



City of Onalaska Meeting Notice

COMMITTEE/BOARD: Plan Commission
DATE OF MEETING: August 25, 2020 (Tuesday)
PLACE OF MEETING: City Hall – 415 Main Street (Common Council Chambers)
TIME OF MEETING: 7:00 P.M.

This meeting is being conducted via remote conferencing software due to a State of Emergency. Members of the public may call to listen in and provide public input at:

Meeting Link: <https://zoom.us/j/94241126970?pwd=RVE5SnRhdDRnWHVhVmE4bE40YTZTZz09>

- **Phone Number:** 1-312-626-6799
- **Meeting ID:** 942 4112 6970
- **Password:** 8675309

PURPOSE OF MEETING

1. Call to Order and Roll Call
2. Approval of minutes from previous meeting
3. Public input: (limited to 3 minutes / individual)

Consideration And Possible Action On The Following Items:

4. **Public Hearing: Approximately 7:00 PM (or immediately following Public Input)** to consider a proposed project plan, boundaries and creation of Tax Incremental District No. 6 and associated **Resolution 35-2020.**

PLEASE TAKE FURTHER NOTICE that members of the Common Council of the City of Onalaska who do not serve on the Commission 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 Kim Smith – Chair	*Jan Brock	*Knutte Temte
*Ald. Tom Smith	*Amber Pfaff	*Craig Breitsprecher
Ald. Jim Olson		
Ald. Dan Stevens		
Ald. Diane Wulf	Adam Aspenson, Traditional Trades	
Ald. Steven Nott	Nick Roush, Roush Rentals, LLC	
Vacant	Don Brenengen	
* Jarrod Holter, City Engineer **Kevin Schubert	Jansen Dahl	
City Attorney City Administrator		
La Crosse Tribune Dept. Heads.		
Coulee Courier	Onalaska Omni Center	
WKTY WLXR WKBT WXOW WLAX	Onalaska Public Library	
*Committee Members	** Alternate Member – for City Engineer	

Date Notices Mailed and Posted: 8-19-2020

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.

5. **Public Hearing: Approximately 7:10 PM (or immediately following Public Hearing at 7:00 PM)** to consider a General Development Plan to create a Planned Unit Development (PUD) application filed by Adam Aspenson of Traditional Trades, Inc., 1641 Sand Lake Road, Onalaska, WI 54650 on behalf of Elmwood Partners Limited Partnership, 1859 Sand Lake Road, Onalaska, WI 54650, to allow for a mixed-use development containing a combination of townhomes, multi-family dwellings, and commercial uses located at Sand Lake Road, 1500 Sand Lake Road, and Sand Lake Road, Onalaska, WI 54650 (Tax Parcels # 18-4515-0, 18-4516-0, and 18-4521-0).
6. **Public Hearing: Approximately 7:20 PM (or immediately following Public Hearing at 7:10 PM)** to consider Theater Road Center Planned Commercial Industrial Development (PCID) Amendment application filed by Don Brenengen of Brenengen Chevrolet Cadillac, 531 Theater Road, Onalaska, WI 54650, on behalf of Time Enterprises, Inc., 3151 Edgewater Drive, La Crosse, WI 54603 to allow deviations from the Sign Ordinance on the parcel located at 531 Theater Road, Onalaska, WI 54650 (Tax Parcel #18-3580-5).
7. **Public Hearing: Approximately 7:30 PM (or immediately following Public Hearing at 7:20 PM)** to consider Pineview Estates Planned Unit Development (PUD) Amendment application filed by the City of Onalaska, 415 Main Street, Onalaska, WI 54650, to amend the Pineview Estates PUD associated with the Pineview Estates Subdivision which encompasses twenty-eight (28) parcels in Onalaska, WI.
8. Review and Consideration of a rezoning application submitted by Nick Roush of Roush Rentals, LLC, 1707 La Crosse Street, La Crosse, WI 54601 on behalf of CC of La Crosse, PO Box 1625, La Crosse, WI 54602, to rezone Light Industrial District to Mixed Use High Density Residential (R-4) to allow for a multi-family development on the property located at 430 Century Place/2651 East Avenue North, 475 Century Place, 455 Century Place, 435 Century Place, and 415 Century Place, Onalaska, WI 54650 (Tax Parcels # 18-6303-0, 18-6302-0, 18-6301-0, 18-6300-0, and 18-6299-0).
9. Review and Consideration of a site plan amendment submitted by Jansen Dahl of Chase 2010, LLC, 3819 Creekside Lane, Holmen, WI 54636 to modify the parking stall/stall striping requirements located at 2520 Midwest Drive, Onalaska, WI 54650 (Tax Parcel # 18-3568-40).
10. Adjournment

From: Frances Lee-Edwards <f.lee.edwards@gmail.com>

Sent: Tuesday, August 11, 2020 2:39 PM

To: Smith, Kim <ksmith@onalaskawi.gov>

Subject: 2nd attempt One Thomas Court Neighbor's Comments and Concerns about Nick Roush and Rousch Rental Development

August 11, 2020 A day for Voting

Dear Mayor Kim Smith Whom I just voted for this past election and any she determines this letter will benefit,

I am feeling guilty for not reaching out sooner than hours before the meeting tonight; even though I've had several conversations with you in my thoughts, concerning the "Changing of Zones" of the parcels just beyond Thomas Court. The area has a rich history and the participants are vocal and all have a vested interest in the decisions forthcoming, with the property.

At this time the neighborhood is somewhat being included, as we listen to a proposal from Nick Rousch President of Rousch Rentals to develop with promises of eventually increasing the tax base of Onalaska by a possible \$30,000,000. Whether this promise would come to fruition is yet to be determined.

I attended the Plan Commission Zoom. It behooves me to mention the "Good Ole'Boys" Network was apparent at that meeting. I was disappointed when two older gentlemen on the Zoom were coaching either other to "Make a Motion" and "And 2nd It". The reason I say this is because, I know IF the neighborhood in good sound judgement of accepting a development doesn't get what they bargained for.... the game changes without anymore of their consideration, for their inclusion is temporary and not binding. We, the neighbors of the proposed development, by some sense are a formality with living breathing accountability for which we take any participation in. Have it you will, a stake in the game for the blame or benefits of whatever happens. I want all voices to count as well as votes. I do not necessarily support one person to speak for all of the neighbors.

I attended and welcomed the invitation to have questions and comments addressed from Nick Rousch to the property in question. The time spent was a worthwhile in determining my own personal support or not, of the project. I appreciated his time and would like to believe his ability to help do good things for my community. He tried to address different concerns. I am concerned about disposal of waste and timely resolutions to maintenance of development and policies of renters ownership/accountability in responsibilities to the upkeep. I am concerned about foot and vehicle traffic and noise. I am aware lifestyle may change, which could include positive outcomes even for myself. I want to be open to positive change, yet I have reservations. I wonder in reality what effect the decision will have on my property value and my taxes. The Pandemic has yet to determine whether or not people will step up to anything they have learned and apply it, by following through on promises.

One topic that came up was the idea of a TIF and one of our leaders response was that TIF only happens when the property is not developable. Another said no applications have been made. It doesn't take much insight to understand why the subject was dropped. We should have asked the developer whether he plans to ask for financial assistance from the city and if so, what does that look like. Making this property a TIF property is something the developer sees often, being from La Crosse. And the property for all good intentions hasn't been developable under the current zoning. And he has a good argument with the area having many empty store fronts and building, during a changing economic playing field of the pandemic. People will always need a place to live and sometimes NIMBY becomes a question that is up for debate. Hence, I am open with reservation. The statement, "Be careful what you wish for goes both ways remember". And the consideration of Pay Now or Pay Later is also viable and uncertain.

Another topic that came up was creating another exit onto the newly installed roundabout and making it a double roundabout. I think that is a possible viable solution to lead traffic. I am not certain that it would happen anytime soon. That is too much money to fight for and coordinate on a timely basis. It is better to

make a justification further down the road, when safety, untimely and uncertain yet known issues become more of a timely problem.

I wonder what the bottling company's perspective is on all of this.

I have heard Thomas Court Park has been told they would have a gain of \$60,000 to upgrade the park. I wonder what financial assists the single family dwellings would have provided to lesson the impact of people crossing their property. When do we get in writing what we get as participating members in the vested interest proposal?

So what I can't get out of my head is what may be used as a justification; namely increasing the tax base and then sometime time down the road shaking my head, because by some miraculous happening, that collection may be kicked down the road. So I just want to put that out there. I just want to know if all the recipients agendas are in it with sound inclusive reasoning behind the decision-making.

I go for walks on streets without sidewalks and know the area. The addition of 280 more units, will necessitate installation of more sidewalks for safety purposes. We get told Thomas Court will not open up. The underlying exception and there always is one somehow, is fire. We are told all the clearance standards need to be followed, yet I wonder realistically just how much Onalaska is willing to pay for in the investment. It is a tough call. I saw a firetruck with a crane ladder and our protectors on the end of the road, I have been calling the teardrop ie Century Place. They are attempting to see how far they can shoot the water and what the pressure will be like in these possibly developed parcels. What will their responsibility be? I want to know what they have to say? This is more of a live drill for what may come to happen with 280 units for the completion of the development. It is good to find out these things before it happens.

I wonder why the L1 possible developments presented are those that would be the ones that create the most fear. I wonder why the owners and Kwik Trip want to let go of this property. I may never know.

These are a few of my thoughts that I hope will be shared and considered. I wanted to have my voice heard, particularly on this day. And I walked to City Hall to deliver this personally.

Sincerely,

Frances E. Lee-Edwards
2426 Thomas Court
Onalaska Wisconsin 54650

Agenda Item: Public Hearing and Consideration of the proposed draft project plan, boundaries and creation of Tax Incremental District No. 6 and associated Resolution 35-2020.

Background:

The City of Onalaska is considering to create a Tax Increment Financing District which would allow the City to undergo a variety of utility and street infrastructure improvements to serve a mixed-use development, create additional developable land on the subject parcels, and ready the properties immediately south (Mayo-owned) for future development. Below are the proposed Tax Parcels that would be within the proposed Tax Incremental District No. 6. Enclosed is the draft project plan for the proposed TID No. 6.

Identifier	Tax Parcel #	Tax Parcel Address
1	18-4515-0	Sand Lake Road
2	18-4516-0	1500 Sand Lake Road
3	18-4520-100	Sand Lake Road
4	18-5790-0	1150 Streblov Street
5	18-4521-0	Sand Lake Road
6	18-4523-0	1480 Sand Lake Road
7	18-4522-0	Sand Lake Road
8	18-4525-0	US Highway 53
9	18-4520-102	Sand Lake Road
10	18-4523-25	County Road S
11	18-4523-26	1301 Sand Lake Road
12	18-4523-27	1301 Sand Lake Road
13	18-4523-28	902 Riders Club Road
14	18-4523-14	252 Riders Club Road

The Joint Review Board will meet on August 25, 2020 to discuss the proposed project plan for TID No. 6.

Action Requested: Consideration of the creation of TID No. 6 for the approval of the proposed draft project plan, boundaries, and adoption of Resolution #35-2020.

RESOLUTION NO. 35-2020

**RESOLUTION DESIGNATING PROPOSED BOUNDARIES
AND APPROVING A PROJECT PLAN
FOR TAX INCREMENTAL DISTRICT NO. 6,
CITY OF ONALASKA, WISCONSIN**

WHEREAS, the City of Onalaska (the "City") has determined that use of Tax Incremental Financing is required to promote development and redevelopment within the City; and

WHEREAS, Tax Incremental District No. 6 (the "District") is proposed to be created by the City as a mixed-use district in accordance with the provisions of Wisconsin Statutes Section 66.1105 (the "Tax Increment Law"); and

WHEREAS, a Project Plan for the District has been prepared that includes:

- a. A statement listing of the kind, number and location of all proposed public works or improvements within the District, or to the extent provided in Wisconsin Statutes Sections 66.1105(2)(f)1.k. and 66.1105(2)(f)1.n., outside of the District;
- b. An economic feasibility study;
- c. A detailed list of estimated project costs;
- d. A description of the methods of financing all estimated project costs and the time when the related costs or monetary obligations are to be incurred;
- e. A map showing existing uses and conditions of real property in the District;
- f. A map showing proposed improvements and uses in the District;
- g. Proposed changes of zoning ordinances, master plan, map, building codes and City ordinances;
- h. A list of estimated non-project costs;
- i. A statement of the proposed plan for relocation of any persons to be displaced;
- j. A statement indicating how the District promotes the orderly development of the City;
- k. An opinion of the City Attorney or of an attorney retained by the City advising that the plan is complete and complies with Wisconsin Statutes Section 66.1105(4)(f).

WHEREAS, prior to its publication, a copy of the notice of public hearing was sent to the chief executive officers of La Crosse County, the Holmen School District, and the Western Technical College District, and any other entities having the power to levy taxes on property located within the District, in accordance with the procedures specified in the Tax Increment Law; and

WHEREAS, in accordance with the procedures specified in the Tax Increment Law, the Plan Commission, on August 25, 2020 held a public hearing concerning the project plan and boundaries and proposed creation of the District, providing interested parties a reasonable opportunity to express their views thereon.

NOW, THEREFORE, BE IT RESOLVED by the Plan Commission of the City of Onalaska that:

1. It recommends to the Common Council that Tax Incremental District No. 6 be created with boundaries as designated in Exhibit A of this Resolution.
2. It approves and adopts the Project Plan for the District, attached as Exhibit B, and recommends its approval to the Common Council.
3. Creation of the District promotes orderly development in the City.

Adopted this _____ day of _____, 2020.

Kim Smith, Mayor/Plan Commission Chair

Joann Marcon, City Clerk



August 25, 2020 (DRAFT)

Project Plan

Tax Incremental District No. 6

City of Onalaska, Wisconsin

Organizational Joint Review Board Meeting Held:	Scheduled for August 25, 2020
Public Hearing Held:	Scheduled for August 25, 2020
Approval by Plan Commission:	Scheduled for August 25, 2020
Adoption by Common Council:	Scheduled for September 8, 2020
Approval by the Joint Review Board:	Scheduled for: TBD

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SECTION 1:

Executive Summary

Description of District

Tax Incremental District (“TID”) No. 6 (“District”) is a proposed Mixed-Use District comprising approximately 127 acres. The District will be created to pay the costs of various street improvements, and sewer, water, and stormwater utilities needed (“Project”) to support and promote new residential and commercial development.

Authority

The City is creating the District under the provisions of Wis. Stat. § 66.1105.

Estimated Total Project Cost Expenditures

The City anticipates making total expenditures of approximately \$5,725,000 (“Project Costs”) to undertake the projects listed in this Project Plan (“Plan”). Project Costs include streetlights and engineering services; traffic roundabout; sewer, water, and stormwater utilities; and a temporary roadway to service the District.

Incremental Valuation

The City projects that new land and improvements value of approximately \$62,600,000 will result from the Project. Creation of this additional value will be made possible by the Project Costs made within the District. A table detailing assumptions as to the development timing and associated values is included in the Economic Feasibility Study located within this Plan.

Expected Termination of District

Based on the Economic Feasibility Study located within Section 9 of this Plan, the City anticipates that the District will generate sufficient tax increment to pay all Project Costs within its allowable 20 years.

Summary of Findings

As required by Wis. Stat. § 66.1105, and as documented in this Plan and the exhibits contained and referenced herein, the following findings are made:

- ✓ That “but for” the creation of this District, the development projected to occur as detailed in this Plan: 1) would not occur; or 2) would not occur in the manner, at the values, or within the timeframe desired by the City. In reaching this determination, the City has considered:

The substantial investment needed to provide the public infrastructure necessary to allow for development within the District. Absent the use of tax incremental financing, the City is unable to fully fund this program of

infrastructure improvements. The area of the proposed District lies on a portion of the old Meier Farm and has been owned by the Developer since late 1970s. The area was first platted for residential development in 1994. Since that time, all of the Meier Farm has been developed except those areas within the proposed TID No. 6 boundaries. In 2004, the City approved the Sand Lake Road Master Plan for the area containing TID No. 6, which envisioned new commercial and residential development. Some new commercial development has come to fruition, including Menards, though no new residential development has occurred since that plan was adopted.

- ✓ The economic benefits of the District, as measured by increased employment, business and personal income, and property value, are sufficient to compensate for the cost of the improvements. In making this determination, the City has considered the following information:

Following completion of the proposed development, the estimated taxable value is \$62,600,000. This new value is projected to generate over \$1,230,000 in annual tax revenue.

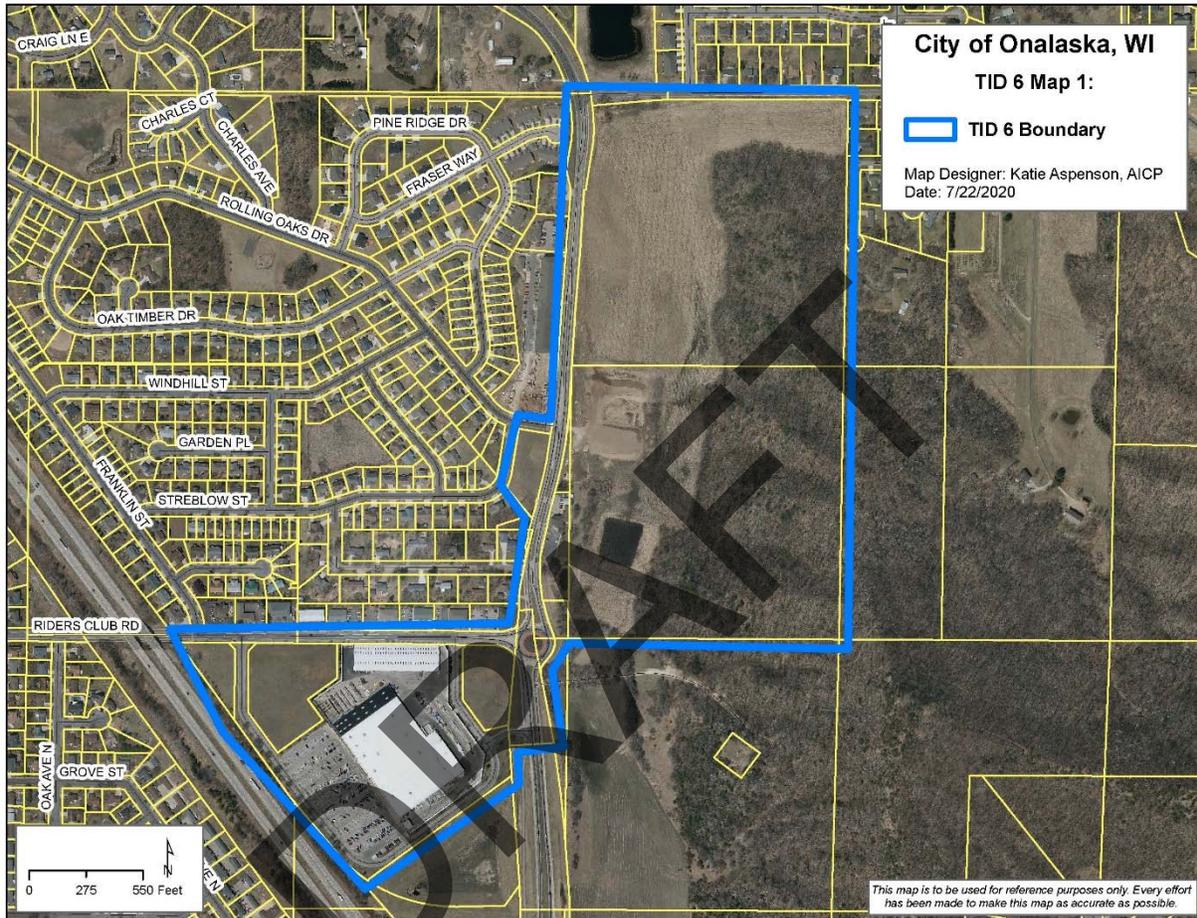
That the Developer is likely to purchase goods and services from local suppliers in construction of the Project, and induced effects of employee households spending locally for goods and services from retailers, restaurants and service companies.

- ✓ The benefits of the proposal outweigh the anticipated tax increments to be paid by the owners of property in the overlying taxing jurisdictions. As required by Wis. Stat. § 66.1105(4)(i)4., a calculation of the share of projected tax increments estimated to be paid by the owners of property in the overlying taxing jurisdictions has been prepared and can be found in this Plan. However, because the Project would not occur without the use of tax incremental financing, these tax increments would not be paid but for creation of the District. Accordingly, the City finds that the benefits expected to be realized as set forth in this Plan outweigh the value of the tax increments to be invested in the Project.
- ✓ Not less than 50% by area of the real property within the District is suitable for mixed use development as defined by Wis. Stat. § 66.1105(2)(cm). Lands proposed for newly-platted residential development comprise no more than 35% of the real property area within the District. Costs related to newly-platted residential development may be incurred based on the proposed development having a density of at least three (3) units per acre as defined in Wis. Stat. § 66.1105(2)(f)3.a.

- ✓ Based on the foregoing finding, the District is designated as a mixed-use district.
- ✓ The Project Costs relate directly to promoting mixed use development in the District, consistent with the purpose for which the District is created.
- ✓ Improvements to be made in the District are likely to significantly enhance the value of substantially all of the other real property in the District.
- ✓ The equalized value of taxable property in the District, plus the incremental value of all existing tax incremental districts within the City does not exceed 12% of the total equalized value of taxable property within the City.
- ✓ The City estimates that less than 35% of the territory within the District will be devoted to retail business at the end of the District's maximum expenditure period, pursuant to Wis. Stat. § 66.1105(5)(b).
- ✓ That there are no parcels to be included within the District that were annexed by the City within the preceding three-year period.

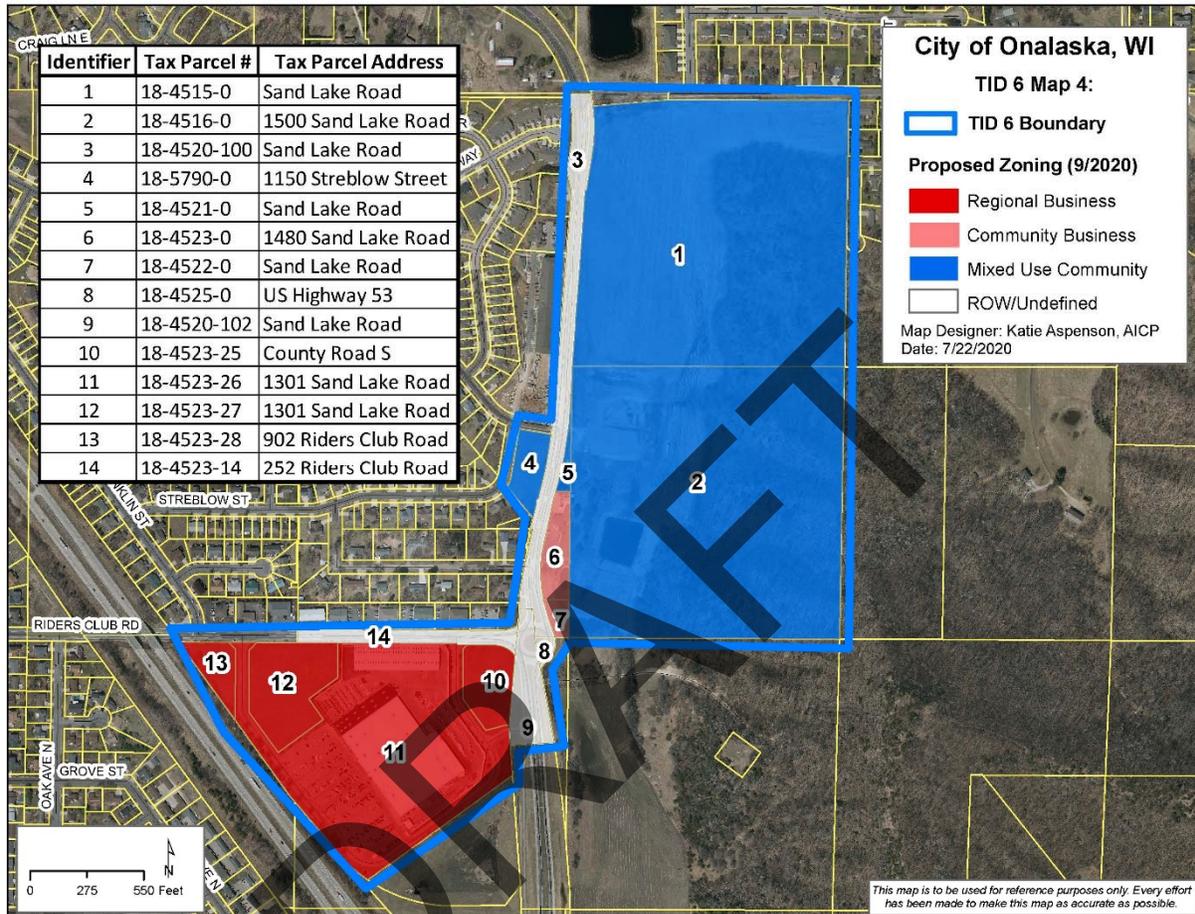
DRAFT

SECTION 2: Preliminary Map of Proposed District Boundary



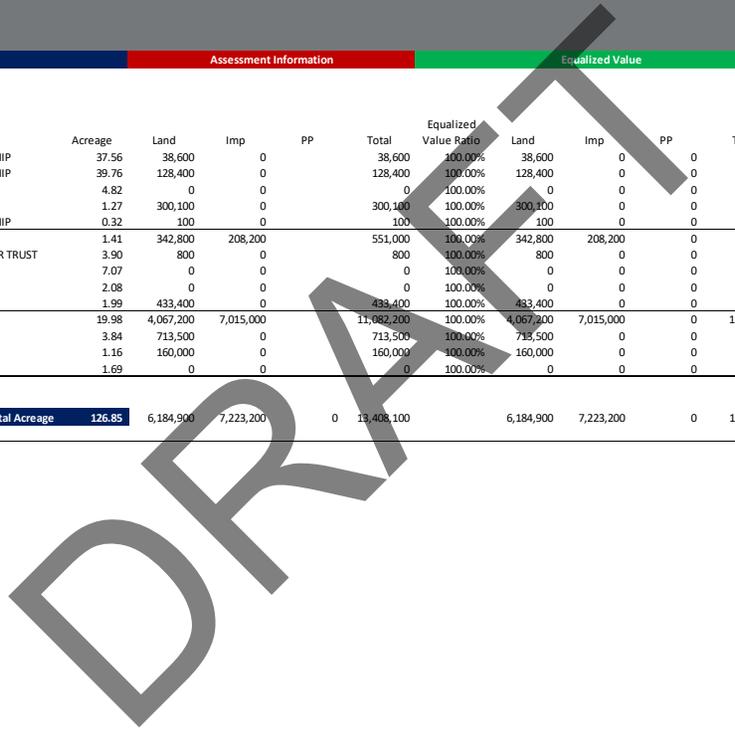
SECTION 3:

Map Showing Existing Uses and Conditions



SECTION 4: Preliminary Parcel List and Analysis

City of Onalaska, WI																				
Tax Increment District # 6																				
Base Property Information																				
Property Information				Assessment Information				Equalized Value				District Classification								
Map Ref #	Parcel Number	Street Address	Owner	Acreage	Land	Imp	PP	Total	Equalized Value Ratio	Land	Imp	PP	Total	Industrial (Zoned and Suitable)	Commercial/Business	Existing Residential	Newly Platted Residential	Agricultural	Institutional/Other	Suitable for Mixed Use
1	18-4515-0	SAND LAKE ROAD	ELMWOOD PARTNERS LIMITED PARTNERSHIP	37.56	38,600	0		38,600	100.00%	38,600	0	0	38,600		1.1		20.23		16.17	21.33
2	18-4516-0	1500 SAND LAKE RD	ELMWOOD PARTNERS LIMITED PARTNERSHIP	39.76	128,400	0		128,400	100.00%	128,400	0	0	128,400		8.48		7.52		23.72	16.00
3	18-4520-100	SAND LAKE ROAD	CITY OF ONALASKA	4.82	0	0		0	100.00%	0	0	0	0						4.82	0.00
4	18-5790-0	1150 STREBLOW ST	JKS HOLDINGS LLC	1.27	300,100	0		300,100	100.00%	300,100	0	0	300,100		1.27					1.27
5	18-4521-0	SAND LAKE ROAD	ELMWOOD PARTNERS LIMITED PARTNERSHIP	0.32	100	0		100	100.00%	100	0	0	100		0.32					0.32
6	15-4523-0	1480 SAND LAKE ROAD	SLVC PROPERTY LLC; C/O VCA ANTECH INC.	1.41	342,800	208,200		551,000	100.00%	342,800	208,200	0	551,000		1.41					1.41
7	18-4522-0	SAND LAKE ROAD	THOMAS J RICHTER TRUST; JANE A. RICHTER TRUST	3.90	800	0		800	100.00%	800	0	0	800		3.9					3.90
8	18-4525-0	US HIGHWAY 53	STATE OF WISCONSIN DOT	7.07	0	0		0	100.00%	0	0	0	0						7.07	0.00
9	18-4520-102	SAND LAKE ROAD	CITY OF ONALASKA	2.08	0	0		0	100.00%	0	0	0	0						2.08	0.00
10	18-4523-25	COUNTY ROAD S	MENARD INC	1.99	433,400	0		433,400	100.00%	433,400	0	0	433,400		1.99					1.99
11	18-4523-26	1301 SAND LAKE ROAD; 902 RIDERS	MENARD INC	19.98	4,067,200	7,015,000		11,082,200	100.00%	4,067,200	7,015,000	0	11,082,200		19.98					19.98
12	18-4523-27	1301 SAND LAKE ROAD	MENARD INC	3.84	713,500	0		713,500	100.00%	713,500	0	0	713,500		3.84					3.84
13	18-4523-28	902 RIDERS CLUB ROAD	MENARD INC	1.16	160,000	0		160,000	100.00%	160,000	0	0	160,000		1.16					1.16
14	18-4523-14	252 RIDERS CLUB ROAD	CITY OF ONALASKA	1.69	0	0		0	100.00%	0	0	0	0						1.69	0.00
Total Acreage				126.85	6,184,900	7,223,200	0	13,408,100		6,184,900	7,223,200	0	13,408,100	0	43.45	0	27.75	0	55.553	71.20
														0.00%	34.25%	0.00%	21.88%	0.00%	43.79%	56.13%



SECTION 5:

Equalized Value Test

The following calculations demonstrate that the City expects to be in compliance with Wis. Stat. § 66.1105(4)(gm)4.c., which requires that the equalized value of the taxable property in the proposed District, plus the value increment of all existing tax incremental districts, does not exceed 12% of the total equalized value of taxable property within the City.

The equalized value of the increment of existing tax incremental districts within the City, plus the base value of the proposed District, totals \$16,523,400. This value is less than the maximum of \$260,295,780 in equalized value that is permitted for the City.

City of Onalaska, WI				
Tax Increment District # 6				
Valuation Test Compliance Calculation				
District Creation Date	9/1/2020			
	Valuation Data	Dollar	Percent	Valuation Data
	Currently Available	Charge	Change	Est. Creation Date
	2020			
Total EV (TID In)	2,169,131,500			2,169,131,500
12% Test	260,295,780			260,295,780
Increment of Existing TIDs				
TID #5	3,115,300			3,115,300
				0
				0
				0
				0
				0
Total Existing Increment	3,115,300			3,115,300
Projected Base of New or Amended District	13,408,100			13,408,100
Less Value of Any Underlying TID Parcels	0			0
Total Value Subject to 12% Test	16,523,400			16,523,400
Compliance	PASS			PASS

SECTION 6: Statement Listing the Kind, Number and Location of All Proposed Public Works or Improvements Within the District

Project Costs are any expenditure made, estimated to be made, or monetary obligations incurred or estimated to be incurred as outlined in this Plan. Project Costs will be diminished by any income, special assessments or other revenues, including user fees or charges, other than tax increments, received or reasonably expected to be received in connection with the implementation of the Plan. If Project Costs incurred benefit territory outside the District, a proportionate share of the cost is not a Project Cost. Costs identified in this Plan are preliminary estimates made prior to design considerations and are subject to change after planning, design and construction is completed.

