assets of the three primary locations (East Gateway, Theater Road/ Braund Street, and Braund Street/ County Road PH) for economic development and steer the appropriate uses to those areas.
- » Provide guidance to the City to ensure that proposed development projects and public improvements are consistent with the study.

- » Promote development projects with sustainable design practices.
- » Continue to find the appropriate funding options for various redevelopment projects.
- » Collaborate with private brokers marketing Onalaska sites and leverage marketing efforts.

Plan Commission

The Plan Commission has the lead responsibility for evaluating the application of land use controls needed to implement the Study. The Plan Commission advises the Common Council on issues involving the establishment of and compliance with the Comprehensive Land Use Plan and the zoning, subdivision, and sign ordinances. The Commission also reviews residential, commercial, and industrial development proposals and makes recommendations to the Common Council according to the goals and objectives of the comprehensive plan and requirements of the zoning, subdivision, and sign ordinances. The Plan Commission plays a key role in integrating the State Road 16 Corridor Study with the update of the Comprehensive Plan and Unified Development Code.



Members Of The Community Gather At An Open House In Januaray 2019

Common Council

The Common Council sets the foundation for implementing this study consistent with the overall mission of the City. While other bodies (Plan Commission and CDA) play key roles in the implementation process, important redevelopment powers reside with the Common Council. Among the powers that may be needed to undertake public initiatives in the State Road 16 Corridor are:

- » Allocate money in the annual budget to capital improvements in State Road 16 Corridor.
- » Approve the establishment of tax increment financing (TIF) districts.
- » Levy of special assessments for public improvements.
- » Issuance of general obligation bonds to finance redevelopment and improvement projects.

Community-at-Large

The community of Onalaska must stay involved as redevelopment continues over time. The community must work together with decision-makers and provide the necessary input for any new development, while respecting existing land owners' desires and meeting the vision for the State Road 16 Corridor Redevelopment Study. Ultimately, the community must:

- » Provide a singular focus for the plan. The knowledge gained from the planning process will allow members of the community to efficiently and effectively comment on redevelopment proposals.
- » Continue public involvement. Continue to attend public meetings, or provide comments and suggestions to proposals as they come forward.

Land Use Controls

The initial focus of implementation will be on actions needed to establish this Study as the official guide for development and redevelopment for the State Road 16 Corridor in Onalaska. These procedural steps in implementation involve the adoption of key policy documents and updated development controls.

Approve the State Road 16 Corridor Redevelopment Study

The first implementation step is CDA and Common Council actions to approve this Study. These approvals set the stage for subsequent actions such as amending the comprehensive plan, zoning ordinances, capital improvement programs and the allocation of financial resources.

Amend Land Use Controls

Study approval is the trigger for taking other actions needed to guide land use for the area in accordance with this master plan. Land use controls not only promote the desired development outcomes, they also prevent development that is not consistent with the plan.

Comprehensive Plan

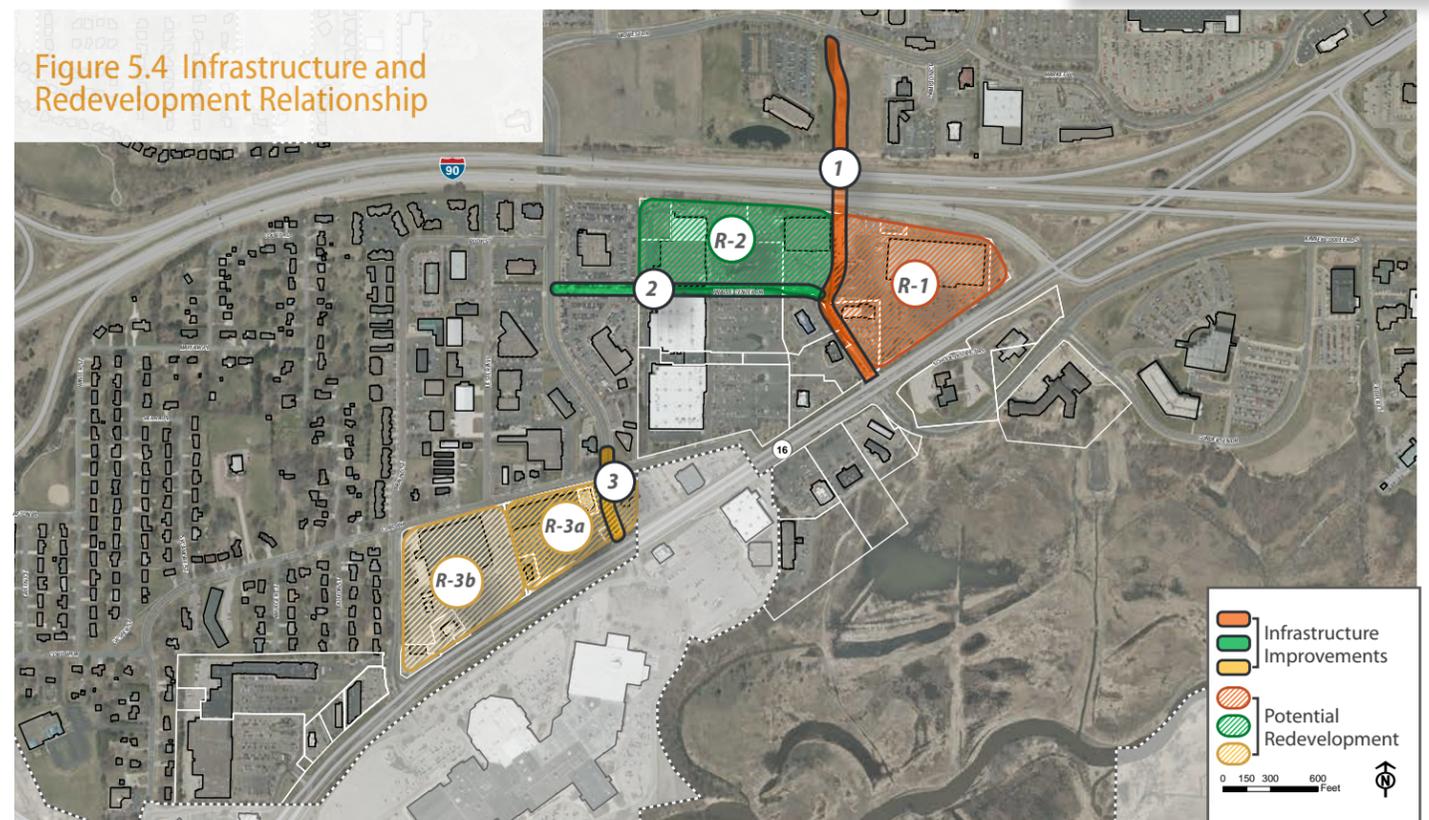
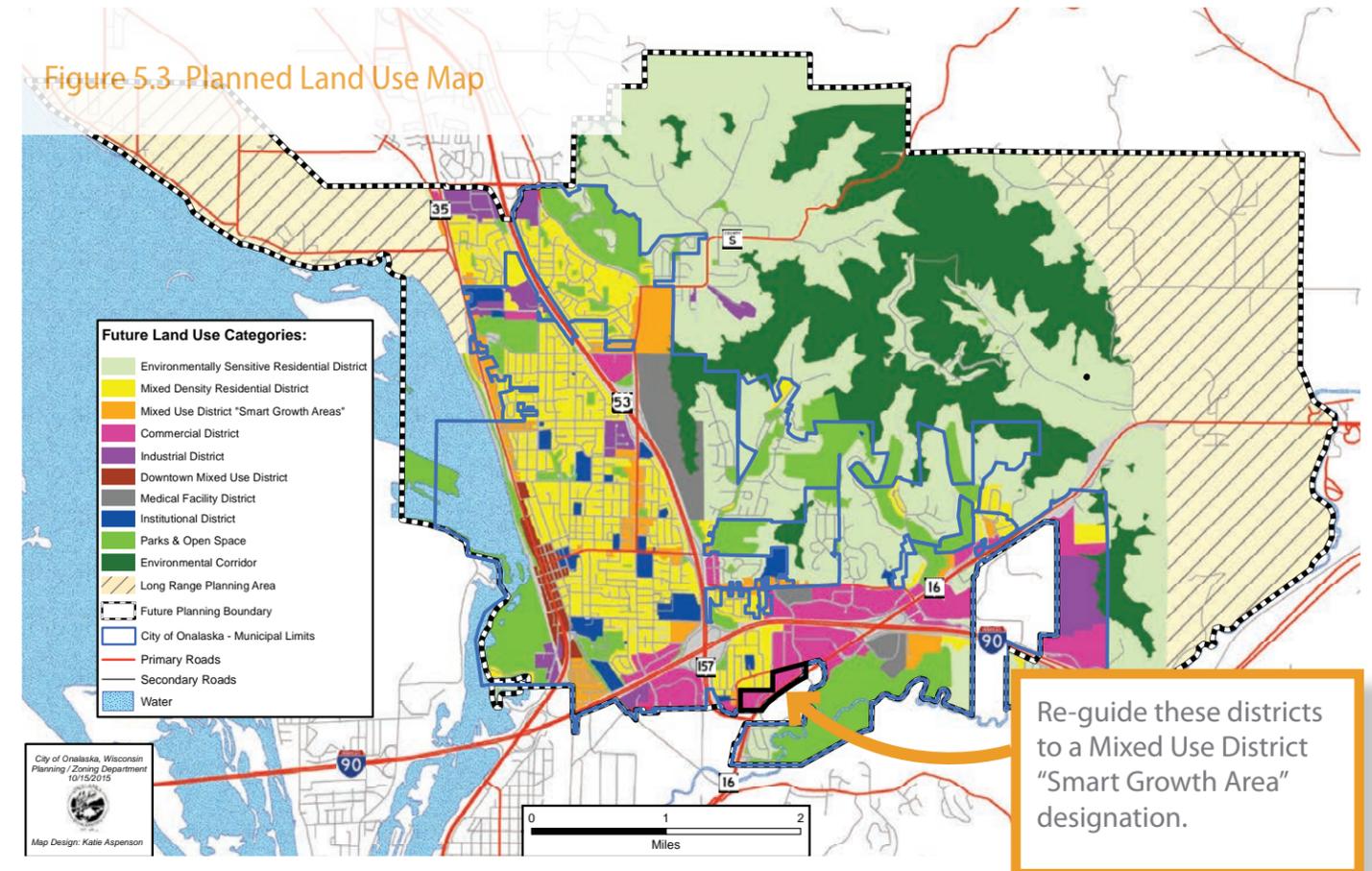
The City will need to update the Comprehensive Plan with the new "State Road 16 Corridor Redevelopment Study," including the land use plan designations (Figure X.X) and appropriate policies consistent with the vision of this Study. Amending the Comprehensive Plan creates the foundation for all other implementation actions. Consistency with the Comprehensive Plan is a statutory requirement for zoning regulations, capital improvements and redevelopment projects

Zoning Regulations

More direct control of development comes from zoning regulations. The existing regulations

within the Light Industrial District (M-I) will require modification to conform to this plan. Part of the necessary modification is enabling the type and form of development proposed in this study, for example, allowing vertical mixed use and residential use in portions of the corridor as well as refining the minimum parking space requirements.

The existing Light Industrial District (M-I) and Planned Commercial Industrial District (PCID) could be replaced with a new zoning district (B-3 District) consistent with the uses and design character identified in this Study. Key elements in this new district should recommend a reduced parking ratio for commercial use and incentives for residential development. Zoning changes are likely needed in order to implement the State Road 16 Corridor Study. More detailed analysis and formal recommendation of any zoning changes will be handled by the City of Onalaska through the Unified Development Code update which is scheduled for completion at the end of 2019. Some of these updates could include a rezone of the Gunderson Campus to Medical Campus District (MCD) and the former Fauver School Site to Business (B) District.





Redevelopment Initiatives

Implementation of the State Road 16 Corridor Redevelopment Study is not a single action, but a series of sequenced steps. These steps will be taken over time and across multiple phases. Initial focus should be on several implementation initiatives that lay the foundation for change. Active development projects on private property in the East Gateway District (the former Old Country Buffet site and Fauver Hill School site) and the potential infill and redevelopment in over-parked areas of Pralle Center will serve as models for future private development in corridor.

During the early years of redevelopment, there are several critical actions the City of Onalaska can take to reduce development constraints, allow for greater investment in public amenities and infrastructure and enhance the market viability of multiple locations. Suggested activities to enhance project success include:

Start small but with key catalytic projects:

Strategically stage development so that it builds market momentum and so early projects act as positive demonstrations of great things to come in the corridor. Starting with small, achievable projects to build success and have a diversity of projects that are viable in the market place today so individual projects within the community don't directly compete with one another. Allowing this depth of and range of early projects should be guided carefully with extensive examination as to which projects should or should not receive financial assistance. Key steps to advance this initiative include:

- » Continuing the active redevelopment on the two existing sites; the Old Country Buffet site and the former Fauver Hill School site owned by Gunderson.
- » Identify additional redevelopment sites in underutilized surface parking lots through a parking study (in collaboration with existing property owners).

- » Link potential redevelopment sites with desired infrastructure improvements (see Figure 5.4) such as:
 - Pathos Properties & Shopko sites with Theater Road
 - Farm & Fleet & Marshview Centre with the potential I-90 underpass, round-a-bout, and right-in only access configuration on State Road 16
 - Pralle Center with new public East/West Road connection

Build high-quality development:

Directing and building high-quality commercial and residential development is critical to setting the table for future success. Early projects in the ground will provide the model for future development and establishing a high finish with proper selection of building materials will make great strides in elevating the image of Onalaska. Buildings should be respectful of adjacent properties and be designed with the appropriate scale. Both commercial and housing development should have a strong street presence and varied materials.

Build a high-quality public realm:

Continued investment in the public realm, particularly along the main corridors of State Road 16, Theater Road, Braund Street, County Road PH, and South Kinney Coulee Road will provide an added boost to the creation of a unique destination, or district identity which will help to drive future market interest. The creation of new streets within the identified redevelopment districts and/ or the enhancement of existing private drives toward high quality streetscapes will aid in district identity and create a desirable experience. Additionally, stronger pedestrian links between existing neighborhoods and the La Crosse Area Conservancy and will also benefit the area as a whole over time with enhanced connectivity.

- » Enhance community identity and legibility: Expanding and enhancing district wayfinding

and signage early in the redevelopment stages will create a unified and more legible / navigable environment for State Road 16 Corridor business patrons. Enhanced City of Onalaska entry monuments and streetscape along State Road 16, combined with development branding and monuments

Finalize update of the zoning code:

Collaborate with property owners on appropriate parking requirements and the application of mixed use development in the corridor.

Conduct additional transportation analysis:

Leverage data from the WIDOT and/or conduct a detailed traffic study of the corridor prior to major redevelopment (this should occur for either the Onalaska or La Crosse side of State Road 16). The Theater Road, County Road PH and State Road 16 area should be a priority focus. Opportunities should be explored to increase the public roadway network or refine/ organize the private drive network to enhance district-wide circulation and create additional development sites.

Continue integrated planning with City of La Crosse on the Valley View Mall:

Beyond the integrated transportation planning in the corridor, the City of Onalaska should continue conversations with the City of La Crosse on its long-term redevelopment strategy for the Valley View Mall. Both communities benefit from a maintaining a vibrant and successful corridor.

Connect to the La Crosse River:

Visual connections to the La Crosse Area Conservancy exist today along South Kinney Coulee Road. Strengthening physical connections to the La Crosse River Valley will require coordination with the City of La Crosse through potential redevelopment of the Valley View Mall Site. The "Parkway Promenade" road along the backside of the existing Mall could create a strong public amenity for the entire corridor and if paired with an additional pedestrian bridge

crossing over the La Crosse River, create a strong connection to the Great River State Trail and the La Crosse River State Trail.

Develop Architectural and Site Design Guidelines:

Design guidelines serve as an important communication tool between the CDA, the City, property owners, business owners and developers. Aspects of the design guidelines are outlined as a part of Chapter 5 of this study, and could potentially be incorporated into a new zoning district for portions of the State Road 16 Corridor (see previous section). Design guidelines could become a standard tool in evaluating proposed developments for the area. These guidelines should be rooted in the District Diagram and Redevelopment Opportunities Diagram and Redevelopment Initiatives. Application of desired (but not absolutely required) Design Guidelines could be connected to an incentive based approach whereby achieving certain design characteristics could lead to fast tracking entitlements or potential public financial assistance. Architectural guidelines, design of parking lots and private drives, as well as wayfinding and signage should be addressed.



Continued Planning For Valley View Mall Is Needed And The CDA Should Continue To Monitor The Status Of The Future Redevelopment



Tools for Public Investments

The vision for the State Road 16 Corridor will continue to require investment by the City of Onalaska. As larger scale redevelopment opportunities present themselves in the corridor, the City may find public benefit with additional investments through the participation in private redevelopment projects. This section highlights the primary finance tools available to support public investments in the State Road 16 Corridor, both through public improvements and participation in private redevelopment projects. The primary finance tools available to cities are limited. This information is not intended to be an exhaustive guide, but rather a high level overview, a starting point, for further investigation. The use of these tools may be subject to requirements not discussed in this section. In addition, the statutes that govern these tools can be changed by the State Legislature.



Tax Increment Financing

Tax increment financing (TIF) is one of the primary development finance tools available to Wisconsin cities. TIF is simple in concept, but complex in its application. Through tax increment financing, the property taxes created by new development (or redevelopment) are captured and used to finance activities needed to encourage the development.

Tax increment financing can be used to finance many actions needed to facilitate redevelopment, including land acquisition, site preparation, parking, and public improvements. In addition, TIF creates a means to borrow money needed to pay for redevelopment costs. The City can issue general obligation bonds to finance certain qualified expenses. These bonds may be supported with tax increments and other legally available revenues.

Tax Abatement

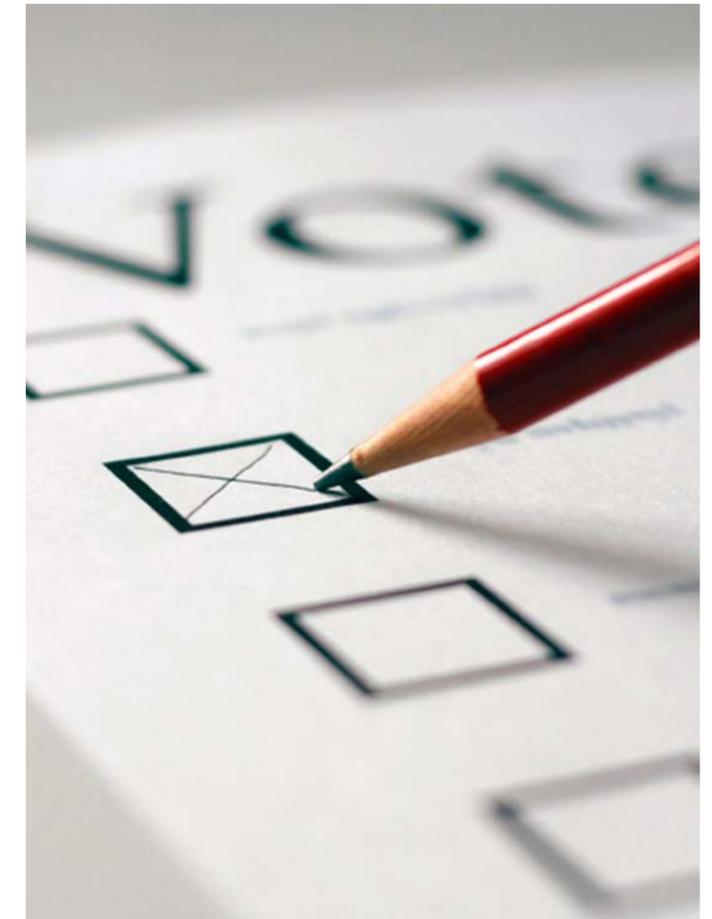
Tax abatement acts like a simpler and less powerful version of tax increment financing. With TIF, the City controls the entire local property tax revenue from new development. With tax abatement the City has independent authority to grant tax abatement.

The City cannot generate the same amount of revenue from tax abatement as TIF; nonetheless, tax abatement provides a valuable tool for the redevelopment initiatives in the corridor and can be utilized to finance key redevelopment actions in the corridor; such as land acquisition and assembly, site preparation and public improvements.

