

**Administrative & Judiciary Committee  
of the City of Onalaska**

Wednesday, October 2, 2019

1

1 The meeting of the Administrative & Judiciary Committee of the City of Onalaska was called to  
2 order at 6:00 p.m. on Wednesday, October 2, 2019. It was noted that the meeting had been  
3 announced and posted at City Hall.

4  
5 Roll call was taken with the following members present: Ald. Diane Wulf, Ald. Boondi Iyer

6  
7 Also Present: City Administrator Eric Rindfleisch, City Clerk Cari Burmaster, City Attorney  
8 Amanda Jackson

9  
10 Excused Absence: Ald. Tom Smith

11  
12 **Item 2 – Approval of minutes from the previous meeting(s)**

13  
14 Motion by Ald. Iyer, second by Ald. Wulf, to approve the minutes from the previous meeting as  
15 printed and on file in the City Clerk’s Office.

16  
17 On voice vote, motion carried.

18  
19 **Item 3 – Public Input (limited to 3 minutes/individual)**

20  
21 Ald. Wulf called for anyone wishing to provide public input.

22  
23 **Tom Ostlund**  
24 **900 Keith Place**  
25 **Onalaska**

26  
27 “I’ve been a resident of Onalaska for 46 years. It was my understanding the purpose of this  
28 meeting is to upgrade some of the city ordinances that I personally feel need some upgrading.  
29 Not only that, my biggest complaint – I know Diane is well aware of it, and [Second District  
30 Alderperson] Dan Stevens also is – I have a neighbor who for years – and I have letters here  
31 from the city dating 2010 and 2011 – had concerns with cleaning up dog waste. Now, we had an  
32 inspection that started in May of this year and ended in August of this year by the City Inspector.  
33 And from my personal observation, some was improved, but it could have gone a lot farther.  
34 There is absolutely no grass in the yard. There is dog waste; I just mowed the lawn Saturday.  
35 Some of the dog waste has been there so long it’s white. The smell on a hot day, my neighbor  
36 lady won’t go in her garden because of the smell. There are four dogs present. At one time there  
37 were six and they were cited for only three that were licensed. There’s still junk. There are old  
38 tires. There are two old wheelbarrows leaning against the fence where the handle is actually ... I  
39 could cut [them] off because they exceed into my property. The bushes are there. I call them  
40 weeds. I’m not going to trim them; they stick through the fence. I hit my head every time I go to  
41 mow my lawn. That’s uncalled for. The front yard has a brush pile that has been there all  
42 summer. The neighbors across the street, we have met. They are thoroughly upset with what’s

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43 going on. One lady, they bought some property. And with the property they were stacking up a  
44 brush pile and they received a notice that the brush pile had to be removed. They were just  
45 cleaning up, but this brush pile has been there all summer.

46  
47 I guess the big thing is we have city ordinances, and I realize as we were discussing earlier you  
48 cannot enforce all these [because] we don't have the personnel to do so. But when I have letters  
49 from 2010 and 2011 on this matter ... Not only that, [but] I've had a Health Department  
50 inspection. The neighbor lady had the Health Department inspecting this property. But yet,  
51 when the City Inspector started this process in May, she always told the individual homeowner,  
52 'I'll be back on Monday in two weeks.' I watched every Sunday, and every Sunday night is  
53 when all the work was done and everything was being cleaned up. With that, my biggest thing is  
54 we have ordinances, but we have to enforce our ordinances."

55  
56 Ald. Wulf called three times for anyone else wishing to provide public input and closed that  
57 portion of the meeting.

58

59 **Consideration and possible action on the following items:**

60

61 **Administrative**

62

63 **Item 4 – Approval of Operator’s Licenses as listed on report dated October 2, 2019**

64

65 Ald. Wulf noted Cari had distributed an updated report.

66

67 Motion by Ald. Iyer, second by Ald. Wulf, to approve the Operator’s Licenses as listed on report  
68 dated October 2, 2019.