With all Project Costs, the costs of engineering, design, survey, inspection, materials, construction, restoring property to its original condition, apparatus necessary for public works, legal and other consultant fees, testing, environmental studies, permits, updating City ordinances and plans, judgments or claims for damages and other expenses are included as Project Costs.

The following is a list of public works and other tax incremental financing eligible Project Costs that the City expects to make, or may need to make, in conjunction with the implementation of the District's Plan. The map found in Section 7 of this Plan along with the Detailed List of Project Costs found in Section 8 provide additional information as to the kind, number and location of potential Project Costs.

Property, Right-of-Way and Easement Acquisition

Property Acquisition for Development

To promote and facilitate development the City may acquire property within the District. The cost of property acquired, and any costs associated with the transaction, are eligible Project Costs. Following acquisition, other Project Costs within the categories detailed in this Section may be incurred to make the property suitable for development. Any revenue received by the City from the sale of property acquired pursuant to the execution of this Plan will be used to reduce the total project costs of the District. If total Project Costs incurred by the City to acquire property and make it suitable for development exceed the revenues or other consideration received from the sale or lease of that property, the net amount shall be considered "real property assembly costs" as

defined in Wis. Stat. § 66.1105(2)(f)1.c., and subject to recovery as an eligible Project Cost.

Property Acquisition for Conservancy

To promote the objectives of this Plan, the City may acquire property within the District that it will designate for conservancy. These conservancy objectives include: preserving historic resources or sensitive natural features; protection of scenic and historic views; maintaining habitat for wildlife; maintaining adequate open space; reduction of erosion and sedimentation by preserving existing vegetation; and providing adequate areas for management of stormwater. The cost of property acquired for conservancy, and any costs associated with the transaction, are eligible Project Costs.

Acquisition of Rights-of-Way

The City may need to acquire property to allow for installation of streets, driveways, sidewalks, utilities, stormwater management practices and other public infrastructure. Costs incurred by the City to identify, negotiate and acquire rights-of-way are eligible Project Costs.

Acquisition of Easements

The City may need to acquire temporary or permanent easements to allow for installation and maintenance of streets, driveways, sidewalks, utilities, stormwater management practices and other public infrastructure. Costs incurred by the City to identify, negotiate and acquire easement rights are eligible Project Costs.

Relocation Costs

If relocation expenses are incurred in conjunction with the acquisition of property, those expenses are eligible Project Costs. These costs may include, but are not limited to: preparation of a relocation plan; allocations of staff time; legal fees; publication of notices; obtaining appraisals; and payment of relocation benefits as required by Wis. Stat. Chapter 32 and Wis. Admin. Code ADM 92.

Site Preparation Activities

Environmental Audits and Remediation

If it becomes necessary to evaluate any land or improvement within the District, any cost incurred by the City related to environmental audits, testing, and remediation are eligible Project Costs.

Demolition

To make sites suitable for development, the City may incur costs related to demolition and removal of structures or other land improvements, to include abandonment of wells or other existing utility services.

Site Grading

Land within the District may require grading to make it suitable for development, to provide access, and to control stormwater runoff. The City may need to remove and dispose of excess material, or bring in fill material to provide for proper site elevations. Expenses incurred by the City for site grading are eligible Project Costs.

Utilities

Sanitary Sewer System Improvements

To allow development to occur, the City may need to construct, alter, rebuild or expand sanitary sewer infrastructure within the District. Eligible Project Costs include, but are not limited to, construction, alteration, rebuilding or expansion of: collection mains; manholes and cleanouts; service laterals; force mains; interceptor sewers; pumping stations; lift stations; wastewater treatment facilities; and all related appurtenances. To the extent sanitary sewer projects undertaken within the District provide direct benefit to land outside of the District, the City will make an allocation of costs based on such benefit. Those costs corresponding to the benefit allocated to land within the District, and necessitated by the implementation of the Project Plan, are eligible Project Costs. Implementation of the Project Plan may also require that the City construct, alter, rebuild or expand sanitary sewer infrastructure located outside of the District. That portion of the costs of sanitary sewer system projects undertaken outside the District which are necessitated by the implementation of the Project Plan are eligible Project Costs. The improvements to the wastewater treatment facilities, although not within the ½ mile radius, is an eligible project cost under Wis. Stat. § 66.1105(2)(f)1 k.

Water System Improvements

To allow development to occur, the City may need to construct, alter, rebuild or expand water system infrastructure within the District. Eligible Project Costs include, but are not limited to, construction, alteration, rebuilding or expansion of: distribution mains; manholes and valves; hydrants; service laterals; pumping stations; wells; water treatment facilities; storage tanks and reservoirs; and all related appurtenances. To the extent water system projects undertaken within the District provide direct benefit to land outside of the District, the City will

make an allocation of costs based on such benefit. Those costs corresponding to the benefit allocated to land within the District, and necessitated by the implementation of the Project Plan, are eligible Project Costs. Implementation of the Project Plan may also require that the City construct, alter, rebuild or expand water system infrastructure located outside of the District. That portion of the costs of water system projects undertaken outside the District which are necessitated by the implementation of the Project Plan are eligible Project Costs.

Stormwater Management System Improvements

Development within the District will cause stormwater runoff. To manage this stormwater runoff, the City may need to construct, alter, rebuild or expand stormwater management infrastructure within the District. Eligible Project Costs include, but are not limited to, construction, alteration, rebuilding or expansion of: stormwater collection mains; inlets, manholes and valves; service laterals; ditches; culvert pipes; box culverts; bridges; stabilization of stream and river banks; and infiltration, filtration and detention Best Management Practices (BMP's). To the extent stormwater management system projects undertaken within the District provide direct benefit to land outside of the District, the City will make an allocation of costs based on such benefit. Those costs corresponding to the benefit allocated to land within the District, and necessitated by the implementation of the Project Plan, are eligible Project Costs. Implementation of the Project Plan may also require that the City construct, alter, rebuild or expand stormwater management infrastructure located outside of the District. That portion of the costs of stormwater management system projects undertaken outside the District which are necessitated by the implementation of the Project Plan are eligible Project Costs.

Electric Service

To create sites suitable for development, the City may incur costs to provide, relocate or upgrade electric services. Relocation may require abandonment and removal of existing poles or towers, installation of new poles or towers, or burying of overhead electric lines. Costs incurred by the City to undertake this work are eligible Project Costs.

Gas Service

To create sites suitable for development, the City may incur costs to provide, relocate or upgrade gas mains and services. Costs incurred by the City to undertake this work are eligible Project Costs.

Communications Infrastructure

To create sites suitable for development, the City may incur costs to provide, relocate or upgrade infrastructure required for voice and data communications, including, but not limited to: telephone lines, cable lines and fiber optic cable. Costs incurred by the City to undertake this work are eligible Project Costs.

Streets and Streetscape

Street Improvements

To allow development to occur, the City may need to construct or reconstruct streets, highways, alleys, access drives and parking areas. Eligible Project Costs include, but are not limited to: excavation; removal or placement of fill; construction of road base; asphalt or concrete paving or repaving; installation of curb and gutter; installation of sidewalks and bicycle lanes; installation of culverts, box culverts and bridges; rail crossings and signals; utility relocation, to include burying overhead utility lines; street lighting; installation of traffic control signage and traffic signals; pavement marking; right-of-way restoration; installation of retaining walls; and installation of fences, berms, and landscaping.

Streetscaping and Landscaping

To attract development consistent with the objectives of this Plan, the City may install amenities to enhance development sites, rights-of-way and other public spaces. These amenities include, but are not limited to: landscaping; lighting of streets, sidewalks, parking areas and public areas; installation of planters, benches, clocks, tree rings, trash receptacles and similar items; and installation of brick or other decorative walks, terraces and street crossings. These and any other similar amenities installed by the City are eligible Project Costs.

Community Development

Cash Grants (Development Incentives)

The City may enter into agreements with property owners, lessees, or developers of land located within the District for sharing costs to encourage the desired kind of improvements and assure tax base is generated sufficient to recover Project Costs. No cash grants will be provided until the City executes a developer agreement with the recipient of the cash grant. Any payments of cash grants made by the City are eligible Project Costs.

Contribution to Community Development Authority (CDA)

As provided for in Wis. Stat. § 66.1105(2)(f)1.h and Wis. Stat. § 66.1333(13), the City may provide funds to its CDA to be used for administration, planning operations, and capital costs, including but not limited to real property

acquisition, related to the purposes for which it was established in furtherance of any redevelopment or urban renewal project. Funds provided to the CDA for this purpose are eligible Project Costs.

Revolving Loan/Grant Program (Development Incentives)

To encourage private development consistent with the objectives of this Plan, the City, through its CDA, may provide loans or grants to eligible property owners in the District. Eligible improvements will be those that are likely to improve the value of the property, enhance the visual appearance of the property and surrounding area, correct safety deficiencies, or as otherwise specified by the CDA in the program manual. Any funds returned to the CDA from the repayment of loans made are not considered revenues to the District, and will not be used to offset District Project Costs. Instead, these funds may be placed into a revolving fund and will continue to be used for the program purposes stated above. Any funds provided to the CDA for purposes of implementing this program are considered eligible Project Costs.

Miscellaneous

Rail Spur

To allow for development, the City may incur costs for installation of a rail spur or other railway improvements to serve development sites located within the District.

Projects Outside the Tax Increment District

Pursuant to Wis. Stat. § 66.1105(2)(f)1.n, the City may undertake projects within territory located within one-half mile of the boundary of the District provided that: 1) the project area is located within the City's corporate boundaries; and 2) the projects are approved by the Joint Review Board. The cost of projects completed outside the District pursuant to this section are eligible project costs, and may include any project cost that would otherwise be eligible if undertaken within the District. **The City expects the stormwater improvements and the traffic roundabout will be constructed partially or entirely outside the boundaries of proposed Tax Increment District No. 6.**

Professional Service and Organizational Costs

The costs of professional services rendered, and other costs incurred, in relation to the creation, administration and termination of the District, and the undertaking of the projects contained within this Plan, are eligible Project Costs. Professional services include but are not limited to: architectural; environmental; planning; engineering; legal; audit; financial; and the costs of

informing the public with respect to the creation of the District and the implementation of the Plan.

Administrative Costs

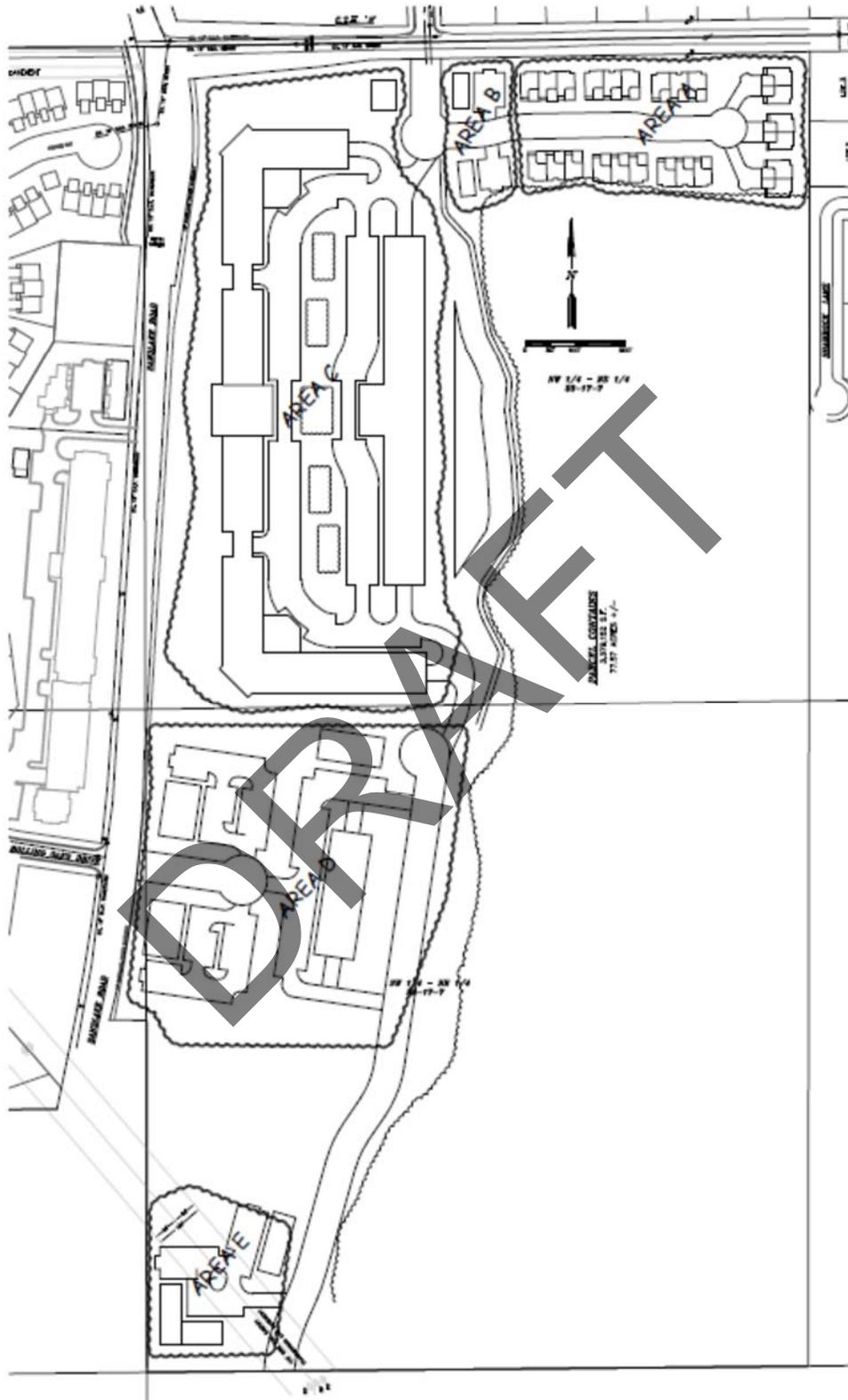
The City may charge to the District as eligible Project Costs reasonable allocations of administrative costs, including, but not limited to, employee salaries. Costs allocated will bear a direct connection to the time spent by City employees relating to the implementation of the Plan.

Financing Costs

Interest expense, debt issuance expenses, redemption premiums, and any other fees and costs incurred in conjunction with obtaining financing for projects undertaken under this Plan are eligible Project Costs.

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General Development Plan



SECTION 8: Detailed List of Estimated Project Costs

The following list identifies the Project Costs that the City currently expects to incur in implementing the District’s Plan. All projects identified and related costs reflect the best estimates available as of the date of preparation of this Plan. All costs are preliminary estimates and may increase or decrease. Certain Project Costs listed may become unnecessary, and other Project Costs not currently identified may need to be made. (Section 6 details the general categories of eligible Project Costs). Changes in Project Cost totals or the types of Project Costs to be incurred will not require that this Plan be amended. This Plan is not meant to be a budget nor an appropriation of funds for specific Project Costs, but a framework within which to manage Project Costs.

City of Onalaska, WI						
Tax Increment District # 6						
Estimated Project List						
Project ID	Project Name/Type	Phase I 2022	Phase II 2025	Phase III 2027	Phase IV 2030	Total (Note 1)
	1 Streetlights and Engineering	355,000				355,000
	2 Roundabout		1,807,500			1,807,500
	3 Sewer, Water, Stormwater utilities			3,153,750		3,153,750
	4 Temporary Roadway				400,000	400,000
						0
	Total Projects	355,000	1,807,500	3,153,750	400,000	5,716,250
Notes:						
Note 1 Project costs are estimates and are subject to modification						

SECTION 9: Economic Feasibility Study, Description of the Methods of Financing Estimated Project Costs and the Time When Related Costs or Monetary Obligations are to be Incurred

This Section includes a forecast of the valuation increases expected within the District, the associated tax increment collections, a summary of how Project Costs would be financed, and a projected cash flow demonstrating that the District is economically feasible.

Key Assumptions

The Project Costs the City plans to make are expected to create \$62,600,000 million in incremental value by 2032. Estimated valuations and timing for construction of the Project are included in **Table 1**. Assuming the City's current equalized TID Interim tax rate of \$19.72 per thousand of equalized value, and no economic appreciation or depreciation, the Project would generate \$17,961,834 in incremental tax revenue over the 20-year term of the District as shown in Table 2.

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Table 1 - Development Assumptions

City of Onalaska, WI									
Tax Increment District # 6									
Development Assumptions									
Construction Year		Actual	Area A	Area B	Area C	Area D	Annual Total	Construction Year	
1	2020						0	2020	1
2	2021						0	2021	2
3	2022		3,500,000	1,600,000	8,000,000		13,100,000	2022	3
4	2023						0	2023	4
5	2024				8,000,000		8,000,000	2024	5
6	2025				8,000,000	8,500,000	16,500,000	2025	6
7	2026						0	2026	7
8	2027				8,000,000	8,500,000	16,500,000	2027	8
9	2028						0	2028	9
10	2029						0	2029	10
11	2030					8,500,000	8,500,000	2030	11
12	2031						0	2031	12
13	2032						0	2032	13
14	2033						0	2033	14
15	2034						0	2034	15
16	2035						0	2035	16
17	2036						0	2036	17
18	2037						0	2037	18
19	2038						0	2038	19
20	2039						0	2039	20
Totals		0	3,500,000	1,600,000	32,000,000	25,500,000	62,600,000		

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Table 2 – Tax Increment Projection Worksheet

City of Onalaska, WI										
Tax Increment District # 6										
Tax Increment Projection Worksheet										
Type of District	Mixed Use		Base Value	13,408,100						
District Creation Date	September 8, 2020		Appreciation Factor	0.00%		Apply to Base Value				
Valuation Date	Jan 1,	2020	Base Tax Rate	\$19.72						
Max Life (Years)	20		Rate Adjustment Factor							
Expenditure Period/Termination	15	9/8/2035	Tax Exempt Discount Rate							
Revenue Periods/Final Year	20	2041	Taxable Discount Rate	0.00%						
Extension Eligibility/Years	Yes	3								
Eligible Recipient District	No									

Construction Year	Valuation Year	Inflation Increment	Total Increment	Revenue Year	Tax Rate	Tax Increment	Tax Exempt NPV Calculation	Taxable NPV Calculation
1	2020	0	0	2022	\$19.72	0	0	0
2	2021	0	0	2023	\$19.72	0	0	0
3	2022	13,100,000	0	2024	\$19.72	258,344	258,344	258,344
4	2023	0	0	2025	\$19.72	258,344	516,689	516,689
5	2024	8,000,000	0	2026	\$19.72	416,112	932,801	932,801
6	2025	16,500,000	0	2027	\$19.72	741,507	1,674,308	1,674,308
7	2026	0	0	2028	\$19.72	741,507	2,415,815	2,415,815
8	2027	16,500,000	0	2029	\$19.72	1,066,903	3,482,718	3,482,718
9	2028	0	0	2030	\$19.72	1,066,903	4,549,621	4,549,621
10	2029	0	0	2031	\$19.72	1,066,903	5,616,524	5,616,524
11	2030	8,500,000	0	2032	\$19.72	1,234,531	6,851,055	6,851,055
12	2031	0	0	2033	\$19.72	1,234,531	8,085,586	8,085,586
13	2032	0	0	2034	\$19.72	1,234,531	9,320,117	9,320,117
14	2033	0	0	2035	\$19.72	1,234,531	10,554,648	10,554,648
15	2034	0	0	2036	\$19.72	1,234,531	11,789,179	11,789,179
16	2035	0	0	2037	\$19.72	1,234,531	13,023,710	13,023,710
17	2036	0	0	2038	\$19.72	1,234,531	14,258,241	14,258,241
18	2037	0	0	2039	\$19.72	1,234,531	15,492,772	15,492,772
19	2038	0	0	2040	\$19.72	1,234,531	16,727,303	16,727,303
20	2039	0	0	2041	\$19.72	1,234,531	17,961,834	17,961,834
Totals	62,600,000	0	0	Future Value of Increment		17,961,834		

Notes:
 Actual results will vary depending on development, inflation of overall tax rates.
 NPV calculations represent estimated amount of funds that could be borrowed (including project cost, capitalized interest and issuance costs).

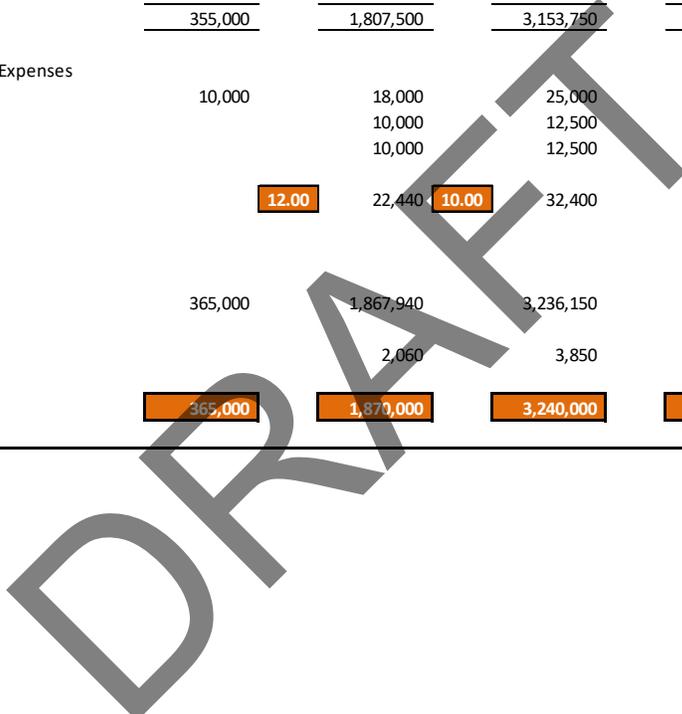
Financing and Implementation

The City expects to allocate approximately \$5.7 million for infrastructure improvements in the District. Beginning in 2022, the City will construct new streetlighting and begin engineering work for infrastructure to be constructed in coming years. The cost of the new streetlights and engineering work is approximately \$355,000 and is projected to be financed through a State Trust Fund Loan issued by the State of Wisconsin Board of Commissioners of Public Lands. In 2025, the City plans to construct a new traffic roundabout in order to improve vehicle flow in the District. The cost of this project is anticipated to be \$1,807,500 and will be financed with a general obligation bond. In 2025, the City will construct new utilities projects in the District including sewers, watermains, and storm sewer infrastructure. The combined cost of these projects is currently estimated at \$3,153,750 and will be financed through a general obligation bond. Finally, the City will construct a new temporary roadway in 2030. The estimated cost of this project is \$400,000 and is expected to be financed with a State Trust Fund Loan. **Table 3** provides a summary of the District's financing plan.

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Table 3 - Financing Plan

City of Onalaska, WI					
Tax Increment District # 6					
Estimated Financing Plan					
	State Trust Fund Loan 2022	G.O. Bond 2025	G.O. Bond 2027	State Trust Fund Loan 2030	Totals
Projects					
Phase I	355,000				355,000
Phase II		1,807,500			1,807,500
Phase III			3,153,750		3,153,750
Phase IV				400,000	400,000
Total Project Funds	355,000	1,807,500	3,153,750	400,000	5,716,250
Estimated Finance Related Expenses					
Municipal Advisor	10,000	18,000	25,000	10,000	
Bond Counsel		10,000	12,500		
Rating Agency Fee		10,000	12,500		
Paying Agent					
Underwriter Discount	12.00	22,440	10.00		32,400
Debt Service Reserve					
Capitalized Interest					
Total Financing Required	365,000	1,867,940	3,236,150	410,000	
Rounding		2,060	3,850		
Net Issue Size	365,000	1,870,000	3,240,000	410,000	5,885,000



Based on the Project Cost expenditures as included within the cash flow exhibit (Table 4), the District is projected to accumulate sufficient funds by the year 2033 to pay off all Project cost liabilities and obligations. The projected closure is based on the various assumptions noted in this Plan and will vary dependent on actual Project Costs incurred and the actual amount of tax increments collected.

Table 4 - Cash Flow

City of Onalaska, WI																				
Tax Increment District # 6																				
Cash Flow Projection																				
Year	Projected Revenues		Expenditures												Balances			Year		
	Tax Increments	Total Revenues	State Trust Fund Loan 365,000			G.O. Bond 1,870,000			G.O. Bond 3,240,000			State Trust Fund Loan 410,000			Admin.	Total Expenditures	Annual		Cumulative	Principal Outstanding
		Dated Date:	Est. Rate	Interest	Dated Date:	Est. Rate	Interest	Dated Date:	Est. Rate	Interest	Dated Date:	Est. Rate	Interest							
2020	-	-												15,000	15,000	(15,000)	(15,000)	5,885,000	2020	
2021	-	-												5,000	5,000	(5,000)	(20,000)	5,885,000	2021	
2022	-	-	19,313	4.50%	8,145									5,000	32,458	(32,458)	(52,458)	5,865,687	2022	
2023	-	-	11,902	4.50%	15,556									5,000	32,458	(32,458)	(84,915)	5,853,786	2023	
2024	258,344	258,344	12,396	4.50%	15,062									5,000	32,458	225,887	140,972	5,841,390	2024	
2025	258,344	258,344	12,995	4.50%	14,463	90,000	1.85%	51,016	12,995	2.10%	93,624			5,000	173,473	84,871	225,843	5,738,395	2025	
2026	416,112	416,112	13,580	4.50%	13,878	95,000	1.90%	47,180	13,580	2.15%	85,965			5,000	174,638	241,474	467,317	5,629,815	2026	
2027	741,507	741,507	14,191	4.50%	13,267	95,000	1.95%	45,375	14,191	2.20%	81,988			5,000	441,457	300,051	767,368	5,345,624	2027	
2028	741,507	741,507	14,795	4.50%	12,663	95,000	2.05%	43,523	14,795	2.30%	77,808			5,000	441,945	299,562	1,066,930	5,050,829	2028	
2029	1,066,903	1,066,903	15,495	4.50%	11,962	100,000	2.15%	41,575	15,495	2.40%	73,323			5,000	446,020	620,883	1,687,813	4,745,334	2029	
2030	1,066,903	1,066,903	16,193	4.50%	11,265	100,000	2.30%	39,425	16,193	2.50%	68,523	35,148	5.50%	11,182	5,000	491,021	575,882	2,263,695	4,398,993	2030
2031	1,066,903	1,066,903	16,921	4.50%	10,536	105,000	2.40%	37,125	16,921	2.60%	63,423	25,714	5.50%	20,617	5,000	494,236	572,667	2,836,363	4,051,358	2031
2032	1,234,531	1,234,531	17,656	4.50%	9,802	105,000	2.50%	34,605	17,656	2.70%	29,120	27,075	5.50%	19,255	5,000	486,916	747,615	3,583,978	3,701,627	2032
2033	1,234,531	1,234,531	18,477	4.50%	8,980	110,000	2.60%	31,980	18,477	2.85%	26,150	28,617	5.50%	17,713	5,000	489,191	745,340	4,329,318	3,339,533	2033
2034	1,234,531	1,234,531	19,309	4.50%	8,149	110,000	2.70%	29,120	19,309	2.95%	22,930	30,191	5.50%	16,140	5,000	490,898	743,633	5,072,951	2,965,033	2034
2035	1,234,531	1,234,531	20,178	4.50%	7,280	115,000	2.80%	26,150	20,178	3.05%	19,653	31,852	5.50%	14,479	5,000	492,016	742,515	5,815,466	2,578,004	2035
2036	1,234,531	1,234,531	21,068	4.50%	6,390	115,000	2.85%	22,930	21,068	3.10%	16,173	33,569	5.50%	12,762	5,000	487,526	747,005	6,562,472	2,183,367	2036
2037	1,234,531	1,234,531	22,034	4.50%	5,424	120,000	2.90%	19,653	22,034	3.15%	12,423	35,450	5.50%	10,881	5,000	487,611	746,920	7,309,392	1,775,884	2037
2038	1,234,531	1,234,531	23,025	4.50%	4,432	125,000	3.00%	16,173	23,025	3.20%	8,548	37,399	5.50%	8,931	5,000	492,116	742,415	8,051,807	1,350,459	2038
2039	1,234,531	1,234,531	24,061	4.50%	3,396	125,000	3.10%	12,423	24,061	3.25%	4,888	39,456	5.50%	6,874	5,000	485,926	748,605	8,800,413	916,942	2039
2040	1,234,531	1,234,531	25,138	4.50%	2,320	130,000	3.20%	8,548	25,138	3.35%	8,710	41,614	5.50%	4,717	5,000	489,333	745,198	9,545,610	465,190	2040
2041	1,234,531	1,234,531	26,275	4.50%	1,182	135,000	3.25%	4,888	26,275			43,915	5.50%	2,415	5,000	486,886	747,645	10,293,256	(0)	2041
Total	17,961,834	17,961,834	365,000		184,151	1,870,000		511,186	3,240,000		822,274	410,000		145,967	120,000	7,668,578				Total

Notes: Projected TID Closure

SECTION 10:

Annexed Property

A tax incremental district cannot include annexed territory unless at least three years have elapsed since the annexation, or certain other requirements are met. None of the property within the proposed District boundary was annexed during the past three years.

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SECTION 11: Estimate of Property to Be Devoted to Retail Business

Pursuant to Wis. Stat. § 66.1105(5)(b), the City estimates that less than 35% of the territory within the District will be devoted to retail business at the end of the District's maximum expenditure period.

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SECTION 12: Proposed Changes of Zoning Ordinances, Master Plan, Map, Building Codes and City Ordinances

Zoning Ordinances

The proposed Plan is in general conformance with the City's current zoning ordinances. Individual properties may require rezoning at the time of development.

Master (Comprehensive) Plan and Map

The proposed Plan is in general conformance with the City's Comprehensive Plan identifying the area as appropriate for Mixed-Use Development.

Building Codes and Ordinances

Development within the District will be required to conform to State Building Codes and will be subject to the City's permitting and inspection procedures. The proposed Plan conforms to all relevant State and local ordinances, plans, and codes. No changes to the existing regulations are proposed or needed.

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SECTION 13:
**Statement of the Proposed Method for the
Relocation of any Persons to be Displaced**

Should implementation of this Plan require relocation of individuals or business operations, relocations will be handled in compliance with Wis. Stat. Chapter 32 and Wis. Admin. Code ADM 92.

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SECTION 14: How Creation of the Tax Incremental District Promotes the Orderly Development of the City

Creation of the District and the implementation of the projects in its Plan will promote the orderly development of the City by creating opportunities for mixed use development and providing necessary public infrastructure improvements. Through use of tax increment financing, the City can attract new investment that results in increased tax base. Development will occur in an orderly fashion in accordance with approved plans so that the Projects will be compatible with adjacent land uses. Development of new uses in the District will add to the tax base and will generate positive secondary impacts in the community such as increased employment opportunities and housing options.

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SECTION 15:

List of Estimated Non-Project Costs

Non-project costs are public works projects which only partly benefit the District. Costs incurred that do not benefit the District may not be paid with tax increments. Examples of non-project costs are:

- A public improvement made within the District that also benefits property outside the District. That portion of the total Project Costs allocable to properties outside of the District would be a non-project cost.
- A public improvement made outside the District that only partially benefits property within the District. That portion of the total Project Costs allocable to properties outside of the District would be a non-project cost.
- Projects undertaken within the District as part of the implementation of this Project Plan, the costs of which are paid fully or in part by impact fees, grants, special assessments, or revenues other than tax increments.

No improvements to be made within the District will benefit property outside the District. Furthermore, there will be no improvements made outside the District that will only partially benefit the District.