Tax abatement is perhaps best suited as an incentive for reinvestment in existing property. While TIF deals with only the value from new development, abatement can apply to both new and existing value of property.

This power provides the means to encourage building rehabilitation and storefront improvements.

The City could agree to abate all or part of the city share of taxes to encourage reinvestment tied desired reinvestment in the State Road 16 Corridor.

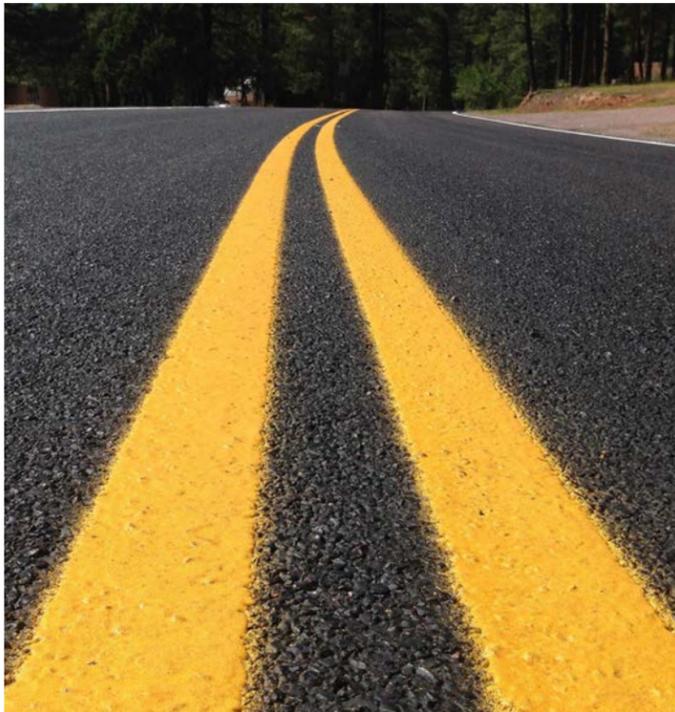


Special Assessments

Public improvements are often financed using the power to levy special assessments. The use of special assessments for the majority of public improvements is governed by state statutes. Essentially, special assessments are a means for benefiting properties to pay for all or part of the costs associated with improvements, and to spread the impact over a period of years. Special assessments can be used to finance public infrastructure improvements outlined in this study including streets, sidewalks and trails, streetscape, lighting and parking.

The method of spreading the assessments and the terms of the assessments are set by the City. Typically, the primary legal constraints on special assessments are:

- » The amount of the assessment cannot exceed the benefit the property receives from the improvement. The benefit is measured by the increase in property value.
- » The method assessment must be uniformly applied to the same type of property.



General Property Taxes

General property taxes can be used to finance many of the services, improvements, facilities and development activities needed to implement elements of the Study. Taxes may be levied through the General Fund, to pay debt service on bonds, and as a levy for the CDA. The ability to use property taxes provides another resource for the State Road 16 Corridor.

Other City Funds

While property taxes are the largest and most obvious source of City revenues, other funds may play a role in implementing the Study. The use of other City funds should be factored into capital improvements planning and earmarked for State Road 16 Corridor. Some potential funding sources include:

- » Utility revenues. Monies from municipal utilities may be available to certain portions of the State Road 16 Corridor infrastructure improvement projects.
- » Park dedication fees. New development contributes money (or land) towards the creation of the local park system. Revenues from park dedication may be available to support park and trail improvements.
- » State aid for roads. The City receives money from the State for the construction and maintenance of roads. These roads must be part of the City's designated state aid street system.

Commercial Rehabilitation Loans and Grants

Typically, through HRAs and CDAs, cities have broad powers to facilitate the revitalization of existing buildings. State law also creates specific statutory authority for loans by cities. The City may establish a program to make loans to finance the rehabilitation of small and medium-sized commercial buildings. The program can be funded through the issuance of revenue bonds or obligations payable solely from all or a portion of the revenues derived from or other



Seekign Funding In An Effort To Create Inspiring And Lasting Livable Communities

Image: www.famkidstudios.com

contributions to the program. Other revenues of the City (tax increment or tax abatement proceeds, for instance) could be used to assist the program.

Other Revenue Sources

The City should continue to be informed and pay attention to other revenue sources that exist or may become available from La Crosse County or the State of Wisconsin or other sources. Redevelopment projects often rely on a myriad and ever-changing source of revenues and programs to achieve City objectives. The following are a list of Regional,

State and Federal resources that provide grants and other revolving loan funds that efficiently link redevelopment, housing, jobs, services, and transit in an effort to create inspiring and lasting livable communities.

Regional Resources

Coulee Region Business Center

The Coulee Region Business Center (CRBC) provides facilities, resources, mentoring and coaching to small businesses and entrepreneurs in the La Crosse area. The Center offers shared services and a network of professional assistance, giving entrepreneurs access to a wealth of business knowledge and support services. They can help you prepare your business plan, access funding, and market and grow your business.

Dairyland Power Cooperative

Look to Dairyland's Business Development Assistance and Economic Development Loan Programs. Site location assistance and an array of financing programs may be available for your new or expanding business.

La Crosse Area Convention and Visitor's Bureau

This non-profit organization represents the convention and tourism industries of the La Crosse/ Onalaska Area business community, actively marketing the area to tourists and meeting planners both nationally and internationally.

La Crosse Area Development Corporation (LADCO)

Founded in 1971, the La Crosse Area Development Corporation (LADCO) focuses on attracting businesses, retaining businesses, and they co-manage the Coulee Region Business Center. Services include: business attraction & retention assistance, site search/analysis, financial program coordination, assembly of private/public sector project teams, workforce development service, and regional transportation initiatives. LADCO also coordinates the Oktoberfest in the Capital event and the La Crosse Area Inventors & Entrepreneurs Club.

La Crosse Area Planning Committee (LAPC)

The La Crosse Area Planning Committee (LAPC) is the Metropolitan Planning Organization designated to perform transportation planning activities for the La

Crosse and La Crescent Area. The main objectives of the LAPC are to develop and maintain a long-range Metropolitan Transportation Plan and a short-range Transportation Improvement Program, and other regionally significant projects.

La Crosse County Economic Development

Find information on County industrial parks, available sites, economic profile, and their other business assistance programs, including their revolving loan fund program.

Mississippi River Regional Plan Commission (MRRPC)

Organized in 1964, MRRPC is a Commission of nine counties along the Mississippi River in western Wisconsin. The organization is charged with planning for the physical, social and economic development of the region. The Commission provides administrative and technical assistance to several community, county or multi-county revolving loan funds.

7 Rivers Alliance

The Alliance is a regional leadership group that boosts economic growth by fostering collaboration in western Wisconsin, southeast Minnesota, and northeast Iowa. The Alliance brings together public and private resources to forge entrepreneurial growth and serves as a clearinghouse of vital information to enhance quality of life in the region.

Small Business Development Center

The Small Business Development Center (SBDC) located at the University Wisconsin – La Crosse, is one of ten university-based SBDC's in Wisconsin. The SBDC mission is to provide learning opportunities and practical guidance to help individuals make informed business decisions. The La Crosse SBDC serves seven counties in our region and offers several types of services including seminars, customized in-house training, and individualized counseling. 608-785-8287

UW-Extension La Crosse County

The community and economic development agent can provide information and technical assistance on economic development in La Crosse County.

Xcel Energy

Xcel offers a variety of programs and services for expanding companies or new industries wishing to relocate in their service area. They offer customized programs designed to help businesses and communities grow.



There Are Many Regional Resources Available To Assist Onalaska In Creating Vibrant Communities Within Thier City



State Programs

Wisconsin Economic Development Corporation (WEDC)

A public-private corporation to replace the State Department of Commerce, WEDC will lead Wisconsin's economic development efforts. More information to come and the transition takes place. Below are a number of programs and services that WEDC provides.

- » Export Tech
- » Brownfield Grant
- » Locate in Wisconsin

Wisconsin Housing and Economic Development Authority (WHEDA)

WHEDA works with developers to finance affordable rental housing, and support economic development and agriculture through our small business guarantee programs. Look to them for New Market Tax Credits, Small Business Financial Products, and Multifamily Financing and Tax Credits.

(Source: City of La Crosse, 2018)



Federal Programs

Low Income Housing Tax Credits (LIHTC)

The low-income housing tax credit (LIHTC) program, created in 1986 and made permanent in 1993, is an indirect federal subsidy used to finance the construction and rehabilitation of low-income affordable rental housing. This program was created this as an incentive for private developers and investors to provide more low-income housing. Without the incentive, affordable rental housing projects do not generate sufficient profit to warrant the investment.

The LIHTC gives investors a dollar-for-dollar reduction in their federal tax liability in exchange for providing financing to develop affordable rental housing. Investors' equity contribution subsidizes low-income housing development, thus allowing some units to rent at below-market rates. In return, investors receive tax credits paid in annual allotments, generally over 10 years.

Financed projects must meet eligibility requirements for at least 30 years after project completion. In other words, owners must keep the units rent restricted and available to low-income tenants. At the end of the period, the properties remain under the control of the owner.



Achieving the Vision

In summary, the State Road 16 Corridor Redevelopment Study outlines an approach for positive, incremental redevelopment, reinvestment and intensification throughout the area over time. The plan outlines a series of achievable goals over the next ten to twenty years with potential redevelopment projects have a reality in the marketplace today and provide a true foundation for transformation.

While the Study prescribes a detailed redevelopment approach for specific projects and likely steps, the plan is also flexible in its application to allow the City of Onalaska to adapt to an ever-changing marketplace. The Study should be utilized as a living document, continually referenced and checked against as development and redevelopment projects occur over time.

DRAFT



Onalaska Redevelopment Study 2019 Downtown Onalaska



Acknowledgements

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- » Mike Gargaro, Chair
- » Joe Bucheger, Vice Chair
- » John Lyche
- » Ann Brandau
- » Ron Johnson
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- » Jim Binash, Alderperson

Common Council

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- » Jim Binash, First Aldermanic District, Common Council 2018-2019 Council President
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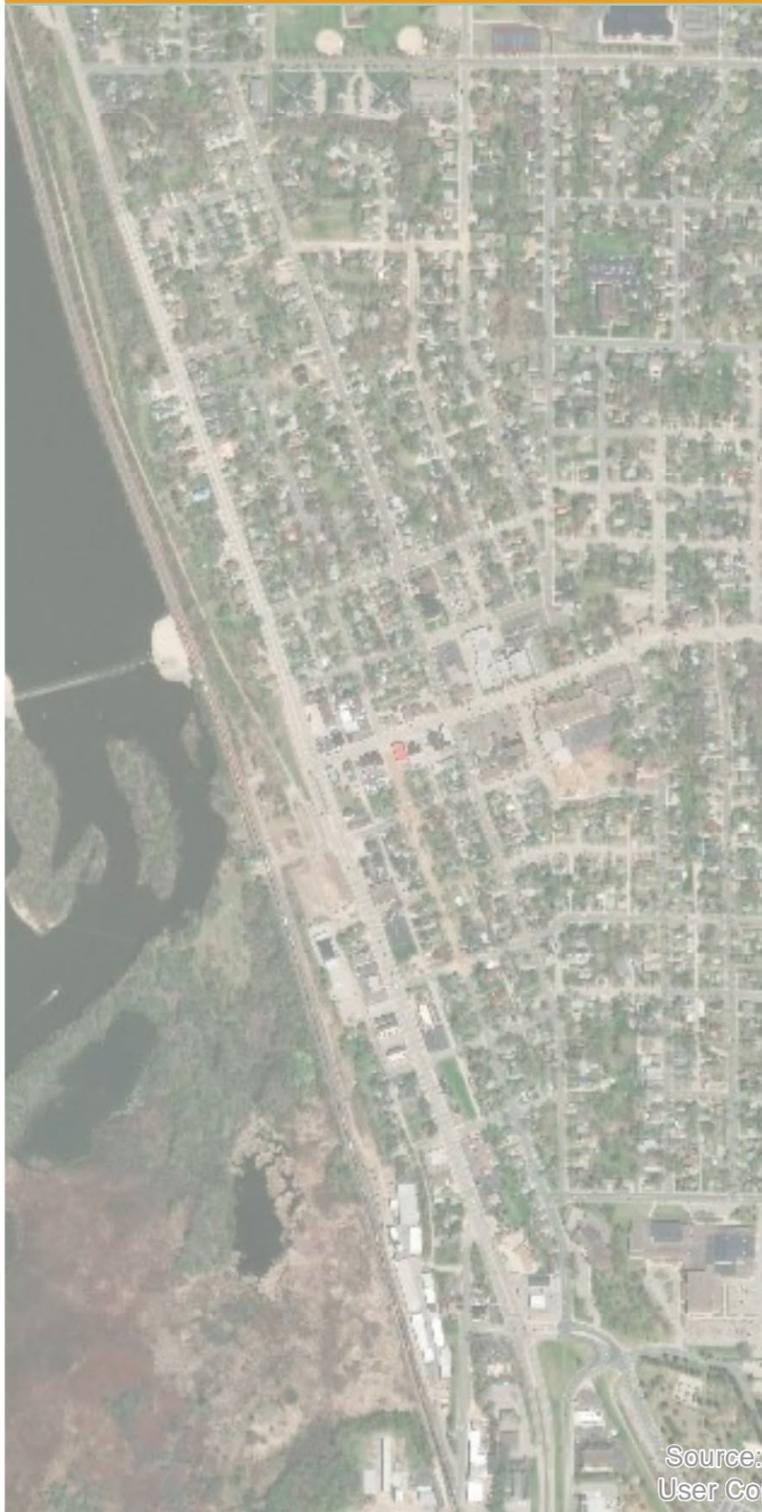
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Project Background



Source: User Co



Purpose

Downtown Onalaska is continuing to become a desirable destination locally and regionally. A major transformation of the downtown core and its connection to the city's riverfront and the state trail is occurring through public and private initiatives. The purpose of this downtown redevelopment study by the Onalaska Community Development Authority (DCA) is to build upon downtown's revitalization momentum by establishing a framework for the next phase of downtown property redevelopment projects and public improvements.

Historically, while the city has experienced significant growth and prosperity, the downtown area lagged behind the rest of the city in terms of new investment and tax base increases. Similar to many cities, nearly all of the new retail development occurred at the city's edges, near the regional mall, and oriented to the major highways. While located adjacent to the riverfront, downtown is separated from the riverfront by the rail line and Hwy. 35 and its historic development turned its back toward the riverfront. In general, downtown lacked identity, connection to the river/open space, and was experiencing disinvestment. Onalaska functioned more as a pass-through area than a destination. In 2008, the river's natural landscape was not even visible from Main Street.

Downtown's environment has been improved dramatically in recent years with the reconstruction and widening of the Great River Road, development of the Great River Landing, Dash-Park, new commercial buildings and businesses, and revitalization of existing commercial buildings and businesses on Main Street. The Great River Landing's upland area encompasses major regional trail connections and trailhead facility, main street plaza, river overlook, and parking, as well as future plans for river's edge development and a pedestrian bridge providing a vertical connection between downtown and the river's edge. Downtown's mix of businesses now includes desirable restaurants, a wine bar, bike shop, specialty clothing & gift shop, and salon/spa/massage. As a result of these improvements, downtown now has an identifiable center and much stronger connection to the riverfront. Main Street now offers a wide and long vista of the beautiful river valley and its bluffs.

Beginning in 1994 with the adoption of the City of Onalaska Comprehensive Plan, the city has made a commitment to encourage reinvestment and redevelopment of the downtown area and to take advantage of the aesthetic, recreational, and tourism opportunities afforded by the riverfront. Centering Onalaska was a major non-profit organization composed of businesses and citizens who further stimulated interest in downtown and riverfront revitalization.



Great River Landing Trailhead

The city's 1999 Downtown Onalaska Redevelopment Plan was the foundation for most of these improvements. With the current proposal by a developer for the redevelopment of the city garage site, the redevelopment sites identified in this plan will be completed. To keep downtown's revitalization moving, there is a need for the city to provide guidance for future redevelopment opportunities.

The vision for downtown is to continue its revitalization as a destination for Onalaska residents, La Crosse area residents, and regional visitors. At the same time, downtown has the opportunity to evolve into a unique neighborhood within the city that offers a greater variety of housing options with convenient access to commercial business, services, and recreation amenities. Downtown's center is where Main Street intersects with the linked open spaces of Dash-Park and Great River Landing. To enhance and leverage these downtown assets, the focus is to create a cluster of destinations surrounding this area through future redevelopment.



Great River Landing Trailhead

1999 Main Street Revitalization Illustration

- » Attract a greater variety of specialty retail, services, and tourist-oriented businesses
- » Storefront enhancements including signage, awnings, and large windows
- » Streetscape enhancements including streetlights, trees, planters, and sidewalk pavers



Approach

The planning process consisted of three phases as follows:

- 1 **Phase 1 – Understand What Exists (July – September 2018)**
 - » Conduct Project Kickoff Meeting with CDA and City Staff
 - » Assemble Background Data
 - » Review Past, Relevant Studies
 - » Understand Future Market Potential
 - » Understand Current Issues and Opportunities
 - » Meet with CDA and City Staff (Background and Market Summary, Stakeholder Questions)
 - » Meet with Key Property Owners/ Stakeholders
 - » Meet with CDA and City Staff (Review Comments from Stakeholder Meetings)
- 2 **Phase 2 – Explore the Possibilities (September – November 2018)**
 - » Develop Redevelopment Concept Alternatives
 - » Conduct a Design Workshop/ Review Meeting with CDA and City Staff (Evaluate the Alternatives)
 - » Refine the Concepts and Prepare for Second Round of Stakeholder Engagement
 - » Meet with Key Stakeholders
 - » Meet with CDA and City Staff (Review Comments from Stakeholder Meetings)
 - » Conduct Developer Roundtable
 - » Meet with CDA and City Staff (Review Comments from Developer Roundtable & Provide Overview of Community Meeting Approach)
 - » Conduct Additional Developer Review
- 3 **Phase 3 – Refine to a Preferred Redevelopment Plan & Seek Approvals (December 2018 – March 2019)**
 - » Conduct Public Meeting (January 8, 2019 at Irving Pertzsch Elementary School)
 - » Meet with CDA and City Staff (Review Feedback from Public Meeting, Discuss Implementation Priorities, Review Outline of Draft Report)
 - » Prepare Draft Redevelopment Plan Report
 - » Meet with CDA and City Staff to Review Draft Report
 - » Refine Draft Document Based on CDA & Staff Feedback
 - » Final Redevelopment Plan to CDA for Approvals



Figure 1.1 Existing Downtown Districts





Prior Planning

1999 Downtown Onalaska Redevelopment Plan

The City's current downtown plan was completed in 1999 by City Staff, the City's Long Range Planning Committee, and Centering Onalaska working collaboratively with a planning consultant. The plan has a larger downtown core study area, extending east to 8th Ave and Locust to Oak Forest, but its identified redevelopment sites were all focused near the intersection of Main St and 2nd Ave/Hwy 35. The key site redevelopment and public improvement projects recommended were:

- » Main Street Streetscape Improvements
- » Privately Owned Redevelopment Sites
 - Platz (Woolen Mill Site) and Skaff Properties west side of Hwy 35
 - Wiley and Wakeen/Harter Properties east side of Hwy 35 between Main St and Irvin St
- » Publicly Owned Redevelopment Sites
 - Police Department Site on Main St
 - City Garage and Shop Site on the riverfront (Court St)
- » Great River Trail Improvements and Routing
- » Sias Isles Marina Improvements
- » Wetland Conservancy Area Acquisition and Access Improvements

The implementation recommendations had a 5 to 10 year timeline, actual implementation has taken 20 years with the redevelopment of the last identified site (city garage site) anticipated to begin in 2019 or 2020.

2015 Great River Landing Plan

The Great River Landing Plan was completed in 2015. The project's goal was to develop a plan to revitalize the Onalaska waterfront by providing safe and accessible access to the waterfront with clear connectivity to the downtown and Main Street. The project involved the Mayor, Common Council, Community Development Authority, Great

River Landing Waterfront Committee, multiple City Departments, an urban design consultant, and numerous stakeholder groups.