69

70 On voice vote, motion carried.

71

72 **Item 5 – Approval of request from Wharf Lounge, 103 10<sup>th</sup> Avenue North, Onalaska, to**  
73 **amend Class B Liquor License to include adjacent parking lot for a Celebration of Life on**  
74 **Saturday, October 19<sup>th</sup> from 2-8 p.m.**

75

76 Cari said the Wharf Lounge is seeking to extend its liquor license into the parking lot that is in  
77 front of the building to provide more space for the expected crowd if it were to overflow from  
78 the bar into the outside area.

79

80 Ald. Wulf noted the Wharf Lounge occasionally has made similar requests in years past and said  
81 she does not believe there have been any problems.

82

83 Cari said she is not aware of any situations and noted she had sent this request to Police Chief  
84 Charles Ashbeck, who has not expressed any concerns regarding this event.

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85

86 Ald. Iyer asked if any extra paperwork must be completed to hold the event.

87

88 Cari told Ald. Iyer the Wharf Lounge already has all its paperwork on file for applying for its  
89 liquor license. Cari said the businessowner must write a letter explaining what will be happening  
90 so that a decision may be made based on those facts.

91

92 Ald. Wulf said this is a request to amend the liquor license so that the event will be going from  
93 inside the facility out into the parking lot.

94

95 Cari said patrons will be able to take their beverages outside, noting they normally would not be  
96 allowed to take them outside the building. Patrons will be confined to taking their beverages into  
97 the parking lot.

98

99 Motion by Ald. Iyer, second by Ald. Wulf, to approve a request from Wharf Lounge, 103 10<sup>th</sup>  
100 Avenue North, Onalaska, to amend Class B Liquor License to include adjacent parking lot for a  
101 Celebration of Life on Saturday, October 19<sup>th</sup> from 2-8 p.m.

102

103 On voice vote, motion carried.

104

105 **Item 6 – Discussion regarding City of Onalaska Ordinances**

106

107 a. Codification of Code of Ordinances

108 b. Formatting of Ordinances

109 c. Process for Ordinances

110

111 Amanda said that as part of the city updating its Zoning Code, staff looked at how the city  
112 codified ordinances. The city's current codification, or formatting, process is not conducive to  
113 today's technology, to word styles, and to drafting. Amanda said Hoisington Koegler Group,  
114 inc., the city's consultant, informed staff the city likely would need to devise a different  
115 formatting mechanism. Amanda said she hopes the 2020 Capital Improvements Budget will  
116 include digital codification of the ordinances. This means they would move to an online  
117 platform. Amanda said the city would pay per page, and she told committee members she does  
118 not believe the city's ordinances have been comprehensively reviewed since 1999 or 2000.

119 Amanda said she wants to make sure the committee approves of the concept of looking into  
120 reducing the city's ordinances, and also looking at what is core necessary for codification.

121 Amanda noted the city currently has several outdated ordinances, and she also noted the  
122 ordinances list every stop sign in the city.

123

124 Amanda said, "As far as codification goes, it's one, that you are OK with the process of really  
125 looking at the ordinances, probably from Title 1 all the way down, and looking at what can be  
126 pulled out and reducing those and going through and cleaning them up and cutting them."

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127 Amanda referred to a sample of the reformatting of the ordinances and noted the copy of the  
128 Vacant Building Code included in committee members' packets shows them what the new  
129 ordinances would look like.

130

131 Ald. Wulf asked City Administrator Rindfleisch what would happen if the digital codification of  
132 the ordinances is not approved in the 2020 Capital Improvements Budget.

133

134 Amanda noted \$22,000 is budgeted for that item in the 2020 CIB and said she is optimistic the  
135 cost could be less. Amanda told committee members City Engineer Jarrod Holter had inflated  
136 the cost as a matter of precaution.

137

138 City Administrator Rindfleisch said, "One way or another, I do believe it needs to be done as a  
139 wholesale unit to be user-friendly to the public, and also staff-friendly. And I think as Amanda  
140 will get to, procedurally-friendly to how we do business as well. I don't want to think about  
141 what would happen if it's not actually approved. I think the worst-case scenario would be we  
142 would, either through staff, look at doing so on a case-by-case basis. But it doesn't actually  
143 answer the question in terms of user-friendliness. There would just be recodification internally,  
144 which does not effectively do anything outside about the amount of staff time taken up, [which] I  
145 think would far exceed the \$25,000 to do so."