**SECTION 16:
Legal Opinion Advising Whether the Plan is
Complete and Complies with Wis. Stat. §
66.1105(4)(f)**

Legal Opinion Found on Following Page.

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SAMPLE

Mayor
City of Onalaska
415 Main St
Onalaska, Wisconsin 54650

RE: Project Plan for Tax Incremental District No. 6

Dear Mayor:

Wisconsin Statute 66.1105(4)(f) requires that a project plan for a tax incremental financing district include an opinion provided by the City Attorney advising as to whether the plan is complete and complies with Wisconsin Statute 66.1105.

As City Attorney for the City of Onalaska, I have been asked to review the above-referenced project plan for compliance with the applicable statutory requirements. Based upon my review, in my opinion, the Project Plan for the City of Onalaska Tax Incremental District No. 6 is complete and complies with the provisions of Wisconsin Statute 66.1105.

Sincerely,

City Attorney

SECTION 17: Calculation of the Share of Projected Tax Increments Estimated to be Paid by the Owners of Property in the Overlying Taxing Jurisdictions

The following projection is provided to meet the requirements of Wis. Stat. § 66.1105(4)(i)4.

City of Onalaska, WI						
Tax Increment District #6						
Estimated portion of taxes that owners of taxable property in each taxing jurisdiction overlying district would pay by jurisdiction.						
Statement of Taxes Data Year:						2019
County					7,752,323	31.79%
Technical College					3,034,693	12.45%
Municipality					11,691,080	47.95%
School District of Holmen					1,905,453	7.81%
Total					24,383,549	
Revenue Year	County	Technical College	Municipality	School District of Holmen	Total	Revenue Year
2022	0	0	0	0	0	2022
2023	0	0	0	0	0	2023
2024	82,136	32,153	123,867	20,188	258,344	2024
2025	82,136	32,153	123,867	20,188	258,344	2025
2026	132,295	51,788	199,511	32,517	416,112	2026
2027	235,749	92,285	355,528	57,945	741,507	2027
2028	235,749	92,285	355,528	57,945	741,507	2028
2029	339,203	132,783	511,544	83,373	1,066,903	2029
2030	339,203	132,783	511,544	83,373	1,066,903	2030
2031	339,203	132,783	511,544	83,373	1,066,903	2031
2032	392,498	153,645	591,915	96,472	1,234,531	2032
2033	392,498	153,645	591,915	96,472	1,234,531	2033
2034	392,498	153,645	591,915	96,472	1,234,531	2034
2035	392,498	153,645	591,915	96,472	1,234,531	2035
2036	392,498	153,645	591,915	96,472	1,234,531	2036
2037	392,498	153,645	591,915	96,472	1,234,531	2037
2038	392,498	153,645	591,915	96,472	1,234,531	2038
2039	392,498	153,645	591,915	96,472	1,234,531	2039
2040	392,498	153,645	591,915	96,472	1,234,531	2040
2041	392,498	153,645	591,915	96,472	1,234,531	2041
	5,710,651	2,235,468	8,612,087	1,403,628	17,961,834	

Notes:
The projection shown above is provided to meet the requirements of Wisconsin Statute 66.1105(4)(i)4.



City of Onalaska, WI

Creation of Tax Increment District (TID) No. 6

August 25, 2020



Tax Increment Financing

How can we fund the necessary incentives and infrastructure to develop this site to meet the City's goals and vision?

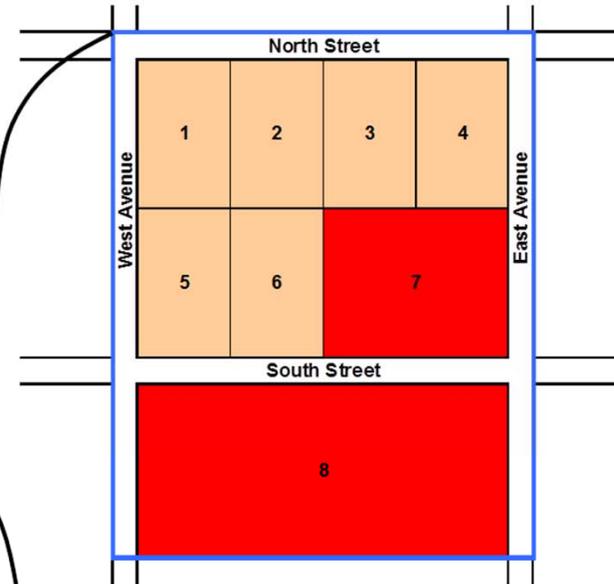
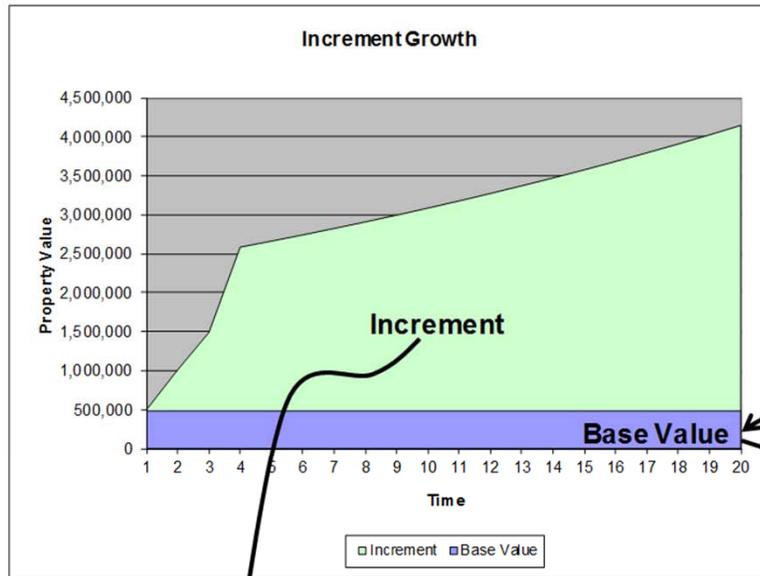
Tax Increment Financing captures tax revenue from new construction to create a funding source for incentives and infrastructure for development.



Current Site



How does TIF work?



	Mill Rate
TID	20.00
Total	20.00

The TID receives taxes on the increment value at the combined rate of all taxing entities

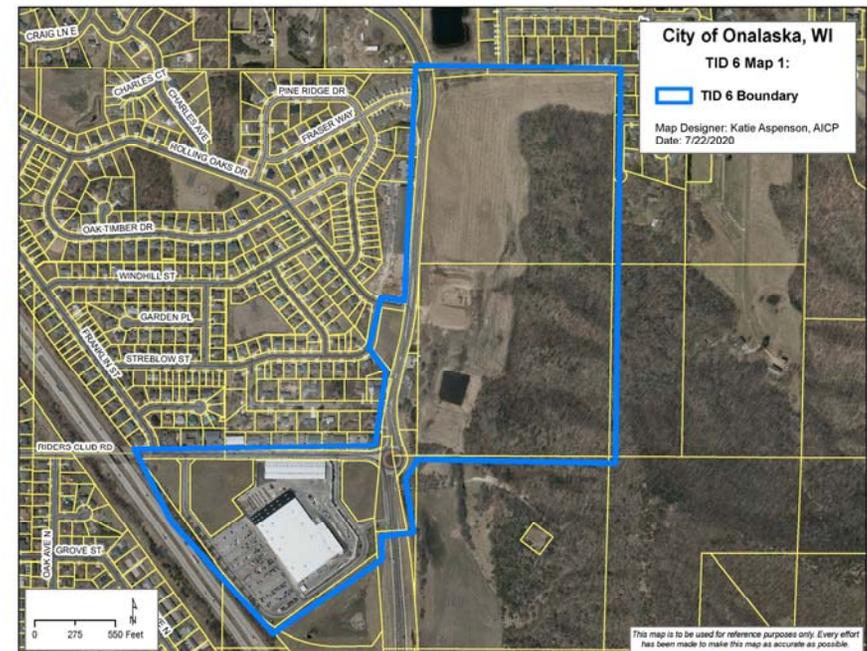
	Mill Rate
Local	6.50
County	4.00
School	7.50
VTAE	2.00
Total	20.00

All taxing jurisdictions continue to receive their share of the tax levy on the base value of the TID



TID No. 6

- **Purpose:** Create a mixed-use district to provide a variety of housing and commercial uses.
- **Goal:** Expand residential and commercial activity in Onalaska.
- **Required Finding:** Not less than 50% by area of the real property within the District is suitable for mixed-use.
- **Preliminary Projects:**
 - ✓ Streetlights and engineering services
 - ✓ Traffic roundabout
 - ✓ Sewer, water, and stormwater utilities
 - ✓ Temporary roadway
- Projects will be approved individually by the City after approval of the TID.





TID No. 6 – Preliminary Development & Increment Assumptions

City of Onalaska, WI										
Tax Increment District # 6										
Tax Increment Projection Worksheet										
Type of District	Mixed Use		Base Value	13,408,100						
District Creation Date	September 8, 2020		Appreciation Factor	0.00%		<input checked="" type="checkbox"/> Apply to Base Value				
Valuation Date	Jan 1,	2020	Base Tax Rate	\$19.72						
Max Life (Years)	20		Rate Adjustment Factor							
Expenditure Period/Termination	15	9/8/2035	Tax Exempt Discount Rate							
Revenue Periods/Final Year	20	2041	Taxable Discount Rate	0.00%						
Extension Eligibility/Years	Yes	3								
Eligible Recipient District	No									

Construction Year	Valuation Year	Inflation Increment	Total Increment	Revenue Year	Tax Rate	Tax Increment	Tax Exempt NPV Calculation	Taxable NPV Calculation
1	2020	0	0	2022	\$19.72	0	0	0
2	2021	0	0	2023	\$19.72	0	0	0
3	2022	13,100,000	0	2024	\$19.72	258,344	258,344	258,344
4	2023	0	0	2025	\$19.72	258,344	516,689	516,689
5	2024	8,000,000	0	2026	\$19.72	416,112	932,801	932,801
6	2025	16,500,000	0	2027	\$19.72	741,507	1,674,308	1,674,308
7	2026	0	0	2028	\$19.72	741,507	2,415,815	2,415,815
8	2027	16,500,000	0	2029	\$19.72	1,066,903	3,482,718	3,482,718
9	2028	0	0	2030	\$19.72	1,066,903	4,549,621	4,549,621
10	2029	0	0	2031	\$19.72	1,066,903	5,616,524	5,616,524
11	2030	8,500,000	0	2032	\$19.72	1,234,531	6,851,055	6,851,055
12	2031	0	0	2033	\$19.72	1,234,531	8,085,586	8,085,586
13	2032	0	0	2034	\$19.72	1,234,531	9,320,117	9,320,117
14	2033	0	0	2035	\$19.72	1,234,531	10,554,648	10,554,648
15	2034	0	0	2036	\$19.72	1,234,531	11,789,179	11,789,179
16	2035	0	0	2037	\$19.72	1,234,531	13,023,710	13,023,710
17	2036	0	0	2038	\$19.72	1,234,531	14,258,241	14,258,241
18	2037	0	0	2039	\$19.72	1,234,531	15,492,772	15,492,772
19	2038	0	0	2040	\$19.72	1,234,531	16,727,303	16,727,303
20	2039	0	0	2041	\$19.72	1,234,531	17,961,834	17,961,834
Totals	62,600,000	0	0	Future Value of Increment		17,961,834		

Notes:
 Actual results will vary depending on development, inflation of overall tax rates.
 NPV calculations represent estimated amount of funds that could be borrowed (including project cost, capitalized interest and issuance costs).

- Construction of housing and commercial development to occur in phases starting in 2022.
- Estimated \$62.6 million in new value tax increment being created by 2030.
- Total tax increment revenue is projected to be approximately \$17.9 million through the life of the TID.
- No inflation is projected.



Tax Increment District No. 6 – Preliminary Cash Flow

Tax Increment District # 6																				
Cash Flow Projection																				
Year	Projected Revenues		Expenditures												Balances			Year		
	Tax Increments	Total Revenues	State Trust Fund Loan 365,000			G.O. Bond 1,870,000			G.O. Bond 3,240,000			State Trust Fund Loan 410,000			Admin.	Total Expenditures	Annual		Cumulative	Principal Outstanding
			Dated Date:	2022		Dated Date:	2025		Dated Date:	2027		Dated Date:	2030							
			Principal	Est. Rate	Interest	Principal	Est. Rate	Interest	Principal	Est. Rate	Interest	Principal	Est. Rate	Interest						
2020		-													15,000	15,000	(15,000)	(15,000)	5,885,000	2020
2021		-													5,000	5,000	(5,000)	(20,000)	5,885,000	2021
2022		-	19,313	4.50%	8,145										5,000	32,458	(32,458)	(52,458)	5,865,687	2022
2023		-	11,902	4.50%	15,556										5,000	32,458	(32,458)	(84,915)	5,853,786	2023
2024	258,344	258,344	12,396	4.50%	15,062										5,000	32,458	225,887	140,972	5,841,390	2024
2025	258,344	258,344	12,995	4.50%	14,463	90,000	1.85%	51,016							5,000	173,473	84,871	225,843	5,738,395	2025
2026	416,112	416,112	13,580	4.50%	13,878	95,000	1.90%	47,180							5,000	174,638	241,474	467,317	5,629,815	2026
2027	741,507	741,507	14,191	4.50%	13,267	95,000	1.95%	45,375	175,000	2.10%	93,624				5,000	441,457	300,051	767,368	5,345,624	2027
2028	741,507	741,507	14,795	4.50%	12,663	95,000	2.05%	43,523	185,000	2.15%	85,965				5,000	441,945	299,562	1,066,930	5,050,829	2028
2029	1,066,903	1,066,903	15,495	4.50%	11,962	100,000	2.15%	41,575	190,000	2.20%	81,988				5,000	446,020	620,883	1,687,813	4,745,334	2029
2030	1,066,903	1,066,903	16,193	4.50%	11,265	100,000	2.30%	39,425	195,000	2.30%	77,808	35,148	5.50%	11,182	5,000	491,021	575,882	2,263,695	4,398,993	2030
2031	1,066,903	1,066,903	16,921	4.50%	10,536	105,000	2.40%	37,125	200,000	2.40%	73,323	25,714	5.50%	20,617	5,000	494,236	572,667	2,836,363	4,051,358	2031
2032	1,234,531	1,234,531	17,656	4.50%	9,802	105,000	2.50%	34,605	200,000	2.55%	68,523	27,075	5.50%	19,255	5,000	486,916	747,615	3,583,978	3,701,627	2032
2033	1,234,531	1,234,531	18,477	4.50%	8,980	110,000	2.60%	31,980	205,000	2.65%	63,423	28,617	5.50%	17,713	5,000	489,191	745,340	4,329,318	3,339,533	2033
2034	1,234,531	1,234,531	19,309	4.50%	8,149	110,000	2.70%	29,120	215,000	2.75%	57,990	30,191	5.50%	16,140	5,000	490,898	743,633	5,072,951	2,965,033	2034
2035	1,234,531	1,234,531	20,178	4.50%	7,280	115,000	2.80%	26,150	220,000	2.85%	52,078	31,852	5.50%	14,479	5,000	492,016	742,515	5,815,466	2,578,004	2035
2036	1,234,531	1,234,531	21,068	4.50%	6,390	115,000	2.85%	22,930	225,000	2.95%	45,808	33,569	5.50%	12,762	5,000	487,526	747,005	6,562,472	2,183,367	2036
2037	1,234,531	1,234,531	22,034	4.50%	5,424	120,000	2.90%	19,653	230,000	3.05%	39,170	35,450	5.50%	10,881	5,000	487,611	746,920	7,309,392	1,775,884	2037
2038	1,234,531	1,234,531	23,025	4.50%	4,432	125,000	3.00%	16,173	240,000	3.10%	32,155	37,399	5.50%	8,931	5,000	492,116	742,415	8,051,807	1,350,459	2038
2039	1,234,531	1,234,531	24,061	4.50%	3,396	125,000	3.10%	12,423	245,000	3.15%	24,715	39,456	5.50%	6,874	5,000	485,926	748,605	8,800,413	916,942	2039
2040	1,234,531	1,234,531	25,138	4.50%	2,320	130,000	3.20%	8,548	255,000	3.25%	16,998	41,614	5.50%	4,717	5,000	489,333	745,198	9,545,610	465,190	2040
2041	1,234,531	1,234,531	26,275	4.50%	1,182	135,000	3.25%	4,388	260,000	3.35%	8,710	43,915	5.50%	2,415	5,000	486,886	747,645	10,293,256	(0)	2041
Total	17,961,834	17,961,834	365,000		184,151	1,870,000		511,186	3,240,000		822,274	410,000		145,967	120,000	7,668,578				Total

- Total expenditures, including interest, in the District anticipated at approx. \$7.6 million.
- Projects to be funded through City borrowing in phases commencing in 2022.
- District is projects to accumulate sufficient revenue to close in 2033.



Preliminary Timeline

August 25, 2020:

- Initial Joint Review Board meeting
- Planning Commission public hearing
- Approval of resolution recommending TID 6 creation to City Council

September 8, 2020:

- City Council meeting with TID 6 creation resolution on agenda

September 2020:

- JRB convenes to vote on creation of TID 6
-



Questions?

Sean Lentz
Senior Municipal Advisor
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slentz@ehlers-inc.com

Josh Low
Municipal Advisor
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jlow@ehlers-inc.com

Agenda Item: Public Hearing & Consideration of a Planned Unit Development (PUD) request – General Development Plan.

Applicant: Adam Aspenson of Traditional Trades INC,
1641 Sand Lake Road, Onalaska WI 54650

Property Owner: Elmwood Partners Limited Partnership,
1859 Sand Lake Road, Onalaska, WI 54650

Parcel Numbers: 18-4515-0, 18-4516-0, and 18-4521-0

Site Location: Sand Lake Road, 1500 Sand Lake Road, and Sand Lake Road,
Onalaska, WI 54650

Existing Zoning: Mixed-Use Community (MU-C) District

Conformance with Land Use Plan: The Comprehensive Plan identifies this area in the *Mixed-Use District “Smart Growth Areas”*. This district allows for complementary land uses including housing (primarily multi-family housing), retail, offices, commercial services, and civic uses in an efficient, compact development.

Background:

This Planned Unit Development (PUD) request is to facilitate a multi-phased development located on vacant land east of Sand Lake Road in Onalaska to allow for a mixture of mixed-use development of multi-family housing (rowhouses/apartments) combined with commercial uses. It is the intention that the existing parcels will be re-organized and subdivided in the future to facilitate the above the development. This development is expected to create and retain new jobs, provide high-quality housing for all ages, and deliver an overall proposed \$65,000,000 development with a positive social and economic impact for the City of Onalaska and surrounding areas.

The development is divided into Areas A-E:

- Area A: Townhomes (2 to 8-unit rowhouses with attached garages);
- Area B: Mixed-Use allowing residential and commercial (1-2 story structures);
- Area C: Multi-Family Apartment(s) – will be constructed in 4-5 sub-phases approximately 330 condo units, 3-4 stories in height with underground parking;
- Area D: Mixture of Commercial and Multi-Family Apartment(s); and
- Area E: Commercial uses.

The tentative schedule for implementation is as noted below:

- Phase 1: Begin construction of “Area C – Subphase 1” and “Areas A & B” in 2021.
- Phase 2: Continue with construction of “Area C – Subphases 2-5” every two (2) years as the structure obtains Occupancy status.
- Phase 3: “Areas D & E” will occur as driven by the market. It is possible that Phase 3 could occur at any time after Phase 1.

Included in the packet are attachments provided by the applicant that describe the areas requested for flexibility from the Unified Development Code (discussed in greater detail in the next sections):

- Cover Letter.
- General Development Plan (Overall Area Map).
- Proposed Architectural Design Standards and Area C Building Rendering.
- Proposed Principal and Accessory Uses for specific Areas as noted above (Areas A-E).
- Proposed changes to Lot Dimensions/Site Dimension Standards Tables.
- Proposed changes to General Development Standards.

Planned Unit Development (PUD) Overlay District - Standards for Review:

The following development and design standards are used to review PUDs as defined in Section 13.02.32.D-E. of the Unified Development Code. Applicant requests and staff comments on each criterion are bulleted.

D. Permitted Uses.

- Proposed uses generally include the following (more detailed list found in applicant package as broken down into Areas A-E):
 - All Principal and Accessory Permitted Uses and Permitted with Standards Uses, as allowed in the MU-C District. In addition: single family, two-family, and zero-lot line dwellings, zero-lot line construction, condominium plat, community club house, agriculture – raising of crops, standalone parking lots, stormwater ponding, offices, and brewery, winery, or distillery.
 - Further, in Areas A-E, the applicant is requesting the ability to construct temporary shelters for construction purposes only. The request states that temporary shelters will need to be removed/moved to a different Area prior to issuance of an occupancy permit for a structure. The purpose for this request is to facilitate the applicant to construct portions of the new buildings (walls, etc.) on-site. In turn, this would allow for faster construction of structures.

E. Dimensional and Design Standards:

1. **Density.** Density of development based on the following criteria:

a. *Effect on adjacent properties:*

- Properties surrounding the PUD include: east - bluffslands, north - stormwater pond and multi-family dwellings, west – commercial businesses, duplex residential dwelling, and multi-family/condo apartment, vacant land, and south - vacant land owned by Mayo Health System.

b. *Adequacy of public & private services/infrastructure:*

- The initial phase of the plan will be installed by the applicant. As stated in the cover letter, the applicant is working with the City Engineering Department to coordinate water main, sanitary sewer and storm sewer extensions and are in the preliminary design stage.

c. *Overall design:*

- The site has been designed as mixed-use development with housing options for all ages, in addition to expected ancillary commercial uses for residents within and near the development. The design of the site includes incorporating existing land features and topography and the adjacent bluffslands. The applicant has already developed a similar project on the west side of Sand Lake Road in terms of design, use, and intends for this development to continue this high level of design along the Sand Lake Road corridor.

d. *Scale and massing of structures.*

- Area A is expected to have single-story townhomes, with Area B a mixture of single and two-story structures. Area C is proposed for 3-4 stories and Areas D and E likely single and two-story structures. Located throughout the Areas will be accessory structures with similar design and heights to complement the principal use structures.

- e. *Building elevations and setbacks.*
 - The attached document notes a request to remove the maximum street yard setback, the minimum would remain in effect. The purpose for this request is in part due to the elevations of the parcels and the ability to create a unique development with purposeful structure spacing. Sample colored building elevations with architectural design standards (roofline details, building materials/accent features) have been provided for Plan Commission review.
 - f. *Landscaping, screening and buffering.*
 - The applicant has included a conceptual landscaping plan for Areas A, B, and C showing a mixture of canopy, ornamental, and evergreen trees, in addition to proposed building/foundation planting beds. Areas D and E will have similar landscaping/plantings to what is included in the packet; however additional details are expected to be provided during the Final Implementation Plan stage as these Areas are more conceptual in nature. The applicant is requesting to reduce some interior off-street parking island landscaping and instead plant alongside parking areas. The justification for this request is that the perennial landscaping will be further from heat retention of pavement and allow for easier maintenance activities (snow removal, etc.) and overall the islands are easier to maintain and will not have to routinely install new plantings each year. Further, the applicant is requesting to waive the 125% landscaping guarantee at the time of pulling the permit for this project. Rather, the applicant requests to provide 100% landscaping guarantee to the City if the landscaping is not complete at the time for a Final Occupancy Permit request, in addition to any ancillary screening required (fencing, etc.). The only proposed change to screening/buffering is tied to mechanical units in excess of fifty (50) cubic feet, be required to have full screening as viewed six (6) feet above ground level.
 - g. *Open space provision and design.*
 - Currently, there is a play/open area on the eastern side of the church and the aforementioned additional green spaces will be added as part of Phase 1. All other existing green space around the perimeter of the facility is proposed to remain.
 - h. Retention of natural, cultural, and historic resources.
 - Not applicable to this project.
2. **PUD Perimeter.**
 - The PUD is required to complement existing adjacent uses and infrastructure. Based on the proposed design, architectural treatments, and uses – the proposed development will accomplish this standard.
 3. **Lot Area.**
 - No proposed deviations from the Unified Development Code.
 4. **Yard Setbacks.**
 - As mentioned previously, the only request for deviation from the Unified Development Code is to remove the maximum street yard setback to account for site elevation constraints.
 5. **Building Height.** The Mixed-Use Community District allow structures up to sixty (60) feet in height.
 - No proposed deviations from the Unified Development Code.
 6. **Environmental Design.**
 - The applicant intends to preserve as much existing vegetation (trees, shrubs, and other natural vegetation) as part of their development. Further, the applicant proposes to partner with the Parks and Recreation Department related to on-site bluffland use to evaluate potential for recreation and opportunities for outdoor activities.

7. Common Open Space.

- Overall, the site includes 77 acres of land, of which approximately 39 acres is developable. The remaining portion of the site includes blufflands, approximately 50 percent. During the Final Implementation Plan, the applicant will provide open space calculations on an Area by Area basis. A minimum of 15% open space is required for a PUD.

8. Architecture.

- Included in the packet is a variety of proposed architectural treatments for all principal and accessory structures. The samples include information related to façade materials, roof lines, number of stories, and color palates. The proposed architectural design of the development is quite similar to the Mixed-Use Community design standards. The applicant is requesting that the Plan Commission approve their design samples and if deviations are requested in the future from what has been proposed, the Plan Commission would have the ability to review the proposed architecture. Complete architectural renderings will be required during the Final Implementation Plan stage with additional details provided during Site Plan Review.

9. Parking.

- No proposed deviations from the Unified Development Code.

10. Streets, Utilities, Drainage.

- All publicly dedicated streets, utilities and stormwater facilities shall be designed in accordance with City Ordinances and Policies. The street(s) and private drives will be required to provide minimum Fire Department accessibility requirements. The applicant will be required to provide Master Utility, Stormwater, and Drainage Plans during the Final Implementation Plan stage.

11. Traffic Calming-Design.

- The proposed traffic calming measures include a number of cul-de-sac bulbs to control and contain traffic, however, the applicant has provided a number of private drives to allow for residents to move throughout the development without accessing Sand Lake Road or County Road S. These drives also serve a second purpose for Fire Department accessibility.

12. Circulation/Access.

- As shown on the proposed plan, the site has three (3) access points off of Sand Lake Road and County Road S. Further, site details note the location of bike/pedestrian paths connecting the Areas together to allow for overall accessibility throughout the development. The overall development is proposed to act as one (1) site allowing residents to maneuver throughout the entire site. Areas B, D, and E intended more so for commercial use, still allow access between the Areas internally; however, the design is for customers to directly enter/exit through the public streets.

13. Landscaping.

- A Master Landscaping Plan will be required during the Final Implementation Plan stage of the PUD. The applicant has provided a Conceptual Landscaping Plan for Areas A, B, and C for consideration by the Plan Commission.

14. Signage.

- The applicant intends to create a Master Signage Plan that includes freestanding signage and entrance features for residents and commercial tenants alike. Additional information to be provided for the Areas during the Final Implementation Plan stage of the PUD.

Action Requested:

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

REQUEST FOR ACTION & CONSIDERATION BY PLAN COMMISSION:

August 25, 2020

Agenda Item 5:

Public Hearing and Consideration of a General Development Plan to create a Planned Unit Development (PUD) application filed by Adam Aspenson of Traditional Trades INC, 1641 Sand Lake Road, Onalaska WI 54650 on behalf of Elmwood Partners Limited Partnership, 1859 Sand Lake Road, Onalaska, WI 54650, to allow for a mixed-use development containing a combination of townhomes, multi-family dwellings, and commercial uses located at Sand Lake Road, 1500 Sand Lake Road, and Sand Lake Road, Onalaska, WI 54650, Tax Parcels # 18-4515-0, 18-4516-0, and 18-4521-0.and

1. Planned Unit Development Application Fee of \$700.00 (PAID).
2. Adhere to Conditions of Approval for the Rezoning application as approved by the Common Council on September 8, 2020:
 - a) *Rezoning Fee of \$300.00 (PAID).*
 - b) *Park Fee of \$922.21 (per unit) and Green Fee of \$638.47/acre will be due prior to obtaining a Building Permit, as applicable. Note: if the Green/Park Fees increase in the future, the property owner will be required to pay the increased Green/Park Fees at the time of the development.*
 - c) *If future lot divisions are to occur, applicant/owner to a Certified Survey Map and/or Preliminary and Final Plats as applicable, as approved by the Common Council.*
 - d) *Any future improvements to this property will be subject to additional City permits (Site Plan, Building Permits, etc.).*
 - e) *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.*
 - f) *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.*
 - g) *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.*
3. Final Implementation Plan(s) to be submitted for review and approval prior to any development activities.
4. Park Fee of \$922.21 (per unit) and Green Fee of \$638.47/acre will be due prior to obtaining a Building Permit, as applicable. Note: if the Green/Park Fees increase in the future, the property owner will be required to pay the increased Green/Park Fees at the time of the development.
5. If future lot divisions are to occur, applicant/owner to a Certified Survey Map and/or Preliminary and Final Plats, Condominium Plats as applicable, as approved by the Common Council.
6. Any future improvements to this property will be subject to additional City permits (Site Plan, Building Permits, etc.).

7. All erosion control BMPs (Best Management Practices) to be installed prior to the start of any construction activities. Swale areas/stormwater ponds to be dug prior to start of construction and prior to initial grading to act as sediment traps. Track pad(s) to be installed with a minimum of 3 to 6 inch stones, one (1) foot deep and fifty (50) feet in length. All disturbed areas to have black dirt placed and seeded within seven (7) days of disturbance.
8. As-builts of all utility work required to be submitted to the Engineering Department.
9. Owner/developer to submit final, colored renderings of all four (4) sides of proposed buildings noting architectural elevations with details and materials to be approved by the Planning Department.
10. Any future improvements to these parcels will be subject to additional City permits (i.e., site plan approvals, building permits, zoning approvals). Owner/developer shall pay all fees and have all plans reviewed and approved by the City prior to obtaining a building permit. Owner/developer must have all conditions satisfied and improvements installed per approved plans prior to issuance of occupancy permits.
11. 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.
12. Any omissions of any conditions not listed in minutes shall not release the property owner/developer from abiding by the City's Unified Development Ordinance requirements.



Traditional Trades, Inc

Design | Builder | Developer | Sales & Leasing

1641 Sand Lake Road Onalaska, WI (608) 783-4785

July 28, 2020

RE: Sand Lake Road Planned Unit Development

Honorable Mayor Smith, Common Council, Planning Commission and City Staff;

Traditional Trades, Inc. is bringing forward a general development plan and a Planned Unit Development (PUD) overlay district application for the property located north of Riders Club Road, east of Sand Lake Road and south of CTH 'S' nestled along the bluff. The plan consists of a mixture of living alternatives and a variety of neighborhood commercial uses. The timeless designed layouts incorporate existing land features and topography creating a pleasing curb appeal. Along with the private residences and the many that travel this corridor daily, we are our own neighbor and want a truly forth coming development that follows along with the vision for the Sand Lake Road Area.

We have been working with City board members and city staff for the last few months on the rezoning of parcels 18-4515-0 ; 18-4516-0 and 18-4521-0 from (A-1) Agricultural to (MU-C) Mixed use community. With the city's recommendation we are now bringing forward a PUD overlay which includes a few minor additions and adjustments to the current (MU-C) zoning codes. This will allow us to design and develop a mixed-use community that will blend in with the current surrounding neighborhoods.

Our current neighbors consist of single-family homes, townhomes, office buildings and a 3-story condo complex with underground parking along Sand Lake Road. Our vision for this site is to create a mixed-use development that will complement the surrounding neighborhood. By following similar design standards of current buildings, this complex will be tastefully created with a mixture of brick, stone, solid wood siding and a combination of pitched and flat roof lines.