The Great River Landing design concept envisions an extended Main Street to be directly connected to the waterfront. This connection will be achieved through a large pedestrian bridge and overlook that would span the railroad tracks to provide safe and accessible connection to the waterfront as a direct extension of Main Street. The uplands portion of the Great River Landing has been built, which includes a trailhead building with a visitor center, overlook, restroom facilities, parking (that could double as a farmers market), and Main Street Plaza for passive relaxation and enjoying views of the waterfront.

The planned lower waterfront portion of the project has been designed for both passive and active recreation. The proposed design concept includes a nature playground, picnic grove, log rolling boom, kayak launch along with other informal water's edge access, and a boardwalk system to connect the active area to the adjacent spillway.



1999 Riverfront Connection Concept Plan

- » Create vistas of the riverfront from downtown
- » Attractive and walkable connection between downtown and the riverfront
- » More trees and plantings along Irvin St



2015 Great River Landing Plan

- » Extended Main Street to be directly connected to the waterfront.
- » Connection will be achieved through a large pedestrian bridge and overlook spanning the railroad track

2016 Historical and Architectural Resources Survey

The purpose of this project was to provide a survey of the architectural and historical resources located within the City of Onalaska. This material may be useful in the development of a local preservation plan; to identify buildings, structures, sited and historic districts that meet the criteria for listing in the National Register of Historic Places; and to increase public and private sector awareness of the community's historical and architectural heritage. This 2016 survey resulted in identification of a total of fifty-five properties that meet current survey standards. No historic districts were identified. Of the total seven properties that were considered for National Register eligibility, six are recommended as potentially eligible for the National Register. In the downtown study area, only two properties were identified to offer a sufficient degree of historical intrigue and/or architectural integrity to suggest potential for listing in the National Register of Historic Places. The two properties are:

- » 201 Main St, Onalaska State Bank (1912)
- » 414 4th Ave S, Thomas & Mary Thompson House (ca. 1885)



2016 Historical and Architectural Resources Survey

- » Provided a survey of architectural and historical resources located in Onalaska
- » Many downtown buildings, including:
 - Onalaska State Bank (1912), 201 Main Street

The Onalaska State Bank building had previously been officially deemed eligible for the National Register of Historic Places in 2011 and it is also listed as a City of Onalaska Historic Landmark.

Other downtown properties that are part of this survey are:

- » 205 Main Street, Luedtke Walgreen Agency, Inc. (1964)
- » 330 Main Street, Independent Order of Odd Fellows Lodge (1882)/Onalaska Lodge No. 214, F. & A.M.
- » 401 Main Street, Dickinson Funeral Home (1974)
- » 410 Main Street, First Lutheran Church (1954) and First Lutheran Church Education Center (1963)

2016 City Comprehensive Plan

The City's current Comprehensive Plan was completed and adopted in 2016. The City's Long Range Planning Committee served as the steering committee for updating the comprehensive plan with monthly meetings and coordinating feedback from the Plan Commission, city committees, City Staff, and the general public. The Comprehensive Plan includes the following chapters: Issues & Opportunities, Housing, Transportation, Utilities & Community Facilities, Agricultural/Natural/Cultural Resources, Economic Development, Land Use, Intergovernmental Cooperation, and Implementation.

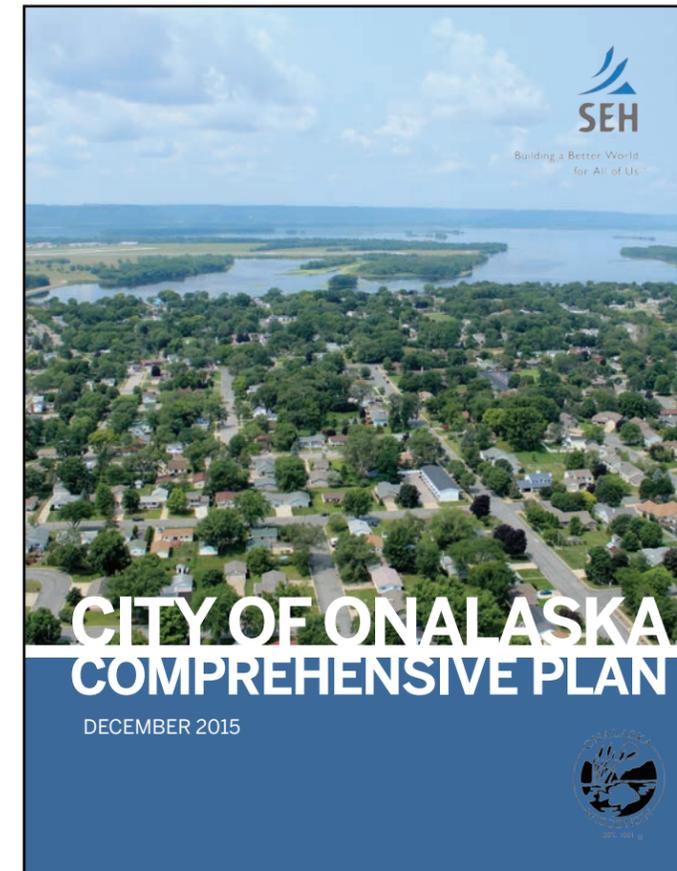
Key guidance for downtown from the City Comprehensive Plan includes the following:

- » The Future Land Use Map guides the entire downtown study area for the Downtown Mixed Use land use district.
- » Goal 2 of the Land Use chapter's five goals is downtown-focused.
 - *Goal 2: Revitalize Downtown. Establish downtown Onalaska as a vibrant community and regional gathering place, destination, focal point, and source of city pride.*
 - Objectives:
 - *By identifying a core downtown area.*

- *By implementing the Great River Landing Plan.*
- *By promoting infill and redevelopment downtown.*
- *By ensuring the transportation system is adequately designed to serve the downtown.*
- *By ensuring that new development is well designed, high quality (materials), pedestrian/bicycle oriented, and environmentally friendly.*
- » The Economic Development chapter identifies the Hwy 35 corridor in downtown as an Economic Development Site.
- » The Implementation chapter identifies an implementation goal to update or create a new Downtown Redevelopment Plan.

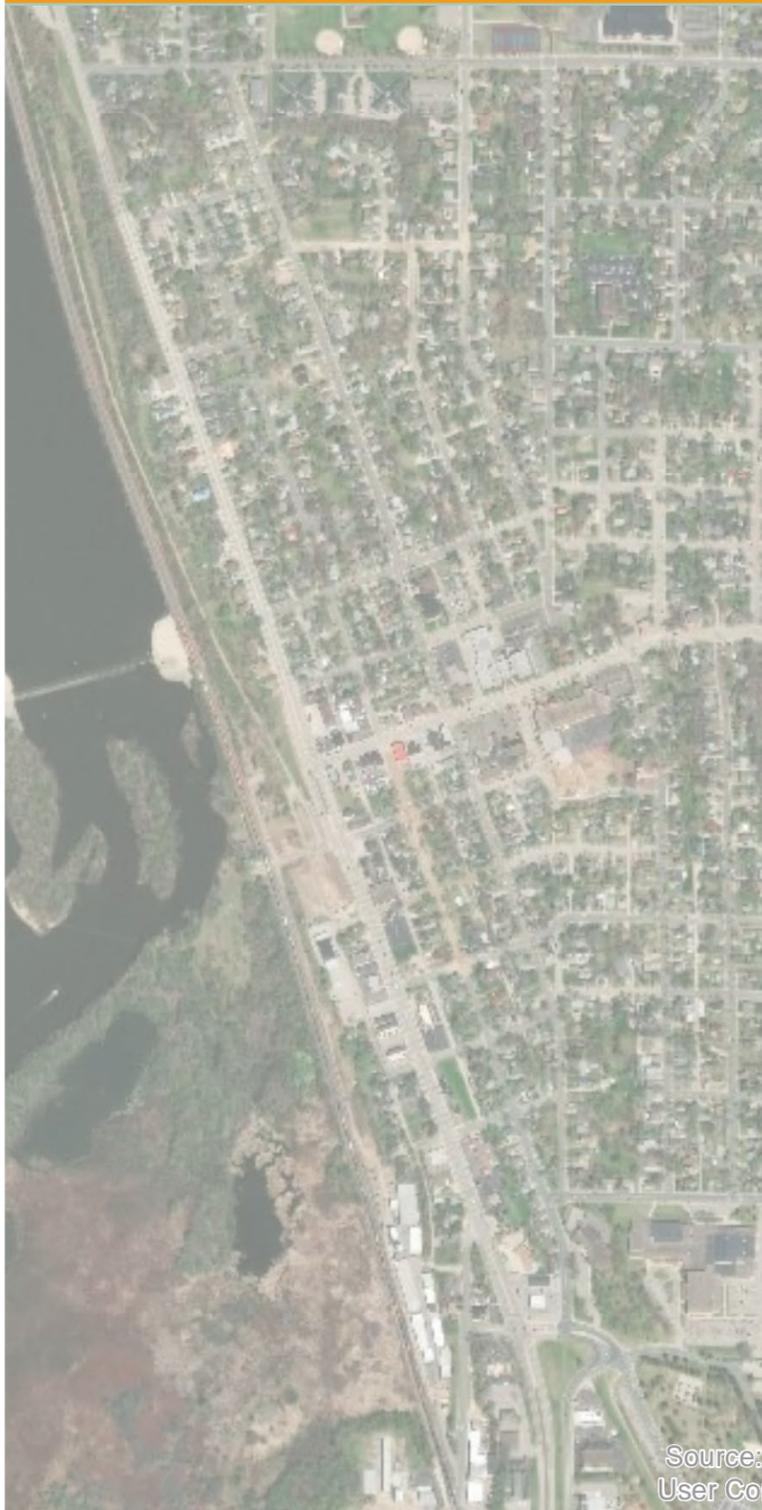
Railroad Quiet Zone Study

A Quiet Zone Study for the BNSF rail line that runs along the waterfront was completed in 2014. Due to some significant changes since 2014, including the large investment in the Great River Landing (which is immediately adjacent to the Irvin Street grade crossing) and the train/roadway traffic volumes, a Quiet Zone Field Diagnostic Meeting took place in 2018. The Irvin Street crossing is Quiet Zone eligible with the installation of some fencing. Future planning for Irvin Street and the lower portion of the Great River Landing project will need to be coordinated with Quiet Zone planning.





Existing Conditions



Source:
User Con



Zoning

A variety of zoning districts exist in the downtown. The following provides a summary of the existing zoning districts in the Downtown, organized by individual districts identified in the Redevelopment Planning Framework chapter.

Downtown Core

- » Primarily Neighborhood Business (B1)
- » Three properties are zoned Community Business (B2)
- » Dash-Park and Great River Landing are zoned Public/Semi-Public (P1)
- » Entire district is also located within the Downtown-PUD overlay district

Great River Road Corridor

- » Primarily Neighborhood Business (B1)
- » Three properties are zoned Community Business (B2)
- » Entire district is also located within the Downtown-PUD overlay district

Riverfront

- » Primarily Public/Semi-Public (P1)
- » Southernmost block is zoned Neighborhood Business (B1) with one property zoned Community Business (B2)
- » Entire district is also located within the Downtown-PUD overlay district

3rd Avenue and North of King St

- » Primarily zoned Single Family and Duplex Residential (R2)
- » One property zoned Multiple Family Residential (R4) at corner of Fern St
- » One property zoned Neighborhood Business (B1) at corner of King St/Hwy 35
- » Entire district is also located within the Downtown-Residential overlay district with exception of the one property at corner of King St/Hwy 35 that is within the Downtown-PUD overlay district

Figure 2.1 Zoning Map





Land Use

Land uses in the downtown are generally a mix of commercial, residential and park uses. The following provides a summary of the existing land uses in the Downtown, organized by individual districts identified in the Redevelopment Planning Framework chapter.

Downtown Core

- » Concentration of commercial businesses (retail, personal service, restaurant, auto repair/towing) along Main St. and 2nd Ave/Hwy 35
- » One small two-story multi-unit residential building on Main St
- » Two buildings have second floor residential apartments above commercial businesses
- » Single-family detached homes on 3rd and 4th Streets
- » Great River Landing recreational visitor/trailhead facility and parking lot
- » Dash-Park
- » Municipal parking lot
- » School District's administrative offices and parking lot
- » Electrical substation

Great River Road Corridor

- » Wide variety of commercial businesses (retail, personal service, restaurant, professional office, lodging, funeral home, gas station) along 2nd Ave/Hwy 35
- » Small number of single-family homes at south end of corridor
- » Five vacant properties

Riverfront

- » City-owned land, city public utilities building
- » Six single-family homes
- » One tri-plex

3rd Avenue and North of King St

- » Single-family homes along with two duplexes
- » Two small vacant lots on southernmost block but with no street or alley access



Downtown Core Existing Conditions

Figure 2.2 Current Land Use Map





Transportation

Downtown circulation benefits from its traditional street grid and access to major roadways (2nd Ave/Hwy 35 and Main St). Hwy 35 and Main St (Hwy 157) are both State roadways. Hwy 35/2nd Ave is designated as “The Great River Road”, which is Wisconsin’s only National Scenic Byway. This roadway was designated as a National Scenic Byway by the Federal Highway Administration and extends from Canada to the Gulf of Mexico. In Wisconsin, this route parallels the Mississippi River for 250 miles along the state’s western border. These roads are known for their scenic qualities and are promoted as driving vacation destinations. Roadway functional classifications are as follows:

- » Principal Arterials – Hwy 35 (south of Main St), Main St
- » Minor Arterials - Hwy 35 (north of Main St)
- » Collectors – 3rd Ave (south of Main St), 4th Ave (north of Main St)
- » Local Streets – all other streets

Almost all of the blocks east of Hwy 35 have an alley. In addition, Court St functions as an alley west of Hwy 35.



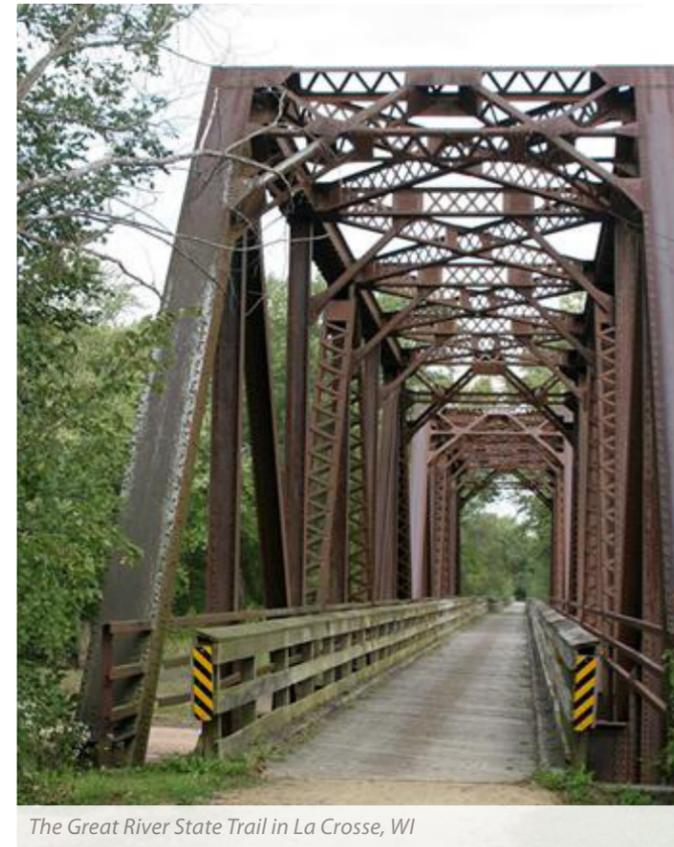
Court Street, West of Hwy 35, Functions as an Alley

Downtown is well-served by sidewalks on many streets, including Main St, Hwy 35, 3rd Ave, and 4th Ave. Many gaps exist along the east-west streets, including Irvin, King, Hickory, Green, Fern, and Elm, as well as Oak Ave near the library and high school. Almost no sidewalks exist west of Hwy 35.



Existing Sidewalks along Irvin Street

The Great River State Trail travels through downtown with the Great River Landing serving as a major trailhead facility. The Great River State Trail is an approximately 24-mile rails-to-trails conversion that is a part of the Mississippi River Trail, which is a 3,000-mile designated bicycle route that travels from the headwaters of the Mississippi River in Itasca, MN all the way to the Delta of the Gulf of Mexico in Louisiana. In 2013, the WDNR estimated that 69,000 individuals utilized the Great River State Trail, with a high percentage utilizing the Onalaska portion of the trail. It was also estimated that the economic impact to the trail’s gateway communities - Trempealeau and Onalaska, was nearly \$1.8 million. On-street bike routes exist on Hwy 35, Main St, 3rd Ave (south of Main St), and 4th St (north of Main St).



The Great River State Trail in La Crosse, WI

Pedestrian/bike crossings of Hwy 35 include two traffic signals - Main St and Ash St/Oak Forest. Additional street crossings are indicated with colored pavement markings at four intersections in between the two traffic signals. Striped pavement markings and pedestrian-friendly corner bump-outs exist at intersections along Main St.



Existing Bike/Ped Crossing at Ash and Main Streets

Transit is provided by La Crosse Municipal Transit Utility (MTU). Route 9 runs on Hwy 35 and Main St with bus stops at 5th Ave S/City Hall, Main St/3rd Ave, Hwy 35/Irvin St, Hwy 35/Fern St, and north of Hwy 35/Ash St.



Burlington Northern Railroad Along the Shore of Onalaska

The Burlington Northern Railroad runs north/south along the shore of Lake Onalaska on the west side of downtown. This track is heavily utilized for freight traffic travelling between Chicago and the Twin Cities. Passenger rail service via Amtrak is available in La Crosse. In 2014 it was estimated that 60 trains travel through Onalaska daily. There is no public street access across the rail corridor in the downtown area. The only vehicular crossing is the driveway at the end of Irvin St to the waterfront.



Figure 2.3 Transportation Map



Great River Landing



Dash-Park



Main Street



Highway 35/Great River Road



Parks, Trails, and Open Space

Downtown is located along the riverfront and its open space, most notably the Great River State Trail and Great River Landing. Dash-Park, a new signature central downtown park, was completed in 2018. Downtown's access to active parks includes Rowe Park, a large community park at the southern edge of downtown, and the playground at the elementary school. Downtown lacks a neighborhood park. In addition to the Great River State Trail, bicycling facilities exist on Hwy 35, Main St, 3rd Ave (south of Main St), and 4th St (north of Main St).

A state snowmobile trail runs along Oak Ave south of downtown then crosses Hwy 35 and heads north to connect with the Great River State Trail. In fact, Lake Onalaska is connected to Lake Superior through a series of snowmobile trails. The Great River State Trail also accommodates cross country skiing and snowshoeing.



Enhanced Alley "Paseo" Precedent image



The Great River State Trail in Onalaska, WI



Entry Sign at Rowe Park



Great River Landing Trailhead



Snowmobile Trail



Figure 2.4 Parks, Trails, and Open Space



Figure 2.5 Great River Landing Concept



Great River Landing Concept



Redevelopment Scoring

In addition to examining previous planning efforts, it was necessary to evaluate property within the downtown for redevelopment potential. By finding the “low hanging fruit” it was possible to identify locations that make sense as starting points.

Part of the process for identifying priority sites (Figure 2.10) was an attribute based evaluation of the properties within the study area. By assigning points based on characteristics of all of the parcels, the consultant team was able to get an initial view of where to focus redevelopment efforts. These characteristics included vacancy, age, land and building values, land use, size, ownership, location and visibility. This evaluation produced an initial framework to begin identifying redevelopment parcels.

Because the model could not take every variable into account, and because different redevelopment types have different needs, further analysis was conducted on a case-by-case basis, examining the physical characteristics, market realities, and other redevelopment demands of individual and combined sites.