146

147 Ald. Wulf, who also sits on the Board of Public Works, said that while she is used to the old  
148 system, it is difficult for her to find what she needs, and she stated she will be advocating for this  
149 item to be included in the 2020 CIB.

150

151 Ald. Iyer agreed with Ald. Wulf that it is difficult to locate what she is seeking in the ordinances  
152 and said there is redundancy. Ald. Iyer added, "You really don't get to the point that you want  
153 to, so I am very much for going through this process because I think user-friendliness is very  
154 important because in today's world, whatever is not user-friendly doesn't last too long."

155

156 Cari said, "What we have now, it works. We can deal with it. We can do what we need to. But  
157 it's just that technology has changed so much. We need to get to some kind of technology where  
158 we can use what everybody is using today. People are using their cellphones to look up  
159 information and not necessarily going to a computer. We're not helping those people."

160

161 Amanda said that in addition to ordinances being codified digitally, resolutions, agendas, and  
162 minutes could be accessed with mobile devices.

163

164 Ald. Wulf asked Amanda how she would determine what would remain in the Code of  
165 Ordinances and what would be removed. Ald. Wulf also asked how the items that are not in the  
166 code would be addressed.

167

168 Amanda said she would work with staff members as they go through each title and remove

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169 redundancies. Amanda said, “We’re really not cutting, but we’re cutting duplication. We found  
170 that a lot between Public Works, the Zoning Code, and the Building Code. In some cases, we’re  
171 seeing things three times. Part of it is cutting the redundancy out.” Amanda cited traffic as an  
172 example and told committee members there is no requirement to list every stop sign or every no-  
173 parking zone in the code. Amanda said, “As long as we’re posting those and the ordinance states  
174 you can’t park based on posted signage, we can sum up about 15 pages of ordinance in a  
175 paragraph. In those cases we would be cutting, but we would be covered in the sense we  
176 addressed those through our stop signs, through painting curbs, and through posting parking  
177 signs, and then just have basic language in the code that references those things.” Amanda noted  
178 there are instances in the ordinances when there are extensive details regarding city employees’  
179 positions, and she said those details are addressed in the job description.

180

181 Amanda addressed Item 6c and said the city has gotten into the habit of amending ordinances  
182 because the city hosts its own ordinances. Amanda said, “This will be a mindset shift for people  
183 because ultimately we’re going to have to pay to get those back into the code because they’ll  
184 have to be reintegrated through this online system. We’re not going to be able to just change the  
185 way we have in the past.”

186

187 Ald. Wulf said it would be possible to make changes, but they would come at a significant cost.

188

189 Amanda said, “We would look at probably having fewer ordinances,” and she noted there are  
190 things the city does by ordinance – for example, the budget – that could be done by resolution.  
191 Amanda said in some cases the city likely would be shifting to perhaps having more resolutions  
192 as a community. Amanda noted Onalaska has very few resolutions as a community in  
193 comparison to other municipalities, and she said, “If it’s a law, it really should be an ordinance.  
194 But if it’s really just policy or if it’s something that has a duration, that really should be a  
195 resolution.”

196

197 City Administrator Rindfleisch said for administrative purposes, there is no real difference in  
198 terms of interpreting the will of the Common Council and administering that by resolution or by  
199 ordinance. City Administrator Rindfleisch said he agrees with Amanda that ordinances should  
200 be restricted to matters of law. City Administrator Rindfleisch also said, “In terms of the will of  
201 the Council to staff, a resolution works just fine.”

202

203 Amanda returned to Item 6c and staff is attempting to come up with different ways to reduce  
204 some of the processes on the planning side. Amanda noted there is no actual requirement that  
205 the city do four readings and said staff can look into not doing the two separate readings.  
206 Amanda addressed annexations, noting the ordinance for an annexation comes before the  
207 Administrative and Judiciary Committee after the Common Council approves an annexation,  
208 which is a two-month process, and telling committee members there are municipalities that do it  
209 all together.