The three parcels make up approximately a 77 acre tract with the backdrop of the wooded bluff extending north to south on the east and Sand Lake Road on the west for a good portion of the property. The general plan has multiple housing options:

Area (A) will have 2- and 3-unit town homes with attached garages that will face a private or public street. The units' interiors range from 1,300 to 2,300 square feet. With the well-planned design and open concept, these units are perfect for any age group.

Area (B) will have two commercial properties that will be supplementary uses for the surrounding area. These units will range from one story to two story buildings with the main entrances facing a private parking lot.

Area (C) will have around 330 condo units in 3 to 4 story buildings with underground parking. The main entrances will be on the east side of the buildings and will face a private drive. With the beautiful landscaping along Sand Lake Road and the inner courtyard, this community will have a park like setting.

Area (D) continues with mixed uses of residential and/or commercial that will tie the development together to Sand Lake Road. The location of the street(s) in Area D will depend on the types of uses, but will provide a connection to the south or west onto Sand Lake Road.

Area (E) is located at the southern edge of the property and will be adjacent to Riders Club Road extension to the west. Most likely, this portion of the development will be a supplementary commercial use.

Watermain, sanitary sewer and storm sewer extensions are being coordinated with the City Engineering department and are in the preliminary design stage. We will be coordinating with the Parks Department to evaluate objectives for the area, while taking advantage multiple opportunities for outdoor activities.

The development will be built in phases starting in 2021 at the north end of the property with Area's A, B, and a portion of C. Beyond the initial phase, the project timeline is tied to the suitability of future market conditions. Creation and retention of jobs, availability of high-quality housing and growth within the City are anticipated. The proposed \$65,000,000 development will have a positive social and economic impact for the City of Onalaska and the surrounding areas.

We look forward to working with the City on this project. Please feel free to contact me with any questions or concerns.

Sincerely,

Adam Aspenson

Traditional Trades, Inc.
1641 Sand Lake Road
Onalaska, WI 54650
(608) 783-4785

August 12, 2020

RE: Sand Lake Road Planned Unit Development

Honorable Mayor Smith, Common Council, Planning Commission and City Staff;

Traditional Trades, Inc. is bringing forward a general development plan and a Planned Unit Development (PUD) overlay district application for the property located north of Riders Club Road, east of Sand Lake Road and south of CTH 'S' nestled along the bluff. The plan consists of a mixture of living alternatives and a variety of neighborhood commercial uses. The timeless designed layouts incorporate existing land features and topography creating a pleasing curb appeal. Along with the private residences and the many that travel this corridor daily, we are our own neighbor and want a truly forth coming development that follows along with the vision for the Sand Lake Road Area.

We have been working with City board members and staff for the last few months on the rezoning of parcels 18-4515-0, 18-4516-0, and 18-4521-0 from (A-1) Agricultural to (MU-C) Mixed use community. With the city's recommendation we are now bringing forward a PUD overlay which includes a few minor additions and adjustments to the current (MU-C) zoning codes. This will allow us to design and develop a mixed-use community that will blend in with the current surrounding neighborhoods.

Our current neighbors consist of single-family homes, townhomes, office buildings and a 3-story condo complex with underground parking along Sand Lake Road. Our vision for this site is to create a mixed-use development that will complement the surrounding neighborhood. By following similar design standards of current buildings, this complex will be tastefully created with a mixture of brick, stone, solid wood siding and a combination of pitched and flat rooflines. With the mixture of surface, tuck under and garage parking we meet and exceed all parking requirements. Plans are to preserve the bluff feature of the property and work closely with the landscape architect to bring natural beauty to the development.

The three parcels make up approximately a 77 acre tract with the backdrop of the wooded bluff extending north to south on the east and Sand Lake Road on the west for a good portion of the property. The general plan has multiple housing options:

Area (A) will have 2- to 8-unit town homes with attached garages that will face a private or public street. These units will have a pitched roofline that will give them a residential look and feel. The units' interiors range from 1,300 to 2,300 square feet. With the well-planned design and open concept, these units are perfect for any age group.

Area (B) will be mixed use which will allow residential and commercial uses. The residential uses would follow all of Area A guidelines. The commercial uses will be supplementary for the surrounding area. These units will range from one to two story buildings with a pitched roofline that will blend in with the residential neighbors. Most likely the main entrance of these buildings will face a private parking lot.

Area (C) will have around 330 condo units in 3 to 4 story buildings with underground parking. The main entrances of the buildings will face a private drive. With the beautiful landscaping along Sand Lake Road and the inner courtyard, this community will have a park like setting.

Area (D) continues with mixed uses of residential and/or commercial that will tie the development together to Sand Lake Road. The location of the street(s) in Area D will depend on the types of uses but will provide a connection to the south or west onto Sand Lake Road in coordination with the City.

Area (E) is located at the southern edge of the property and will be adjacent to Riders Club Road extension to the west. Most likely, this portion of the development will be a supplementary commercial use.

Watermain, sanitary sewer and storm sewer extensions are being coordinated with the City Engineering department and are in the preliminary design stage. We will be coordinating with the Parks Department to evaluate objectives for the area, while taking advantage multiple opportunities for outdoor activities. Working relationships with sign and landscaping contractors have already started as we plan to create a beautiful entry that will follow all sign requirements.

The development will be built in phases starting in 2021 at the north end of the property with Area's A, B, and a portion of C. Beyond the initial phase, the project timeline is tied to the of future suitability market conditions. Creation and retention of jobs, availability of high-quality housing and growth within the City are anticipated. The proposed \$65,000,000 development will have a positive social and economic impact for the City of Onalaska and the surrounding areas.

The proposed PUD modifies the Title 13 Unified Development Code in these areas:

Zoning Districts, Base Districts

- Principal and Accessory Use Types By Area
- Lot and Site Dimensions Standards
- MU-C Mixed Use Community
- Specific Accessory Uses

General Development Standards

- Landscaping (including a landscape concept plan)
- Screen and Buffers

We look forward to working with the City on this project. Please feel free to contact me with any questions or concerns.

Sincerely,

Adam Aspenson

Traditional Trades, Inc.

1641 Sand Lake Road

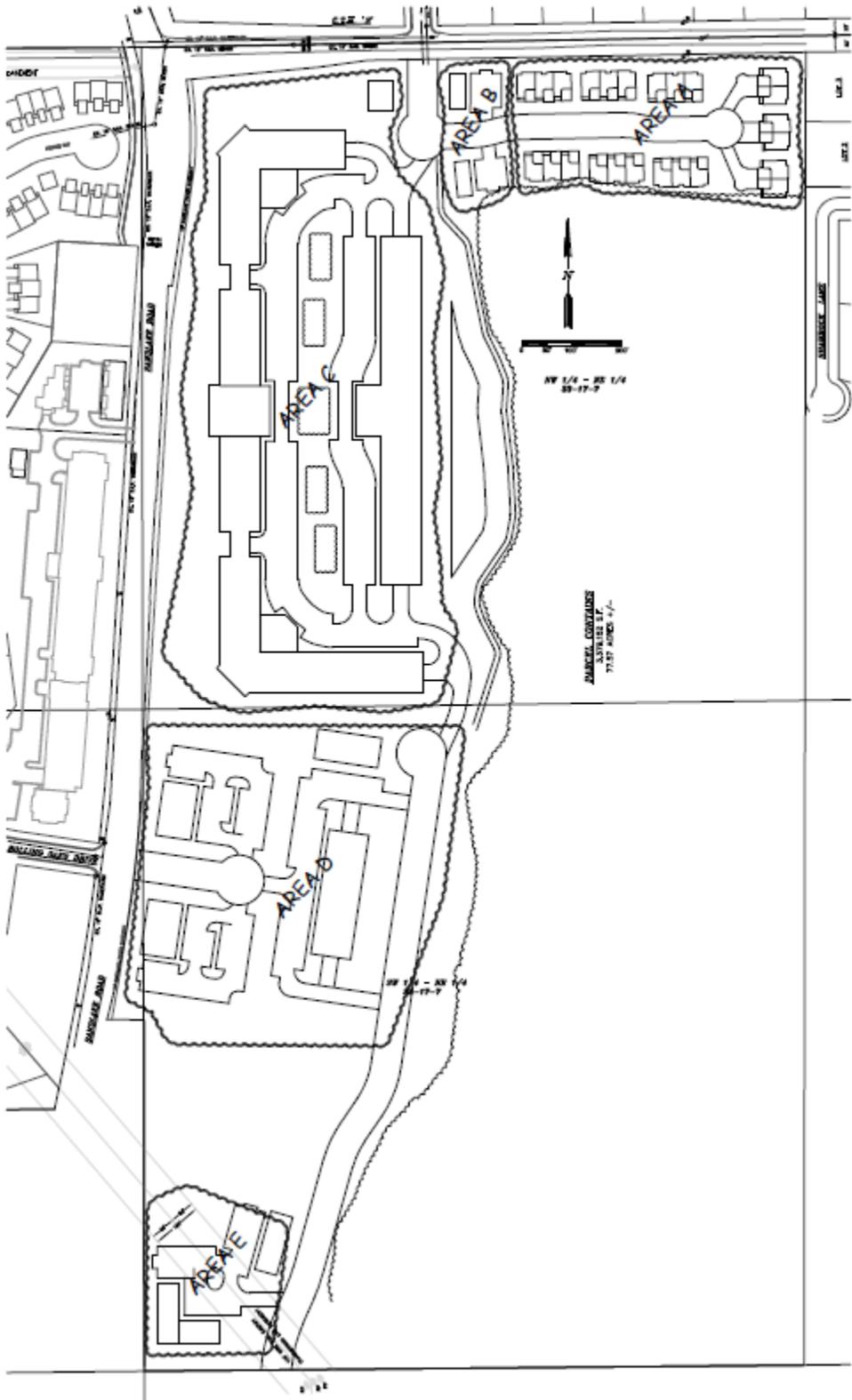
Onalaska, WI 54650

(608) 783-4785

The documents and specific sections of Title 13 included in this packet are:

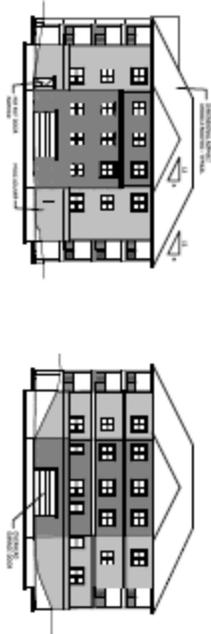
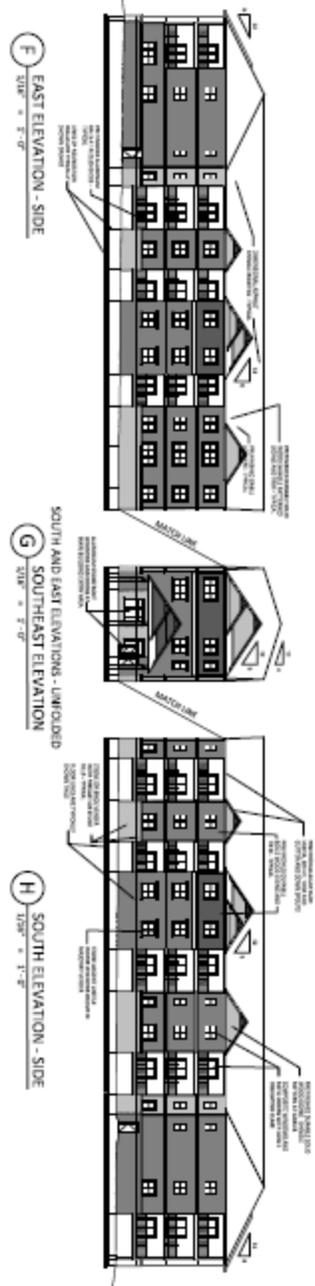
- General Development Plan
- Area C Building Rendering
- Chapter 2 Zoning Districts; Division 2 Base Districts
 - Principal and Accessory Use Types By Area
 - 13.02.22-1 Principal Uses Table
 - 13.02.22-2 Accessory Uses Table
 - 13.02.24-1 Lot Dimension Standards Table
 - 13.02.25-1 Site Dimension Standards Table
 - 13.02.54 MU-C Mixed Use Community and MU-N Mixed Use Neighborhood Districts
 - Photos of Similar Building Types Areas A – E
 - 13.02.68 Specific Accessory Uses
 - Photo of Similar Building Type
- Chapter 3 General Development Standards
 - Division 3, Landscaping (including a landscape concept plan)
 - Division 5, Screen and Buffers

General Development Plan



Area C Building Rendering

- Pitched roof line
- Mix stone, brick, solid wood siding



Madison Builders
221 Lakeside Avenue
Madison, WI 53703
Phone: 608.261.1234
Fax: 608.261.1235

Traditional Trades
Design | Builders | Designers | Craft & Specialty
1000 Lakeside Drive | Madison, WI | 53703

Project:
Traditional Trades Luxury Apartments
East Shore Lane Road
Oxford, WI

EXTERIOR ELEVATIONS

DATE	DESCRIPTION
10/15/2024	ISSUED FOR PERMIT
10/15/2024	ISSUED FOR CONSTRUCTION
10/15/2024	ISSUED FOR MARKETING
10/15/2024	ISSUED FOR SALES

A201

Chapter 2 Zoning Districts

Principal and Accessory Use Types By Area sections 13.02.22-1 and 13.02.22-2

We are requesting that all permitted and permitted with standards uses include Mixed Use MU-C column Principal Uses Table and Accessory Use Table 13.02.22-1 and 13.02.22-2 as well as those listed below by area.

Area (A) Additional Permitted Uses

- Dwelling, single-family
- Dwelling, two-family
- Dwelling, Zero lot line
- Community club house
- Agriculture –raising of crops

Area (B) Additional Permitted Uses

- Dwelling, two –family
- Dwelling, zero lot line
- Agriculture-raising of crops

Area (C) Additional Permitted Uses

- Community club house
- Zero lot line
- Condominium plat
- Agriculture-raising of crops
- Parking, standalone lot
- Storm water ponding
- Office

Area (D-E) Additional Permitted Uses

- Brewery, winery or distillery
- Parking, standalone lot
- Storm water ponding
- Zero-lot line
- Agriculture-raising of crops
- Condominium plat
- Community club house

On areas A-B-C-D-E temporary shelters are permitted for construction purposes only. Shelter must be removed before occupancy permit is issued.

Table 13.02.22-1 Principal Uses Table

P = Permitted PS = Permitted with Standards C = Conditional Blank Cell = Prohibited

Principal Use Type	Residential					Business			Mixed Use			Industrial		Agricultural	Public	
	R-1	R-2	R-3	R-4	R-MMH	B-1	B-2	B-3	MU-N	MU-C	MC	I-1	I-2	A-1	P-1	P-2
Residential	R-1	R-2	R-3	R-4	R-MMH	B-1	B-2	B-3	MU-N	MU-C	MC	I-1	I-2	A-1	P-1	P-2
Household Living																
Dwelling, single-family	P	P							P					P		
Dwelling, manufactured home					P											
Dwelling, mobile home					P											
Dwelling, two-family		P							P							
Dwelling, zero lot line		PS							PS							
Dwelling, attached townhouses or row houses			P	P					P	P						
Dwelling, apartment mixed use							P	P	P	P						
Dwelling, live/work				P			P	P	P	P						
Dwelling, apartment				P					P	P						
Dwelling, senior independent living			PS	PS					PS	PS						
Planned Residential Development			PS							P						
Existing residences			P	P		P	P	P	P	P						
Group Living																
Group home for adults	P	P	P	P					P							
Group home for foster children	P	P	P	P	P				P							
Senior care facility			P	P					P	P						
Lodging																
Bed and breakfast establishment	PS	PS				PS			PS							
Hotel or motel						P	P	P	P	P	P					
Public, Social or Health Care	R-1	R-2	R-3	R-4	R-MMH	B-1	B-2	B-3	MU-N	MU-C	MC	I-1	I-2	A-1	P-1	P-2
Cemetery																P
Child care center, licensed group						PS	PS	PS	PS	PS	PS				PS	
Clinic, including medical, dental or therapeutic						P	P	P		P	P					
Club, lodge or meeting place of a noncommercial nature						P	P	P	P	P						
Correctional facility															P	

Principal Use Type	Residential					Business			Mixed Use			Industrial		Agricultural	Public	
	R-1	R-2	R-3	R-4	R-MMH	B-1	B-2	B-3	MU-N	MU-C	MC	I-1	I-2	A-1	P-1	P-2
Day care center, adult						P	P	P	P	P	P				P	
Diagnostic or medical laboratory						P	P	P	P	P	P					
Funeral home or mortuary							PS	PS		PS						
Hospital											PS					
Inpatient nursing, supervision, and other rehabilitative services								P			P				P	
Municipal social, cultural, or recreational facility						P	P	P	P	P					P	
Municipal, county, state or federal administrative or services building						P	P	P	P	P	P				P	
Outpatient health care center							P	P			P					
Place of worship						PS	PS	PS	PS	PS	PS				PS	
School, college/university/trade/business						PS	PS	PS			PS				PS	
School, elementary or secondary						PS	PS	PS							PS	
Social assistance, welfare, or charitable services						PS	PS	PS	PS	PS	PS				PS	
Business	R-1	R-2	R-3	R-4	R-MMH	B-1	B-2	B-3	MU-N	MU-C	MC	I-1	I-2	A-1	P-1	P-2
Food or Beverage Services																
Bar or drinking place						P	P	P	P	P						
Brewpub						PS	PS	PS	PS	PS						
Restaurant						P	P	P	P	P						
Specialty food or coffee shop						P	P	P	P	P						
Retail Sales or Services																
Animal/veterinary clinic or hospital							P	P		PS		P				
Animal boarding, shelter or daycare center							PS	PS	PS	PS		PS				
Automobile fueling, washing and service station						PS	PS	PS	PS	PS						
Automobile repair and service, minor						P	P	P		P		P	P			
Automobile repair and service, major							P	P				P	P			
Automobile sales, leasing and service							P	P								
Business Incubator							P	P		P						
Carwash							P	P	P	P						
Contractor/Trade Supply Store							P	P		P						
Professional Service						P	P	P	P	P	P					
Retail Store, high intensity								P		P						
Retail Store, medium intensity						P	P	P		P						
Retail Store, low intensity						P	P	P	P	P	P					

Principal Use Type	Residential					Business			Mixed Use			Industrial		Agricultural	Public	
	R-1	R-2	R-3	R-4	R-MMH	B-1	B-2	B-3	MU-N	MU-C	MC	I-1	I-2	A-1	P-1	P-2
Retail with residential above street level						P	P	P	P	P						
Retail with office above street level						P	P	P	P	P						
Shopping Center, Community						P	P	P		P						
Shopping Center, Regional							P	P		P						
Storage facility, personal												PS	PS			
Business or Technical Services																
Laboratory, research/scientific/medical							P	P				P	P			
Financial Institutions/Banks						P	P	P	P	P	P					
Office building						P	P	P	P	P	P	P	P			
Payday, Pawn, Auto/Title Loan, Currency Exchange and Similar Uses							PS	PS		PS						
Studio or gallery						P	P	P	P	P		P	P			
Industrial	R-1	R-2	R-3	R-4	R-MMH	B-1	B-2	B-3	MU-N	MU-C	MC	I-1	I-2	A-1	P-1	P-2
Brewery, winery or distillery							PS	PS				PS	PS			
Construction contractor yard												P	P			
Makerspace						P	P	P		P		P	P			
Manufacturing, heavy													P			
Manufacturing, light												P	P			
Outside storage and manufacturing area													PS			
Printing and publishing, large scale								P				P	P			
Public works facility												P	P		P	
Scrap or salvage storage yard													PS			
Storage and sale of machinery and equipment								PS				PS	PS			
Warehouse and distribution facility												P	P			
Wholesale trade establishment						P	P	P				P	P			
Arts, Entertainment or Recreation	R-1	R-2	R-3	R-4	R-MMH	B-1	B-2	B-3	MU-N	MU-C	MC	I-1	I-2	A-1	P-1	P-2
Active park or playground	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Adult oriented entertainment business												PS	PS			
Indoor recreational facility, commercial						P	P	P		P		P	P			
Indoor recreational facility, public							P	P				P	P		P	
Outdoor recreational facility, commercial							PS	PS				PS	PS		PS	
Outdoor recreational facility, public							PS	PS				PS	PS		PS	
Theater, dance or music performance facility						P	P	P	P	P					PS	

Principal Use Type	Residential					Business			Mixed Use			Industrial		Agricultural	Public	
	R-1	R-2	R-3	R-4	R-MMH	B-1	B-2	B-3	MU-N	MU-C	MC	I-1	I-2	A-1	P-1	P-2
Wellness, Fitness & Exercise Facility						P	P	P	P	P	P					
Natural Resources or Agriculture	R-1	R-2	R-3	R-4	R-MMH	B-1	B-2	B-3	MU-N	MU-C	MC	I-1	I-2	A-1	P-1	P-2
Agriculture - raising of crops														P		
Agriculture - raising of livestock														P		
Arboretum														P		P
Commercial greenhouse or nursery								P				P	P	P		
Extraction of sand, gravel, or other materials														P		
Forestry														P		P
Wildlife or nature preserve/conservation area														P		P
Transportation	R-1	R-2	R-3	R-4	R-MMH	B-1	B-2	B-3	MU-N	MU-C	MC	I-1	I-2	A-1	P-1	P-2
Airport												PS	PS	PS	PS	
Ambulance or medical carrier service								P			P	P	P		P	
Public passenger transportation terminal (air, bus or rail)						PS	PS	PS	PS	PS		PS	PS		PS	
Parking, multi-level structure						PS	PS	PS	PS	PS		PS	PS		PS	
Parking, standalone lot															P	
Freight rail yard													P			
Freight terminal or transshipment facility													P			
Utilities	R-1	R-2	R-3	R-4	R-MMH	B-1	B-2	B-3	MU-N	MU-C	MC	I-1	I-2	A-1	P-1	P-2
Essential public services	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS
Municipal earth or sanitary landfill operation												P	P	P	P	
Stormwater ponding																P
Telecommunication structure or tower	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS
Waste collection, storage or processing (sewer, solid, hazardous)												P	P			
Water reservoir																P

Table 13.02.22-2 Accessory Uses Table

P = Permitted PS = Permitted with Standards C = Conditional Blank Cell = Prohibited

Accessory Use Type	Residential					Business			Mixed Use			Industrial		Agricultural	Public	
	R-1	R-2	R-3	R-4	R-MMH	B-1	B-2	B-3	MU-N	MU-C	MC	I-1	I-2	A-1	P-1	P-2
Accessory dwelling unit	PS	PS							PS							
Accessory structure	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS
Agriculture - keeping of bees	PS	PS	PS		PS				PS							
Agriculture - temporary or seasonal roadside stand						P	P	P	P	P				P	P	P
Billboard or outdoor advertising						PS	PS	PS				PS	PS	PS	PS	PS
Catering						P	P	P	P	P						
Central utility plant or electrical generator											PS	PS	PS			
Child care center, licensed family	PS	PS	PS	PS	PS				PS	PS						
Child care provider, certified family	P	P	P	P	P				P	P						
Clubhouse, banquet center															P	
Community garden	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Drive-through facility						PS	PS	PS	PS	PS	PS					
Farm dwellings for those resident owners and laborers actually engaged in the permitted uses														PS		
Food truck or cart						P	P	P	P	P	P	P			P	P
Garage sale	PS	PS	PS	PS	PS				PS	PS						
Helipad or helistop in conjunction with a medical facility								PS			PS					
Home occupation, major	PS	PS	PS	PS	PS				PS	PS						
Home occupation, minor	PS	PS	PS	PS	PS				PS	PS						
Mobile service support structure or facility	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C	C
Outdoor dining area						PS	PS	PS	PS	PS	PS				PS	PS
Outdoor sales area or tent						PS	PS	PS		PS		PS	PS		PS	PS
Outdoor sales display						PS	PS	PS		PS		PS	PS		PS	PS
Radio broadcast service facility or other non-mobile service telecommunication facility	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS
Radio or television antenna tower	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS

P = Permitted PS = Permitted with Standards C = Conditional Blank Cell = Prohibited

Accessory Use Type	Residential					Business			Mixed Use			Industrial		Agricultural	Public	
	R-1	R-2	R-3	R-4	R-MMH	B-1	B-2	B-3	MU-N	MU-C	MC	I-1	I-2	A-1	P-1	P-2
Residential swimming pool	PS	PS	PS	PS	PS				PS	PS						
Satellite television dish or earth station	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS
Short term vacation rental	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS					
Sign	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS
Solar panel	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P
Temporary tent, canopy, or similar membrane-material structure	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS
Wellness, fitness or exercise facility				P						P	P				P	P
Wind energy system	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS	PS

13.02.24-1 Lot Dimension Standards Table (No changes were made)

Zoning District	Use Type	Lot Area Minimum (sq. ft.)	Lot Frontage Minimum (ft.)
R-1 Low Density Residential	Single-family dwelling	7,200	70
	Other permitted/permitted with standard uses	10,000	100
R-2 Low-Medium Density Residential	Single-family dwelling	6,500	60
	Two-family dwelling (duplex)	7,700	70
	Zero lot line dwelling (twindo)	7,700 total for both lots	35
	Other permitted/permitted with standard uses	10,000	100
R-3 Medium Density Residential	Single-family dwelling	6,000	60
	Two-family dwelling (duplex)	7,000	60
	Zero lot line dwelling (twindo)	7,700 total for both lots	35
	Attached townhouse or row house dwelling on individual lots	3,500 per lot	30
	Attached townhouse or row house dwelling with common yard	3,000 for each unit, including each unit's portion of the common yard	90
	Apartment with residential support services	10,000; with minimum 2,000 SF per 1-BR unit, 2,500 SF per 2-BR unit, and 3,000 SF per 3-BR unit	100
	Other permitted/permitted with standard uses	10,000	100
R-4 High Density Residential	Attached townhouse or row house dwelling on individual lots	3,500 per lot	30
	Attached townhouse or row house dwelling with common yard	3,000 for each unit, including each unit's portion of the common yard	90
	Live/Work dwelling	10,000; with minimum 2,000 SF per 1-BR unit, 2,500 SF per 2-BR unit, and 3,000 SF per 3-BR unit	100
	Apartment dwelling		
	Apartment with residential support services		
	Other permitted/permitted with standard uses	10,000	100
R-MMH Manufactured and Mobile Home	Manufactured home or mobile home	15 acres per mobile home community; 10 spaces per acre; 4,000 SF per individual space	40
	Other permitted/permitted with standard uses	10,000	100
MU-N Mixed Use Neighborhood	All uses	None	None
MU-C Mixed Use Community	All uses	None	None
MC Medical Campus	All uses	5 developable contiguous acres	200
All Business Districts	All uses	None	None
All Industrial Districts	All uses	None	100

Zoning District	Use Type	Lot Area Minimum (sq. ft.)	Lot Frontage Minimum (ft.)
A-1 Agricultural	Farms	10 acres	200
	Other permitted/permitted with standard uses	None	None
P-1 Public and Semi-Public	All uses	None	None
P-2 Park and Open Space	All uses	None	None

13.02.25-1 Site Dimension Standards Table

We are requesting MU-C have a Street Yard Setback (max. ft.) of **none** versus the 10 feet in the current chart.

Zoning District	Street Yard Setback (min. ft.)	Street Yard Setback (max. ft.)	Rear Yard Setback (min. ft.)	Side Yard Setback (min. ft.)	Building Width (min. ft.)	Building Height (max ft.)
R-1 Low Density Residential	25	40	30	6	20	35
		Cul-de-sac 60				
R-2 Low-Medium Density Residential	25	40	30	6	20	35
		Cul-de-sac 60		Two family dwelling and Zero lot line dwelling 10		
R-3 Medium Density Residential	25	40	30	10	20	40
		Cul de sac - 60				
R-4 High Density Residential	25	40	30	10	20	60
R-MMH Manufactured and Mobile Home	40 minimum from all public ROW 10 minimum from any common area	None	10	10	None	None
B-1 Neighborhood Business	None, 6 if required	None	10	None, or 6 if required	None	45
B-2 Community Business	None, 6 if required	None	10	None, or 6 if required	None	45
B-3 Regional Business	10	None	10	None, or 6 if required	None	60
MU-N Mixed Use Neighborhood	None, 6 if required	25	20	6	None	45
MU-C Mixed Use Community	None, 6 if required	10	10	None, or 6 if required	None	60
MC Medical Campus	20	None	20	20	None	100

● Zoning District	Street Yard Setback (min. ft.)	Street Yard Setback (max. ft.)	Rear Yard Setback (min. ft.)	Side Yard Setback (min. ft.)	Building Width (min. ft.)	Building Height (max ft.)
I-1 Light Industrial	10	None	10	None, or 6 if required	None	100
I-2 Heavy Industrial	10	None	10	None, or 6 if required	None	100
A-1 Agricultural	50	None	10	50	None	50
P-1 Public and Semi-Public	20	None	20	20	None	45
P-2 Park and Open Space	None	None	10	10	None	None

Chapter 2 Zoning Districts, Division 2 Base Districts

13.02.54 MU-C Mixed Use Community and MU-N Mixed Use Neighborhood Districts

We have been working closely with the city staff on creating a mixed-use development that will complement the existing neighbors while preserving the natural beauty of the existing bluff land. Our thoughts are to bring forward the vision of this community by showing several different styles of buildings that would be allowed in this development. The photos shown on the following pages give examples of building heights, roof-building designs and allowable materials. We included these photos to help provide you with a better understanding of our vision.

Similar Building Type for Areas A and B



Similar Building Type for Areas B-C-D-E





Similar Building Type for Areas B-D-E



Similar Building Type for Areas C-D-E



Similar Building Type for Areas D and E



Similar Building Type for Areas D and E



Chapter 2 Zoning Districts, Division 2 Base Districts

13.02.68 Specific Accessory Uses

Below is an example of the accessory structure that you will find in this development. These units will have the same architectural features and materials standards as the principal use buildings. We take great pride in keeping our properties well maintained and looking their best at all times. These structures will allow us to keep items like maintenance equipment, refuge containers and other eye sore items out of the public's eye.