Figure 2.6 Age of Structure

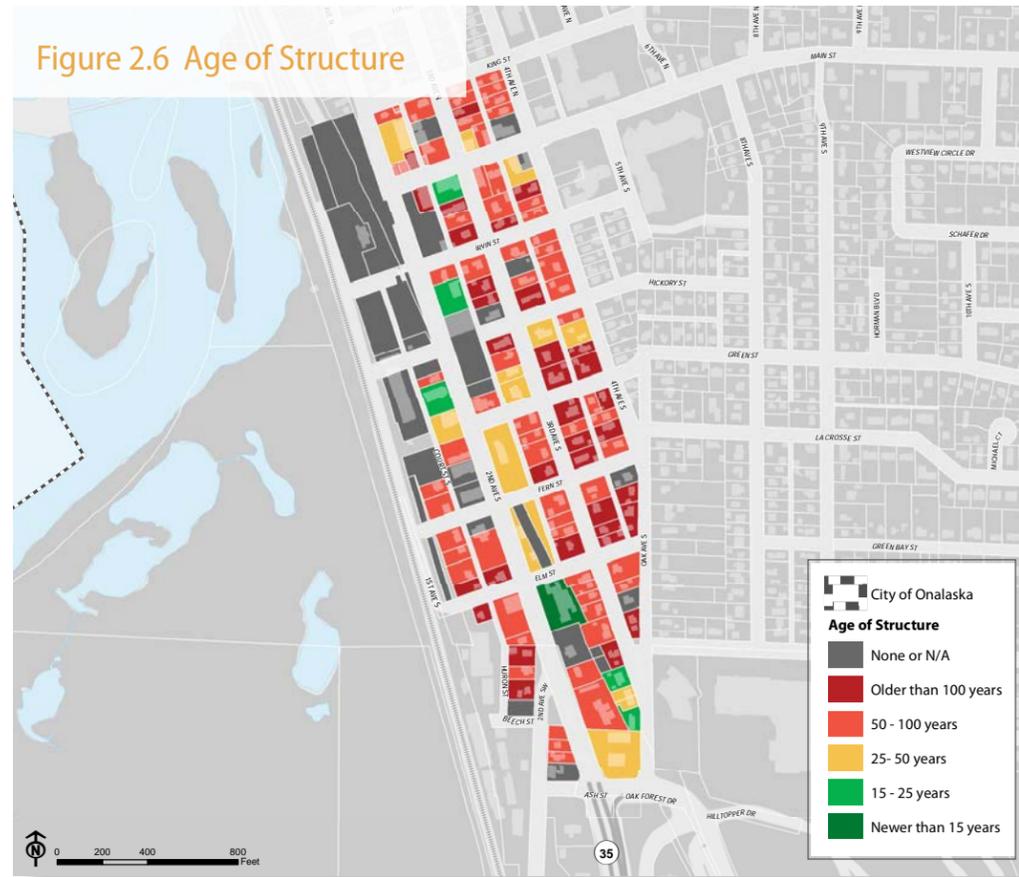


Figure 2.7 Land Value/Square Foot

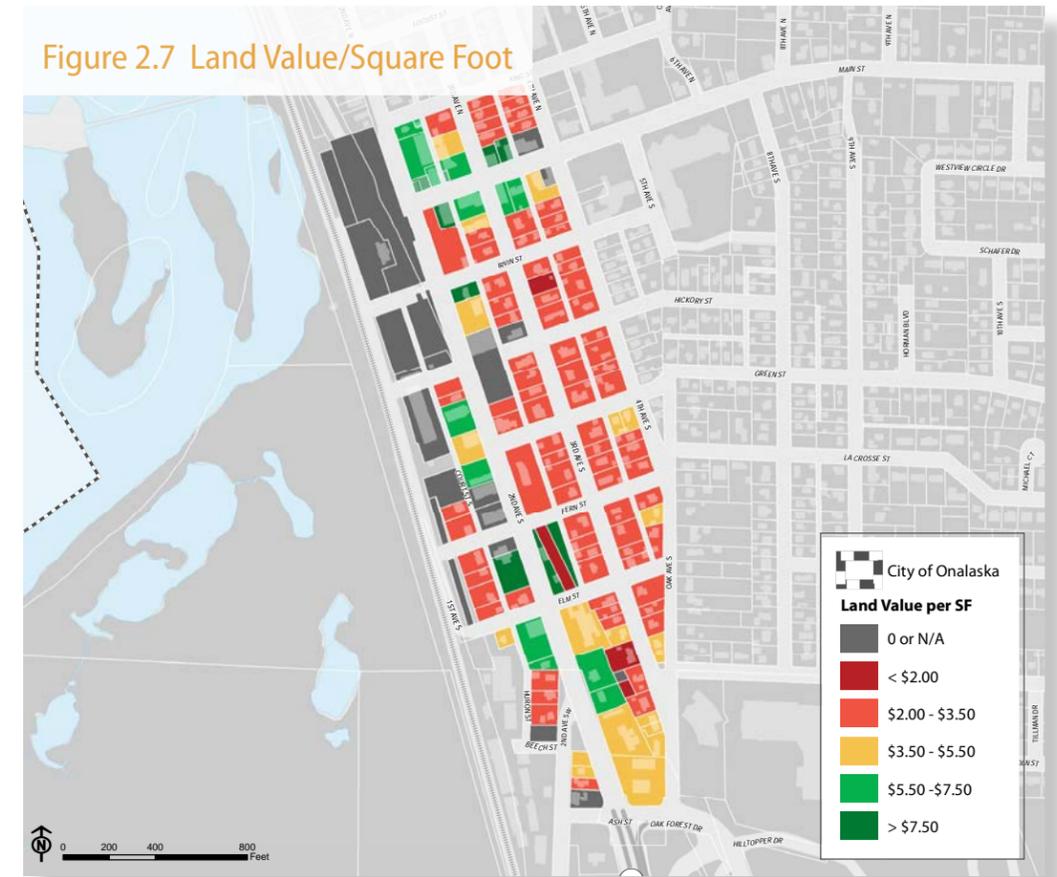


Figure 2.8 Total Value/Square Foot

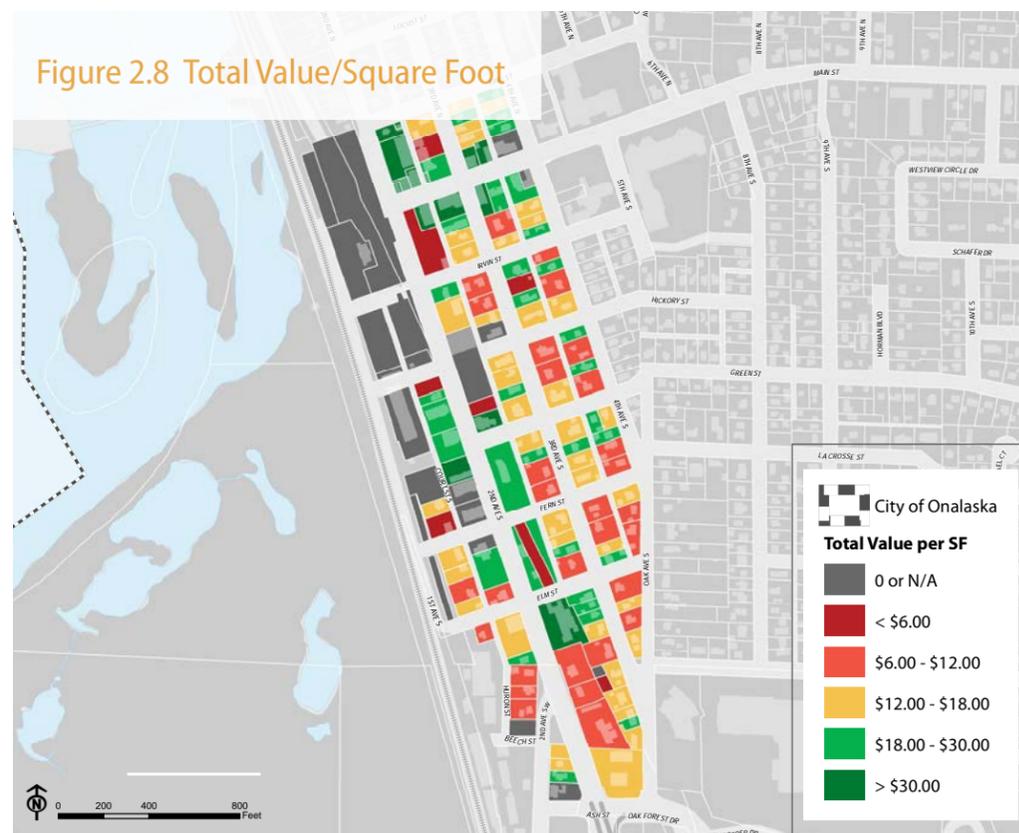


Figure 2.9 Building Value to Land Value Ratio

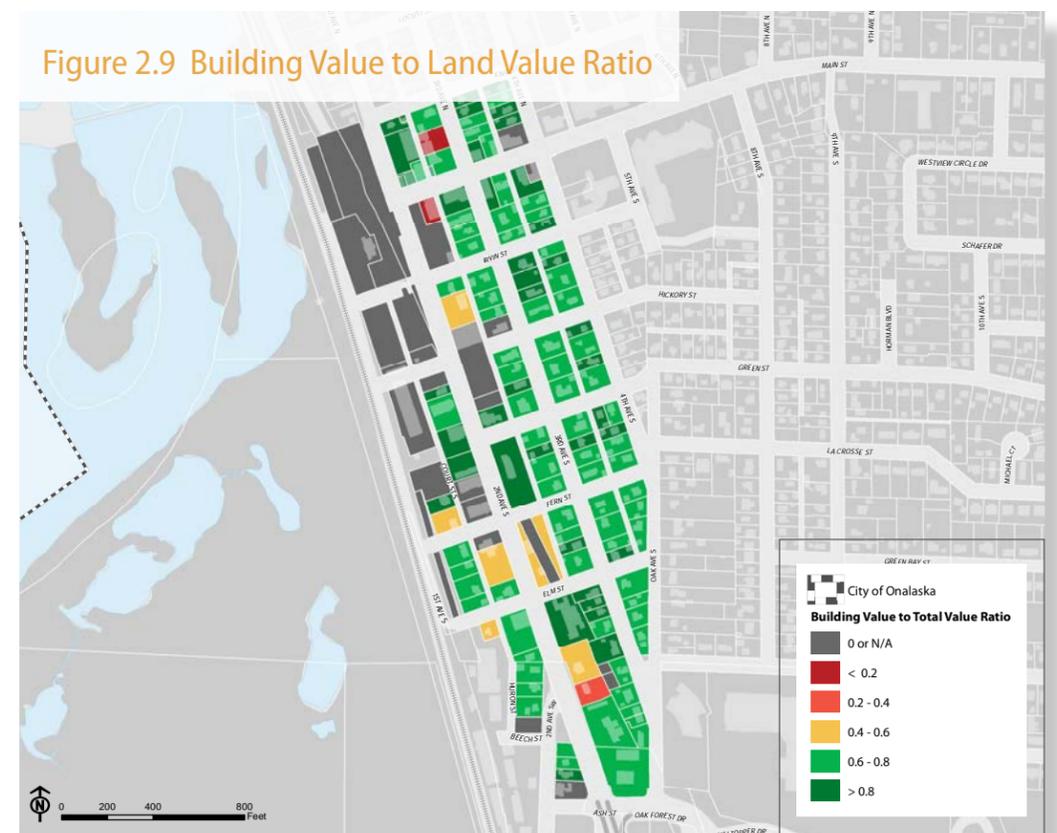
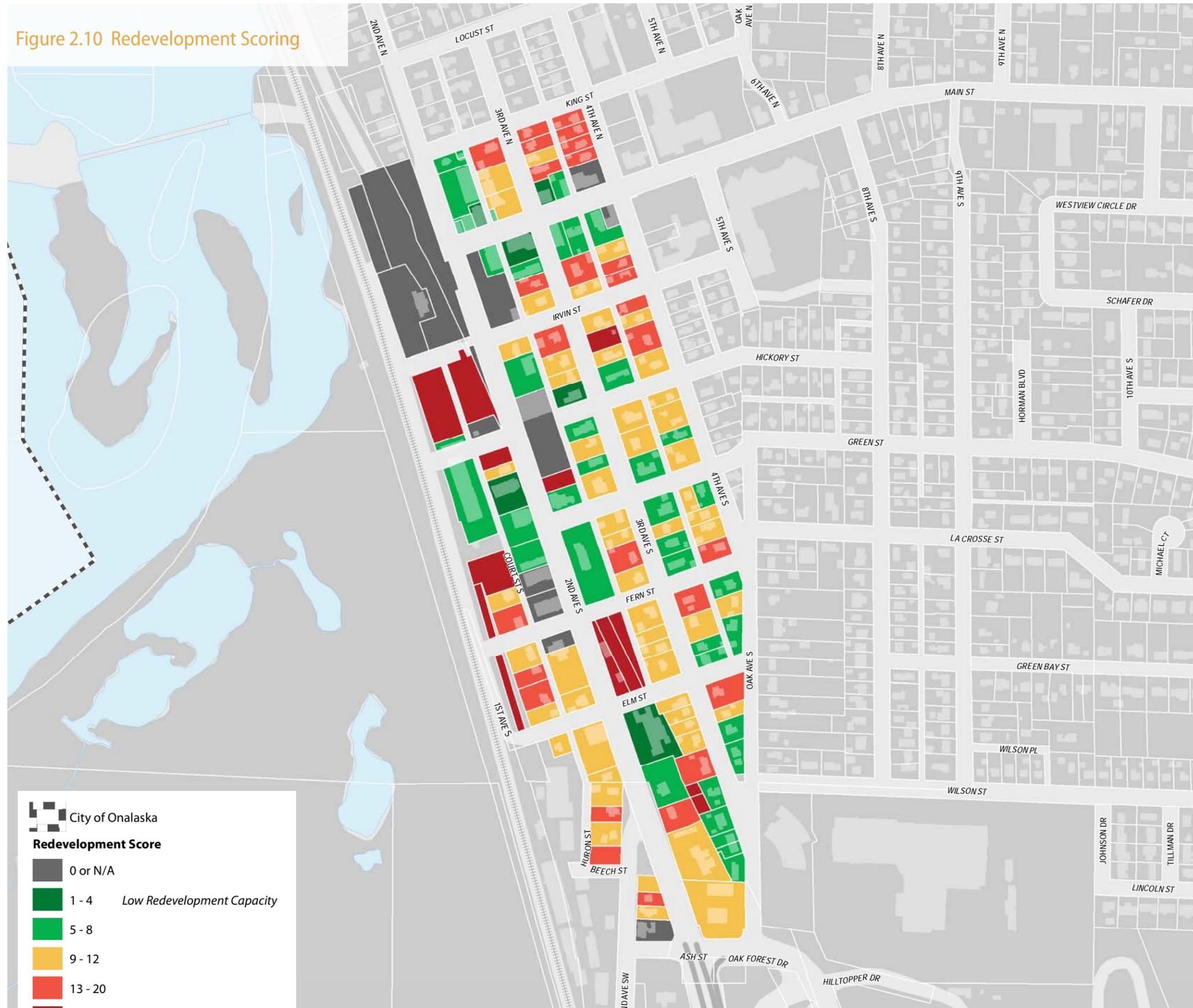


Figure 2.10 Redevelopment Scoring



 City of Onalaska

Redevelopment Score

-  0 or N/A
-  1 - 4 *Low Redevelopment Capacity*
-  5 - 8
-  9 - 12
-  13 - 20

Redevelopment Scoring

This map shows the redevelopment potential as identified by scoring a number of variables for each parcel. This information should be considered as a baseline to start identifying potential redevelopment parcels, but should not be considered as definitive. The model cannot take everything into account and sites should be checked against ground conditions. (For example, some publicly owned parcels are missing information such as building improvement value.)

Vacant:	
No.....	0
Yes	20
Age:	
Over 100 yrs	1
50 - 100 yrs	5
25 - 50 yrs	3
15 - 25 yrs	1
Less than 15 yrs	0
Land Value \$ / Square Foot:	
< 2	4
2 - 3.5	3
3.5 - 5.5	2
5.5 - 7.5	1
> 7.5	0
Total Value \$ /Square Foot:	
< 6	4
6 - 12	3
12 - 18	2
18 - 30	1
> 30	0
Building Value to Land Value Ratio:	
< 1.0	4
1.0 - 2.0	3
2.0 - 3.0	2
3.0 - 6.0	1
> 6.0	0
Building Value to Total Value Ratio:	
< 0.2	4
0.2 - 0.4	3
0.4 - 0.6	2
0.6 - 0.8	1
< 0.8	0
Non-conforming Use:	
Yes (SF or MF zoned commercial).....	3
No.....	0
Parcel Size:	
> 5 ac.....	4
2 - 5 ac.....	3
1 - 2 ac.....	1
< 1 ac.....	0
City Ownership:	
Owned by Onalaska	5
Not owned by Onalaska.....	0





Market Summary

The strength of the downtown Onalaska market is derived from the city's social and economic demographics.

The city benefits from positive perceptions of the community as a desired place to live, strong schools, and a good location relative to La Crosse.

Challenges facing the community will be the increase in older residents as a proportion of the overall population, the dwindling supply of developable land for subdivision, adaptability or right-sizing of the retail and commercial offerings along Hwy 35 to meet demand, and competition with surrounding communities.

As lifestyle and shopping preferences continue to change, downtown Onalaska should continue to position itself as a walkable, experience-driven destination with a desirable small town character. In this manner, the downtown can be important to the identity of the community and a marketable asset to new and existing residents.

Businesses along the Highway 35 corridor will maintain a focus on providing convenient, "on-the-way" retail and services that benefit from more traffic and can serve residents of Onalaska and Holmen that are commuting through the area.

Strong demand for housing remains, although supply is becoming constrained. There are fewer options within the city limits to create new neighborhoods, so it will be important to enable the development of new housing options in existing neighborhoods.

Key Social and Economic Demographics

Within the La Crosse region, Onalaska has historically been a more affluent area than many other communities. Economic measures from household discretionary income to housing prices reflect this reality. It also means that the community has the means to support amenities such as restaurants and upscale retailers that may not work in other cities.

The community is also getting older. Based on population and housing age, many residents moved to Onalaska around the 1990s and early 2000s. Many of these residents are now in or entering the "empty nester" phase of their lives. They are reaching the highest earning potential of their careers as they near retirement and have more disposable income than ever before. In the next decade, many of these residents may be downsizing and looking for attractive, amenitized, but also lower maintenance housing options.

The aging/empty nester population also has impacts on the schools where the enrollment numbers are not growing as much as in the past.

Based on higher housing prices relative to other communities and the lower supply of housing, Onalaska can be a more difficult place for young families to move into. The ability of Onalaska to attract the next generations of residents will be key to the long term success of the community.

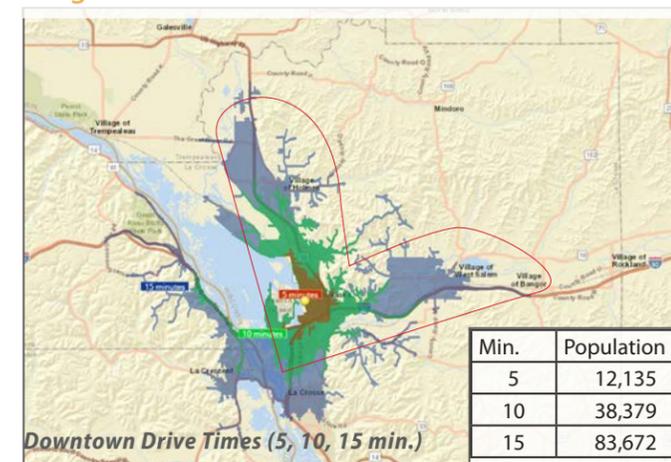
Households (Head of Household Age)	Onalaska	La Crosse	Holmen
Young Families (<45)	33.2%	49.0%	38.9%
Prime Earners (45-64)	37.7%	29.1%	42.2%
Retired (65+)	29.1%	21.1%	18.9%

Commercial/Retail

From a retail and commercial perspective, the Hwy 35 corridor draws from other towns in the La Crosse region. However, in contrast to the Hwy 16 commercial corridor, which is a larger regional draw, the smaller downtown commercial area is more likely to draw from a +/-15 minute drive. Downtown's power to draw customers also depends on its ability to offer something unique from surrounding communities. This includes Onalaska as well as Holmen, West Salem, Bangor, and La Crescent. It includes the north side of La Crosse, but there may be more competition from downtown La Crosse.