210

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211 Ald. Wulf noted condensing the process would help a developer shorten the window.

212

213 Amanda said the Planning Department receives complaints about the current process.

214

215 Ald. Iyer noted there are instances in which the Administrative and Judiciary Committee  
216 suspends the rules and gives an ordinance its First, Second, Third and Final Reading so that a  
217 developer does not have to wait an extra month.

218

219 Cari noted the Common Council approves an annexation after the Plan Commission approves it,  
220 and the ordinance is brought forward the month after Council approval. Cari said she believes  
221 Amanda wishes to see an annexation request go before the Plan Commission, and the ordinance  
222 would simultaneously come before the Administrative and Judiciary Committee. Both the  
223 annexation request and the ordinance then would go before the Common Council for approval.

224

225 Ald. Wulf said the changes would streamline the process, please developers, and make city staff  
226 more efficient.

227

228 Cari cautioned that an ordinance would need to be pulled off should a related item be pulled off.

229

230 Amanda asked committee members if they want her to bring forth a proposed process or perhaps  
231 do a test case.

232

233 Ald. Wulf asked Amanda what she recommends.

234

235 Amanda said she believes it is easier to first test something and suggested utilizing the next  
236 project that has a longer timeline. Amanda told committee members she would let them know  
237 ahead of time that the timeline is being shortened.

238

239 d. Regulations for a new Vacant Building Code

240

241 Amanda noted several municipalities either have an entire chapter or section devoted to vacant  
242 buildings. Staff members examined what other municipalities are doing and took what they  
243 believe will fit in Onalaska so that the city may address issues that are occurring. Chapter 2,  
244 Title 16, the Vacant Building Code, would immediately follow the Property Maintenance Code.  
245 Amanda said the city would be asking vacant buildings to register under certain circumstances.  
246 There would be no cost to register, and the city likely would be reaching out to properties in  
247 proposer the first year in an attempt to educate. Amanda noted many of these are addressed in  
248 foreclosure, and she said the city would reach out to banks and their attorneys to make them  
249 aware the city has this requirement.

250

251 Ald. Wulf asked if the City of La Crosse has a similar requirement.

252

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253 Amanda said La Crosse has vacant building rules, but she does not believe it has something this  
254 extensive.

255

256 Ald. Wulf inquired about the timeframe for residential vacancies.

257

258 Ald. Iyer said the provisions of the Vacant Building Code shall apply to all residential single-  
259 and two-family dwellings vacant for 180 consecutive days. Ald. Iyer also said she believes the  
260 180 days should cover the individuals who leave the city for warmer climates in the winter.

261

262 Amanda said staff believes six months is a fairly significant time period.

263

264 City Administrator Rindfleisch described the Vacant Building Code as an “excellent program”  
265 and said the point is not necessarily to be combative with property owners, but rather to provide  
266 the city with additional tools so that it may protect itself.

267

268 Ald. Wulf said it also protects the neighborhood and told Amanda she is fine with this item  
269 returning before the Administrative and Judiciary Committee for its First and Second Reading at  
270 the November 6 meeting.

271

272 **Item 7 – Miscellaneous licensing reporting**

273

274 Motion by Ald. Iyer, second by Ald. Wulf, to place on file the miscellaneous licensing report.

275

276 On voice vote, motion carried.

277

278 **Judiciary**

279

280 **Item 8 – Ordinance 1652-2019 – to annex land located in the Northeast ¼ of the Southwest**  
281 **¼ in Section 32, Township 17 North, Range 7 West from the Town of Onalaska to the City**  
282 **of Onalaska (Wessel Annexation) (Third and Final Reading)**

283

284 Motion by Ald. Wulf, second by Ald. Iyer, to approve Ordinance 1652-2019 – to annex land  
285 located in the Northeast ¼ of the Southwest ¼ in Section 32, Township 17 North, Range 7 West  
286 from the Town of Onalaska to the City of Onalaska (Wessel Annexation) (Third and Final  
287 Reading).