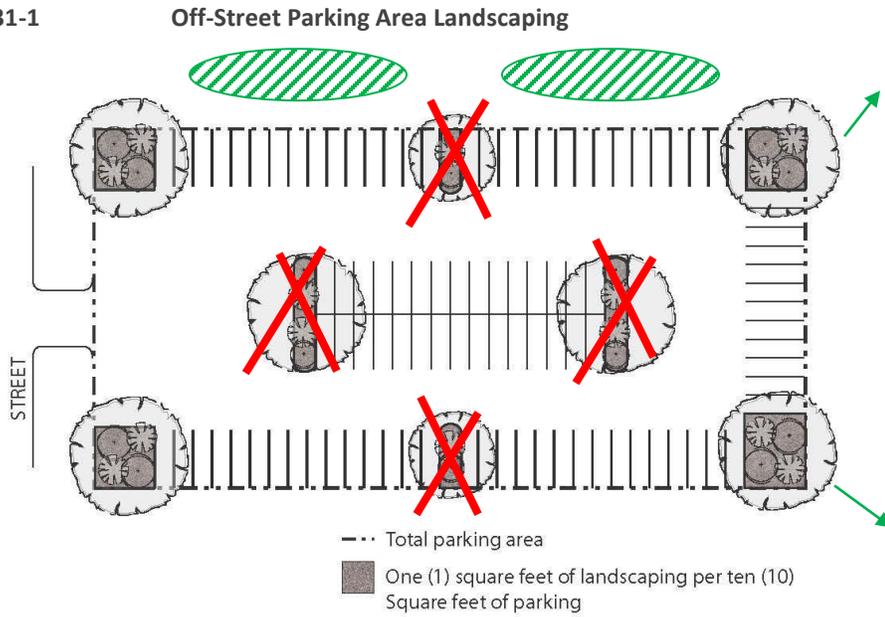
Chapter 3 General Development Standards

Division 3, Landscaping

13.03.31 General

- A. All open areas of a lot not used for buildings, parking, circulations, patios or storage must be landscaped with a combination of canopy trees, ornamental trees, evergreen trees, shrubs, flowers, sod, ground cover, and other site design features to ensure soil stabilization. This requirement shall not apply to undisturbed areas retained in a natural state.
- B. Landscape plans shall be submitted for all site and subdivision related applications where exterior construction and development activity will occur, except for the construction of an individual single family or two-family dwelling.
- C. Landscape plans shall be prepared by a registered landscape architect for planned unit developments or development where there is greater than one (1) acre of site disturbance.
- D. The following minimum number of plant materials shall be provided:
 - 1. All residential one and two-family developments shall require two (2) ~~canopy~~ trees per dwelling unit installed in the City right-of-way.
 - 2. All multi-family, mixed-use, and non-residential uses shall provide:
 - a. One (1) ~~canopy or evergreen~~ tree per 25 linear feet of street frontage; **plan for strategic screening.**
 - b. All structures must have foundation plantings consisting of **a combination of shrubs, perennials, and native grasses.**
 - c. All additions, expansions, or additional structures shall require an additional two (2) shrubs per 1,000 square feet of new construction.
 - d. **The preservation of existing trees, shrubs and other natural vegetation may be included in the calculation of the required minimum landscape area.**
- E. **Off-Street Parking Area Landscaping. (See Figure 13.03.31-1)**
 - 1. All off-street parking areas containing more than fifty (50) stalls or two (2) or more drive aisles must include landscaped, interior parking lot islands as follows:
 - a. Islands are required at the end of each row of cars, at vehicle circulation aisles or driveways, ~~or every fifteen (15) stalls, whichever is less.~~
 - b. Islands shall be provided to separate pedestrian and vehicular traffic.
 - c. Islands shall contain trees, shrubs, perennials, and native grasses.
 - d. Islands shall be bounded by a raised concrete curb or approved equivalent and shall contain mulch to retain soil moisture, unless otherwise approved by the Planning Department.
 - e. Turf grass is permitted within landscaped areas located around the periphery of a parking lot.
 - 2. All open, off-street parking areas shall have a minimum of one (1) square foot of landscaping per ten (10) square feet of parking using trees, shrubs, or ground cover plants. The preservation of existing trees, shrubs and other natural vegetation in the parking area may be included in the calculation of the required minimum landscape area.

Figure 13.03.31-1



Green: Move perennial landscaping off perimeter – better for plant material to be away from heat retention of pavement and better for maintenance (snow removal, etc.)

Islands such as these are not sustainable for plant material and end up looking bare if not replaced with new plants each year.

- F. All plant materials must:
 - 1. Meet the minimum standards set by the American National Standards Institute in ANSI Z60.1 American Standard for Nursery Stock.
 - 2. Landscape species shall be indigenous or proven adaptable to the climate, but shall not be invasive species.
 - 3. Landscape materials shall be tolerant of specific site conditions, including but not limited to heat, drought, and salt.
 - 4. Existing healthy plant material may be utilized to satisfy landscaping requirements, provided it meets the minimum plant size specified in this Division.
- G. Not more than thirty percent (30%) of the required number of trees shall be of the same species.
- H. Trees and shrubs can be clustered and do not need to be evenly spaced. It is preferable that trees be located between the sidewalk and the curb, within the landscaped area of a boulevard or in tree wells installed in pavement or concrete. If placement of street trees within the right-of-way will interfere with utility lines or if the boulevard is less than five (5) feet, trees may be planted within the front yard setback adjacent to the sidewalk.
- I. The minimum size of plantings shall be as follows:
 - 1. Canopy trees: two and a half (2.5) inch caliper;
 - 2. Ornamental trees: one and a half (1.5) inch caliper;
 - 3. Evergreen trees: six (6) foot height; and
 - 4. Deciduous or evergreen shrubs: five (5) gallon pot.

- J. Mulch shall consist of shredded bark, chipped wood, or stone installed at a minimum depth of two (2) inches. If stone is used it shall be spread over a permeable weed barrier fabric. All required plant materials shall be planted prior to issuing a Certificate of Occupancy. In the event that the project is completed during a time of year when planting is impractical, a security meeting the requirements of and in the amount of the remaining improvements will be required. In such case that a performance guarantee is required, all landscaping shall be completed within one (1) year after the Certificate of Occupancy has been issued.
- K. The continued maintenance of all required landscaping materials in a live and healthy state is a required responsibility of the owner and tenant of the property. Plantings which have died shall be promptly replaced in accordance with the landscape plan approved for the site. This requirement shall run with the land and be binding upon all future property owners. Failure to comply with this maintenance requirement shall be a violation of this Section.
- L. ~~Prior to the issuance of a building permit for all projects requiring approval of a landscape plan, the developer, contractor, or property owner shall deposit a security with the City to guarantee compliance with and to indemnify the City for any expenses incurred in enforcing the requirements of this Section. The landscaping security for all uses, which does not include one or two family dwellings, shall be in a form approved by the Planning Department and shall be equal to one hundred and twenty-five percent (125%) of the estimated cost necessary to furnish and plant the required landscaping and any ancillary screening improvements such as fencing. The estimated cost shall be subject to approval by the Planning Department.~~

We are asking to remove the 125% landscaping guarantee at time of permit for this development.

We have full intentions to meet and exceed all landscaping requirements prior to final inspection (providing the time of year is practical for planting). If final occupancy is requested and landscaping cannot be completed, 100% of the estimated cost necessary to furnish and plant the required landscaping and any ancillary screening improvements such as fencing will be deposited as security with the City to guarantee compliance with and to indemnify the City for any expenses incurred enforcing the requirements. Upon completion of landscaping we will notify the City immediately to request inspection and would ask that return of security be in a timely manner.

Chapter 3 General Development Standards

Division 5, Screens and Buffers

13.03.51 General

- A. Screening and buffering shall be used to provide visual and noise separation of more intensive uses from less intensive uses.
- B. Screening shall be provided alongside and rear property boundaries of business, mixed-use or industrial districts abutting residential uses. Screening for new construction shall consist of the following:
 - 1. The buffer area abutting the residential use must meet the width shown in **Table 13.03.51-1** below:

Table 13.03.51-1 Buffer Requirements

Zoning District of Subject Property	Buffer Width
R-3	10 feet
R-4	10 feet
Mixed Use	10 feet

Business	15 feet
Public	15 feet
Industrial	20 feet

- 2. The buffer area must contain a solid wall, solid commercial-grade fence, or hedge with year round foliage, between six (6) and eight (8) feet in height. Screening within the front yard or corner side yard is limited to four (4) feet in height. Height of screening shall be measured from the natural or approved grade.
- 3. If the buffer area contains a hedge, the hedge shall be landscaped with at least two staggered rows of evergreen trees with trees in each row spaced at a maximum of twelve (12) feet.
- 4. The buffer area may be interrupted for necessary pedestrian or vehicular access.
- 5. Screen plantings shall be permanently maintained by the owner of the property, and any plant materials which do not live shall be replaced within six (6) months.

13.03.52 Site Elements to be Screened

- A. The following site elements shall be screened in compatibility with the design elements, materials, and colors used elsewhere on the site as follows:
 - 1. **Refuse Disposal Areas.** All refuse and recycling containers in all commercial, industrial, multifamily, or mixed use zoning areas shall be screened on four (4) sides (including a gate for access) by a solid, commercial-grade fence, wall, or equivalent material that is architecturally compatible with the principal structure and has a height of between six (6) feet and eight (8) feet. a. Refuse enclosures shall be subject to the following:

A three (3) foot setback is required from any lot line; ii. Shall include a durable gate system that remains closed when not in use; and iii. Shall allow for easy access by refuse and recycling contractors.

2. **Outdoor Storage Areas.** Outdoor storage areas shall be screened from abutting residential uses with a building wall or solid commercial-grade fence, wall, year-round hedge, or equivalent material, with a minimum height of six (6) feet and not greater than eight (8) feet. Screening along district boundaries, where present, may provide all or part of the required screening.
3. **Loading Areas.** Loading areas shall be screened from abutting residential uses and from street view to the extent feasible by a building wall or solid commercial-grade wood, vinyl, or equivalent material fence, with a minimum height of six (6) feet and not greater than eight (8) feet. Screening along district boundaries, where present, may provide all or part of the required screening.
4. **Mechanical Equipment.** All rooftop and ground level mechanical equipment and utilities over 50 cubic feet shall be fully screened from view from any street or residential district, as viewed from six (6) feet above ground level. Screening may consist of a building wall or fence and/or landscaping as approved by the Zoning Administrator.



5. **Off-Street Parking Areas.** Those parking areas for five (5) or more vehicles if adjoining a residential use shall be screened from such use by a solid wall, fence, evergreen planting of equivalent visual density or other effective means, built and maintained at a minimum height of five (5) feet. Where a solidly constructed decorative fence is provided along the interior lot line, the minimum setback for the parking area shall be five (5) feet from said lot line. Said fence shall be located a minimum of one (1) foot from the said lot line.



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

PUD GENERAL DEVELOPMENT PLAN APPLICATION

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

- ➔ **Overview/ Cover Letter Describing the following:**
 - ▶ A statement describing character and goals of the PUD and a general schedule for implementation.
 - ▶ Plan Set which satisfies all criteria as listed in the PUD General Development Plan Checklist.
- ➔ **\$700.00 Permit Application Fee** (Payable to the City of Onalaska).

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

A Planned Unit Development (PUD) may be used as a custom zoning district for any land use or combination of land uses. The minimum size of a PUD is one (1) acre. A PUD is reviewed through a two-part process: 1) General Development Plan (GDP) and a 2) Final Implementation Plan (FIP). A GDP requires a public hearing at a Plan Commission meeting where the developer provides a plan set for the PUD including all items noted above (Section 13.02.32. of the Unified Development Code). If the GDP is approved, the next step is completing a Final Implementation Plan reviewed by the Plan Commission and Common Council for final approval. See Sections 13.05.25., 13.05.26., and 13.05.27. for the application procedures to create a new PUD and amend a PUD.

Property Address(es): 1500 Sand Lake Rd.
Parcel Number(s): 18- 4515-0 18- 18- 4516-0 18- 18- 4521-0 18- 18- 18-
Zoning District: MU-C Mixed Use

Applicant/Property Owner: Traditional Trades
Project Contact: Adam Aspenson
Mailing Address: 1641 Sand Lake Rd.
City, State, Zip: Onalaska, WI 54650
Phone Number: 1008-783-4785
Email: aaspenson@traditionaltrades.net

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

Signature of Applicant:	Date: 7/28/20
Signature of Property Owner: VP OF THE GENERAL PARTNER	Date: 7/28/20

CITY OF ONALASKA
 EC#: R00179103 7/29/2020 4:16 PM
 RAN: 450 PLANNING & ZONING
 PER: C1 TERM: 1
 KEY : DASH 01

ADDITIONAL TRADES INC PUD 700.00
 aid By:TRADITIONAL TRADES INC PUD
 K 700.00 REF:AR-19618
 APPLIED 700.00
 ENDED 700.00
 CHANGE 0.00

00656 12/31/20 DOWAN, STEVE
 CAT - NEUTERED /SPAYED 39.00CR
 Paid By: DOWAN, STEVE
 OK 39.00 REF:AR-1458
 APPLIED 39.00
 TENDERED 39.00
 CHANGE 0.00

CITY OF ONALASKA
 REC#: R00179102 7/29/2020 4:02 PM
 TRAN: 30 LICENSES
 OPER: C1 TERM: 1
 TRBY : DASH 01

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

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

**TUESDAY, AUGUST 25, 2020
APPROX. 7:10 P.M.
(or immediately following the public hearing at 7:00 P.M.)**

The location of the public hearing will occur digitally and the Plan Commission agenda will provide information for how the public may participate remotely during the meeting and associated public hearings.

In particular at this time, the Plan Commission will consider will consider an application for a Planned Unit Development (PUD) General Development Plan filed by Adam Aspenson of Traditional Trades INC, 1641 Sand Lake Road, Onalaska WI 54650 on behalf of Elmwood Partners Limited Partnership, 1859 Sand Lake Road, Onalaska, WI 54650 to allow for a mixed-use development containing a combination of townhomes, multi-family dwellings, and commercial uses located at Sand Lake Road, 1500 Sand Lake Road, and Sand Lake Road, Onalaska, WI 54650, Tax Parcels # 18-4515-0, 18-4516-0, and 18-4521-0.

Properties are more particularly described as:

Computer Number: **18-4515-0**
Section 33, Township 17, Range 07

NW-NE EX PRT TAKEN FOR SAND LAKE RD AS ON SMALL PLAN & AS IN V788 P536 & AS ON PLAN 112Z & AS IN DOC NO. 1569662 & EX PRT TAKEN FOR CTH-S AS ON SMALL PLAN & AS IN V788 P536 & EX PRT TAKEN FOR RD AS DESC IN V804 P801

Computer Number: **18-4516-0**
Section 33, Township 17, Range 07

SW-NE EX PRT TAKEN FOR SAND LAKE RD AS ON PLAN NO. 112Z & AS IN DOC NO. 1569662

Computer Number: **18-4521-0**
Section 33, Township 17, Range 07

N 35AC OF SE-NW EX LOST LAKE ADDN & EX PRT IN V501 P376 & V537 P484 & EX MEIER FARM ADDN TWO & EX PRT TAKEN FOR SAND LAKE RD AS ON PLAN NO. 112Z & AS IN DOC NO. 1569662

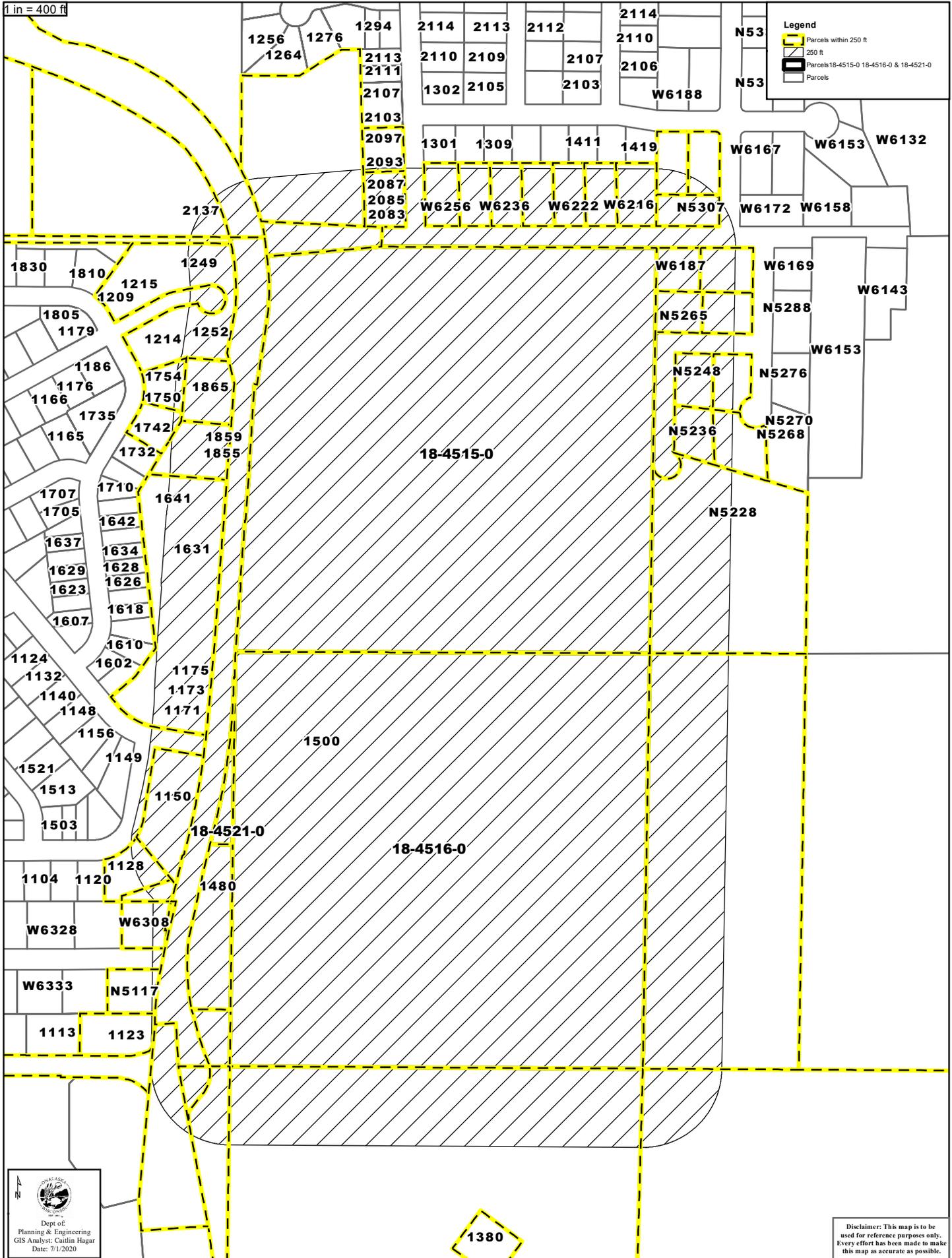
More detailed information on this item and a map of properties within 250' of the subject property will be posted to the City of Onalaska website www.cityofonalaska.com the Friday before the scheduled meeting under Agendas & Minutes/Plan Commission. This posting will contain the Plan Commission Agenda and all attachments referencing this item.

Dated this 7th day of August, 2020.

Katie Aspenson, AICP
Planning Manager

Properties within 250 ft of 18-4515-0, 18-4516-0 & 18-4521-0

1 in = 400 ft



Legend

- Parcels within 250 ft (Yellow dashed line)
- 250 ft (Yellow dashed line)
- Parcels 18-4515-0 18-4516-0 & 18-4521-0 (Hatched area)
- Parcels (Solid black line)

Dept of
 Planning & Engineering
 GIS Analyst: Caitlin Hagar
 Date: 7/1/2020

1380

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

- Agenda Item: Public Hearing and Consideration of an amendment to the Theater Road Center PCID.
- Applicant: Don Brenengen of Brenengen Chevrolet Cadillac, 531 Theater Road, Onalaska, WI 54650
- Property Owner: Time Enterprise INC, 3151 Edgewater Drive, La Crosse, WI 54603
- Parcel Number: 18-3580-5
- Site Location: Along Theater Road (eastern side) and Along Interstate 90 (northern side)
- Existing Zoning: Regional Business (B-3) District with Planned Commercial Industrial District (PCID) Overlay

Background:

The applicant is proposing to install a new freestanding sign along Interstate 90 to replace the existing message center and sign at 531 Theater Road, Onalaska serving the Brenengen Chevrolet Cadillac dealership. Currently, the is approximately 295 SF that includes a 93.5 SF electronic message center. The applicant is proposing to replace this sign, with a new 270 SF sign that includes a 170 SF electronic message center. The location of sign will not change and if approved the new electronic message center portion of the sign will be required to follow all standards mandated by the Sign Ordinance in terms of safety, illumination, automatically adjust intensity of display according to natural ambient light conditions, and message timing.

The Sign Ordinance allows a maximum of 100 SF (per sign) for electronic message centers and the request is to increase beyond the maximum by 70 SF. As this property has a PCID Overlay, the applicant is able to request deviations from the Sign Code. Within this packet is a variety of information provided by the applicant to explain the reasoning and justification for the request to increase the electronic message sign portion of the sign. A summary of the information includes: increased communication opportunities to traveling customers, ability to advertise specials on a timely basis, ability to advertise Amber alerts and severe weather conditions, digital media reach for customer over traditional signage, increased sales which lead to employment opportunities and the ability for the business to remain strong and viable in the Onalaska community.

Action Requested:

Consideration of the Planned Commercial Industrial District (PCID) Amendment. As a public hearing will be held, testimony from the public should be listened to and considered before deciding on the requested PCID Amendment.

REQUEST FOR ACTION & CONSIDERATION BY PLAN COMMISSION:

August 25, 2020

Agenda Item 6:

Public Hearing and Consideration of the Theater Road Center Planned Commercial Industrial Development (PCID) Amendment application filed by Don Brenengen of Brenengen Chevrolet Cadillac, 531 Theater Road, Onalaska, WI 54650, on behalf of Time Enterprise INC, 3151 Edgewater Drive, La Crosse, WI 54603 to allow deviations from the Sign Ordinance on the parcel located at 531 Theater Road, Onalaska, WI 54650 Tax Parcel #18-3580-5.

1. Planned Unit Development Fee \$700.00 (PAID).
2. Owner/developer shall abide by all Conditions of Approval for the Theater Road Center PCID as approved by the Common Council on June 14, 1994:
 - a. *Storm sewer plan to be approved by the Engineering Department. Developer to be aware that temporary retention will be necessary until that time in the future when the City approves installation of the storm sewer at the underpass on the capital improvements budget.*
 - b. *Engineering Department to approve utility, drainage, and landscaping plans.*
 - c. *Green Fee of \$100.00 plus \$10.00 per acre.*
 - d. *All dumpsters to be enclosed by 6' opaque fence.*
 - e. *All parking stalls to be a minimum of 2' from property lines and minimum 180 square feet.*
 - f. *Landscaped islands will be required at the development of these lots.*
 - g. *Theater Road right-of-way to be a minimum of 80 feet wide, dedicated upon completion of improvements. Theater Road to be a minimum of 53 feet back to back, 30" curb and gutter concrete. City to reimburse oversized material costs over 37 feet in width and 2" pavement.*
 - h. *Erosion control plan to be approved and on file in the Engineering Department.*
 - i. *All lot corner stakes to be in and visible.*
 - j. *Where feasible, developer to work with the owners/developers of Pralle Center regarding storm sewer design. Pralle Center storm sewer has additional capacity.*
 - k. *Lighting to be shielded down type lighting.*
 - l. *Require one tree for every 25 feet of street frontage, minimum of 1-1/2" DBH.*
 - m. *No parking allowable on frontage roads.*
 - n. *Storm Sewer Fee of \$4,215 per acre. Developer to install storm sewer in Theater Road. Developer to reimburse the City the remainder of the fee after cost of installation. Parking to abide by Zoning Code requirements.*
 - o. *Developer to hire independent soil testing/pavement design firm for the proper pavement installation on Theater Road. Minimum design of 3" of pavement and 611 of base. Design to be approved by the Engineering Department.*
 - p. *Developer required to install conduit for signalization at the intersection of CTH "PH" and Theater Road on the north side of PH.*
 - q. *Development to have a maximum of one central pylon sign along*
 - r. *1-90 (research with DOT).*
 - s. *Sidewalk required on both sides of Theater Road at the time of development.*
 - t. *Utilities on private areas to be installed and turned over to the City in proper easements as approved by the Engineering Department.*

- u. *Water main in Theater Road to be a minimum of 12" diameter extended the full length of Theater Road and looped at Rudy Street. City to reimburse for oversized materials cost over 8" water main.*
 - v. *Developer to be aware of the City's plans to extend additional storm sewer to the La Crosse River from the north side of Highway 16 from the underpass at Theater Road and 1-90. Developer to grant the City storm sewer easement for this extension if necessary.*
 - w. *Developer to extend Rudy Street and water main to the intersection at Theater Road according to the City's design. City to reimburse the cost of extending Rudy Street at that time in the future when it is approved and placed on the capital improvements list. Developer to be aware that he may need to cost-share future signal lights on "PH" and Theater Road.*
 - x. *Street lights required on Theater Road per City policy.*
 - y. *Developer to provide approximate schedule of installation for this development in order that the City of Onalaska can schedule storm sewer improvements and alleviate outfall concerns.*
 - z. *Developer responsible for making utility plans available to prospective buyers showing street lights and fire hydrants.*
 - aa. *Inspector required on site at all times while utility work is in progress.*
 - bb. *All conditions shall be met prior to issuance of Occupancy Permits.*
 - cc. *Developer to furnish City with copies of utility as-builts and unit prices prior to acceptance of utilities.*
 - dd. *Developer to obtain approval letter from utility companies (overhead power).*
 - ee. *Plan to show all utility easements and setbacks, including 30-foot green space and 50-foot building setback along the interstate. Due to possible storm sewer installation in the 30- foot green space, no structures of any kind (including signs) to be installed in this area. Copy of covenants and deed restrictions to be reviewed and on file in the Clerk's office.*
 - ff. *Topo Fee of \$10.00 per acre.*
 - gg. *Developer to install private frontage road from Pralle Center at the gap between Ward's and Kohl's to Theater Road at that time in the future when this lot develops.*
 - hh. *Access to lots adjacent to PH must be a minimum of 150 feet north of the intersection on Theater Road. Developer to work with the developer of Pralle Center regarding access into their parking lot from the west lot. Developer required to submit access plans for east lot regarding access onto PH.*
 - ii. *Any omissions of any conditions not listed in Plan Commission minutes shall not release the developer/property owner from abiding by the City's Subdivision Ordinance and Zoning Code requirements.*
3. *Owner/developer shall abide by all Conditions of Approval for the Conditional Use Permit to allow an Electronic Message Center Sign at 531 Theater Road as approved by the Common Council on April 9, 2002:*
- a) *CUP Fee of \$150.00*
 - b) *Owner/developer to submit details/photos of like signs and an elevation of proposed sign with*
 - c) *dimensions.*
 - d) *Owner/developer to provide information on the intensity and movement configuration of the sign to insure code compliance.*
 - e) *Sign to be located on principal pylon signs.*
 - f) *Owner/developer must 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 the issuance of occupancy permits.*
 - g) *Owner/developer must notify City prior to any utility connection to City owned utilities takes place.*
 - h) *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.*

- i) Any omissions of any conditions not listed in Plan Commission minutes shall not release the developer /property owner from abiding by the City's Subdivision Ordinance and Zoning Code requirements.*
4. Owner/developer shall abide by all Conditions of Approval for the Theater Road Center PCID Amendment as approved by the Common Council on May 8, 2018:
 - a) Applicant shall comply with original PCID conditions of approval.*
 - b) Obtain a Site Plan Permit for proposed development prior to any construction activities.*
 - c) Obtain sign permits for all individual sign replacements and/or re-faces.*
 - d) Owner/developer shall pay all fees and have all plans reviewed and approved by the City prior to obtaining a building permit.*
 - e) Owner/developer must have all conditions satisfied and improvements installed per approved plans prior to issuance of occupancy permits.*
 - f) 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 741 other conditions.*
 - g) 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.*
 5. Obtain a Sign Permit prior to installation and follow all standards of Title 14 (Sign Code) for Electronic Message Center Signs, excluding the one hundred (100) square foot maximum per side size requirement.
 6. 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.
 7. 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.
 8. 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.

Customer for Life

West Salem, Sparta, Tomah, La Crosse and Onalaska Wisconsin

West Salem Chevrolet • 608-786-0400

West Salem Kia • 608-786-4511

Sparta Chevy/Buick • 608-269-2158

Sparta Ford/Mercury • 608-269-3673

Tomah Chrysler/Ford • 608-372-4121

La Crosse & Onalaska Chevrolet • 608-783-8900

July 29, 2020

To Mrs. Aspenson,

I am requesting the PCID plan for 531 Theater Rd. (Brenengen Chevrolet, Cadillac) be amended to allow the following sign change:

Current sign with Electronic
with message center included

295 approx. sq. ft.

Electronic message center - 93.5 sq. ft.

Requested sign dimensions
with ECM included

270 sq. ft. (25 sq. ft. smaller)

EMC - 170 sq. Ft.

This change will not require altering the existing sign pedestal, placement or landscape. Please reference the attached photo of our existing sign and a rendering of the proposed replacement.

I am requesting approval to increase the size of our message center, which is included in the sign cabinet, but am also committing to replace our existing sign with one that will be at least 25 sq. ft. smaller than our current sign.

Communicating with customers has become increasingly fragmented and more expensive. In this rapidly changing environment, we find ourselves searching for ways to utilize new, cost-effective technologies, which will enable us to efficiently communicate our products services to the 32,000 motorists traveling past our business on interstate 90 each day.

New Electronic Message Centers (ECM's) provide a platform which would allow our message to be changed quickly, run only at specific times, and automatically sense the ambient illumination, which self-adjusts its visual brightness accordingly. These automated adjustments will ensure the sign will be compliant with rules regarding illumination.

The enhancements of the new message center in conjunction with the increased size will give us the ability to display information which will be much easier for customers to view and quickly understand. Effective communication can lead to an increase in sales and service, which in turn leads to employment opportunities. Also, many surrounding businesses will also benefit, just as we benefit as they work to attract customers to their locations.

Our current sign has failed and must be updated or replaced. After researching available options, it became obvious changes to EMC size, shape, and clarity are integral parts of an effective strategy to communicate time sensitive messages to our customers. Our sign is in an ideal location along a heavily traveled interstate highway, with over 32,000 vehicles passing our location every day. It is also properly distanced from residential neighborhoods. I believe that our request helps us adjust to the rapidly changing world around us, a world of shrinking margins and increased compliance costs. The sign enhancements proposed give our business another resource we can use to help us remain a strong, viable contributing member of our community.

Thank you for your consideration in this request.

Sincerely,



Don Brenengen
Brenengen Chevrolet Cadillac
531 Theater Road
Onalaska, WI. 54650

The following are supporting documents (please see attached):

- **A.** Traffic count: 32,500 vehicles per day as of 5/2/2017
- **B.** A copy of an actual GM Incentive Program, illustrating an eight-day window of opportunity, is attached to show the limitations in communicating these types of incentives to our customers. Traditional advertising such as print or TV can take 1-2 weeks just to get an ad produced, leaving no time to offer customer awareness.
- **C. 1. and C. 2.** Signage light analysis, illustrating light distribution in lumens.
- **D.** Satellite view illustrating distance from any residential properties
- **E.** New Electronic Message Centers (EMC's) automatically adjust the light emitted based on the ambient light.
- **F. 1. And F. 2.** In an emergency, digital billboards (EMC) can quickly inform the community about amber alerts and severe weather conditions.
- **G.** Article: *Exciting Digital Signage Trends and Statistics* from Screen Cloud Blog 2019 (for an overview, please read excerpts below; the full article with references is attached.)
 1. Retail: over 40% of shoppers say that digital displays can change what they buy because of relevant information is served close to the point of purchase.
 2. Digital media in public venues reaches more customers than videos on the internet or Facebook.
 3. 71 percent of people said they felt advertising on digital billboards stood out more than online ads, and 46 percent said they were more prominent than TV ads.
 4. Digital signage has a (customer) recall rate of 83%
 5. 73% of educational institutions see digital signage as crucial for the future of communication.