There are two distinct styles of retail within the Highway 35 study area. The first is the experience-driven retail and restaurants along Main Street and near Dash-Park. This downtown core area functions as a place where someone might spend a few hours eating/drinking, shopping, biking, walking, and relaxing/rejuvenating. Because of the "destination" nature of this area, people are more comfortable parking once and walking to their destination(s). Public and shared district parking facilities could work here. Downtown Onalaska is developing a strong brand based on creating a family friendly place that is focused on experiences more than stuff. Concerts, restaurants, biking and walking trails, spas, and access to the river are all examples of the experiences that people desire and can find in downtown Onalaska.

Figure 2.11 Commercial/Retail Market



The second type is the convenience focused retail along Highway 35. This retail benefits from the higher traffic counts from residents of Onalaska and Holmen commuting back and forth to the I-90 / Highway 16 areas or La Crosse. 57 percent of the working residents of Holmen are employed in La Crosse or Onalaska, and many of these workers are traveling along Highway 35 to get to and from work.

Figure 2.12 Traffic Counts



Highway 35 corridor uses are more focused on providing goods and services to people who are traveling to work or home. These include retail/food uses such as gas stations and takeout food, as well as services such as tax preparation, insurance offices, and auto shops. Because customers are unlikely to linger and are in a hurry, convenient parking for each business is more important here than in the downtown core area.

Employment

While many residents travel into La Crosse for work, Onalaska also has built and maintained a strong employment base. The city's jobs-to-population ratio is 0.64, which means there are more residents than jobs in the city. While the city has a strong employment base for a suburb, many residents are reliant on La Crosse as a job center.

When examining commuting patterns, there is a large shift between the permanent and daytime populations.

- » 10,224 people employed in Onalaska
- » 8,926 people come into Onalaska to work
- » 1,298 residents live and work in Onalaska
- » 7,350 people commute out of Onalaska to work

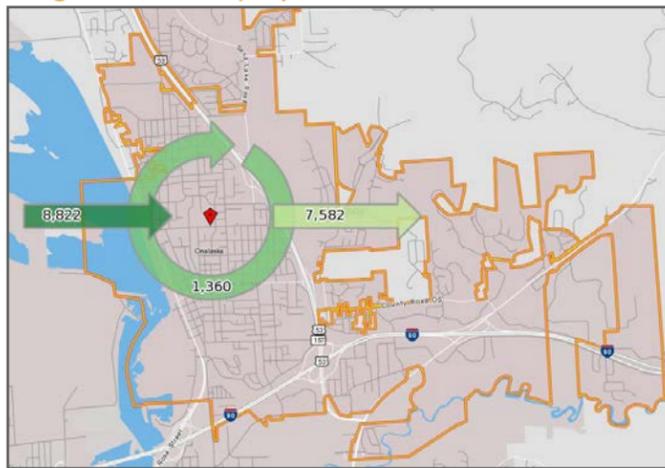
Within the downtown study area (including the High School) there are approximately 1,300 jobs.

City	Jobs/Population Ratio
Onalaska	0.64
Holmen	0.31
La Crosse	0.93

Approximately 13% of these jobs are second jobs.

Among the primary jobs, 34% pay more than \$40,000/year. Employment is focused largely on education (16%), public administration (15%), business administration and support (15%), management (14%), and accommodation, food, and retail services (12%).

Figure 2.13 Employment



Residential

There are many draws that create demand for housing within the community. A positive perception of the City, combined with strong schools and great access to La Crosse and beyond have made Onalaska a desired place to live.

The City has seen drastic growth from the 1970s through the early 2000s. This has slowed as the city is reaching a fully built out status. There are not many

opportunities for new neighborhoods, although some unbuilt lots remain in some active subdivisions.

Neighborhood Characteristics

As a generalization, there are two main areas when it comes to housing in Onalaska. The downtown area and surrounding neighborhoods offer older, but also achievable entry level housing. These residents are largely new families and longtime residents.

Decade	Average Housing Units Per Year
1970s	~190 / year
1980s	~115 / year
1990s	~165 / year
2000s	~140 / year
2010-2016	~75 / year

The east side of the city has many more bluffs that offer views, but also restrict the ability to build affordable housing efficiently. Built more recently, these homes are more accessible to households with higher earnings, often further along in their careers.

Single Family Housing

The large scale development of single family housing will become increasingly difficult as the city runs out of undeveloped land. Opportunities to improve the single family housing stock will likely come in the form of infill lots and housing rehabilitation. As homes age, continued upkeep and rehabilitation will be important to keeping the housing stock competitive with other communities. The median year of a home built in Onalaska is 1983, compared with 1995 in Holmen.

Multi-Family Housing

As the ability to add population through single family housing is restricted, denser housing products such as apartments, condominiums, and townhomes will be the primary way for Onalaska to keep growing.

Apartments appeal to many younger people as they begin careers and wait longer to start families. Similarly low maintenance housing appeals to many downsizing empty nesters.

Most of the rental units that are in Onalaska are older stock and do not have the updated amenities that a more affluent clientele may expect.

The demographics of Onalaska suggest there could be untested demand for higher end for-sale and rental apartment products.

- » Median Household Income: \$61,299
- » Average Household Income: \$79,816
- » 4,693 (60%) of households make over \$50,000/year

Monthly Rent	Units	Affordable For Household Income of:
\$1-249	85	\$9,960
\$250-499	193	\$19,960
\$500-749	1,181	\$29,960
\$750-999	430	\$39,960
\$1000-1249	113	\$49,960
\$1250-1499	37	\$59,960
\$1500-1999	115	\$79,960
\$2000-2499	32	\$99,960
\$2500+	0	

Senior Housing

A large, affluent, aging population will continue to increase the demand for senior housing. Senior housing includes everything from active adult housing, through assisted living, memory care, and nursing homes.

The community has many of the amenities desired by seniors, including trails and activities such as the concerts at Dash-Park.

Key Takeaways: Residential

Economics and the School District help keep Onalaska as a premier, desired location.

The City is quickly approaching full build out and will not be able to develop new neighborhood subdivisions.

While demand remains high, supply is becoming increasingly constrained. This may hinder growth moving forward.

If there are not opportunities for new families to move into Onalaska, the City will continue to lose them to other communities such as Holmen.

The downtown neighborhoods are more accessible for starter homes.

New civic improvements and possibilities of expanding employment options continue to draw people to the community.

An aging population has, and will continue to drive growth in downsizing, active adult, and senior housing.

Key Takeaways: Commercial

Market area economics (incomes, spending, etc) are good.

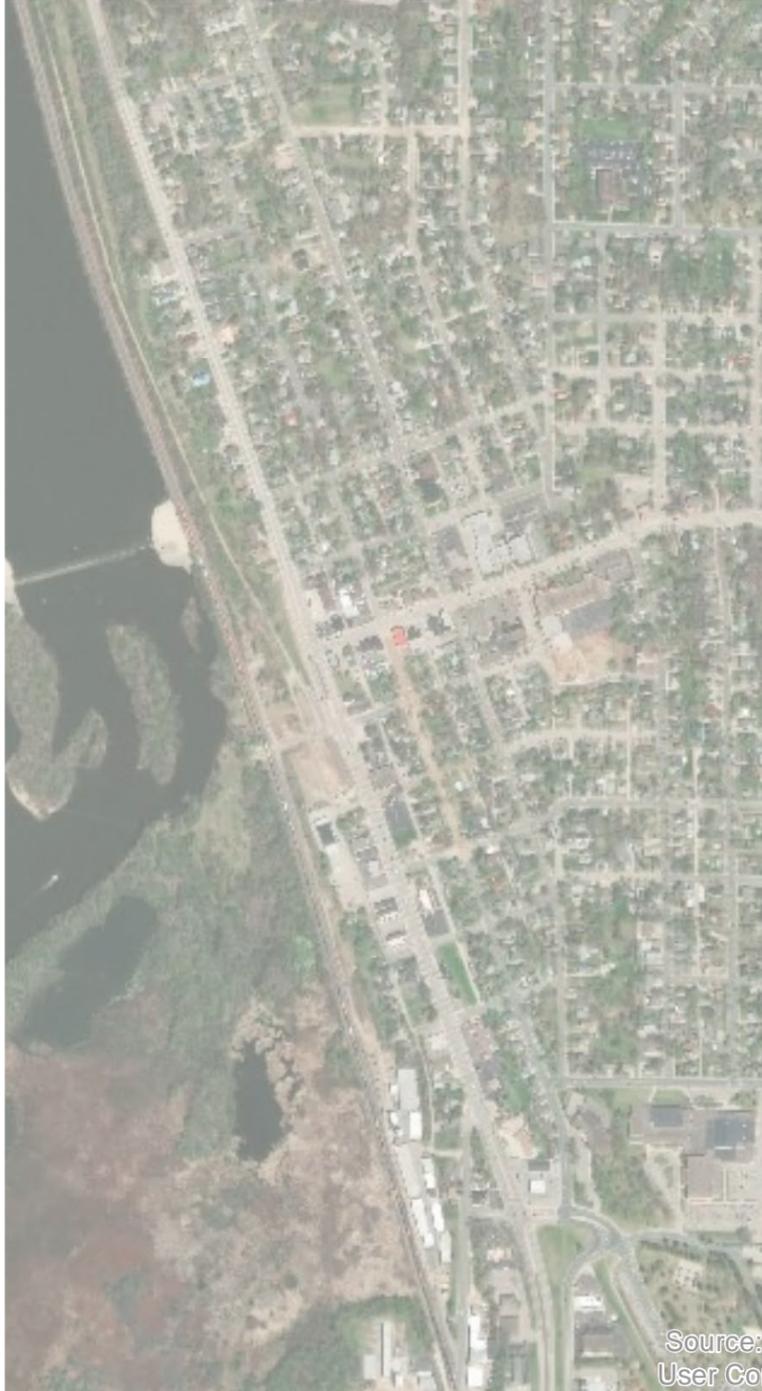
Benefit from "experience" based retail as a draw.

Build on existing brands and promote area as family friendly, outdoors, and culturally focused.

Market will rely on Onalaska & Holmen residents, with opportunities to draw from West Salem, Bangor, French Island.

Continue to capture "on the way" retail and convenient service for Onalaska and Holmen residents.

Stakeholder & Community Input



Source: User Co

Stakeholder & Community Input

The Downtown Redevelopment Study was informed by input from the community at large and key downtown stakeholders. A summary of this input is provided here:

2014 Community Survey

In 2014, the City of Onalaska conducted a community survey to gather residents' opinions and feedback regarding the quality of life in the city, types of future development, and their satisfaction with the performance of city government and service delivery. Out of the 9,296 surveys distributed within the 54650 Zip Code, 1,059 surveys were fully completed and returned to the City, which represents an overall return rate of 11.4% and a 12.8% return rate from Onalaska residents.

Particularly relevant to downtown Onalaska, one of the survey's questions invited residents to share their opinions related to the question "If you could change one thing in the City of Onalaska, what would it be?" A total of 579 residents responded to this question. The top concerns identified were the following:

- » Traffic improvements
- » Downtown redevelopment including desired business types and redevelopment of underutilized buildings through renovation or demolition
- » Recreational improvements including more sidewalks (fill the gaps), more bike lanes and other bike accommodations, and more parks/open spaces for enjoying the community's natural features
- » Waterfront development to better utilize the waterfront along Lake Onalaska



Downtown Stakeholder Meetings

Two rounds of stakeholder input meetings were conducted in August and November 2018. Initial stakeholder input focused on land use/redevelopment, circulation/access, parking, and parks/open spaces.

Land Uses/Redevelopment

- » Continue to redevelop downtown and the highway corridor as a unique destination, such as food & drink places, artisan shops, brewery / distillery
- » Support the addition of local, small businesses downtown, including retail, restaurants, personal services, and offices
- » Promote the addition of housing in and surrounding downtown and along the waterfront including both condominiums/apartments (high density/mixed use) and townhomes/rowhouses (medium density)
- » Reinvestment in existing surrounding neighborhood homes
- » Some additional potential early phase redevelopment sites exist beyond current on-going projects
- » Promote assembly of undervalued properties to create larger and more viable redevelopment sites by both the city and interested developers

Circulation/Access/Parking

- » Improve pedestrian and bicycling facilities throughout downtown, particularly along Hwy 35 and 3rd Avenue
- » Address perceived and actual parking issues today and for future redevelopment with effective parking solutions, including increased parking facilities and more effective parking management approaches

Parks/Trails/Open Spaces

- » Leverage downtown's natural amenities, outdoor recreation opportunities, and existing park amenities, including outfitter / canoe-kayak / bike shop businesses, public and private programming
- » Consider upgrading existing crushed gravel trail to a paved bike trail to increase accessibility and usage





2019 Community Public Meeting

The community public meeting was held on January 8, 2019, at Irving Pertzsch Elementary School. Approximately 50 people attended the meeting.

Land Uses/Redevelopment

- » Support for adding new housing options in downtown and along the riverfront
- » Additional food and drink businesses, including coffee shop, grocery store, etc.
- » Make the downtown core and riverfront area more walkable, including paths and routes from the surrounding neighborhoods
- » Preserve views to the riverfront
- » Support for some of the new downtown housing to be affordable, including senior housing, so that current downtown residents could afford to sell their houses and move into the new housing
- » Preserve a balance between low income and market rate housing in downtown



January 2019 Community Open House



January 2019 Community Open House

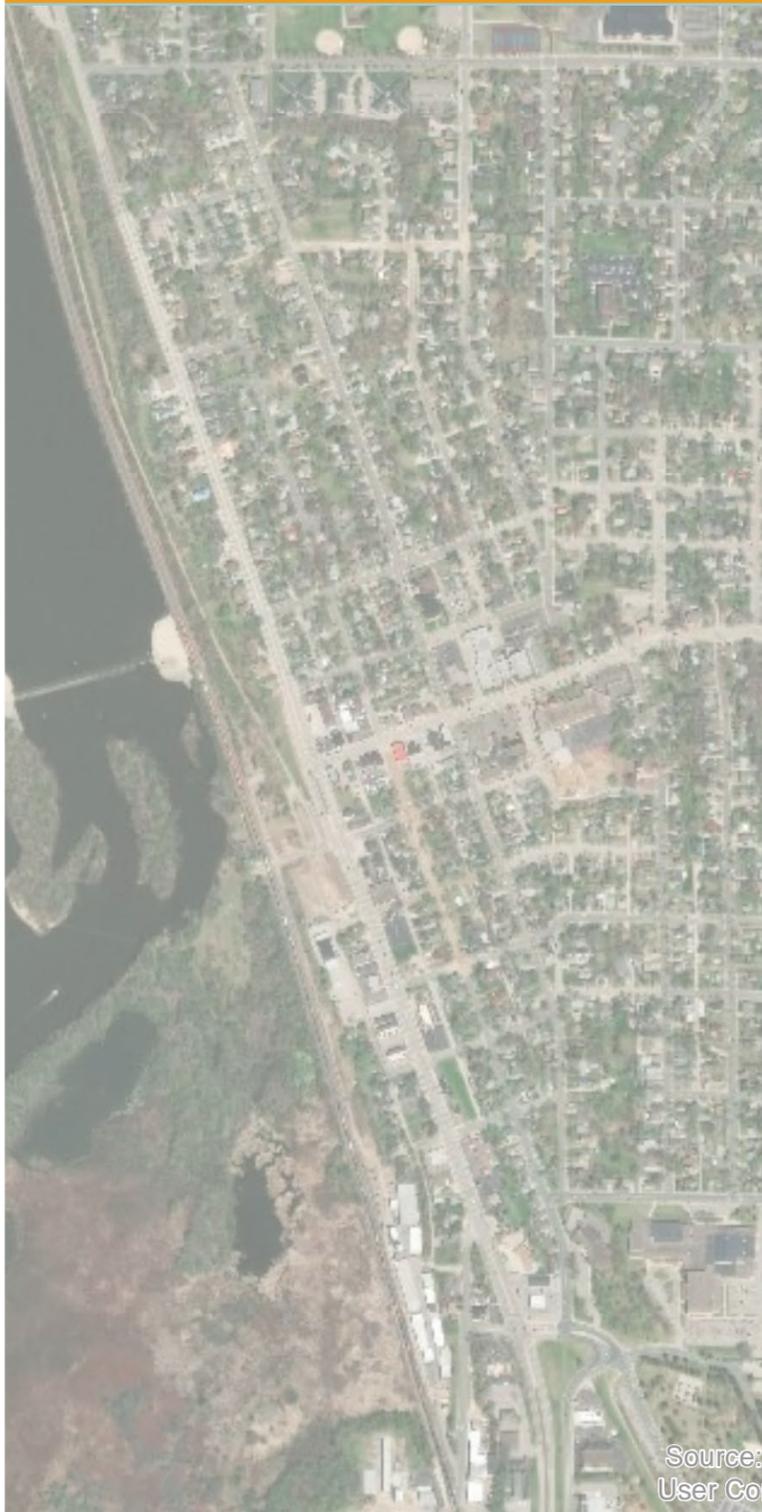
Circulation/Access/Parking

- » Ensure good vehicle access to Hwy 35 from new residential developments
- » Additional parking in downtown, including shared parking opportunities
- » Need for crosswalks on Main St and other key streets
- » Add sidewalk on west side of 3rd Ave near high school
- » Improve public transportation options
- » New housing development should provide



January 2019 Community Open House

Redevelopment Framework



Source:
User Co

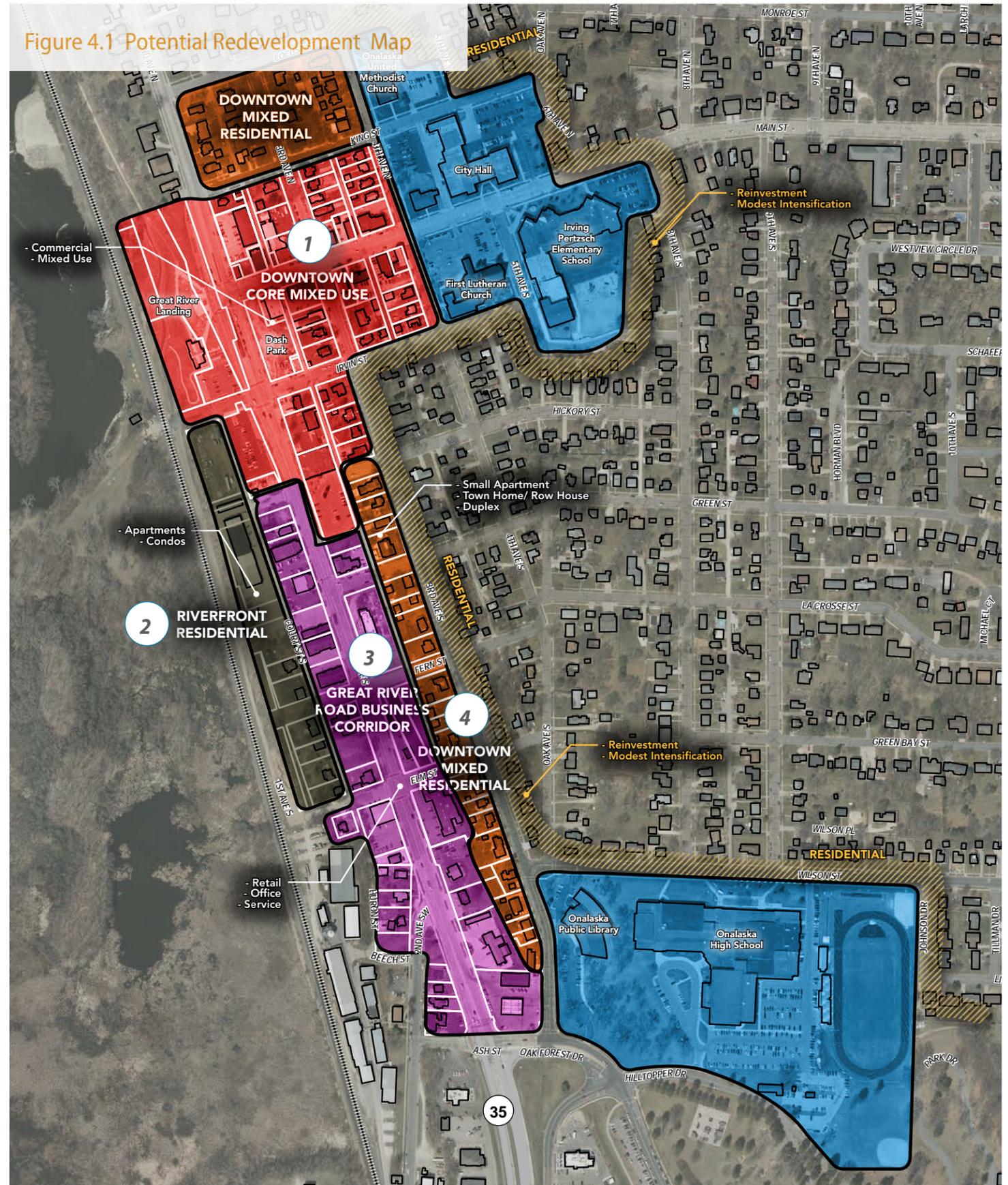


Downtown Districts

In order to help articulate desired future character of downtown redevelopment, the recommendations in this redevelopment framework organize the downtown into four unique districts. The following highlights each of these unique districts land use, parking driveway and building design characteristics that are essential to creating an attractive downtown environment.