288

289 Ald. Wulf inquired about the location of the land.

290

291 Amanda said it is located near the mink farm by the Aquatic Center.

292

293 On voice vote, motion carried.

294

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295 **Item 9 – Ordinance 1653-2019 – to amend Section 2-5-4 of the Code of Ordinance of the**  
296 **City of Onalaska relating to specific conflicts of interest (Third and Final Reading)**

297  
298 Motion by Ald. Wulf, second by Ald. Iyer, to approve Ordinance 1653-2019 – to amend Section  
299 2-5-4 of the Code of Ordinance of the City of Onalaska relating to specific conflicts of interest  
300 (Third and Final Reading).

301  
302 On voice vote, motion carried.

303  
304 **Item 10 – Ordinance 1654-2019 – to annex land located in the Southeast ¼ of the Southeast**  
305 **¼ in Section 2, Township 16 North, Range 7 West from the Town of Medary to the City of**  
306 **Onalaska (Phillips Annexation) (First and Second Reading)**

307  
308 Motion by Ald. Wulf, second by Ald. Iyer, to approve Ordinance 1654-2019 – to annex land  
309 located in the Southeast ¼ of the Southeast ¼ in Section 2, Township 16 North, Range 7 West  
310 from the Town of Medary to the City of Onalaska (Phillips Annexation) (First and Second  
311 Reading).

312  
313 Ald. Wulf inquired about the location of the land.

314  
315 Amanda said it is the State Trunk Highway 16 property that previously was Studio 16.

316  
317 On voice vote, motion carried.

318  
319 **Item 11 – Ordinance 1655-2019 – to create Chapter 1 of Title 16 of the Code of Ordinances**  
320 **of the City of Onalaska relating to property maintenance (First and Second Reading)**

321  
322 Amanda asked that the committee suspend the rules and give Ordinance 1655-2019 its First,  
323 Second, Third and Final Reading.

324  
325 Motion by Ald. Wulf, second by Ald. Iyer, to suspend the rules and give Ordinance 1655-2019  
326 its First, Second, Third and Final Reading.

327  
328 On voice vote, motion carried.

329  
330 Motion by Ald. Wulf, second by Ald. Iyer, to approve Ordinance 1655-2019 – to create Chapter  
331 1 of Title 16 of the Code of Ordinances of the City of Onalaska relating to property maintenance  
332 (First, Second, Third and Final Reading).

333  
334 Ald. Wulf asked what in the ordinance is new.

335  
336 Amanda said nothing changed from what the committee saw at its September 4 meeting and told  
Reviewed 10/4/19 by Cari Burmaster

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9

337 Ald. Wulf the ordinance is in a different format.

338

339 Ald. Iyer referred to Section 14.01.38(A) (“Dumping and Littering”) and noted the word  
340 “garage” should instead be “garbage.” Ald. Iyer also pointed out the section should instead be  
341 16.01.38.

342

343 Ald. Wulf asked to address Section 16.01.17 (“Penalties for Violation of This Ordinance and  
344 Failure to Maintain Property”), noting it includes an escalation clause in that “*Any subsequent  
345 and similar violations of this ordinance within a 26-month period shall be considered a  
346 continued offense and as such may cause the usual penalty to double for each subsequent and  
347 continued offense up to the maximum allowed by this section.*” Ald. Wulf asked if that is new  
348 from what the city had.

349

350 Amanda said it is.

351

352 Ald. Wulf asked if this Property Maintenance Ordinance changes the process for the Inspections  
353 Department.

354

355 Amanda said, “It gives us more teeth to go out and address property maintenance violations. It’s  
356 more clear-cut for the homeowner so they understand what constitutes a property maintenance  
357 violation.”

358

359 Ald. Wulf asked if a homeowner who does not mow his/her lawn still will receive a letter.

360

361 Amanda told Ald. Wulf citizens still will be educated and said that process will remain the same.  
362 Amanda said, “It gives us more clarity to the homeowner what is expected of them. It also gives  
363 us better enforcement tools, and more ability to inspect properties.”

364

365 Ald. Wulf asked how the enforcement process will change, stating she believes staff sends a  
366 second letter to homeowners who do not mow their lawns and reinspect the yard.