Light Analysis for 15.85 GS6 180x325 2V

Brenengen Chevrolet Cadillac

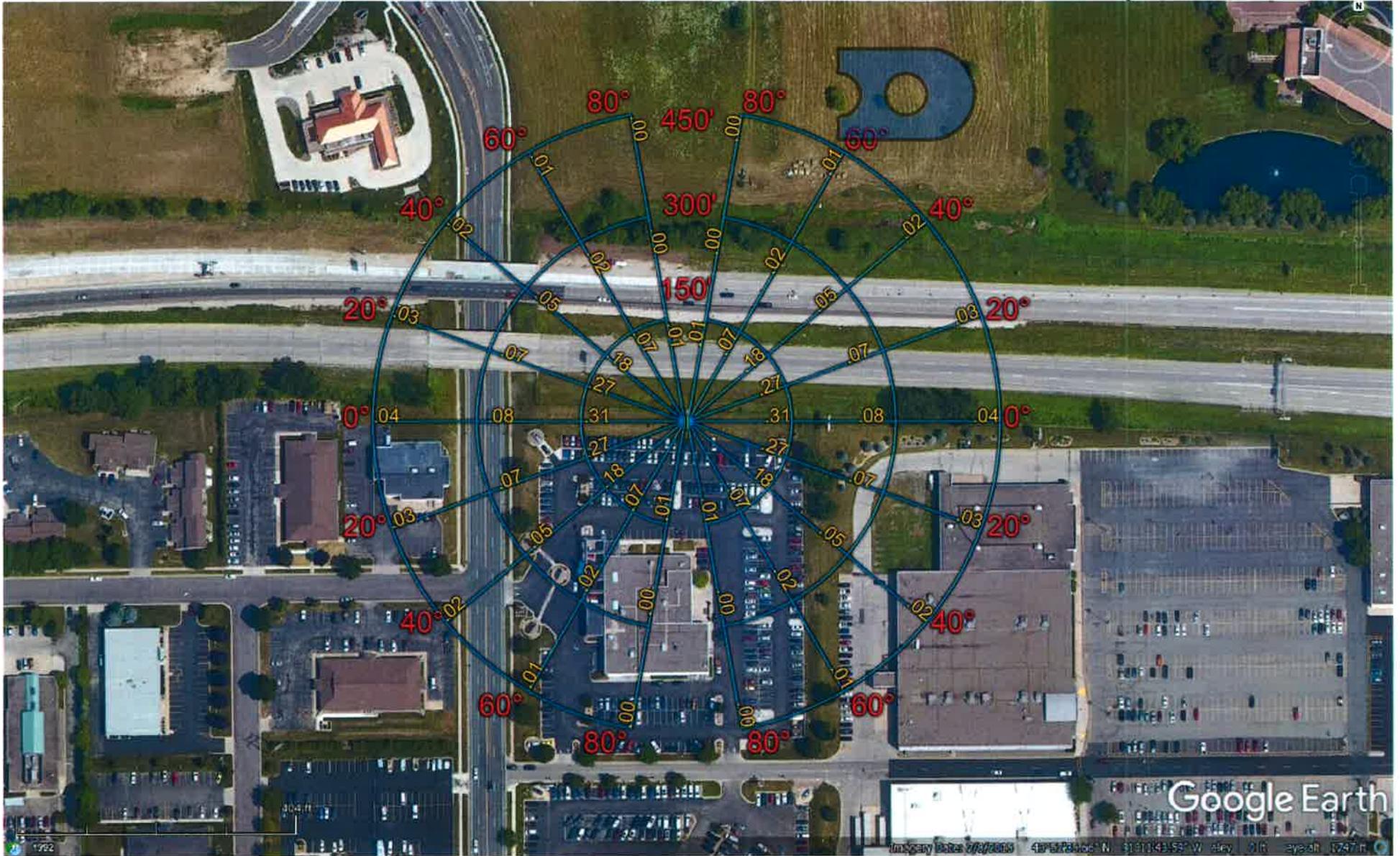
531 Theater Rd, Onalaska, WI

Values expressed are specific to Daktronics product only

Date: 7/21/2020

Prepared by: Eric Johnson

C1



- Display at 4% of Maximum Daytime Brightness
- Calculations take into account an overall height of 40'
- Any rise or fall in elevation or physical blockage is not shown in calculations

*Calculations are based on Red, Green, and Blue LEDs (White Content) powered to their maximum potential for nighttime viewing. Values are shown in footcandles (fc).

2

Satellite View of Sign location



Current Sign



CHEVROLET

Brenengen

(B1)

Proposed
Sign
with revised
message center

Also
used for
Exhibit
(B1)

BRENENGEN



**2020 SILVERADO
\$5,000 Rebate**

ENDS MONDAY



FI

BRENENGEN



CHECK THE
SPREAD
SAFE BUSINESS



www.checkthespread.org

FS

BRENENGEN

WEATHER WARNING

Freezing Rain



Site:321306

Traffic Count

Site Type: Short Duration

AADT: 32,500 (Final)

AADT Date: 5/2/2017

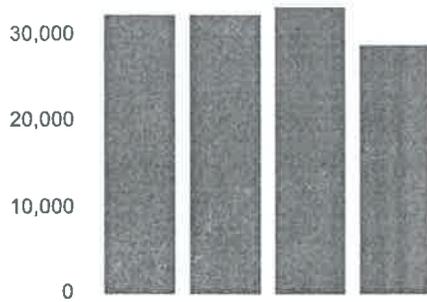
County: La Crosse

Location: I-90 WEST OF STH 16 INTERCHANGE - HPMS

Street View Lat,Long: 43.88,-91.20

AADT History

Most recent on left. Hover over bar to show date and AADT.



Related tables:

AADT

INCENTIVE REPORTING

*GM Incentive
with compressed Time frame*

(B)

You've Got Incentives Program List

Visibility Date: 2019-08-27

Program Number-REV#	Program Name	Status	Start	End	Incentive Code
<u>19-34B- 9</u>	Chevrolet Select Market Incremental CCR Program	Active	<u>2019-08-27</u>	<u>2019-09-03</u>	LKS <i>**</i>
<u>19-34BD- 9</u>	GMC Select Market Incremental CCR Program	Active	2019-08-27	2019-09-03	LQD
<u>19-35BB- 9</u>	Buick and GMC Select Market Incremental CCR Program	Active	2019-08-27	2019-09-03	MLN
<u>19-35BC- 9</u>	Chevrolet Select Market Incremental CCR Program	Active	2019-08-27	2019-09-03	LKT
<u>19-40BB- 10</u>	GM Select Market Incremental CCR Program	Active	2019-08-27	2019-09-03	LKC
<u>19-40BE- 12</u>	Cap Cost Reduction For Eligible Participants In The GM Employee, GM Dealership Employee, GM Executive Referral, And GM Supplier Programs	Active	2019-08-27	2019-09-03	VAB
<u>19-40GC- 16</u>	GM Financial Standalone APR & Down Payment Assistance Program	Active	2019-08-27	2019-09-03	XGT

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Lighting

C2

From: Ben Oestreich <Ben.Oestreich@daktronics.com>
Sent: Wednesday, July 22, 2020 9:25 AM
To: Don Brenengen <don@brenengen.com>; James Fuchsel <jamesf@lacrossesign.com>
Subject: RE: Brenengen Site Survey

Gentlemen,

Attached is the Light Analysis.

How do you read this? Good question. Analysis is calculated based on night time viewing where the display would be operating at 4 percent brightness. We do our calculations based on night time brightness because daytime brightness would have zero impact compared to the brightness of the sun. They are able to calculate the candle lumens (1 candle lumen = approximately 1 standard wax candle) at varying distances based on the square footage of the display. For reference a standard parking lot light operates around 1 candle lumen.

The analysis reveals the relative brightness at radius' of 150', 300' and 450'. As you'll see, due to our auto dimming photo sensors, our display will be operating at well under even 1 candle lumen at 150'. To oncoming vehicular travel it will be at a 3% -5% of a single candle lumen. This means the sign will be visible, but not obtrusive, distracting or glaring. In areas that already have a parking lot flood light, it will have a net zero impact compared to the existing light.

Ben



Concerns that digital billboards are unsafe are unfounded. Federal and state studies determined they do not cause accidents, and confirm that digital billboards are safe.



*Automated
Lighting
Adjustments*

Those concerned about the brightness of the display don't need to worry. Watchfire's digital billboards automatically adjust brightness levels under various lighting conditions (day, night, rain, or shine). The LEDs make digital billboards use less power than many traditional vinyl boards that have lights.

FCC compliance is an important factor for digital billboard structures proposed at new locations. Nearly all digital signs manufactured in Asia fail to meet FCC standards on electromagnetic noise, which can wreak havoc with uplink signals to nearby cell towers. Watchfire's products are verified to meet FCC regulations. We guarantee that our digital billboards meet all the FCC requirements and will not interfere with cell service, emergency services or FAA traffic.

Now you're ready for your next zoning board meeting where you can apply these tips to help you acquire your next digital billboard permit. Learn more about billboard safety and zoning on our website, or contact your Watchfire representative for more information.

Topics: Digital Billboards, Zoning & Permitting,



TIPS TO HELP YOU ACQUIRE DIGITAL BILLBOARD PERMITS

*Digital Board help communities
Communicate*

January 3, 2019

It can be a challenge to obtain a digital billboard permit for an ideal location that reaches areas with high traffic volume. Working with your local municipality can be easier if you follow these key tips.

Digital billboard locations require permits from both the state and local municipalities. It requires a little more work than an on premise sign permit, but the payoff of maximizing exposure and impressions on your board's advertisements is worth it. First, you need to sell the concept of your location and how the local government will benefit from it. We recommend these three points to take with you to your first meeting.

1. Demonstrate how the proposed board will increase revenue for a company, and as a result will increase the taxes your company will be paying to the city or county. Advertising for retail establishments in your area benefits their bottom line, which also increases sales tax revenue.

2. Increased business leads to job creation, so the local workforce benefits too.

3. In an emergency, your digital billboard can quickly inform the community about Amber, Blue or Silver Alerts. It also can help assist local police and federal authorities in capturing fugitives by sharing current pictures and information. Only a digital billboard can provide this community service. In fact, the OOH industry helps communities by donating more than \$500 million in public service space each year.





Now you can share screen content directly to employees working remotely

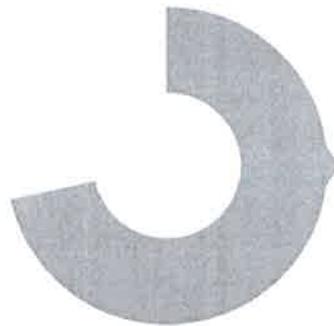


[Find out more](#)

Updated: 41 Exciting Digital Signage Trends and Statistics

To indulge in a digital signage transformation these insights are a great place to start. We've added some new studies and statistics for 2019.

Oct 2016



72%

more attention than online ads

Note: There haven't been many new studies in digital signage since this was last updated but in March 2019 we've added emerging study and statistics within the retail, hospitality and corporate communications sectors.

Digital signage is a bit like what social media was a few years ago. You know, when your boss would shout "we need Snapchat!" and you'd quickly scabble for your phone to download this new and mysterious thing.

Well digital signage is part of digital transformation for nearly all industries. We don't say that lightly, but it's there in cold, hard statistics for anyone who's brave enough to look.

A study from [Russell Reynolds Associates](#) found that at least 41% of executives from all industries are anticipating moderate or severe disruption.

Hey 👋 Can I ask you a question?

Executives Who Anticipate Moderate or Massive Digital Disruption in the Next 12 Months, by Industry



SOURCE: TOWERS PERRIN HOUSE OF CONSUMER SENTIMENT RESEARCH METHODOLOGICAL ASSOCIATES

7/28/2020

Source

What this doesn't tell you is that digital signage is a tool every one of these industries is beginning to adopt. Healthcare, retail, technology, nonprofit, education, corporate offices - a variety of industries all adopting the same tool for communication. It's an exciting place to be.

Digital signage is also incredibly simple to setup. Which is game-changing for companies who were once reliant on specialist hardware and impossibly complicated content management systems. Now, with any media player like an Amazon Fire TV Stick, you can easily turn any screen into a visual noticeboard.

Let's look at some of the statistics around where digital signage is going next and who it'll affect.

Digital signage trends and statistics

Retail

1. Over 40% of shoppers say that digital displays can change what they buy because relevant information is served close to the point of purchase.

This makes sense, as savvy shoppers we expect more from our shopping experience. The physical product is great, but information close to where we're shopping? That's even better.

Hey 👋 Can I ask you a question?

2. 44% of shoppers admit to social media increasing purchasing decisions.

Social media is a huge part of the retail experience and it suits digital signage down to the ground! It's why we have so many awesome social media apps and dashboards in our App Store.



3. 8/10 customers have entered a store because of a digital sign catching their interest.

That's much higher than a static display or shop window design. We're programmed to react and respond to digital visuals and retailers are choosing digital signage for its high-impact, low-cost approach.

4. According to studies, retail is the fastest growing area of digital signage networks.

Retail is often ahead when it comes to embracing digital technologies. Burberry was one of the first global retail brands to embrace social media. Now they're one of the first retail stores to embrace digital signage. Their flagship London store features mirrors that double as video digital signage displays, staff armed with iPads and even RFID-enabled screens that trigger related catwalk footage when products are taken into a fitting room, or near a screen.



5. Customers that engage with companies through a variety of digital channels spend three times the volume of sales.

Hey 👋 Can I ask you a question?

Multiple touchpoints with your audience are of huge benefit when it comes to the storing and retaining of information. As well as the importance of giving a great first impression, digital signage also serves as a channel that can drive sales, awareness and brand love.

6. Millennials are more likely to visit brick-and-mortar stores than baby boomers (78 percent versus 70 percent)

For brands looking to engage an elusive, younger audience, in-store experiences could be the way forward. Given that millennials don't watch TV, prefer YouTube ads to traditional advertising methods and are heavily influenced by the internet (47% say it's the one thing they "can't live without") finding new ways to share information with them is key.

Advertising

7. US digital ad spend is expected to continue growing year-on-year, accounting for almost as much ad spend as TV channels by 2023.

8. Digital media in public venues reaches more customers than videos on the Internet or Facebook.

According to a 2010 study by Arbitron, digital signs reach a huge number of Americans and are better remembered than advertising shown through other digital sources.

9. 68% agreed that digital advertising would influence their decision to buy advertised products in the future.

Helping customers to think more positively about products not only affects their current experience but their future ones too.

10. 71 percent of people said they felt advertising on digital billboards stood out more than online ads, and 46 percent said they were more prominent than even television ads.

Not only that, but the participants were also impressed with digital signage and felt it was a cool way to share and learn information. In an age of online ad-blockers this could be a case for turning away from the handheld devices and onto the larger screens all around us.

11. Digital signage has a recall rate of 83%.

Hey 👋 Can I ask you a question?

12. 20% of people will read the text on a page, but 80% of people will watch a video.

This shows the power of leading with video and digital campaigns to engage audiences.

13. A 23% increase in brand awareness is observed when full motion digital out of home advertising is added to social media ad campaigns

"Multi-channel" marketing and campaigns which reach consumers across multiple mediums is going to be a big trend for 2019, in helping brands to cut through the noise and get noticed.

14. According to the Small Business Association, LED advertising signs pull in 1000 impressions for merely \$0.15, making it the most cost-effective form of advertising.

Hospitality

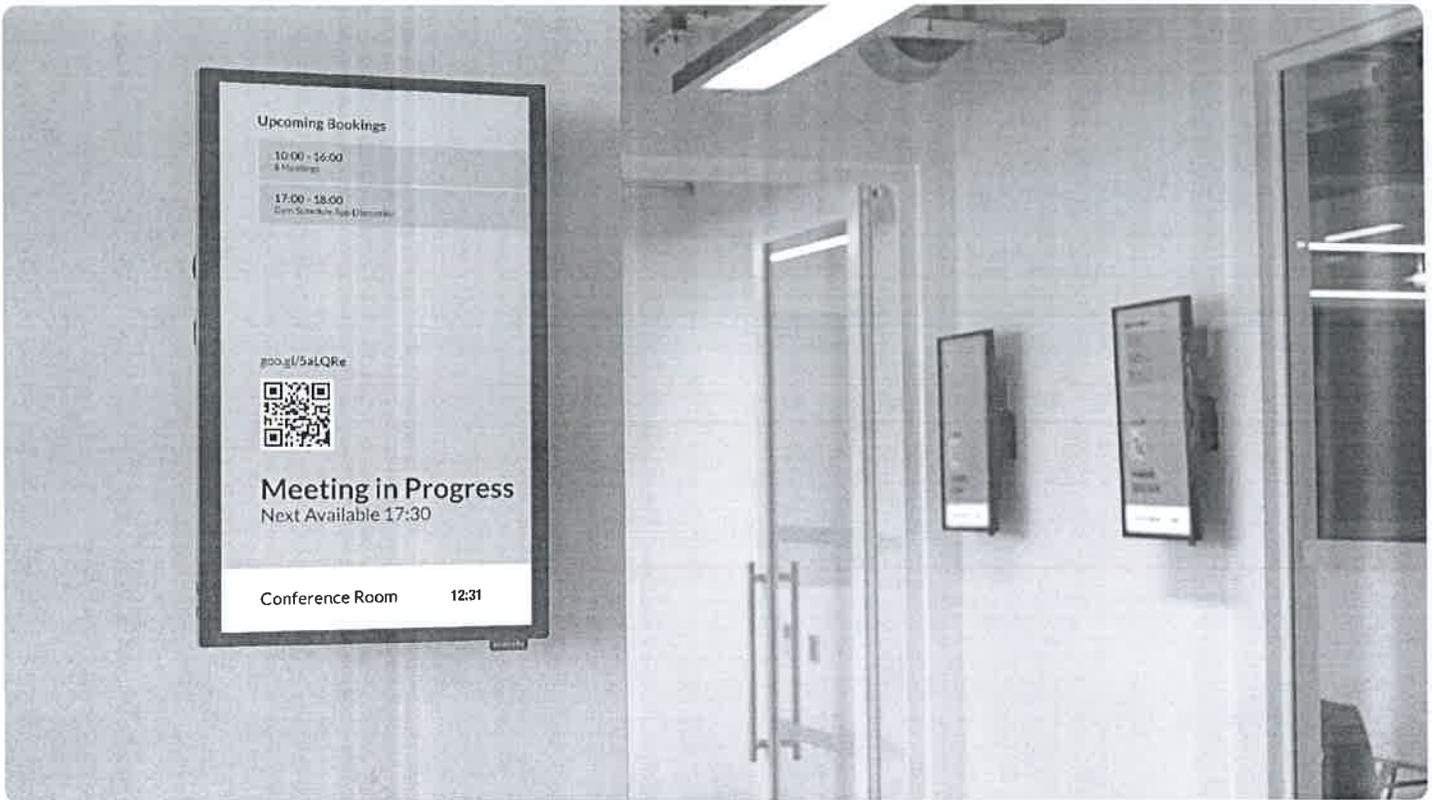
15. A guest's impression of a hotel is formed in the first 10 minutes of arrival.

Walking into a hotel is often a cause of joy - an escape from the real world and a chance to relax and unwind. Digital signage is one of the easiest ways to invest once and then serve a variety of important welcome messages, useful information and entertainment to guests within that crucial 10 minutes.

16. Digital media helps minimize wait time – or at least helps customers perceive that their wait is shorter.

Not only does digital signage lead to a better experience but it can also help the visitor experience to run more smoothly. In 2012, when Hurricane Sandy hit New York, many hotels that had digital signage used it to keep guests updated as events unfolded. In times of need, this is critical for providing emergency updates and information on the areas affected.

Hey 👋 Can I ask you a question?



17. 55% of travelers indicated they would be more likely to visit a hotel that offered self check-in kiosks.

Education



18. 73% of educational institutions see digital signage as crucial for the future of communication.

Many of the schools and universities we talk to are excited about the possibility of digital signage to serve their students more relevant information. From world news and information that supports lesson plans to social media feeds that keeps students up to date with the latest classes.

Hey 👋 Can I ask you a question?



19. 65% of school children use a smartphone and 47% use a tablet on a daily basis.

This may come as no surprise to you but children are interacting with technology every day. Channeling this in the right way, through interesting, relevant digital displays gives schools a chance to tap into the trend.

20. 96% of students say that video increases the learning experience.

Video is one of the easiest forms of media to add to digital signage displays - and most of us have some video knocking around already that we can use.

21. Applying technology to education helps students to reduce stress (45%), improve confidence (46%) and efficiency (57%), while also helping students to better prepare for class (67%).

Need a reason to incorporate digital signage displays into your school or college? You just got it.

Hey 👋 Can I ask you a question?

Corporate Communication

22. Good internal communications drives 25% higher employee productivity.

We all want our workers to be more productive but good internal comms can slip by the wayside when we get busy with other stuff. Digital screens are a quick and easy way to keep everyone in the office informed of what's going on, without clogging up the inbox.



23. 56% of internal communication teams are considering increasing the use of digital signage within their organization.



24. Digital Signage has a 47.7% effectiveness for brand awareness.

In all the work we do to entice customers to love our brand we often forget about our staff members! Digital signage helps to thread your company mission throughout your office, arguably the most important place of all.

Restaurants

25. 74% of customers say an easy to read menu is their top priority.

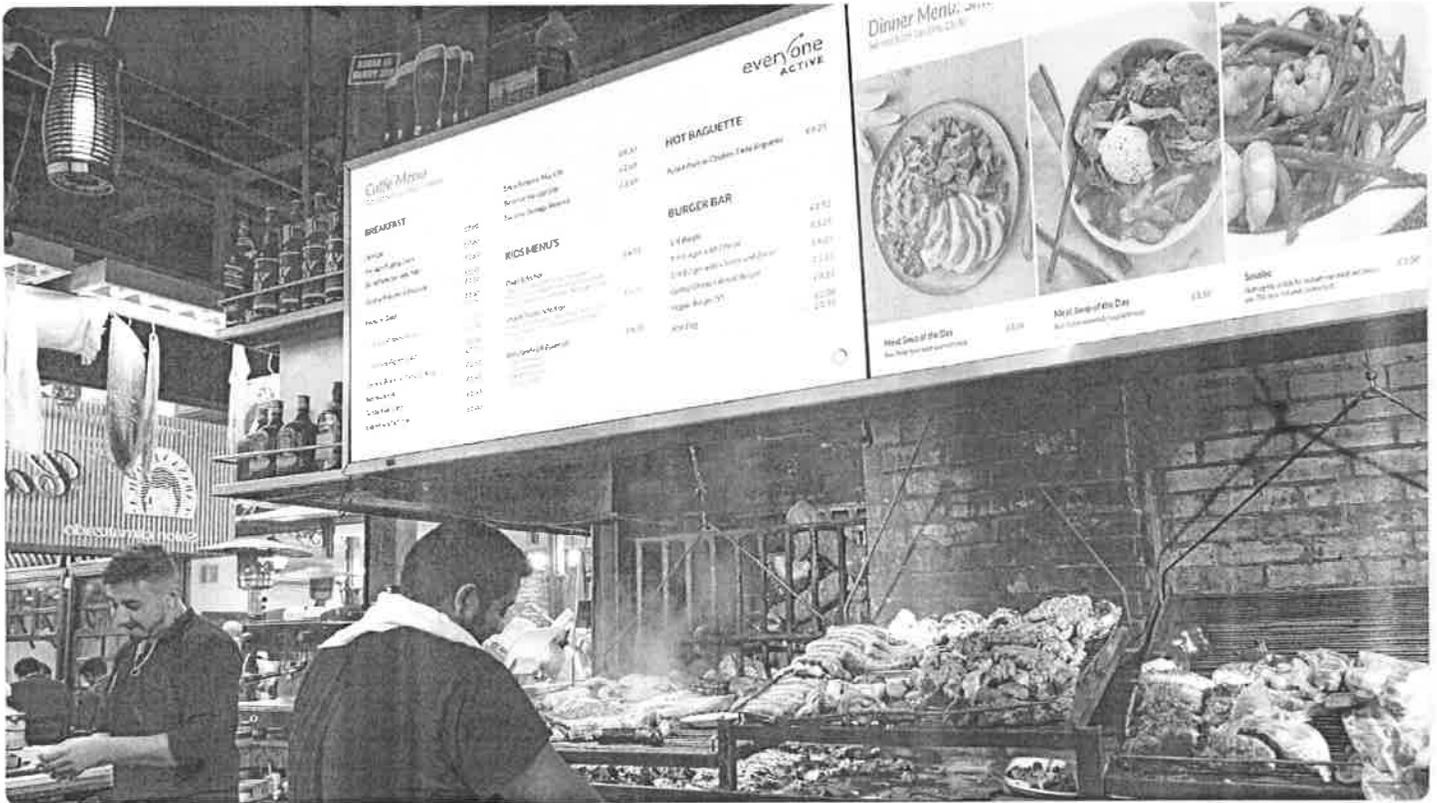
Because digital signs can be updated so easily, menus never and you can play around with font size and displays until you

Hey 👋 Can I ask you a question?

Don't underestimate the significance of this either, 7-Eleven convenience stores in Denmark saw sales of coffee rise by 30% when advertised on their digital signs.

26. 80% of adults have seen digital signage in the past month and 70% subsequently made an unplanned purchase.

Digital signage can make your restaurant more awesome. Not only does it help customers get over the hangries more quickly, it also helps them to make better decisions and more quickly.



27. 29.5% of customers find digital menus influential for purchase of product.

This is backed by real life uses too. Just take Prime Burger, a fast-food chain that sits in one of the UK's biggest trade show centers. They increased sales by 50% like-for-like by replacing their static signs for digital ones.

Tradeshows

28. 93% of consumers find UGC to be helpful when making a purchasing decision.

At tradeshows, while surrounded by competitors, you often make an impression and persuade your buyer to move into User-generated content such as social media, social proof

Hey 👋 Can I ask you a question?

help them to get there much faster - and digital signage is the easiest way to showcase this!

29. 1 in 4 event professionals already use tablets for registration and 60% of event planners rank on-site technology as important as a good internet connection.

Tradeshow attendees love good technology and are well-versed in using it. Digital signage can double up for both informational and transactional purposes - for half of the cost of registration staff, expensive systems and masses of printed collateral.



30. 58% of US marketers use social media to engage their target audience during timely events as part of their real-time marketing engagement strategy.

Digital signage is a powerful way to use social media within any type of environment and bring it into the present moment.

31. Event technology can help increase event attendance by 20%, increase productivity 27%, and decrease costs 20-30%.

That's a whole lot of proof that digital signage at your trade show is a worthwhile investment.

Hey 👋 Can I ask you a question?

Healthcare

32. According to surveys, 75 percent of those viewing a digital sign in hospital could recall at least one message.

That's a super high amount and could be put to use in order to help patients recall better healthcare information and advice for self-treatment and support.

33. Digital signage can cut perceived wait time by up to 35 percent.

In a hospital situation, wait times only add to stress and anxiety. Using digital technology to reduce this, will help patients to have a better long-term experience.



34. Using distraction in clinical environments has been shown to reduce perceptions of pain, lower anxiety and stress and benefit clinicians.

As we mentioned in a recent article for TechCrunch, research shows that digital screens benefit healthcare. This effect will become more widespread with the adoption of digital signage rollouts within healthcare environments.

35. 83% of patients spend a significant amount of time interacting with a hospital's digital content.

36. 78% of patients actively seek out digital health solutions when they are available.

This rise in adoption hints towards healthcare patients who want to use SMS services, apps and even wearables to connect with their dc centre more easily.

Hey 👋 Can I ask you a question?

37. 7/10 hospitals now provide digital messaging systems.

38. Digital signage reduces workplace injury by 20%.

This is relevant to all industries but particularly one where a fall or accident from a healthcare professional could affect not just themselves but also those around them.

Gym & spa

39. Digital signs keep customers in your establishment longer.

When it comes to the gym, keeping customers for longer not only helps boost sales and community but it also allows them to become healthier and more active. A win-win all round!

40. Studying while moderately exercising may help individuals retain information better.

Studies have shown multiple times that learning and exercise pair together nicely. Digital screens are a smart way to help students, professionals and general go-getters to learn more while they work out by providing relevant and useful information through affordable digital screens.

41. Social media motivates people to exercise

The gym and the spa are often a great place for a digital detox, ever noticed how rarely you get signal in those places? But used in the right context, social media is also a huge motivator. This ties into the idea of using great user generated content in order to cement your audience with both their exercise regime and other likeminded individuals.

So there you have it. 40+ digital signage trends and statistics to help power your next digital strategy. It's a noisy world out there and you need to cut through. Digital signage could be the way to do just that, for those ready to embrace it.

For help setting up an easy-to-use, affordable digital signage system start our 14-day free trial at screencloud.com/getstarted.

Sources:

Hey 👋 Can I ask you a question?

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Hey 👋 Can I ask you a question?

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37. <https://icxa.org/2018/02/14-healthcare-digital-signage-statistics/>

38. <https://icxa.org/2018/02/14-healthcare-digital-signage-statistics/>

39. <http://getmediapanel.com/keeping-customers-around-longer-5-media-panel-tactics-for-digital-signs/>

40. <http://www.care2.com/greenliving/want-to-learn-more-study-while-you-work-out.html>

41. <http://www.techtimes.com/articles/93496/20151010/social-media-can-motivate-people-to-exercise-more-heres-how.htm>

case study digital sign education edutech healthcare Retail software
technology



Main Sectors

- Enterprise
- Corporate Comms
- Education
- Retail
- Hospitality
- Fitness
- Healthcare

Apps

- Business
- Communication
- Finance
- Lifestyle
- News
- Photos & Video
- Social Media

Hey 👋 Can I ask you a question?

Partners

Collaborations

Developers

Company

About

Investors

Careers

Security

Culture Blog

Support

Help Center

FAQs

Contact

support@screen.cloud
4470 W Sunset Blvd #92737
Los Angeles, CA 90027
+1 888-557-5328

USA - ScreenCloud Inc
Company No: Delaware 5820214
+1 888-557-5328

UK - ScreenCloud Limited
Registration No: 09535144
+44 (0)20 3808 5585

Features

Hardware

Apps

Customers

Pricing

Blog

Learn

Contact

Terms

Privacy

Hey 👋 Can I ask you a question?



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

Planned Commercial Industrial District (PCID) Amendment Application

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

- ➔ **Overview/Cover Letter Describing the Following:**
 - ▶ Detailed Description of Proposed Amendment (address review criteria as noted below as applicable)
 - ▶ Plan Set including: Grading/Draingage, Utilities, Site Layout, Landscaping, etc.
- ➔ **Application Fees:** (Payable to the City of Onalaska).
 - ▶ \$700.00 Permit Application (Major Amendment)
 - ▶ \$150.00 Permit Application (Minor Amendment)

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

An amendment to an approved Planned Commercial Industrial District (PCID) may be proposed at any time. Amendments shall be initiated by submitting a completed application by owners of the parcels in question. Major Amendments to PCIDs require Public Hearings and neighbor notification at the Plan Commission meeting. Minor Amendments to PCIDs are reviewed by applicable City Staff.

Amendment Review Criteria:

- ➔ **Answers to the following questions will determine a Major vs. Minor Amendment:**
 - ▶ Are the uses proposed pre-existing, allowed in original approved or permitted in underlying zoning district?
 - ▶ Does the development result in a significant increase in density?
 - ▶ Does the development reduce setbacks or other applicable standards?
- ➔ **If the development required a "YES" to any of the above, it is considered a "Major Amendment."**

Property Address: 531 Theater Rd. Ona.
 Parcel Number: 18-3580-5
 Zoning District: City of Onalaska

Applicant: Donald Brenengen
 Mailing Address: 531 Theater Rd
 City, State, Zip: Onalaska, WI 54650
 Phone Number: 608-386-0505
 Email: don@brenengen.com Primary Contact

Business: Brenengen Chevrolet, Cadillac
 Owner/Contact: Don Brenengen
 Mailing Address: 531 Theater Rd
 City, State, Zip: Onalaska, WI 54650
 Phone Number: 608-786-7204
 Email: don@brenengen.com Primary Contact

Property Owner: Time Enterprise Inc
 Contact: Don Brenengen
 Mailing Address: P.O. Box 1155
 City, State, Zip: West Salem, WI 54669
 Phone Number: 608-386-0505
 Email: don@brenengen.com Primary Contact

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

Signature of Applicant: Don Brenengen
 Signature of Property Owner: Don Brenengen

Date: 7/21/2020
 Date: 7/21/2020

APPLIED 700.00
 REFERRED 700.00
 CHANGE 0.00
 BRENNENGEN PCID 700.00
 TRF# : 0887 01
 REF# : 31810

CITY OF ONALASKA
 REC#: R00179105 7/29/2020 4:20 PM
 TRM: 450 PLANNING & ZONING
 DEPT: 01 TRM: 1

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

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

**TUESDAY, AUGUST 25, 2020
APPROX. 7:20 P.M.
(or immediately following the public hearing at 7:10 P.M.)**

The location of the public hearing will occur digitally and the Plan Commission agenda will provide information for how the public may participate remotely during the meeting and associated public hearings.