Figure 4.1 Potential Redevelopment Map





Land Uses

- » Primarily retail, personal services and restaurants at street level facing Main St, Dash-Park and Hwy 35
- » Business services
- » Professional offices
- » Civic
- » Apartments/condos
- » Walk-up townhouses/rowhouses
- » Vertical mixed use buildings

Parking

- » On-street parking
- » Parking behind buildings
- » Underground parking
- » Municipal parking (surface or ramp)
- » Shared parking

Driveways

- » Eliminate driveways on Main St to maximize on-street parking
- » Limit driveways on 3rd Ave to maximize on-street parking

Building Design

- » Multi-story buildings desirable
- » Zero setback from the sidewalk
- » Portion of building can be setback from sidewalk to provide usable open space, e.g. outdoor dining/gathering spaces
- » Primary building entry faces street
- » Street and alley facades are dominated by transparent windows
- » Buildings wider than a typical lot have an articulated street facade



Land Uses

- » Apartments/condos
- » Walk-up townhouses/rowhouses
- » Limited retail, personal services, and restaurants

Parking

- » Parking under buildings using site grades
- » Limited surface parking
- » Surface parking away from riverfront, accessed from Court St

Driveways

- » Enhance Court St as a shared vehicle access and pedestrian-friendly paseo
- » Publicly accessible path or parkway/street along terrace
- » Place driveways on east-west streets whenever possible

Building Design

- » Multi-story buildings (3 or 4 stories) desirable
- » Building fronts face the river
- » Usable open space and pedestrian access between building and riverfront
- » Buildings wider than a typical lot have an articulated street facade



Land Uses

- » Retail, personal services and restaurants
- » Business services
- » Professional offices

Parking

- » Parking behind and between buildings
- » Shared parking

Driveways

- » Place driveways on east-west streets whenever possible
- » Shared driveways on Hwy 35

Building Design

- » Buildings placed at block corners
- » Minimal setback from the sidewalk
- » Larger setbacks allowed to provide usable open space, e.g. outdoor dining/gathering spaces
- » Primary building entry faces Hwy 35
- » Street facades are dominated by transparent windows



Land Uses

- » Apartments/condos
- » Walk-up townhouses/rowhouses

Parking

- » Parking under buildings using site grades
- » On-street parking
- » Limited surface parking

Driveways

- » Use alley as access
- » Place driveways on east-west streets whenever possible
- » Limit driveways on 3rd Ave to maximize on-street parking
- » Building Placement
- » Multi-story buildings (3 or 4 stories) desirable
- » Small setbacks from sidewalk to provide transition/buffer between residential and public sidewalk
- » Primary building entries face street
- » Street and alley facades are dominated by transparent windows
- » Buildings wider than a typical lot have an articulated street facade

Potential Redevelopment Scenarios

As part of the redevelopment planning process the consultant team explored redevelopment concepts for new commercial, residential and mixed use buildings in the downtown. These concepts also studied alternatives for parking to support the potential development including additional surface and/or structured parking integrated with the development. The following draft concepts are shown to illustrate potential size, scale and types of redevelopment for study purposes. Any future development will involve coordination between individual property owners, market conditions and the City of Onalaska



Downtown Core Mixed Use Precedent Example

Targeted Redevelopment Scenario

In this concept, the focus for redevelopment occurs in the Downtown Core Mixed-use District and in the Riverfront District primarily with some additional targeted redevelopment/ infill on underutilized sites along 3rd Avenue and Great River Road. The focus of redevelopment for the City should continue to focus around and build upon the recent investments of the Great River Landing and Dash-Park.



Riverfront Residential Precedent Example

- » Downtown Core Mixed-Use focus for Redevelopment/ Reinvestment
- » Expand parking options (shared, surface, and integrated with development)
- » Riverfront housing
- » Infill redevelopment with limited site assembly

Figure 4.3 Section Drawing At Dash Park

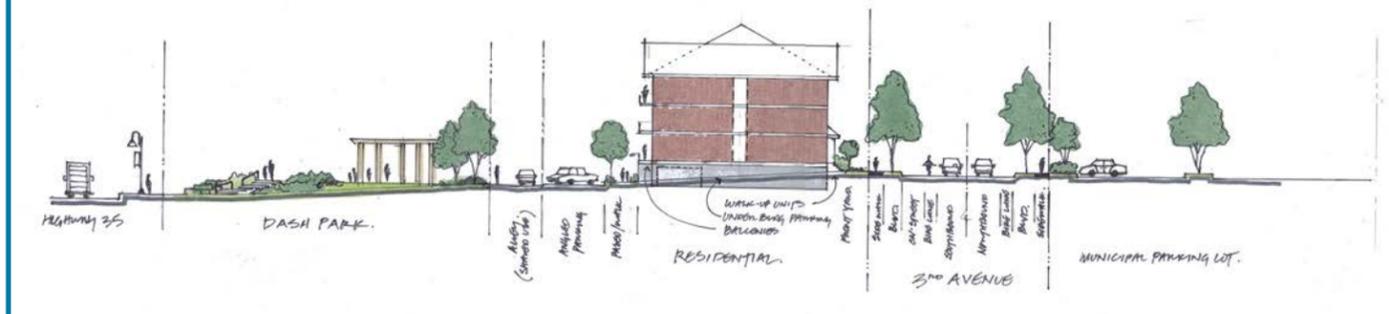
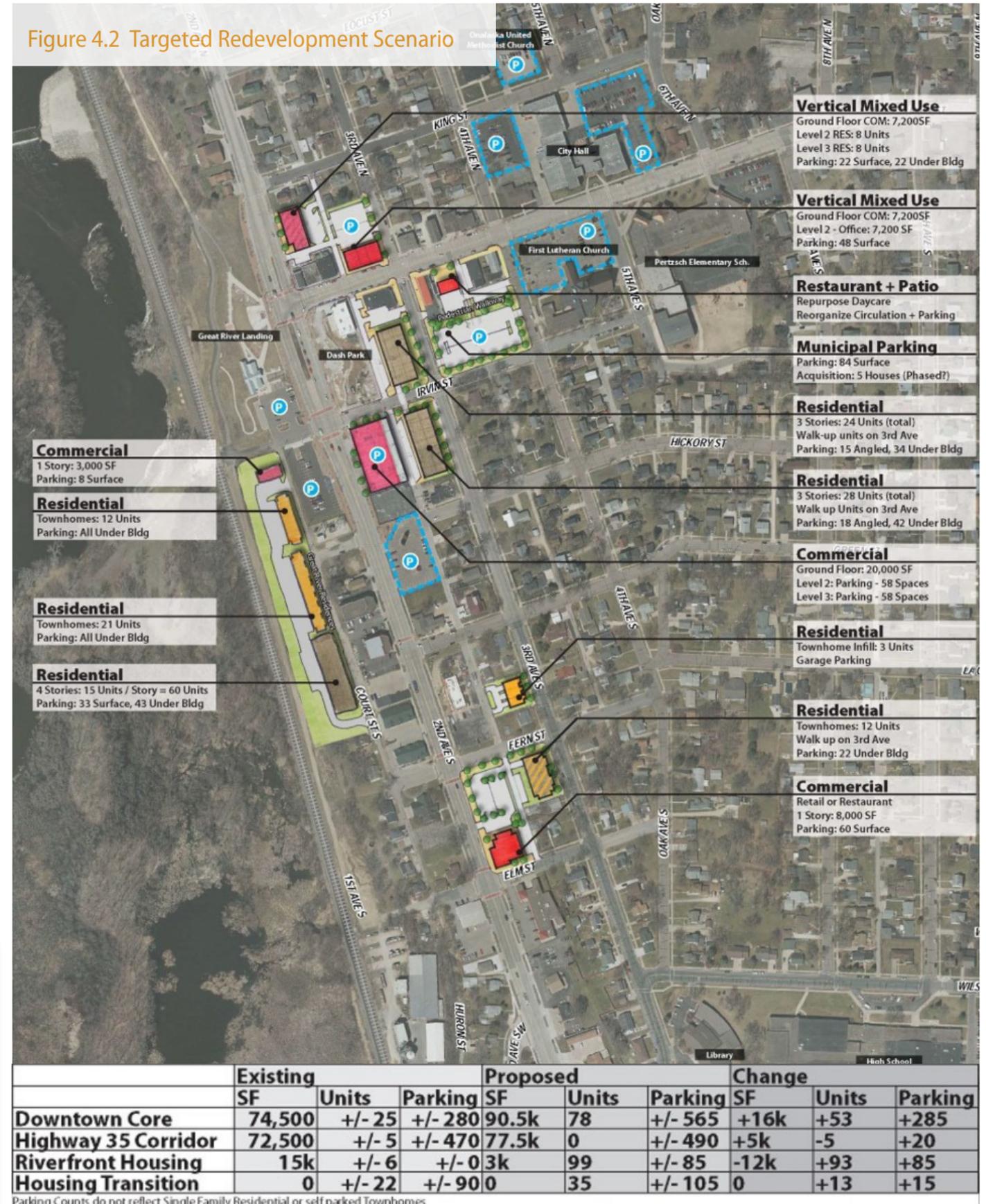


Figure 4.2 Targeted Redevelopment Scenario



Broader Redevelopment Scenario

With the broader redevelopment scenario, the focus for redevelopment still occurs in the Downtown Core Mixed-use District and Riverfront District, but expands south along the Highway 35 and 3rd Avenue to explore options for commercial and residential redevelopment.

- » Continued Downtown Core Mixed-Use focus for Redevelopment with mixed use and expanded ground-level commercial use along 3rd Ave.
- » Expand parking options (all of the above plus structured)
- » Expanded Riverfront Housing south – adjust orientation, maintain grid.
- » Site assembly (1/4 block to 1/2 block sites) along the Great River Road Business Corridor and the Downtown Mixed Residential District



Public Parking Integrated With Development (Street View)



Public Parking Integrated With Development (From Above)



Downtown Mixed Residential Precedent Example

Figure 4.4 Broader Redevelopment Scenario

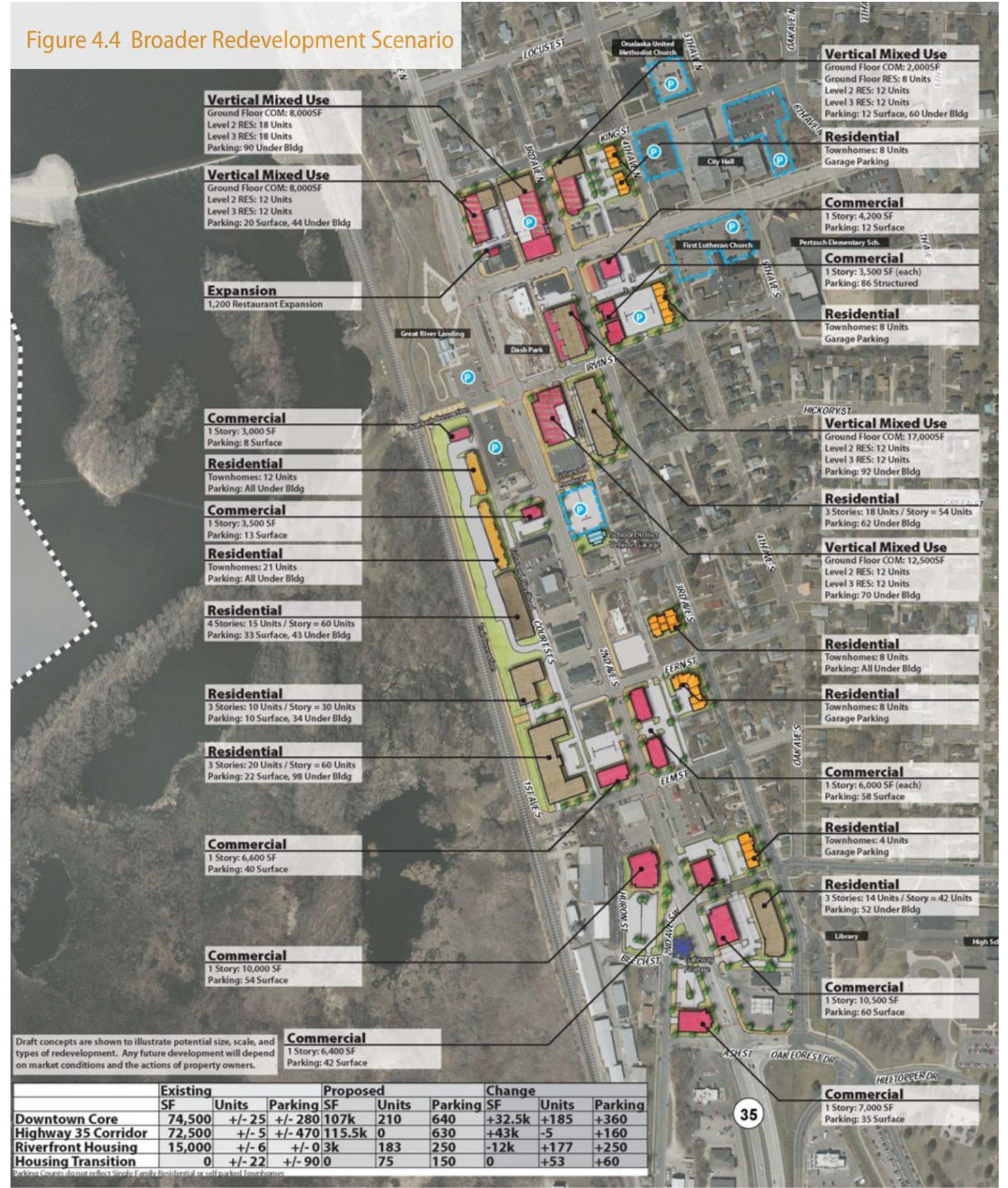
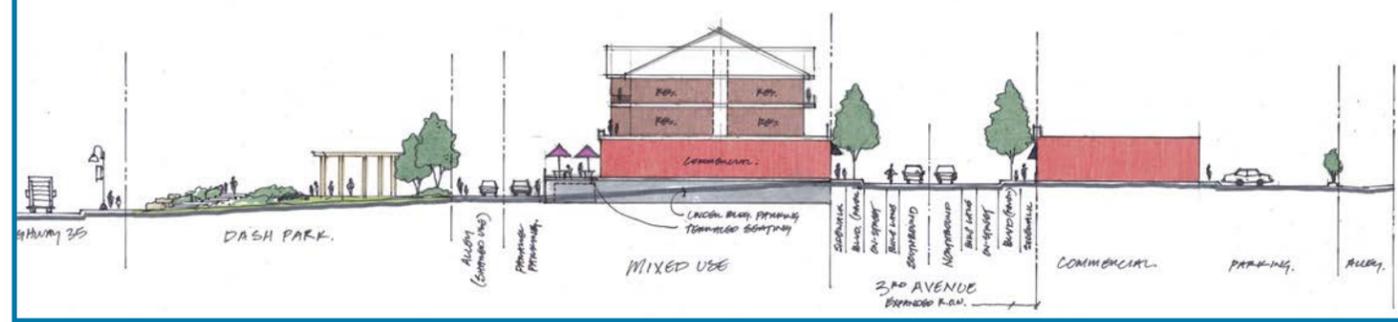


Figure 4.5 Section Drawing At Dash Park



Goals:

- » Improve downtown's walking environment with highly connected, convenient, and attractive streetscapes
- » Expand downtown's walking/biking environment to include Irvin St and Elm St as key connections to a riverfront trail in the 1st Ave right-of-way along the rail line
- » Enhance alleys (east side of Hwy 35) and Court St as pedestrian-oriented paseos
- » Improve walking/biking crossings of Hwy 35
- » Potential new street connections to complete the street grid
- » Consider opportunities for additional parking and shared parking facilities in conjunction with redevelopment



Transportation

Streets

As downtown continues to add desirable destinations, diversify its land uses, and intensify its development, downtown's transportation system also will evolve to balance the increase in volume and variety of users.

Arterial & Collector Roadways

As designated arterial roadways under WisDOT jurisdiction, Hwy 35 and Main St (Hwy 157) should continue to be maintained and improved as multi-modal roadways. Both streets should continue to facilitate comfortable, safe and convenient movement for walking, biking, and driving, as well as bus riders. 3rd Ave is a collector street under the City's jurisdiction. All three streets have sidewalks and dedicated on-street bike lanes. Recommended improvements for arterial and collector streets include the following:

Main Street

- » Improved and more visible pavement markings for pedestrian crosswalks at every intersection
- » Elimination of driveways to increase quantity of on-street parking spaces
- » Wayfinding signage oriented to pedestrians in addition to existing signage oriented to vehicles
- » Hwy 35
- » Addition of a pedestrian refuge space in the median where there are crosswalks
- » Potential pedestrian/bike flashing beacon, e.g. Irvin St, Elm St
- » Wayfinding signage oriented to pedestrians in addition to existing signage oriented to vehicles
- » 3rd Ave
- » Elimination of driveways to increase quantity of on-street parking spaces
- » Add street trees in boulevards

Local Streets

Local streets in downtown are primarily the east-west streets between Hwy 35, 3rd Ave, and 4th Ave. Some of these streets extend west of Hwy 35, while others do not. Recommended improvements for local streets include the following:

Irvin Street

- » Improved pedestrian streetscape features, e.g. sidewalk both sides, pedestrian scale lighting, trees, etc.
- » Additional on-street parking both sides
- » Wayfinding signage oriented to pedestrians

Other Local Streets

- » Fill in sidewalk gaps
- » Add street trees in boulevards
- » Consider connecting Wilson St between Hwy 35 and 3rd Ave in conjunction with any future redevelopment in that area

Alleys / Court Street

- » Use enhanced alley/paseo bullets

Parking

- » Maximize on-street parking opportunities, e.g. minimize driveways, consider diagonal parking on east-west streets, etc.
- » Consider opportunities for additional off-street parking facilities in conjunction with redevelopment
- » Require new medium and high density residential developments to provide adequate on-site parking
- » Consider opportunities for shared parking facilities