367

368 Amanda said that part of it will not significantly change.

369

370 Ald. Wulf referred to Tom Ostlund’s comments during public input regarding the condition of  
371 his neighbor’s yard and said she assumes “the clock will start brand new now.”

372

373 Amanda said yes.

374

375 Ald. Wulf asked if there will be significant changes to the process of staff notifying a property  
376 owner with junk in his/her yard that he/she must clean the yard.

377

378 Amanda said no and told Ald. Wulf, “We didn’t have a lot of clarity in our ordinances before

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379 with respect to how we utilize Special Inspection Warrants. ... A lot of this is cleaning up and  
380 putting the language to the process that we're doing, which wasn't necessarily clear before. We  
381 also had it kind of spread across multiple codes. The Building Code actually houses most of the  
382 property maintenance right now. It doesn't have real clear enforcement and penalties. We're  
383 making sure that it's very clear what the penalties are, that you can have recurring penalties. ...  
384 The process will still be to go out and inspect. If we have to get into the property, [we will] get a  
385 Special Inspection Warrant, educate them, then start citing them." Amanda noted the  
386 forthcoming Nuisance Code will include a section on chronic nuisances and said the city may  
387 address its administrative costs for places such as drug houses and houses that consistently have  
388 domestic complaints.

389  
390 Ald. Iyer asked how the city can address situations such as the one Tom Ostlund had discussed  
391 during public input.

392  
393 Amanda told Ald. Iyer most of Tom's complaints would fall under property maintenance and  
394 would be addressed under Section 16.01.17. However, Amanda also noted subsequent and  
395 similar violations of the ordinance with a 26-month period shall be considered a continued  
396 offense. Amanda also noted the ordinance presents the city with options if a homeowner does  
397 not comply, telling committee members the city may go to Circuit Court and obtain a Standing  
398 Order of Abatement. This would allow the city to enter a property, address the issues, and then  
399 charge it as a special assessment.

400  
401 City Administrator Rindfleisch referred to Section 16.01.12 ("Intent") and noted the intent of this  
402 chapter is "*to ensure public health, safety, and welfare to the degree that they are affected by the*  
403 *occupancy and maintenance of structure and premises.*" City Administrator Rindfleisch said,  
404 "The balance test, if there is any here, is the ability of someone to have their own domicile  
405 unimpeded by government intervention compared to the public health, safety, and welfare.  
406 Property values are not one of those statements of public health, safety, and welfare."

407  
408 Ald. Wulf next addressed Section 16.01.35 ("Miscellaneous Outdoor Storage") and asked if it is  
409 more greatly defined than it was months ago.

410  
411 Amanda said this is not what is in the city's current code and told Ald. Wulf it would have come  
412 before the committee in September.

413  
414 On voice vote, motion carried.

415  
416 **Item 12 – Ordinance 1656-2019 – to create Title 14 of the Code of Ordinances of the City of**  
417 **Onalaska relating to signs (First and Second Reading)**

418  
419 Motion by Ald. Wulf, second by Ald. Iyer, to approve Ordinance 1656-2019 – to create Title 14  
420 of the Code of Ordinances of the City of Onalaska relating to signs (First and Second Reading).

Reviewed 10/4/19 by Cari Burmaster

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421

422 Amanda said the Sign Code is being taken out of the Zoning Code, and she told committee  
423 members an ordinance with changes to the Sign Code likely will come before them at their  
424 November 6 meeting as the second step in the process.

425

426 City Administrator Rindfleisch said staff is requesting that the rules be suspended and Ordinance  
427 1656-2019 its First, Second, Third and Final Reading.

428

429 Motion and second withdrawn.

430

431 Ald. Wulf asked to Amanda to explain again what the committee is being asked to do.

432

433 Amanda told Ald. Wulf the Zoning Code currently houses the Sign Code, which means the city  
434 must hold a public hearing any time the Sign Code is changed. Amanda said the Sign Code does  
435 not need to be in the city's Zoning Code, noting it is difficult to find and gets lost within the  
436 large Zoning Code. Amanda also noted the Sign Code is frequently updated and said it is being  
437 removed from the Zoning Code and created as an independent code. Amanda explained changes  
438 will be forthcoming because the city will have new districts, and she said some edits will need to  
439 be made due to complaints that have arisen since the city did a major rewrite to the Sign Code.  
440 Amanda said those will be forthcoming in an ordinance amendment to the Sign Code.