In particular at this time, the Plan Commission will consider a Planned Commercial Industrial District (PCID) Amendment application to the Theater Road Center PCID filed by Don Brenengen of Brenengen Chevrolet Cadillac, 531 Theater Road, Onalaska, WI 54650, on behalf of Time Enterprise, INC, 3151 Edgewater Drive, La Crosse, WI 54603 to allow for deviations from the Sign Ordinance on the parcel located at 531 Theater Road, Onalaska, WI 54650, Tax Parcel # 18-3580-5.

Property is more particularly described as:

Computer Number: **18-3580-5**
Section 10, Township 16, Range 07

CERTIFIED SURVEY MAP NO. 9 VOL 10 LOT 1 DOC NO. 1285370 SUBJ TO & T/W RD AGREE
IN V1512 P281 SUBJ TO & T/W ESMT IN DOC NO. 1377008

More detailed information on this item and a map of properties within 250' of the subject property 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 7th day of August, 2020.

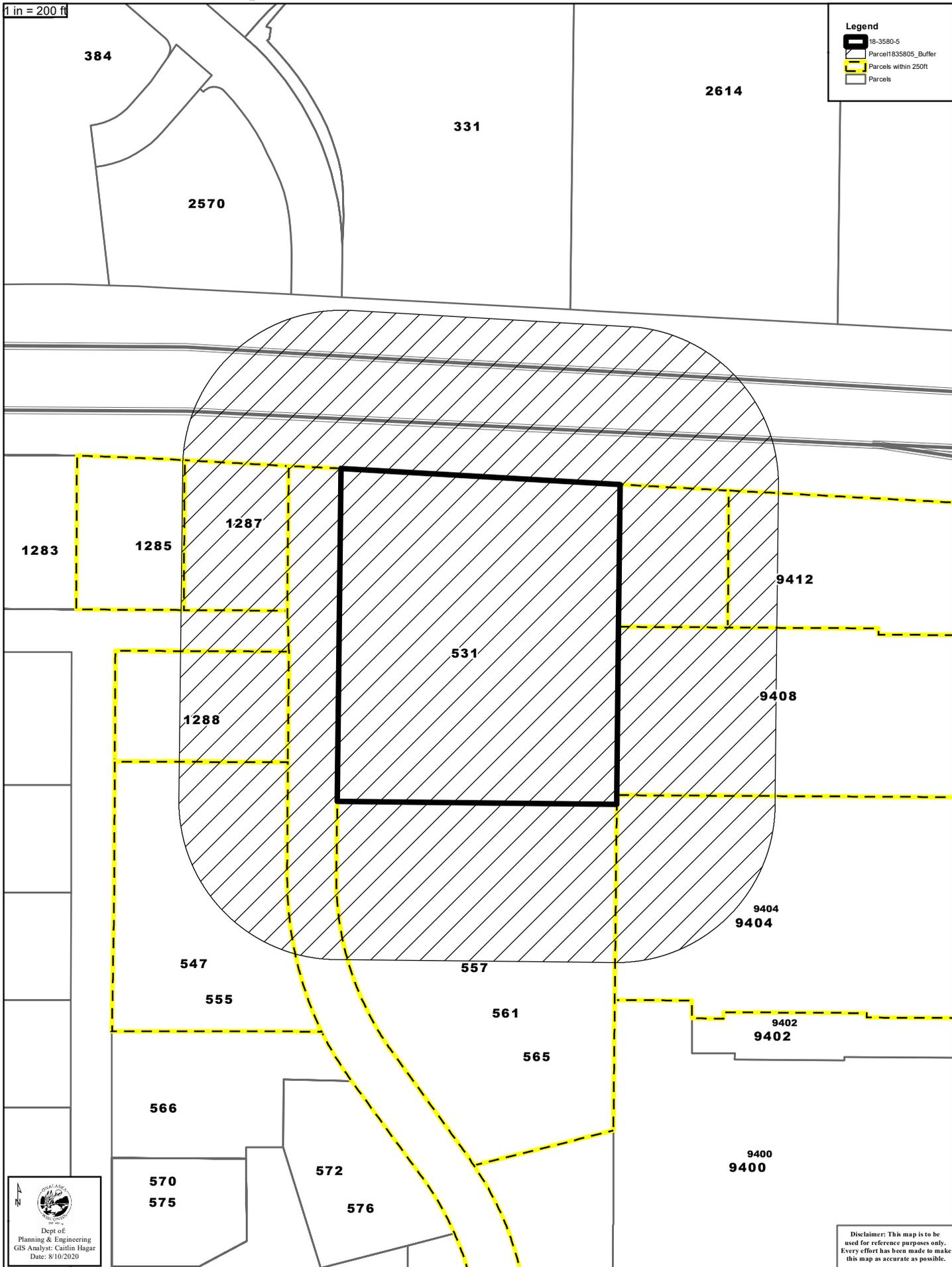
Katie Aspenson, AICP
Planning Manager

Properties within 250 ft of 18-3580-5

1 in = 200 ft

Legend

- 18-3580-5
- Parcel 1835805_Buffer
- Parcels within 250ft
- Parcels



Dept of
Planning & Engineering
GIS Analyst: Caitlin Hagar
Date: 8/10/2020

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

Agenda Item: Public Hearing & Consideration of a Planned Unit Development (PUD) Amendment.

Applicant: City of Onalaska, 415 Main Street, Onalaska, WI 54650

Property Addresses: 4033 Mary Drive, 4036 Mary Drive, 4043 Mary Drive, 4044 Mary Drive, 4059 Mary Drive, 4067 Mary Drive, 4075 Mary Drive, 4076 Mary Drive, 4083 Mary Drive, 4033 Beverly Drive, 4034 Beverly Drive, 4043 Beverly Drive, 4046 Beverly Drive, 4053 Beverly Drive, 4058 Beverly Drive, 4104 Beverly Drive, 4111 Beverly Drive, 4116 Beverly Drive, 4123 Beverly Drive, 4131 Beverly Drive, 4132 Beverly Drive, 4139 Beverly Drive, 4142 Beverly Drive, 4147 Beverly Drive, 4150 Beverly Drive, 4155 Beverly Drive, 4158 Beverly Drive, and 415 Main Street (City Park).

Existing Zoning: Low Density Residential (R-1) with a Planned Unit Development (PUD) Overlay

Conformance with Comprehensive Plan: The Comprehensive Plan classifies this property as “Mixed Density Residential District” which is intended for residential units.

Background:

The Pineview Estates Final Plat was approved in 1996 which included 28 parcels (27 residences and 1 park). In 1998, five (5) residential homes were constructed and in 1999 ten (10) homes were constructed. In April 1999, the Pineview Estates Planned Unit Development (PUD) was approved that included special setbacks for the 27 residential parcels, some of which were already constructed or were under construction at the time. As per the Conditions of Approval, the developer was to provide a map that detailed all special setbacks. The varied setback allotments for street yards were defined on the map and have been enforced by the Inspection Department for when building permits were pulled for vacant parcels. Included in the Conditions of Approval are numerous referrals to Covenants and within those Covenants is a special twenty (20) foot side yard setback. This setback was not noted on the previously-mentioned map; however, the Engineering Department has a partial copy of the Covenants that noted the twenty (20) foot side yard setback. Whether the Covenants (or amendments to the Covenants) were recorded is not known to City Staff at this time.

The Pineview Estates Subdivision is fully built-out as of 2012. Recently the City received a request to construct an addition to one of these residences and build the addition within a six (6) foot side yard setback from the principal structure to the parcel line. In performing background research, City Staff found the partial copy of the Covenants that noted the twenty (20) foot side yard setback and as the PUD requires the Covenants (and thereby the setbacks) to be adhered to, the addition to the residence cannot take place. The property in question, is one that was built prior to the requirements of the special setbacks and therefore is considered Legal Non-Conforming.

City Staff completed additional research and found that of the 27 residential properties, only sixteen (16) parcels have the required twenty (20) foot setbacks. The (a) shown after some numbers indicates averaging the two (2) corners of a residence to the associated parcel line which is common practice for establishing the side yard setback. Those without the (a) are actual measurements. The remaining eleven (11) residences are therefore considered either 1) Legal Non-Conforming Structures (those built prior to 1999) and 2) Illegal Non-Conforming Structures (built after 1999) as they do not meet the required setbacks. Due to the timing of the PUD and the continued construction of residences, the twenty (20) foot side yard setback was not consistently enforced. Please see the included map that shows individual side yard setbacks for all parcels in Pineview Estates Subdivision.

A solution to this issue is as follows:

- Amend the Planned Unit Development to remove references to the Covenants. If completed, the City would no longer have the ability/be required to enforce the twenty (20) foot side yard setback. Allow all the residences to follow standard Low Density Residential (R-1) District setbacks for rear and side yards:
 - a. Side Yard: six (6) foot minimum; and
 - b. Rear Yard: thirty (30) foot minimum.
 - c. Continue to allow and enforce the varied Street Yard setbacks as defined on the map provided by the Developer and enforced by the City.

If the City were to take this action, all of the residences in Pineview Estates would become “Legal and Conforming Structures” and would be able to utilize the aforementioned setbacks for any future additions. Bear in mind these residential properties have already been used the above-noted setback at the time of construction.

Action Requested:

The City is requesting approval of the Planned Unit Development (PUD) Amendment. As a public hearing will be held, testimony from the public should be listened to and considered before deciding on the requested PUD.

REQUEST FOR ACTION & CONSIDERATION BY PLAN COMMISSION:

August 25, 2020

Agenda Item 7:

Public Hearing and Consideration of the Pineview Estates Planned Unit Development (PUD) Amendment application filed by the City of Onalaska, 415 Main Street, Onalaska, WI 54650, to amend the Pineview Estates PUD associated with the Pineview Estates Subdivision which encompasses twenty-eight (28) parcels in Onalaska, WI.

1. Owners shall abide by all requirements and conditions of the Pineview Estates Final Plat approved by the Common Council on June 11, 1996.
2. Owners shall abide by all Conditions of Approval for the Pineview Estates Planned Unit Development as approved by the Common Council on April 13, 1999:
 - a. *PUD fee of \$700.00.*
 - b. *All fees must be paid.*
 - c. *Owner/developer to submit a scaled map showing all proposed setbacks, existing structures, topography and a master drainage plan.*
 - d. *Owner/developer to submit a narrative accompanying PUD map describing the nature of the PUD and its effect on the development.*
 - e. *Owner to submit a utility feasibility statement outlining the effect of the PUD on services specifically storm water drainage and sanitary sewer.*
 - f. *Owner to submit any amendment or addition to existing covenants.*
 - g. *Owner/developer shall closely coordinate all building siting and sanitary sewer lateral placement with the City Inspection Department by submitting with each building permit application a profile of proposed sanitary lateral, drainage plan & site plan showing neighboring residences and conformance with the PUD plan.*
 - h. *Owner/developer to include provision in covenants preventing the disturbance of vegetation on 30% slopes and a 10' buffer around such slopes.*
 - i. *Owner/developer will be able to apply for a building permit when ordinances has its 3rd and final reading at the Common Council one month after approval of zoning request at the Council meeting in which the recommendation from the Plan Commission is heard.*
 - j. *Owner/developer must 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 the issuance of occupancy permits.*
 - k. *Owner/developer must notify City prior to any utility connection to City owned utilities takes place.*
 - l. *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.*
 - m. *Any omissions of any conditions not listed in Plan Commission minutes shall not release the developer/property owner from abiding by the City's Subdivision Ordinance and Zoning Code requirements.*
 - n. *Owner/developer to submit all covenants as recordable documents, part of the PUD.*

- o. *Owner/developer to record covenants with PUD.*
 - p. *Owner/developer to submit covenants prior to 3rd & final reading of ordinance.*
3. As noted in Condition #2 this development is based upon a previously approved development by the Common Council with specific Conditions of Approval. Below are Conditions of Approval that are recommended to be deleted as they refer to Covenants that are no longer valid or enforced.
 - a. Owner to submit any amendment or addition to existing covenants.
 - b. Owner/developer to submit all covenants as recordable documents, part of the PUD.
 - c. Owner/developer to record covenants with PUD.
 - d. Owner/developer to submit covenants prior to 3rd & final reading of ordinance.
 - e. Owner/developer to include provision in covenants preventing the disturbance of vegetation on 30% slopes and a 10' buffer around such slopes.
 4. Owners within the PUD shall not disturb of vegetation on 30% slopes and a 10' buffer around such slopes.
 5. Owners to comply with existing Drainage Plan on-file in the Engineering Department.
 6. Owners to comply with the following setbacks for the Pineview Estates Planned Unit Development:
 - a. Street Yards: As defined for individual parcels on the map on file in the Inspection Department.
 - b. Side Yards: Minimum six (6) foot side yard setbacks, as allowed in the Low Density Residential (R-1) District.
 - c. Rear Yards: Minimum thirty (30) foot side yard setbacks, as allowed in the Low Density Residential (R-1) District.
 7. Any future improvements to these parcels will be subject to additional City permits (i.e., site plan approvals, building permits, zoning approvals). Owners shall pay all fees and have all plans reviewed and approved by the City prior to obtaining a building permit. Owners 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 minutes shall not release the property owner/developer from abiding by the City's Unified Development Code requirements.

City of Onalaska, WI

Pineview Estates

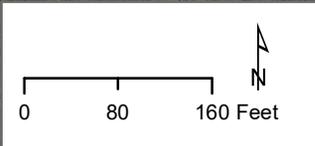
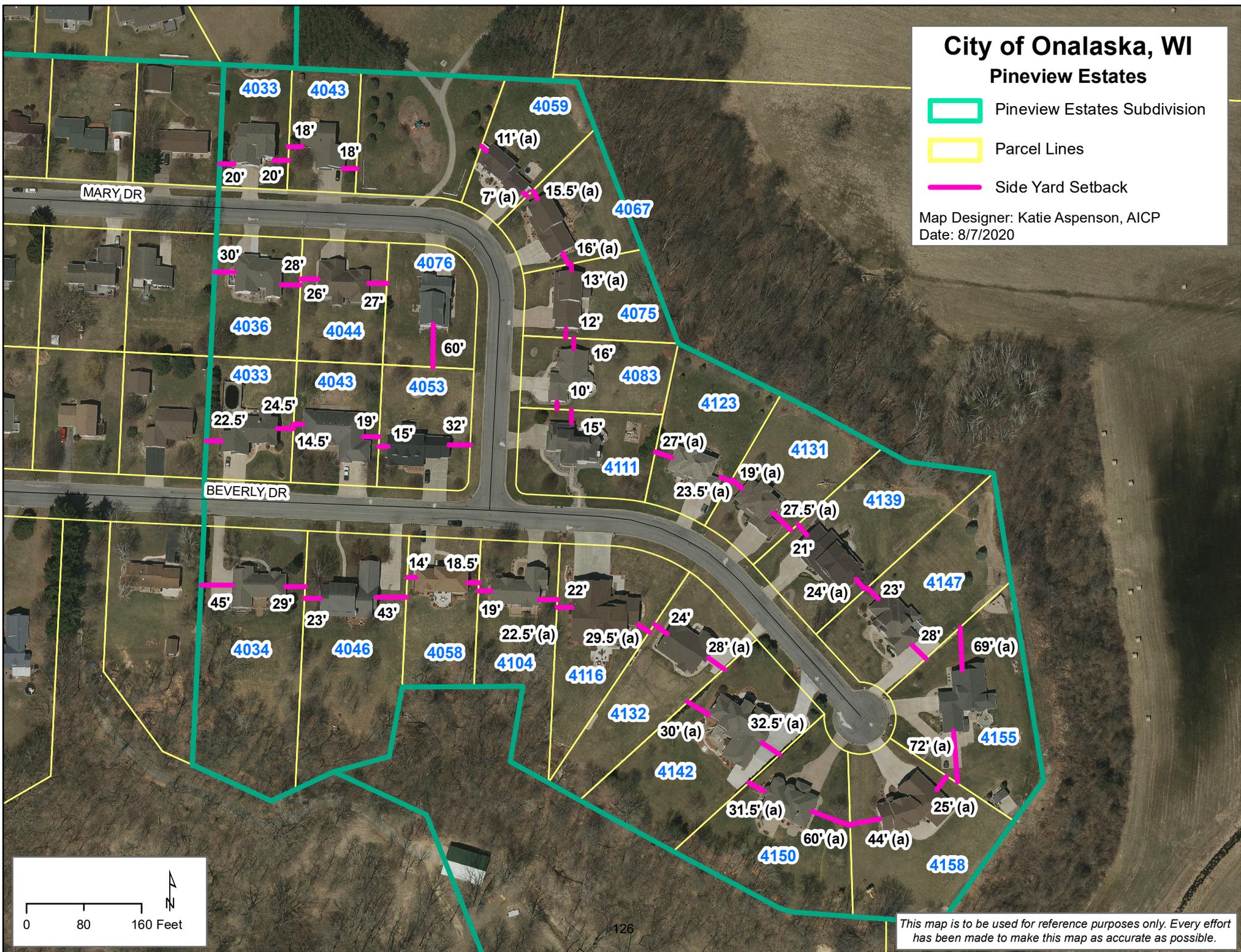
 Pineview Estates Subdivision

 Parcel Lines

 Side Yard Setback

Map Designer: Katie Aspenson, AICP

Date: 8/7/2020



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

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

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

**TUESDAY, AUGUST 25, 2020
APPROX. 7:30 P.M.
(or immediately following the public hearing at 7:20 P.M.)**

The location of the public hearing will occur digitally and the Plan Commission agenda will provide information for how the public may participate remotely during the meeting and associated public hearings.

In particular at this time, the Plan Commission will consider will consider a Planned Unit Development (PUD) Amendment application filed by the City of Onalaska, 415 Main Street, Onalaska, WI 54650 to amend the Pineview Estates PUD associated with the Pineview Estates Subdivision which encompasses twenty-eight (28) parcels in Onalaska, Wisconsin.

Properties are more particularly described as part of Pineview Estates Subdivision located in Section 13, Township 16 North, Range 07 West:

Commencing at the North $\frac{1}{4}$ corner of said section 13; thence South 88 degrees 11 minutes east along the north line of said section 13 a distance of 393.02 feet to the northeast corner of Valley Vue Estates Addition and the point of beginning of this description.

Thence continue south 88 degrees 11 minutes east along said section line 491.10 feet; thence south 22 degrees 6 minutes east 389.90 feet; thence south 64 degrees 41 minutes east 211.70 feet; thence south 62 degrees 16 minutes east 147.00 feet; thence south 83 degrees 21 minutes east 121.00 feet; thence south 10 degrees 19 minutes east 432.80 feet; thence south 34 degrees 54 minutes west 244.98 feet; thence north 86 degrees 49 minutes west 222.21 feet; thence north 62 degrees 5 minutes west 431.44 feet; thence north 8 degrees 55 minutes east 106.24 feet; thence south 88 degrees 37 minutes west 168.58 feet; thence south 9 degrees 23 minutes west 98.00 feet; thence south 73 degrees 41 minutes west 79.81 feet to the easterly line of said Valley Vue Estates Addition; thence south 63 degrees 55 minutes west along said easterly line 96.32 feet; thence north 66 degrees 25 minutes west addition; thence south 63 degrees 55 minutes west along said easterly line 96.32 feet; thence north 66 degrees 25 minutes west along said easterly line 121.07 feet; thence north 1 degree 49 minutes east along said easterly line 332.71 feet; thence north 0 degrees 8 minutes 9 seconds west along said easterly line 66.04 feet; thence north 1 degree 49 minutes east along said easterly line 576.00 feet to the point of beginning.

Property Addresses: 4033 Mary Drive, 4036 Mary Drive, 4043 Mary Drive, 4044 Mary Drive, 4059 Mary Drive, 4067 Mary Drive, 4075 Mary Drive, 4076 Mary Drive, 4083 Mary Drive, 4033 Beverly Drive, 4034 Beverly Drive, 4043 Beverly Drive, 4046 Beverly Drive, 4053 Beverly Drive, 4058 Beverly Drive, 4104 Beverly Drive, 4111 Beverly Drive, 4116 Beverly Drive, 4123 Beverly Drive, 4131 Beverly Drive, 4132 Beverly Drive, 4139 Beverly Drive, 4142 Beverly Drive, 4147 Beverly Drive, 4150 Beverly Drive, 4155 Beverly Drive, 4158 Beverly Drive, and 415 Main Street.

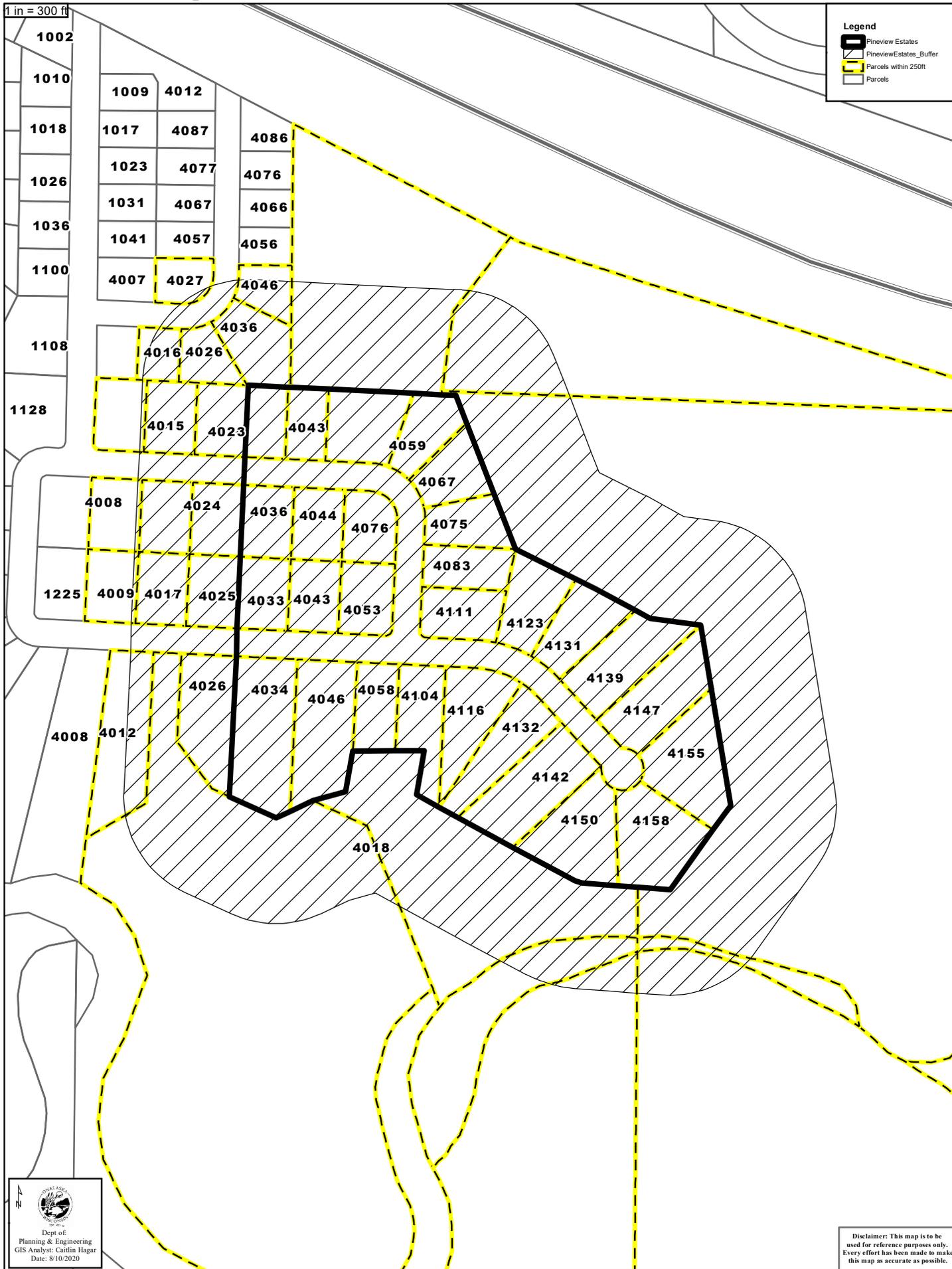
YOU ARE FURTHER NOTIFIED that the City of Onalaska Plan Commission will hear all persons interested, their agent or attorney concerning this matter.

More detailed information on this item and a map of properties within 250' of the subject property 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 7th day of August, 2020.

Katie Aspenson, AICP
Planning Manager

Properties within 250 ft of Pineview Estates





CITY OF ONALASKA

PLANNING/ZONING DEPARTMENT

PH: (608) 781-9590

FAX (608) 781-9506

415 MAIN STREET
ONALASKA, WI 54650-2953
<http://www.cityofonalaska.com>

MEMO

Date: August 25, 2020
To: Plan Commission
From: Katie Aspenson, Planning Manager
Re: Pineview Estates – PUD Petition

The City received a petition from 20 of 27 residential properties within the Pineview Estates Subdivision and Planned Unit Development (PUD) (enclosed).

The purpose of this memo is to address a number of inaccuracies in the cover letter of the petition specifically the following numbered statements. City comments addressing the inaccuracies are bulleted individually below:

- 1) *“...and there existed at the time of construction a Planned Unit Development (PUD) no amendment is required.”*
 - This statement is alluding that the PUD was in existence prior to any construction in the Pineview Estates Subdivisions. The Common Council approved the Pineview Estates PUD on April 13, 1999. Eight (8) of the 27 residential parcels had pulled building permits prior to this date and of those parcels, six (6) parcels do not conform to the special twenty (20) foot side yard setback.
 - The proposed amendment is to remove references to the Covenants and allow standard residential setbacks. This action does not amend the Covenants as the setback would still be in place, rather the burden is placed on the Pineview Estates Architectural Committee for enforcement versus the City of Onalaska.
- 2) *“The PUD requirements as they currently exist were in existence at the time all residences in the subdivision was constructed.”*
 - See above City statement relating to the timing of the PUD approval and issued building permits for the eight (8) new residences.
- 3) *“Therefore, any deviation from the PUD setback requirements were approved and legally authorized as a variance and approved “non-conforming use”.*
 - It is possible that the Pineview Estates Architectural Committee approved and authorized deviations on the eleven (11) parcels that do not conform to the special twenty (20) foot side yard setback, the City has no record of this.
 - The Onalaska Board of Zoning Appeals did not issue variances from the special twenty (20) foot side yard setback for the eleven (11) parcels in question. The City of Onalaska does not “approve non-conforming uses”. Of the eleven (11) parcels, six (6) are considered “Legal Non-Conforming”. They are considered “Legal Non-Conforming” because the residences were either a) constructed or b) under construction before the twenty (20) foot side yard setback was in effect. The remaining five (5) parcels constructed after the PUD was in effect are considered “Illegal Non-Conforming” as the City approved building plans for these parcels showed side yard setbacks in error (less than twenty (20) feet).
- 4) *“The existing setback are legal and authorized by the City of Onalaska throughout the subdivision”.*
 - Due to the timing of the PUD and the continued construction of residences, the twenty (20) foot side yard setback was not consistently enforced. This does not negate the issue that the twenty (20) foot side yard setback should have been enforced on all except the original eight (8) parcels and the five (5) “Illegal Non-Conforming” structures should not have been allowed to be built in their current capacity. The issuance of a permit in error does not make a decision “legal and authorized.”

**OBJECTION TO
CITY OF ONALASKA PROPOSAL
TO AMEND THE PLANNED UNIT DEVELOPMENT (PUD)
TO PINEVIEW ESTATES SUBDIVISION**

TO: City of Onalaska Plan Commission

The undersigned having been given notice of a meeting of the Plan Commission to Amend the PUD related to PINEVIEW ESTATES, hereby object to the application to amend the lot set backs as currently exist.

WHEREAS, all lots of PINEVIEW ESTATES have been constructed, there are recorded Declaration of Restrictions to the Plat of PINEVIEW ESTATES to the City of Onalaska, Vol. 1254 Pg. 236, and there existed at the time of construction a Planned Unit Development (PUD) no amendment is required.

The PUD requirements as they currently exist were in existence at the time all residences in the subdivision was constructed. An Architectural Committee approved the plans and the City authorized the building permits for each building at the time of construction. Therefore, any deviation from the PUD setback requirements were approved and legally authorized as a variance and approved "non-conforming use." The existing setback are legal and authorized by the City of Onalaska throughout the subdivision. There being no unbuilt lots, there is no need to modify the current setbacks. In addition, the subdivision Architectural Committee is authorized to address any requests for future building prior to submission to the City for a building permit to assure compliance with the current requirements or approve any variance.

Therefore, the undersigned, constituting a majority of the effected 27 lots and the support of the other owners within the 250' notice area object to any modification of the PUD, asking the Plan Commission to deny the current application to amend.

NAME (signature)	ADDRESS	LOT# (if in subd.)
	4043 Beverly Dr	Lot 5 pineview 2
Shannon Booth	4034 Beverly Pr	Lot 21 pineview

Mark the	4018 Beverly Dr	201
Amber	4131 Beverly Dr	#9 pineview
Keyler, Neustapf	4043 Mary Drive	Lot 2, Block 1
Neil J	4111 Beverly Dr	#7 Block #1
Gara M King	4116 Beverly Dr	#17 Block #1
Scott Thy	4158 BEVERLY DR	#13 BLOCK #1
Q 3 m	4142 Beverly Br.	#15
gr	4104 Beverly Dr.	#16 Block 1
David M. Beaudry	4067 Mary Dr.	#4 Block 1
Mark H. King	4046 Beverly Dr.	#20 Block 1
Jim Shattuck	4075 Mary Dr.	
Missie	4059 Mary Dr	8/20/20
Aun Bradley	4033 Mary Dr.	8/20/20
Glen Veightshel	4036 Mary Dr	8/21/20

~~Michelle Wu 4018 Beverly Dr 205~~

~~Amber 4131 Beverly Dr #9 pineview~~

~~Therley Neustapen 4018 Beverly Drive Lot 2, Block 1~~

~~Lil J 4111 Beverly Dr #7 Block #1~~

~~Gaya Mokong 4116 Beverly Dr #7 Block #1~~

~~Scott Th 4158 Beverly Dr #13 Block #1~~

~~Sam Stule 4150 BEVERLY DR #14 Block 1~~

DUPLICATES

Karley D. Mannstedt	4155 Beverly Dr.	Lot 19
Marilyn Monsour	4147 Beverly Dr.	Lot 11
Mark Snyler	4139 BEVERLY DR.	Lot 10

Submitted by: Residents of
PINEVIEW ESTATES SUBDIVISION

Dated: Aug. 21st, 2020

- Agenda Item: Review & Consideration of a rezoning request.
- Applicant: Nicholas Roush, Roush Rentals LLC, 707 La Crosse Street, Suite 102, La Crosse, WI 54601
- Property Owner: CC of La Crosse, PO Box 1625, La Crosse, WI 54602
- Parcel Numbers: 18-6303-0, 18-6302-0, 18-6301-0, 18-6300-0, and 18-6299-0
- Site Location: 430 Century Place/2651 East Avenue North, 475 Century Place, 455 Century Place, 435 Century Place, and 415 Century Place, Onalaska, WI 54650
- Existing Zoning: Light Industrial (I-1) District
- Neighborhood Characteristics: Properties within 250 feet of the properties in question include single and two-family homes, commercial bottling facility to the north, parkland and Cedar Creek Country Club to the east.
- Conformance with Land Use Plan: The Comprehensive Plan identifies this area in the *Mixed Density Residential District*. This district is intended for residential units. The City generally encourages Traditional Neighborhood Development (TND) patterns, which typically includes mixed-density development located in close proximity to essential goods and services establishments.
- Background: The applicant intends to rezone the above-mentioned properties from Light Industrial (I-1) to High Density Residential (R-4). The proposed project would have multiple phases and buildings for multi-family housing with high quality materials and a mixture of 1, 2, and 3-bedroom units to accommodate a wide variety of residential needs. The proposal includes a total of 280 dwelling units within six (6) apartment buildings and 585 parking stalls in both surface and garage stalls. Approximately 35% (just over 4.5 acres) of the total project will be green space. In order to accommodate the proposed development, the applicant will need to amend the Planned Unit Development (PUD) on-file with the City and apply to Vacate/Discontinue a portion/all of Century Place. For further information related to this development, please review the attached cover letter provided by the applicant, letter and materials sent to residents within 250' of the properties and those along Thomas Court by the applicant, and conceptual site plan map.
- Action Requested: Consideration on the requested rezoning application.