Enhanced Pedestrian Crossing Example

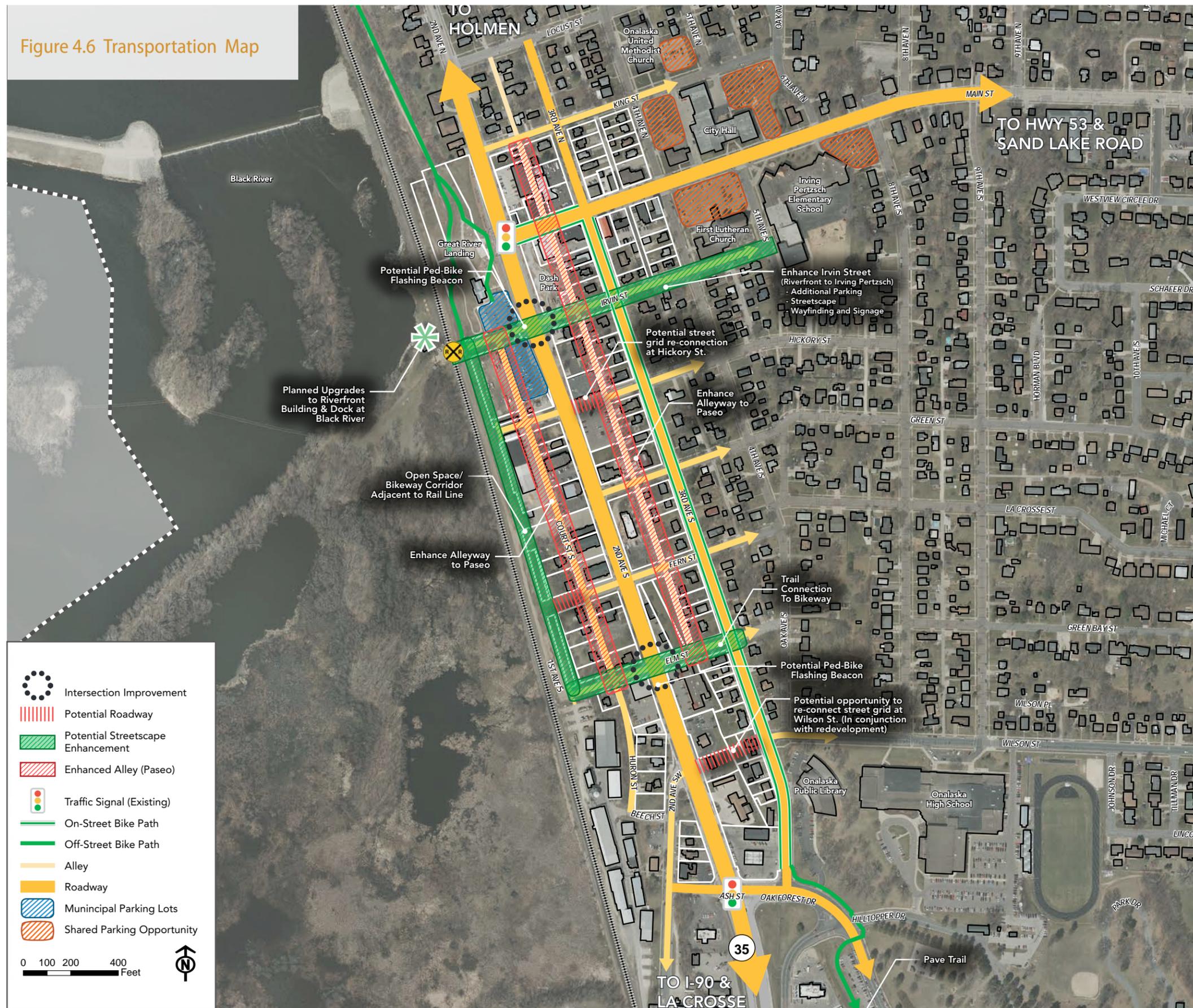


Existing Bus Shelter



Enhanced Parking Options

Figure 4.6 Transportation Map



ENHANCED ALLEY "PASEO"

- » A public path or place designed for leisurely walking or strolling
- » Provide alternative walking routes to streets for convenient connections to destinations and parking
- » Wide enough to comfortably accommodate pedestrians, bicycles, and vehicles if needed
- » Special pavement materials and pedestrian scale lighting used to create desirable walking paths
- » Opportunity for public space features, including trash receptacles, seating, bicycle racks, planters
- » Preferable for buildings or open spaces to be located adjacent to paseos
- » Parking adjacent to paseos should have some type of buffer

Goals:

- » Improve downtown's walking environment with highly connected, convenient, and attractive streetscapes
- » Expand downtown's walking/biking environment to include Irvin St and Elm St as key connections to a riverfront trail in the 1st Ave right-of-way along the rail line
- » Enhance alleys (east side of Hwy 35) and Court St as pedestrian-oriented paseos
- » Improve walking/biking crossings of Hwy 35
- » Potential new street connections to complete the street grid
- » Consider opportunities for additional parking and shared parking facilities in conjunction with redevelopment



Parks, Trails, and Open Space

Completion of the upland portion of the Great River Landing has transformed the character of downtown from a place that historically developed with its back toward the river to a place that now affords a grand view of the river valley. The Great River Landing was the introduction of parks and open spaces into downtown. While the Great River Landing is both a regional open space and a local park, in the form of the Main Street Plaza, the subsequent development of Dash-Park brings a park literally into the heart of the downtown core. Prior to these parks, downtown residents did not have convenient access to a neighborhood park.

The future development of the water's edge portion of the Great River Landing will be another great asset for downtown. Irvin St should be improved as a key trail connection between downtown at the waterfront.

Trails

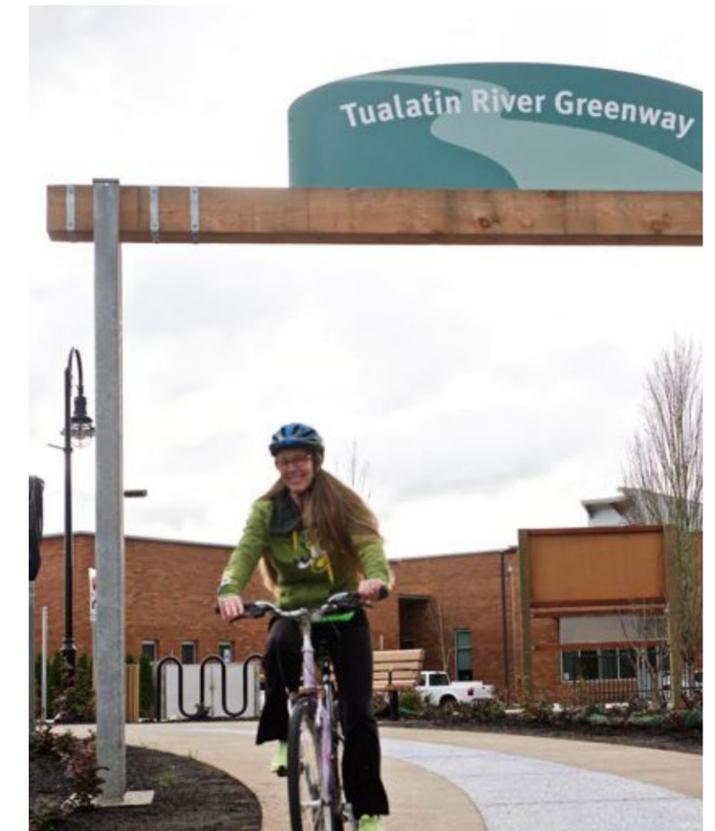
The current designated route of the Great River State Trail runs along Main St for a block and then south on 3rd Ave. It is recommended that this route is kept because it brings regional bicyclists into downtown. In the past, the designated route on Court St bypassed downtown.



Outdoor Dining Precedent image

To enhance the trails in downtown for both regional recreational users and downtown residents, it is recommended that a trail loop be created in downtown. This loop would use Irvin St and Elm St to create a loop between downtown and the riverfront, including a trail down along the rail line.

This loop as well as the 3rd Ave on-street bike facility will also provide a trail connection between all of the parks and open spaces in downtown, including Great River Landing, Dash-Park, the playground at Irving Pertzsch Elementary School, the High School playfields, and Rowe Community Park.



Paved Bike Trail Example

Figure 4.7 Parks, Trails, and Open Space



ENHANCED ALLEY "PASEO"

- » A public path or place designed for leisurely walking or strolling
- » Provide alternative walking routes to streets for convenient connections to destinations and parking
- » Wide enough to comfortably accommodate pedestrians, bicycles, and vehicles if needed
- » Special pavement materials and pedestrian scale lighting used to create desirable walking paths
- » Opportunity for public space features, including trash receptacles, seating, bicycle racks, planters
- » Preferable for buildings or open spaces to be located adjacent to paseos
- » Parking adjacent to paseos should have some type of buffer



Implementation



Keys to Implementation

Several factors will be crucial in successfully realizing the vision set forth by the City of Onalaska within this redevelopment study. These factors apply regardless of the actual form and timing of redevelopment:

Patience:

The vision for downtown cannot be implemented overnight. The timeframe for implementation reflects its evolutionary nature; it looks forward over a period of years. The desired change often requires the patience to wait for the right things to happen, rather than making changes simply to be seen as doing something.

Commitment:

Commitment to the Downtown Redevelopment Study and patience go hand-in-hand. This study does more than simply seek to attract redevelopment in downtown; it provides a road map to move the area toward its vision. Commitment to the plan means the willingness to actively promote public and private investments that align with the objectives of the study. It also requires the willingness by decision makers to deter developments which do not meet the objectives of the plan. Not all of these decisions will be easy or will they occur exactly as analyzed in this study.

Public & Private Partnerships:

Removal of the physical and economic barriers to redevelopment in Onalaska will likely require some public financial assistance. The complexity of redevelopment envisioned for the area clearly demonstrates the need for public financial participation. Private investment will not be sufficient to pay for all costs associated with every redevelopment project. Strong public/private partnerships will make redevelopment projects more financially feasible, promote the desired types of development and build momentum in the area. The needs established in this study do not make public

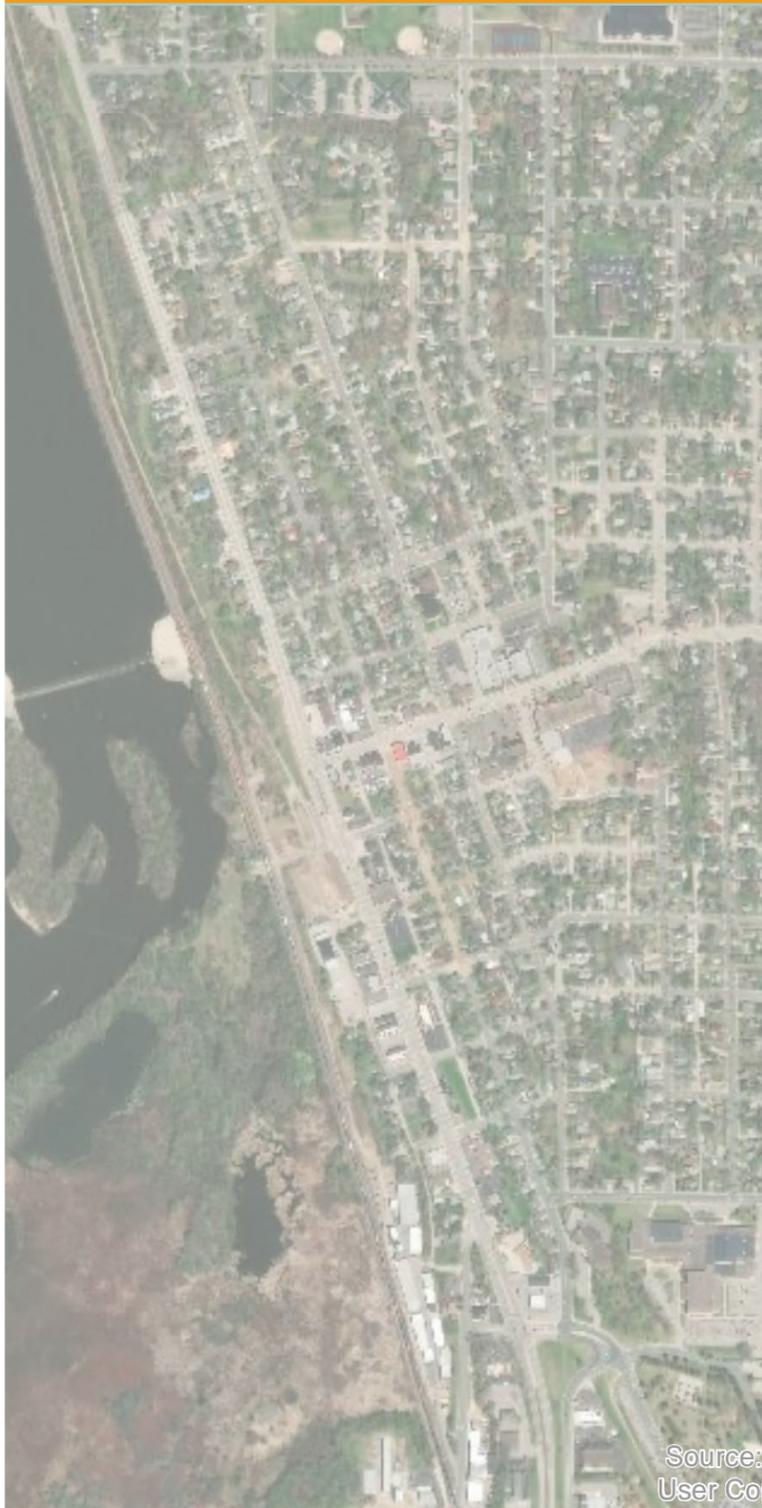
financial assistance an entitlement however. On-going planning will define the nature of assistance and amount available for each step throughout the implementation process. This approach ensures that public monies are used to achieve desired public outcomes and not simply make development more affordable (or profitable) for the developer.

Financial Reality:

Implementing the Downtown Redevelopment Study requires careful investment of public funds, but the private side of the financial equation must not be overlooked. New development and existing businesses will pay for part of the improvements called for in the study. Implementing the Downtown Redevelopment Study seeks to balance the investment in public initiatives with the creation of a financial environment that sustains successful businesses.

Strategic Investments:

If financial support for the plan was unlimited, the need for strategic decisions would be less important. With limited funds, every expenditure is crucial. It is not possible to immediately undertake all of the initiatives described in this plan. Needs and opportunities not contemplated in the plan may arise in the future. Every investment must be evaluated for its impact on enhancing downtown.



Source:
User Co



Architect's Rendering of Proposed Great River Residences Project



Roles & Responsibilities

There is a temptation to give sole responsibility for implementation of the Downtown Redevelopment Study to the City of Onalaska. While the City does possess many of the powers and resources needed to undertake the actions described in this redevelopment study, successful implementation will require actions by other stakeholders as well. Achieving the vision for downtown redevelopment and public improvements will require ongoing collaboration between public and private stakeholders. This section describes the roles and responsibilities of key parties.

Business and Property Owners

While the City influences downtown's physical setting, downtown remains a place combining public and private activities. Individual businesses determine the types of goods and services available in downtown. Individual businesses make decisions about how they operate. Property owners decide how to maintain and improve their buildings. Individual property owners need to ensure that adequate convenient parking is provided for their customers and employees. Each of these factors plays a role in the long-term success of the corridor.

City of Onalaska

The ultimate responsibility for implementing the recommendations of this redevelopment study rests with the City of Onalaska. The Common Council and Community Development Authority (CDA) will provide direction on staff resources, review of proposed development projects and approve public investments. Responsibility for managing redevelopment in downtown will be a priority for the Community Development Authority and the Planning / Zoning and Engineering Departments of the City.

Planning / Zoning Department

The Planning / Zoning Department will share a lead role in managing implementation for the City.

The actions to be taken by the Planning / Zoning Department to implement the study include:

- » Application of land use controls and redevelopment guidelines to shepherd private development;
- » Review of development plans and proposals;
- » Coordination of planning for capital improvements needed to facilitate redevelopment; and
- » Creation of financial plans for public redevelopment investments and continued monitoring.

Engineering Department

The Engineering Department also plays a major role in the design of public infrastructure improvements needed to support development and redevelopment in downtown, including utility and roadway improvements. The Engineering Department is also key player in planning for future roadway and transportation improvements, including ongoing conversations with the Wisconsin Department of Transportation (WisDOT) on State Roads 35 and 157 (Main St) safety and potential future intersection improvements in downtown.

Community Development Authority (CDA)

Downtown is an important location for economic development in the City of Onalaska. The CDA will promote and monitor downtown redevelopment momentum. The CDA will need to determine their specific roles for a coordinated effort with the Common Council. Several potential CDA actions make them an important player in the successful implementation of the plan:

- » Provide a framework for coordinating efforts of the community. With limited resources, it is essential that the community work in unison to undertake redevelopment. The knowledge and experience gained from the planning process allows CDA members to efficiently and effectively take steps needed to implement core objectives of the study.

- » Work to ensure that economic development initiatives within Onalaska are a recognized priority for Common Council members.
- » Maintain an active role. Actively pursuing critical properties for redevelopment or educating business owners on improvement or reinvestment programs with low interest loans should be continued and expanded roles for the CDA.
- » Create an annual redevelopment "action plan" and report summary to help monitor progress toward implementation. This action plan would outline key steps to occur during the year, including descriptions of actions, responsible parties and funding resources. It forces the parties to not only consider what needs to be done in the coming year, but also why identified steps were not taken in the prior year.
- » Work with business owners and landlords to promote and help finance the maintenance and revitalization of businesses (both buildings and properties) in downtown.
- » Host annual developer roundtables or site tours showcasing the potential of Onalaska sites to perspective developers.
- » Provide guidance to the City to ensure that proposed development projects and public improvements are consistent with the study.
- » Promote development projects with sustainable design practices.
- » Continue to find the appropriate funding options for various redevelopment projects.
- » Collaborate with private brokers marketing Onalaska sites and leverage marketing efforts.

Plan Commission

The Plan Commission has the lead responsibility for evaluating the application of land use controls needed to implement the Study. The Plan Commission advises the Common Council on issues involving the establishment of and compliance with the Comprehensive Land Use Plan and the zoning, subdivision, and sign ordinances. The Commission also reviews residential, commercial, and industrial development proposals and makes

recommendations to the Common Council according to the goals and objectives of the comprehensive plan and requirements of the zoning, subdivision, and sign ordinances. The Plan Commission plays a key role in integrating the Downtown Redevelopment Study with the update of the Comprehensive Plan and Unified Development Code.

Common Council

The Common Council sets the foundation for implementing this study consistent with the overall mission of the City. While other bodies (Plan Commission and CDA) play key roles in the implementation process, important redevelopment powers reside with the City Council. Among the powers that may be needed to undertake public initiatives in downtown are:

- » Allocate money in the annual budget to capital improvements in downtown.
- » Approve the establishment of tax increment financing (TIF) districts.
- » Levy of special assessments for public improvements.
- » Issuance of general obligation bonds to finance redevelopment and improvement projects.

Community-at-Large

The community of Onalaska must stay involved as redevelopment continues over time. The community must work together with decision-makers and provide the necessary input for any new development, respecting existing land owners' desires and meeting the vision for the State Road 16 Corridor Redevelopment Study. Ultimately, the community must:

- » Provide a singular focus for the plan. The knowledge gained from the planning process will allow members of the community to efficiently and effectively comment on redevelopment proposals.
- » Continue public involvement. Continue to attend public meetings, or provide comments and suggestions to proposals as they come forward.

DownTown Development Guidance and Controls

The initial focus of implementation will be on actions needed to establish the Downtown Redevelopment Study as the official guide for development and redevelopment in downtown. These actions involve the adoption of key policy documents and updated development controls.

Approve the Downtown Redevelopment Study

The first implementation step is for the CDA and Common Council to approve the Downtown Redevelopment Study. These approvals set the stage for subsequent actions such as amending the comprehensive plan, zoning ordinances, and capital improvement program, as well as the identification of potential funding sources.

Amend Comprehensive Plan

The City will need to amend the Comprehensive Plan to incorporate the new Downtown Redevelopment Study’s recommendations, primarily the Land Use chapter. Land use guidance not only promotes the desired development outcomes, it also prevents development that is not consistent with the redevelopment study. These amendments will include the Future Land Use Map designations, Downtown (Land Use Goal 2) Objectives, and appropriate Land Use Policies/Recommendations consistent with the redevelopment study’s direction and recommendations. Amending the Comprehensive Plan creates the foundation for all other implementation actions. Consistency with the Comprehensive Plan is a statutory requirement for zoning regulations, capital improvements and redevelopment projects.

It is recommended that the properties in the Riverfront Residential and Downtown Mixed Residential Districts be changed from the Downtown Mixed Use land use to the Mixed Density Residential land use on the Future Land Use Map.

Amend Zoning Regulations

More direct control of future development and redevelopment comes from zoning regulations. The existing zoning districts within the downtown study area will require modification to conform to the redevelopment study. Part of the necessary modification is enabling the type and form of development proposed in this study, for example, allowing vertical mixed use and residential use in downtown that currently zoned as commercial, as well as adjusting parking space requirements.

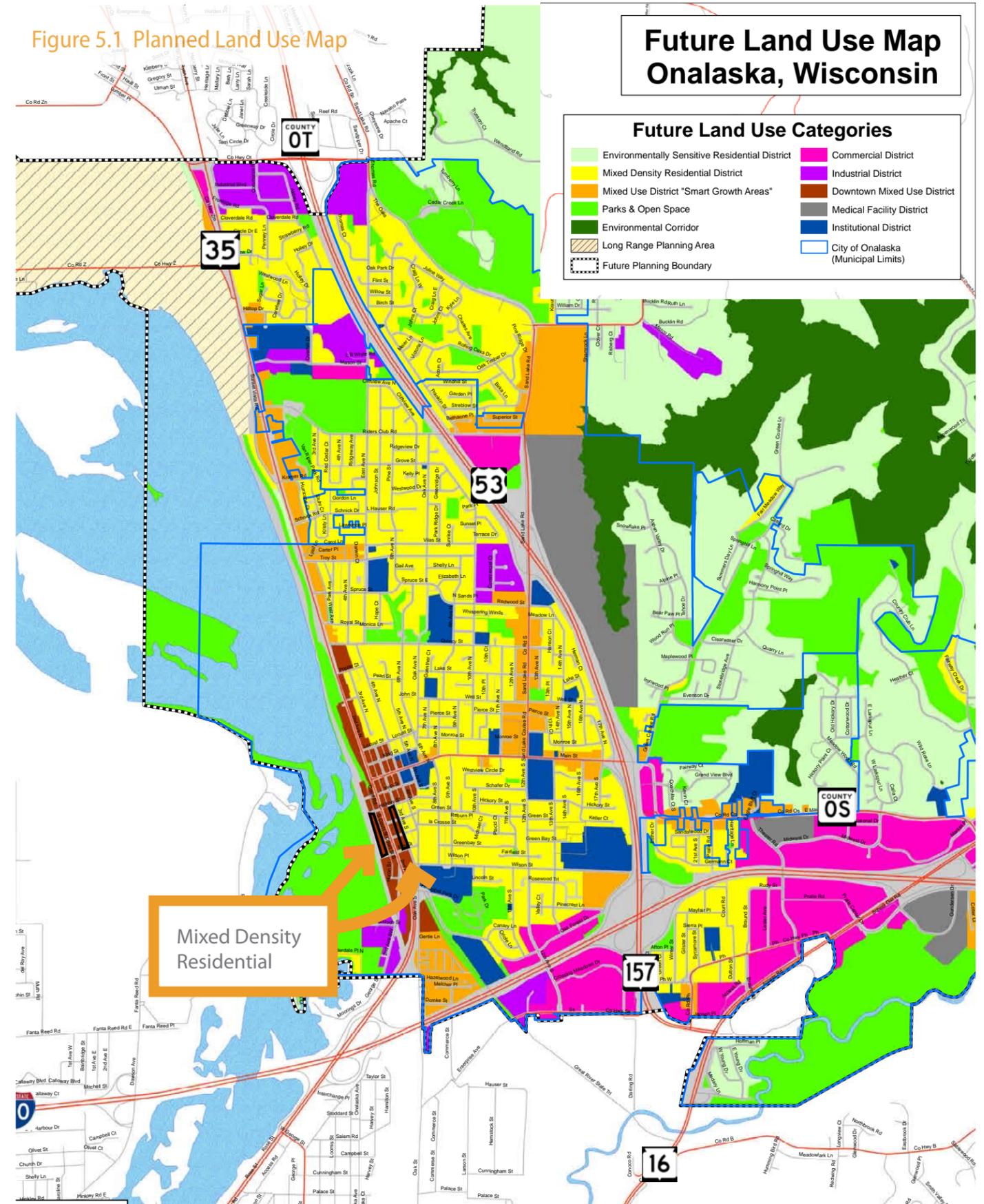
The following changes should be considered:

- » Rezone Riverfront Residential District properties from P1, B1 and B2 to R4
- » Rezone Downtown Mixed Residential District properties from R2 to R4
- » Consider rezoning entire Downtown Core District as B1 rather than its current mix of B1 and B2
- » Consider rezoning Great River Road Business Corridor District from B1 to B2 as part of the UDC Rewrite project

More detailed analysis and formal recommendation of any zoning changes will be handled by the City of Onalaska through the UDC Rewrite project which is scheduled for completion at the end of 2019.

Incorporate or reference the Downtown Redevelopment Study’s design guidelines for each district into zoning. One option is to incorporate the design guidelines into the Downtown – PUD and Downtown –Residential overlay districts.

Figure 5.1 Planned Land Use Map



Amend Zoning Regulations

More direct control of future development and redevelopment comes from zoning regulations.

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Redevelopment Initiatives

Implementation of the Downtown Redevelopment Study is not a single action, but a series of sequenced steps. These steps will be taken over time and across multiple phases. Initial focus should be on several implementation initiatives that lay the foundation for change. Active development projects on private property in the East Gateway District (the former Old Country Buffet site and Fauver Hill School site) and the potential infill and redevelopment in over-parked areas of Pralle Center will serve as models for future private development in corridor.

During the early years of redevelopment, there are several critical actions the City of Onalaska can take to reduce development constraints, allow for greater investment in public amenities and infrastructure and enhance the market viability of multiple locations. Suggested activities to enhance project success include:

Focus on the momentum around downtown's new open space assets:

Strategically target redevelopment sites and public improvements that will leverage downtown's desirable new open space assets. Focus on redevelopment that will continue to build market momentum and early projects act as positive demonstrations of great things to come in downtown. Start with achievable projects to build success and create a diversity of projects that are viable in the market place today so individual projects within the community don't directly compete with one another. Allowing this depth of and range of early projects should be guided carefully with extensive examination as to which projects should or should not receive financial assistance. Key steps to advance this initiative include:

- » City partnership and support for the proposed Great River Residences housing development.

- » Reconstruct Irvin St (between 2nd and 3rd Aves) and the enhanced alley/paseo (between Main St and Irvin St).
- » Finalize street design standards for downtown streets and enhanced alleys/paseos.
- » Explore opportunities to provide and manage parking conveniently and efficiently in downtown, including on-street, small lots behind buildings, public lot/ramp, shared parking lots.
- » Continued progress on completing the Great River Landing's waterfront project.
- » Pursue public acquisition of key properties or public-private partnerships to assemble adequate redevelopment sites, particularly in the Downtown Core.

Build high quality development:

Directing and building high quality commercial and residential development is critical to setting the table for future success. Early projects in the ground will provide the model for future development and establishing a high finish with proper selection of building materials will make great strides in elevating the image of Onalaska. Buildings should be respectful of adjacent properties and be designed with the appropriate scale. Both commercial and housing development should have a strong street presence and varied materials.

Build a high quality public realm:

Continued investment in creating a high quality and memorable public realm that will attract local residents, regional visitors, new businesses, and developers. Key steps to advance this initiative include:

- » Completion of the Great River Landing.
- » Consider paving some portions of the Great River State Trail to make it accessible and attractive to a broader group of users.
- » Improvements to downtown core streets.
- » Extend enhanced alleys/paseos, e.g. Court St.

- » Work with WisDOT to improve walk/bike crossings of Hwy 35 and Main St (Hwy 157), particularly at Hwy 35/Irvin St.
- » Programming of public spaces, e.g. farmers market, art fairs in School District or Great River Landing parking lots.
- » Accommodate needs of snowmobiles to access downtown.

Finalize update of the zoning code:

Collaborate with property owners on appropriate parking requirements and the desired application of mixed use development in downtown.

Broader redevelopment opportunities:

Keep an eye on opportunities for redevelopment beyond the downtown core. Key steps to advance this initiative include:

- » Work with utility company to future relocation of the electric substation.
- » Bury overhead power lines with infrastructure improvements and development projects.
- » Complete Quiet Zone improvements at Irvin St.
- » Work with property owners of potential housing redevelopment sites, particularly adjacent to new riverfront housing and along west side of 3rd Ave.



Improved Downtown Parking Precedent Image

Tools for Public Investments

The vision for downtown will continue to require investment by the City of Onalaska. As larger scale redevelopment opportunities present themselves downtown, the City may find public benefit with additional investments through the participation in private redevelopment projects. This section highlights the primary finance tools available to support public investments in downtown, both through public improvements and participation in private redevelopment projects. The primary finance tools available to cities are limited. This information is not intended to be an exhaustive guide, but rather a high level overview, a starting point, for further investigation. The use of these tools may be subject to requirements not discussed in this section. In addition, the statutes that govern these tools can be changed by the State Legislature.

Tax Increment Financing

Tax increment financing (TIF) is one of the primary development finance tool available to Wisconsin cities. TIF is simple in concept, but complex in its application. Through tax increment financing, the property taxes created by new development (or redevelopment) are captured and used to finance activities needed to encourage the development. Tax increment financing can be used to finance many actions needed to facilitate redevelopment, including land acquisition, site preparation, parking, and public improvements. In addition, TIF creates a means to borrow money needed to pay for redevelopment costs. The City can issue general obligation bonds to finance certain qualified expenses. These bonds may be supported with tax increments and other legally available revenues.

Tax Abatement

Tax abatement acts like a simpler and less powerful version of tax increment financing. With TIF, the City controls the entire local property tax revenue from new development. With tax abatement the City has have independent authority to grant tax abatement. The City cannot generate the same amount of

revenue from tax abatement as TIF, nonetheless, tax abatement provides a valuable tool for the redevelopment initiatives in the corridor and can be utilized to finance key redevelopment actions in the corridor; such as land acquisition and assembly, site preparation and public improvements.

Tax abatement is perhaps best suited as an incentive for reinvestment in existing property. While TIF deals with only the value from new development, abatement can apply to both new and existing value of property. This power provides the means to encourage building rehabilitation and storefront improvements. The City could agree to abate all or part of the city share of taxes to encourage reinvestment tied desired reinvestment in downtown.

Special Assessments

Public improvements are often financed using the power to levy special assessments. The use of special assessments for the majority of public improvements is governed by state statutes. Essentially, special assessments are a means for benefiting properties to pay for all or part of the costs associated with improvements, and to spread the impact over a period of years. Special assessments can be used to finance public infrastructure improvements outlined in this study including streets, sidewalks and trails, streetscape, lighting and parking.

The method of spreading the assessments and the terms of the assessments are set by the City. Typically, the primary legal constraints on special assessments are:

- » The amount of the assessment cannot exceed the benefit the property receives from the improvement. The benefit is measured by the increase in property value.
- » The method assessment must be uniformly applied to the same type of property.

General Property Taxes

General property taxes can be used to finance many of the services, improvements, facilities and development activities needed to implement elements of the Study. Taxes may be levied through the General Fund, to pay debt service on bonds, and as a levy for the CDA. The ability to use property taxes provides another resource for downtown.

Other City Funds

While property taxes are the largest and most obvious source of City revenues, other funds may play a role in implementing the Study. The use of other City funds should be factored into capital improvements planning and earmarked for both Downtown/Highway 35 Corridor and the State Road 16 Corridor. Some potential funding sources include:

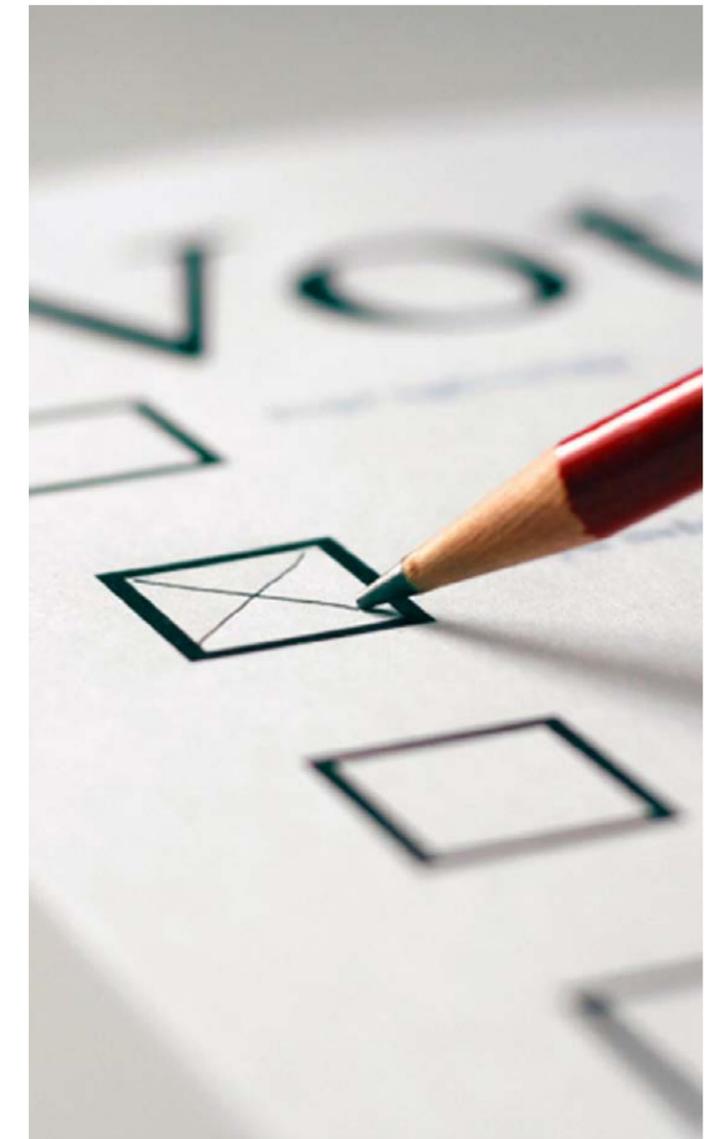
- » Utility revenues. Monies from municipal utilities may be available to certain portions of Downtown or State Road 16 Corridor infrastructure improvement projects.
- » Park dedication fees. New development contributes money (or land) towards the creation of the local park system. Revenues from park dedication may be available to support park and trail improvements.
- » State aid for roads. The City receives money from the State for the construction and maintenance of roads. These roads must be part of the City's designated state aid street system.

Commercial Rehabilitation Loans and Grants

Typically, through HRAs and CDAs, cities have broad powers to facilitate the revitalization of existing buildings. State law also creates specific statutory authority for loans by cities. The City may establish a program to make loans to finance the rehabilitation of small and medium-sized commercial buildings. The program can be funded through the issuance of revenue bonds or obligations payable solely from all or a portion of the revenues derived from or other contributions to the program. Other revenues of the City (tax increment or tax abatement proceeds, for instance) could be used to assist the program.

Other Revenue Sources

The City should continue to be informed and pay attention to other revenue sources that exist or may become available from La Crosse County or the State of Wisconsin or other sources. Redevelopment projects often rely on a myriad and ever-changing source of revenues and programs to achieve City objectives. The following are a list of Regional and State resources that provide grants and other revolving loan funds that efficiently link housing, jobs, services, and transit in an effort to create inspiring and lasting livable communities.



Regional Resources

Coulee Region Business Center

The Coulee Region Business Center (CRBC) provides facilities, resources, mentoring and coaching to small businesses and entrepreneurs in the La Crosse area. The Center offers shared services and a network of professional assistance, giving entrepreneurs access to a wealth of business knowledge and support services. They can help you prepare your business plan, access funding, and market and grow your business.

Dairyland Power Cooperative

Look to Dairyland's Business Development Assistance and Economic Development Loan Programs. Site location assistance and an array of financing programs may be available for your new or expanding business.

La Crosse Area Convention and Visitor's Bureau

This non-profit organization represents the convention and tourism industries of the La Crosse/Onalaska Area business community, actively marketing the area to tourists and meeting planners both nationally and internationally.

La Crosse Area Development Corporation (LADCO)

Founded in 1971, the La Crosse Area Development Corporation (LADCO) focuses on attracting businesses, retaining businesses, and they co-manage the Coulee Region Business Center. Services include: business attraction & retention assistance, site search/analysis, financial program coordination, assembly of private/public sector project teams, workforce development service, and regional transportation initiatives. LADCO also coordinates the Oktoberfest in the Capital event and the La Crosse Area Inventors & Entrepreneurs Club.

La Crosse Area Planning Committee (LAPC)

The La Crosse Area Planning Committee (LAPC) is the Metropolitan Planning Organization designated to perform transportation planning activities for the La Crosse and La Crescent Area. The main objectives of the LAPC are to develop and maintain a long-range Metropolitan Transportation Plan and a short-range Transportation Improvement Program, and other regionally significant projects.

La Crosse County Economic Development

Find information on County industrial parks, available sites, economic profile, and their other business assistance programs, including their revolving loan fund program.

Mississippi River Regional Plan Commission (MRRPC)

Organized in 1964, MRRPC is a Commission of nine counties along the Mississippi River in western Wisconsin. The organization is charged with planning for the physical, social and economic development of the region. The Commission provides administrative and technical assistance to several community, county or multi-county revolving loan funds.

7 Rivers Alliance

The Alliance is a regional leadership group that boosts economic growth by fostering collaboration in western Wisconsin, southeast Minnesota, and northeast Iowa. The Alliance brings together public and private resources to forge entrepreneurial growth and serves as a clearinghouse of vital information to enhance quality of life in the region.

Small Business Development Center

The Small Business Development Center (SBDC) located at the University Wisconsin – La Crosse, is one of ten university-based SBDC's in Wisconsin. The SBDC mission is to provide learning opportunities and practical guidance to help individuals make

informed business decisions. The La Crosse SBDC serves seven counties in our region and offers several types of services including seminars, customized in-house training, and individualized counseling. 608-785-8287

UW-Extension La Crosse County

The community and economic development agent can provide information and technical assistance on economic development in La Crosse County.

Xcel Energy

Xcel offers a variety of programs and services for expanding companies or new industries wishing to relocate in their service area. They offer customized programs designed to help businesses and communities grow.



Farmers Market Precedent Image



Great River Landing Project



State Programs

Wisconsin Economic Development Corporation (WEDC)

A public-private corporation to replace the State Department of Commerce, WEDC will lead Wisconsin's economic development efforts. More information to come and the transition takes place. Below are a number of programs and services that WEDC provides.

- » Export Tech
- » Brownfield Grant
- » Locate in Wisconsin

Wisconsin Housing and Economic Development Authority (WHEDA)

WHEDA works with developers to finance affordable rental housing, and support economic development and agriculture through our small business guarantee programs. Look to them for New Market Tax Credits, Small Business Financial Products, and Multifamily Financing and Tax Credits.



Federal Programs

Low Income Housing Tax Credits (LIHTC)

The low-income housing tax credit (LIHTC) program, created in 1986 and made permanent in 1993, is an indirect federal subsidy used to finance the construction and rehabilitation of low-income affordable rental housing. This program was created this as an incentive for private developers and investors to provide more low-income housing. Without the incentive, affordable rental housing projects do not generate sufficient profit to warrant the investment.

The LIHTC gives investors a dollar-for-dollar reduction in their federal tax liability in exchange for providing financing to develop affordable rental housing. Investors' equity contribution subsidizes low-income housing development, thus allowing some units to rent at below-market rates. In return, investors receive tax credits paid in annual allotments, generally over 10 years.

Financed projects must meet eligibility requirements for at least 30 years after project completion. In other words, owners must keep the units rent restricted and available to low-income tenants. At the end of the period, the properties remain under the control of the owner.

<https://www.novoco.com/resource-centers/affordable-housing-tax-credits/lihtc-basics/about-lihtc>

(Source: City of La Crosse, 2018)



Achieving the Vision

In summary, the Downtown Redevelopment Study outlines an approach for positive, incremental redevelopment, reinvestment and intensification throughout the area. The plan outlines a series of achievable goals over the next ten years with potential redevelopment projects have a reality in the marketplace today and provide a true foundation for transformation.

While the Study prescribes a detailed redevelopment approach for specific projects and likely steps, the plan is also flexible in its application to allow the City of Onalaska to adapt to an ever-changing marketplace. The Study should be utilized as a living document, continually referenced and checked against as development and redevelopment projects occur over time.



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

Agenda Item:
 #11

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

February 11, 2019
 Invoice No: 018-021 - 9

Project 018-021 Onalaska - UDC/Zoning Ordinance Rewrite
Professional Services from January 1, 2019 to January 31, 2019

Task 02 UDC & Zoning Map Review and Evaluation

- Evaluate current UDC
- Internal team collaboration
- Evaluate current UDC

Professional Personnel

	Hours	Rate	Amount
Associate			
Miller, Jeffrey	5.50	130.00	715.00
Trapp, Rita	.25	130.00	32.50
Totals	5.75		747.50
Total Labor			747.50

Total this Task \$747.50

Billing Limits

	Current	Prior	To-Date
Total Billings	747.50	22,606.21	23,353.71
Limit			90,000.00
Remaining			66,646.29
			Total this Invoice \$747.50

Outstanding Invoices

Number	Date	Balance
8	1/10/2019	6,524.80
Total		6,524.80
		Total Now Due \$7,272.30