REQUEST FOR ACTION & CONSIDERATION BY PLAN COMMISSION:

August 25, 2020

Agenda Item 8:

Review and Consideration of a rezoning application submitted by Nick Roush of Roush Rentals, LLC, 1707 La Crosse Street, La Crosse, WI 54601 on behalf of CC of La Crosse, PO Box 1625, La Crosse, WI 54602, rezone Light Industrial District to Mixed Use High Density Residential (R-4) to allow for a multi-family development on the property located at 430 Century Place/2651 East Avenue North, 475 Century Place, 455 Century Place, 435 Century Place, and 415 Century Place, Onalaska, WI 54650, Tax Parcels # 18-6303-0, 18-6302-0, 18-6301-0, 18-6300-0, and 18-6299-0.

1. Rezoning Fee of \$300.00 (PAID).
2. Park Fee of \$922.21 (per unit) due prior to obtaining a Building Permit. Note: if the Park Fee increases in the future, the property owner will be required to pay the increased Park Fee at the time of the development.
3. Development contingent upon amending the Century Place Planned Unit Development (PUD) to accommodate proposed uses, as approved by the Common Council.
4. If future lot divisions or lot re-configurations are to occur, applicant/owner to obtain a Certified Survey Map/Plat as approved by the Common Council. New CSM/Plat to show new street right-of-way.
5. Owner/developer to submit a Vacation/Discontinuance Request for all or a portion of Century Place to facilitate proposed development.
6. Site Plan Permit required for new development in advance of building permit applications, including detailed architectural plans, water, sewer, landscape, stormwater, drainage, erosion control, and other required information/plans (fire accessibility, hydrant locations, etc.).
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.



June 29th, 2020

Dear Members of the Onalaska Planning Commission, Common Council, Mayor & City Staff,

We are writing in request that the parcels surrounding Century Place, located off East Avenue be rezoned from M-1 Industrial to R-4 Residential. I've attached our conceptual site plan for the proposed development and I couldn't be more excited about this opportunity for the City of Onalaska! Our hope for this area is a beautiful new multifamily development and a great addition to the neighborhood. Our project would have multiple phases and buildings, constructed of high quality materials and a mixture of 1, 2 & 3 bedroom high end, market rate units. Our plans incorporate units and amenities to fit the desires of many types of tenants.

Our vision for the site is a beautiful greenway along Century Place with substantial green space (approx. 35%) and a "green buffer" of landscape between the development and the neighborhood to the South surrounding Thomas Court. Regarding traffic, our plan connects ALL traffic from the development to East Ave. with absolutely no connection to Thomas Court. Therefore the majority of traffic from Century Place will head North to Cty Rd OT, creating little to no traffic impact on the neighborhoods to the South. For parking, we would provide a mixture of tuck under, garage and surface spots and our proposal meets and exceeds the parking requirements and puts no parking pressure on neighboring areas. Our proposed use of the land is in alignment with the City's long term vision to grow its housing assets and tax base and we have met with City Planning, Engineering and Administration regarding the project concept and are working in full cooperation with the process.

As we look at the benefits to the community, our proposed development would provide a substantial increase in property tax revenue, bringing the parcel to its "Highest and Best Use". Depending on final building layouts and site considerations, the value of this entire project could be in excess of \$30 Million Dollars, providing a massive boost in tax base for the City of Onalaska. Likely more tax increment than an industrial use could yield, with far less impact on the neighboring residential areas vs. an industrial use. In addition to tax base, the neighboring park will be improved as the City of Onalaska intends to utilize a portion of the park fees paid on the project to assist in improving the adjacent neighborhood park, thus providing a direct benefit to the neighborhood. As we consider the other benefits to the community as a whole, it's important to note that having great rental opportunities helps future home owners "set roots" in the Onalaska community and also help retirees stay in the community after they have sold their homes. This is why everything from Workforce to Empty Nester housing opportunities are so important in maintaining the long term fabric of a community.

In summary, we look forward to creating a beautiful new residential asset in the City of Onalaska. This location has wonderful proximity to commercial and employment opportunities in the area. It's our most sincere hope that work commence as soon as 2021. Please note, our family is directly involved with the care and management of our rental property, we are not absentee landlords. We also believe in the growth of the City of Onalaska and we are willing to invest in its future! We hope you agree our proposal for development of this site would benefit the City & Thank You for your consideration.

Most Sincerely,

Nicholas A. Roush
President
Roush Rentals
707 La Crosse Street Ofc 102
La Crosse, WI 54601
nick@roushrentals.com



TOTAL GREEN SPACE:	4.57 ACRE
PERCENT OF LOT:	34.80 %
NUMBER OF BLDG UNITS:	280
NUMBER OF PARKING SPACES:	350
REQUIRED:	350
TOTAL:	585
SURFACE STALLS:	283
GARAGES:	322



200 MASON STREET #3
ONALASKA, WI 54650
608.881.6030

CENTURY PLACE
ROUSH RENTALS
ONALASKA, WI 54650

06/29/2020

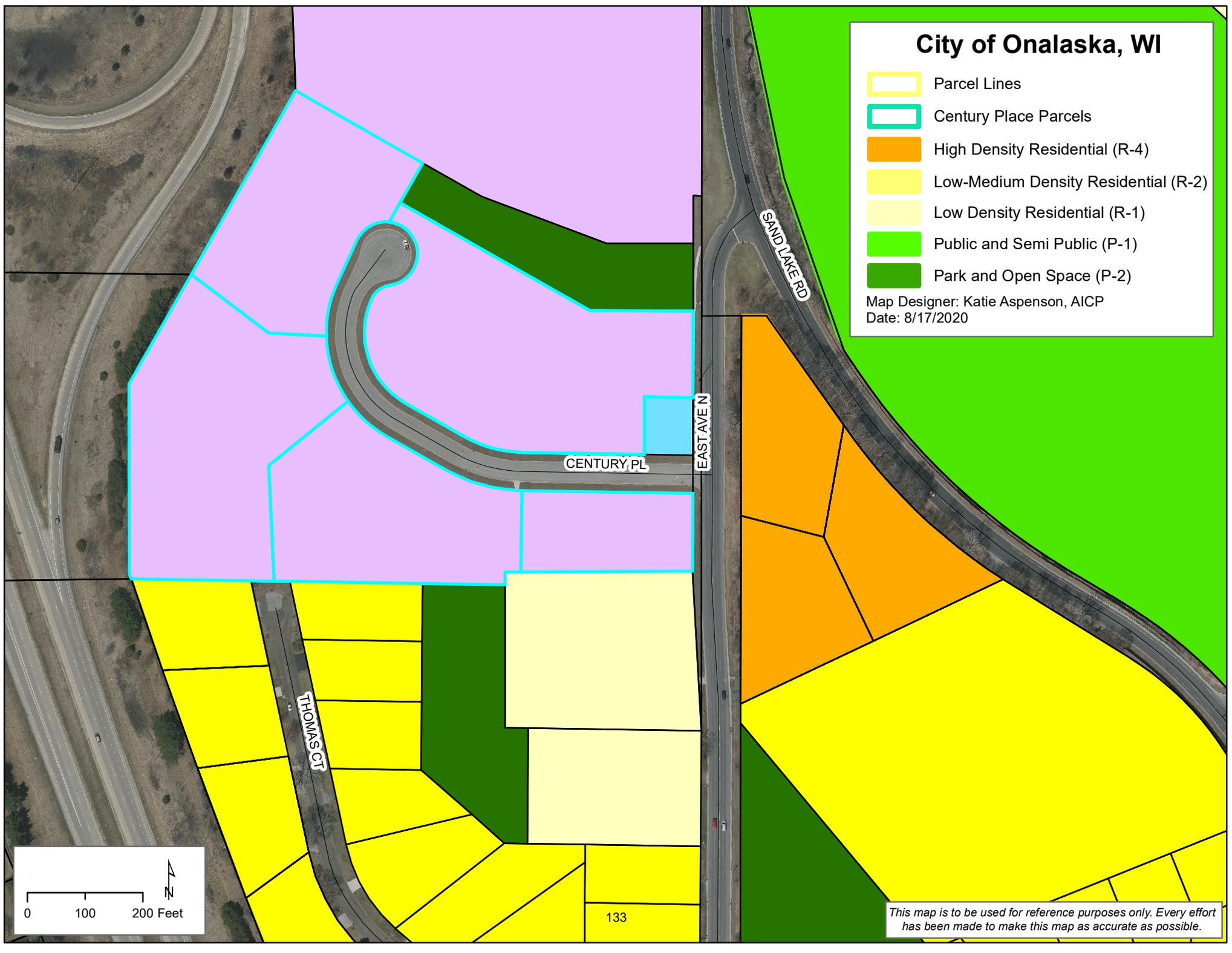
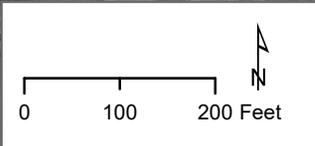
CONCEPTUAL SITE PLAN

DATE	REVISION	DESCR.	X
			X

City of Onalaska, WI

- Parcel Lines
- Century Place Parcels
- High Density Residential (R-4)
- Low-Medium Density Residential (R-2)
- Low Density Residential (R-1)
- Public and Semi Public (P-1)
- Park and Open Space (P-2)

Map Designer: Katie Aspenson, AICP
Date: 8/17/2020



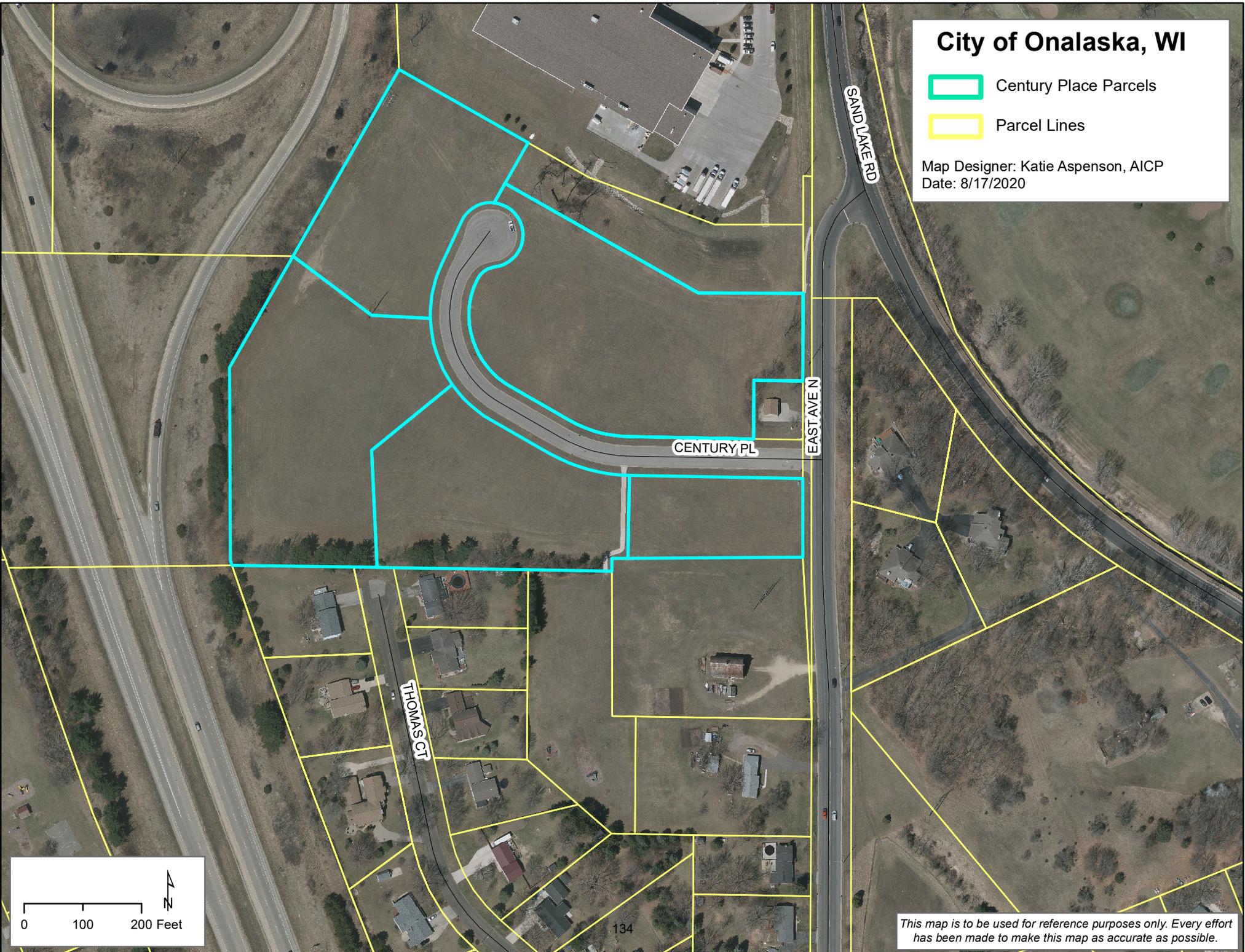
133

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, WI

-  Century Place Parcels
-  Parcel Lines

Map Designer: Katie Aspenson, AICP
Date: 8/17/2020



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



July 20th , 2020

Dear Friends & Neighbors of Thomas Court & East Ave,

Please let me introduce myself. My name is Nick Roush and I'm president of our family company, Roush Rentals. We are a locally owned and operated company who is personally involved with the construction, care and management of our property in the La Crosse & Onalaska area. We are local and not absentee landlords. As the public hearing notice advised you, we are hoping to develop the parcel surrounding Century Place into a beautiful new multifamily development and a great addition to the neighborhood. We also understand these plans may bring up lots of concern based on the last rezoning conversation for this parcel in 2012 and you needing more information regarding our plans. Let me say, I fully understand the concerns that were voiced in 2012, which is why we worked with the City of Onalaska to "over notify" all the neighbors on Thomas Court. I'm hoping my letter today can share our approach to the parcel, hopefully easing your concerns and explain the potential benefits to you as neighboring property owners and residents of Onalaska.

As I reviewed the public meeting notes from 2012, the main concerns I heard were;

1. Traffic (as the plan at that time was to connect Century Place to Thomas Court, which we are not)
2. Potential Disturbance, Noise and Smell Issues from any potential use of the property
3. There were also opinions about commercial uses or that the property should stay industrial

I'll try to do my best to answer those concerns and highlight why we could be great neighbors. As mentioned earlier, our hope for this area is a beautiful new multifamily development and a great addition to the neighborhood. Our project would have multiple phases and buildings, constructed of high quality materials and a mixture of 1, 2 & 3 bedroom, market rate units. Our plans incorporate units and amenities to fit the desires of many types of tenants and the future markets we anticipate. Our vision for the site is a beautiful greenway along Century Place with substantial green space (approx. 35%) and a "green buffer" of landscape between the development and the neighborhood to the South on Thomas Court.

Regarding traffic, our plan connects ALL traffic to East Ave. with absolutely **no connection to Thomas Court.** Therefore the majority of traffic from Century Place will head North to Cty Rd OT, creating little to no traffic impact on the neighborhoods to the South. For parking, we would provide a mixture of tuck under, garage and surface spots and our proposal meets and exceeds the parking requirements for the City and puts no parking pressure on neighboring areas.

Regarding disturbance, noise and smell concerns, this is where we feel our proposal for the property could be a huge benefit to its neighbors vs. an industrial use. As we look to the future, it's important to understand that this parcel will be developed at some point in time, it cannot stay a grass field forever. It will likely be either Multifamily or Industrial in nature, not commercial. Regarding commercial uses, unfortunately with the changes in the commercial real estate market due to online shopping, there are far more desirable commercial locations in the "mall area" that are vacant or ready for redevelopment, therefore there is little to no chance of commercial development at Century Place. The next option for the property is industrial, which is how it's already zoned. This means that if an industrial user decides to build there, the neighbors will not have a say in what that use could be. The zoning already dictates the potential uses. The industrial user only needs to get site plan approval and pull a building permit to develop the land for an industrial purpose. In my view, this is a substantial risk to the residential neighborhoods to the South.

An likely industrial use could be a 24/7 shipping depot with trucks coming and going all day and night and large diesel engines constantly running. There could be an asphalt plant or equipment yard with constant noise and smell issues. We could speculate all kinds of uses, but there are literally dozens of industrial uses that could cause 24/7 disturbances to the neighborhood and be a substantial detriment to the residential neighbors to the South.

By comparison, we are proposing residential housing, giving you “residential neighbors.” People just like you and me who are at a point in their lives where renting is the right choice for them. They might be young professionals, new to the area and eager to establish roots in the Onalaska community. They might be empty nesters who have decided to sell their home but want to stay in Onalaska. They might be new to the area and want to rent while they figure out where to buy. As I said, people just like you and me who need a really nice rental housing option. For Onalaska as a whole, it’s important to note that having great rental opportunities helps future home owners “set roots” in the Onalaska community and also help retirees stay in the community after they have sold their homes. This is why everything from Workforce to Empty Nester housing opportunities are so important in maintaining the long term fabric of a community. Our proposed use of the land is in direct alignment with the City’s long term vision, providing housing assets and tax base. We have met with City Planning, Engineering and Administration regarding the project concept and are working in full cooperation with the process.

As we look at other benefits to the community and neighborhood, our proposed development would provide a substantial increase in property tax revenue, bringing the parcel to its “Highest and Best Use” and in doing so provide property tax relief to every Onalaska taxpayer. In addition to tax base, the neighboring park to the South will be improved as the City of Onalaska intends to utilize a portion of the park fees paid on the project to assist in improving the park, thus providing a direct benefit to the neighborhood.

Additionally, for your review I’ve provided our conceptual site plan for the property, showing green space and buffers. I’ve also included flyer information for some of our other developments. I would encourage you to drive past any of our other developments to see how nicely they are kept and maintained. We take great pride in the quality of what we create and how we care for it and are confident we’d be great neighbors.

In summary, we hope you can see the benefits of our proposal vs. an industrial use. We look so forward to creating a beautiful new residential asset in the City of Onalaska. I’d also like to invite you to a public meeting we are holding outdoors at Century Place on Tuesday August 4th at 6PM. At that meeting, we’ll do our best to answer your questions and ease the concerns we can. Unfortunately, due to COVID-19, the logistics of a public meeting are challenging, which is why we will be hosting it outdoors (weather permitting). In the event of rain, the meeting will be cancelled. I look forward to meeting you and hopefully being great neighbors. Alternatively, you can also email us and we’ll do our best to get back to you in a timely fashion. As I said earlier, our family is directly involved with the care and management of our rental property, we are not absentee landlords. We also believe in the growth of the City of Onalaska and we are willing to invest in its neighborhoods and future! We hope you agree our proposal for development of this site would benefit the City & Thank You for your consideration.

Most Sincerely,

Nick Roush
President - Roush Rentals
707 La Crosse Street Ofc 102
La Crosse, WI 54601
nick@roushrentals.com

THE LOFTS@707

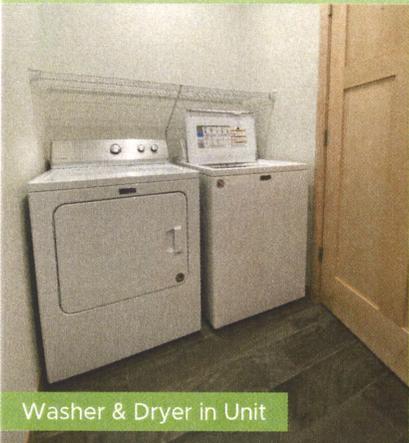
707 LA CROSSE STREET



Contemporary Island Kitchens



Open Concept Floor Plan



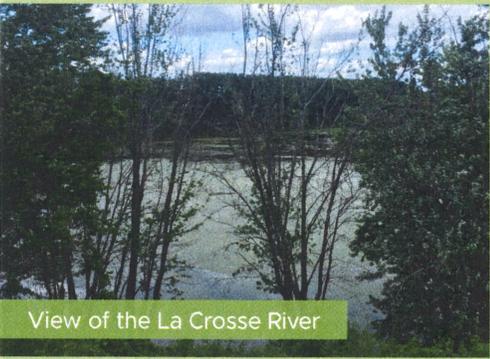
Washer & Dryer in Unit



Contemporary Bathrooms



Double Master Bedrooms for King/Queen Beds



View of the La Crosse River



Great Location - Close To Everything!

• Built in 2017

• 2 Bedroom - 2 Bathroom Apartments

- Close to shopping, restaurants, grocery stores, the marsh trail system, & Riverside Park
- Wood Grain Ceramic Tile Floors
- Contemporary Bathrooms w/ Storage Vanities
- Contemporary Island Kitchens w/ Stainless Steel Appliances & Maple Cabinetry
- Included with monthly rent:
 - Water/Sewer/Trash Service
 - Fitness Center, Large Tenant Storage Unit & Community Room
 - Keyed Building Entries & Off Street Parking



WATERVIEW APARTMENTS

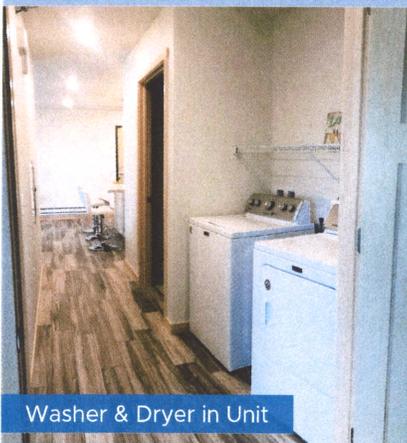
3850 SUNNYSIDE DRIVE



Luxurious & Spacious Apartments



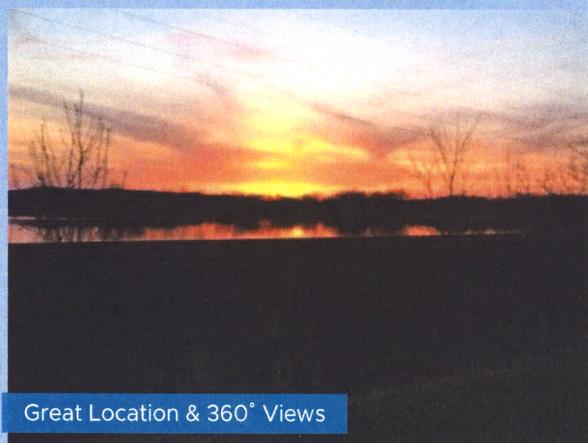
Double Master Bedrooms for King/Queen Beds



Washer & Dryer in Unit



Contemporary Bathrooms



Great Location & 360° Views



Open Concept Floor Plan

• Built in 2019

• Winner of the 2019 Soak It Up Award for Green Stormwater Design

• 1, 2, & 3 Bedroom Units Available

- Contemporary Bathrooms w/ Storage Vanities
- Contemporary Island Kitchens w/ Stainless Steel Appliances & Maple Cabinetry
- Wood Grain Ceramic Tile Floors
- Off Street Parking Included!
- Water/Sewer/Trash Service Included!
- Indoor Storage Unit Included!
- Keyed Building Entries
- Environmentally Conscious Landscaping Including Edible Plants


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LOCAL . PERSONAL . RESPONSIVE
www.roushrentals.com | 608.782.0912

THE RESIDENCES

1027 GREEN BAY STREET



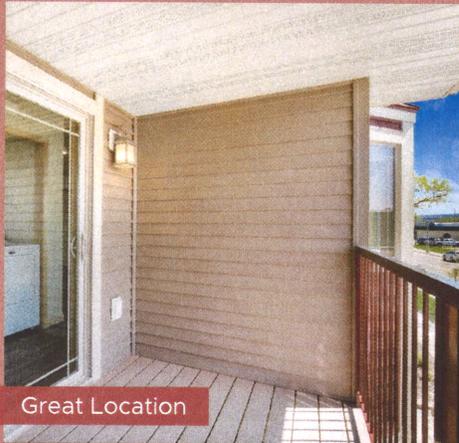
Double Master Bedrooms



2 Bedroom – 2 Bathroom Apartments



Washer & Dryer in Unit



Great Location



Contemporary Island Kitchens



Garage Included!



Open Concept Floor Plan

- **Built in 2017**
- **2 Blocks to Gundersen Health System**
- **Less Than 1 Mile to Mayo Clinic**

- Double Master Bedrooms for King/Queen Beds
- Contemporary Bathrooms w/ Storage Vanities
- Contemporary Island Kitchens w/ Stainless Steel Appliances & Maple Cabinetry
- Water/Sewer/Trash Service Included
- Wood Grain Ceramic Tile Floors
- Keyed Building Entry



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

REZONING OR TEXT AMENDMENT APPLICATION

Property Address: 415-430 Century Pl.
 Parcel Number: 6299, 6300, 6301
 18- 6302, 6303
 Zoning District: M-1

Applicant: Roush Rentals, LLC
 Contact: Nick Roush
 Mailing Address: 707 La Crosse St. OFE 102
 City, State, Zip: La Crosse, WI 54650
 Phone Number: 608-498-3333
 Email: nick@roushrentals.com Primary Contact

Business: Same as Applicant
 Owner/Contact:
 Mailing Address:
 City, State, Zip:
 Phone Number:
 Email: Primary Contact

Property Owner: C.C. of La Crosse, Inc.
 Contact: Steven McConaghy
 Mailing Address: P.O. Box 2107
 City, State, Zip: La Crosse, WI 54602-2107
 Phone Number: (608) 791-7408
 Email: smcconaghy@kwiktrip.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: 6/29/20
Signature of Property Owner:	Date: 6/29/2020

CITY OF ONALASKA
 REC#: R00175376 7/1/2020 2:05 PM
 TRAN: 450 PLANNING & ZONING
 OPER: C1 TERM: 1
 TRBY : CASH 01
 =====
 18-6299, 6300, 6301, 6302, 6303-0 300.0
 Paid By: ROUSH RENTALS LLC
 CK 300.00 REF: SW - 5592

 APPLIED 300.00
 TENDERED 300.00

 CHANGE 0.00



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 Reason for Rezoning (Map Amendment) or Text Amendment Request
- ▶ Conceptual Site Plan (as applicable)



\$300.00 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 the proposed text.

Request for Amendment to:

Zoning District Map (Rezoning Map Amendment)

Zoning Ordinance (Text Amendment)

Zoning Overlay District Map (Rezoning)

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

Existing Zoning District: M-1 Proposed Zoning District: R-4

Please see attached letter

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.

Agenda Item: Consideration of a Site Plan Amendment in relation to the Dahl Honda Dealership.

Applicant/Owner: Chase 2010, LLC
3819 Creekside Lane, Holmen, WI 54636

Parcel Number: 18-3568-40

Site Location: 2520 Midwest Drive, Onalaska, WI 54650

Existing Zoning: Regional Business (B-3) Zoning District

Conformance with Land Use Plan: The Comprehensive Plan identifies this area as a *Commercial District* which 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:

As shown in the attached aerial image, the applicant is requesting to designate areas for the display of inventory, rather than stripe individual parking stalls. The City has historically required that all parking stalls be individually marked in order to show that minimum parking requirements have been satisfied. Below is Condition #23 of the associated Site Plan Permit for this development.

Parking Lot Stall Requirements:	Ordinance Requires:	Applicant Proposal:
<i>Private Parking Proposed: 261 stalls</i> <ul style="list-style-type: none"> • PDI: 34 stalls • Recon: 34 stalls • Loaners: 5 stalls • Service: 20 stalls • Parts: 5 stalls • Sales Inventory: 157 stalls 	N/A	261 stalls
<i>Public Parking Proposed: 72 stalls</i> <ul style="list-style-type: none"> • Employee Parking: 32 stalls • Customer Parking: 40 stalls 	<ul style="list-style-type: none"> • 3 stalls/bay (11 bays): 33 stalls • 1 stall/500SF Floor Area: 8 stalls 	72 stalls
<i>ADA Parking: 50-75 stalls</i>	3 stalls	3 stalls*

*Included in public parking stall count.

The City does not have a minimum parking stall requirement for what is considered “private parking” and the original proposed counts have changed from what was installed today. “Private parking” includes parts vehicles, loaner vehicles, vehicles being worked on, sales inventory, etc. The City intends to continue to require the minimum number of public parking, which the applicant has shown on the proposed image (40 customer stalls and 32 employee stalls). As daily employee counts fluctuate, the applicant intends to utilize the employee parking stalls interchangeably with the “service” parking stalls shown on the attached plan. The minimum required ADA stalls have been provided as required.

The areas “boxed out” are the same dimensions as those originally proposed that meet minimum parking stall dimensions of 9’ x 18’. The “boxed out” effect is becoming an industry trend allowing more flexibility in the placement of display vehicles for vehicle sales/dealerships. The “boxed out” areas total 212 parking stalls that are proposed to not be individually striped. If approved, City Staff intend to make changes to the Unified Development Code to reflect this standard for vehicle sales businesses moving forward.

Proposed Parking Plan:

Parking Lot Stall Requirements:	Ordinance Requires:	Applicant Proposal:
<i>Private Parking Proposed: 242 stalls</i> <ul style="list-style-type: none"> • PDI/Recon/Loans/Parts/Service: 30 stalls striped • Sales Inventory: 212 stalls (not-striped) 	N/A	Areas delineated showing capacity of 242 stalls
<i>Public Parking Proposed: 72 stalls</i> <ul style="list-style-type: none"> • Employee Parking: 32 stalls • Customer Parking: 40 stalls 	<ul style="list-style-type: none"> • 3 stalls/bay (11 bays): 33 stalls • 1 stall/500SF Floor Area: 8 stalls 	72 stalls
<i>ADA Parking: 50-75 stalls</i>	3 stalls	3 stalls*

*Included in public parking stall count.

Action Requested: Consideration of the proposed Site Plan Amendment.

From: [Jansen Dahl](#)
To: [Aspenson, Katie](#); [Aspenson, Katie](#)
Cc: [Smith, Kim](#); [Zachary Peterson](#); [Tyler Dahl](#)
Subject: Honda Parking Lot
Date: Friday, August 14, 2020 4:21:02 PM
Attachments: [Parking Lot Honda.pdf](#)
Importance: High

Hello Katie,

Based on all that has been discussed thus far as it relates to our parking lot at Honda we'd like to make a request as a way to bring a resolution to this issue.

It's our desire to amend the site plan to omit the striping requirement within the inventory storage areas as marked in the attached site plan. Our handicapped, customer and employee parking spaces are already clearly marked as per the plan.

Please reach out with any questions or concerns via email or 608-791-6452.

Thank you Katie and the City Plan Commission for your consideration of this request.

Onalaska Title 13 Unified Development Code

13.03.21

inches of bituminous concrete on a four (4) inch base or five (5) inches of concrete will meet this requirement. **Any parking area for more than five (5) vehicles shall have the aisles and spaces clearly marked for handicapped and customer/employee parking.** Surfacing shall be completed before an Occupancy Permit is issued, except that between November 1st and April 1st the property owner and City may enter into an agreement that required surfacing be completed no later than June 1st.



Jansen Dahl | VP Dahl Automotive Holdings LLC
Support Center
3819 Creekside Ln | Holmen WI 54636
608.791.6452
www.dahlauto.com

This message is confidential. It may also be privileged or otherwise protected by work product immunity or other legal rules. If you have received it by mistake, please let us know by e-mail reply and delete it from your system; you may not copy this message or disclose its contents to anyone. Please send us by fax any message containing deadlines as incoming e-mails are not screened for response deadlines. The integrity and security of this message cannot be guaranteed on the Internet.