441

442 Ald. Wulf asked Amanda if she is asking that the committee suspend the rules and approve this  
443 ordinance, and if she will have more changes to it that she will bring forward at a future meeting.

444

445 City Administrator Rindfleisch said changes may be made once the rules are suspended and the  
446 ordinance is approved, and it will not be necessary to hold a public hearing at the Plan  
447 Commission level.

448

449 Ald. Wulf asked if the changes are substantial.

450

451 Amanda said no.

452

453 Motion by Ald. Wulf, second by Ald. Iyer, to suspend the rules and give Ordinance No. 1656-  
454 2019 its First, Second, Third and Final Reading.

455

456 On voice vote, motion carried.

457

458 Motion by Ald. Wulf, second by Ald. Iyer, to approve Ordinance 1656-2019 – to create Title 14  
459 of the Code of Ordinances of the City of Onalaska relating to signs (First, Second, Third and  
460 Final Reading).

461

462 Ald. Wulf addressed Section 14.01.33 (“Prohibited Signs”) and noted Subsection ‘A’ states: “No

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463 *signage shall be permitted on the west side of Second Avenue North (State Highway 35) from*  
464 *John Street to Sunset Vista Road.”* Ald. Wulf asked if this is because of the Great River Road,  
465 and she asked if this means no political signs are allowed.

466  
467 Amanda said she will need to double-check that, noting the Great River Road is governed by the  
468 State of Wisconsin.

469  
470 Cari said she believes this refers to billboards.

471  
472 Ald. Wulf referred to Subsection ‘I’ (“Vehicular Signs”) and asked for a definition of a vehicular  
473 sign.

474  
475 Amanda said it could be something that is on top and noted staff has seen trailer signs, or what  
476 could be described as a “billboard on wheels.”

477  
478 Ald. Wulf asked if a magnetic sign could be placed on the side of a vehicle.

479  
480 Amanda said yes.

481  
482 Ald. Wulf noted vehicular signs are listed as prohibited signs.

483  
484 City Administrator Rindfleisch said the signage is secondary to the purpose on the vehicle,  
485 noting semi-trucks with ads on the back still are semi-trucks.

486  
487 Ald. Wulf addressed garage sales and asked if what is in the ordinance is in the current code.

488  
489 Amanda said yes.

490  
491 Ald. Wulf addressed Section 14.02.19 (“Temporary Signs”), Subsection ‘B’ (“Residential”), No.  
492 8, which reads: “*One temporary sign, per street frontage, up to four square feet in area (per*  
493 *side), may be located on a parcel for the 72 hours prior to a time when the owner of the parcels*  
494 *holds the property open to the public for a garage or alley sale, and for up to 24 hours*  
495 *afterwards.”* Ald. Wulf said she does not see anywhere in the code that states one may place a  
496 sign off the parcel, such as on a street corner. Ald. Wulf said it appears that property owners are  
497 allowed to have only one garage sale sign.

498  
499 Amanda told only one garage sale sign is allowed, per street frontage.

500  
501 Ald. Wulf noted the code does not state a property owner may place a yard sale sign off premise  
502 and said she does not want citizens to illegally place signs off premise. Ald. Wulf also noted No.  
503 9 reads: “*A property owner may place one sign with a sign face no larger than two square feet*  
504 *on the property at any time for up to 90 days in a calendar year,”* and she said it seems the size

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13

505 of the sign is small.

506

507 Amanda said she believes the intent was to cover a sign such as an Onalaska High School sports  
508 spirit sign. Amanda also said No. 9 could be utilized for a garage sale sign, and No. 8 could be  
509 utilized to place another garage sale sign elsewhere. Amanda noted garage sale signs placed in  
510 the boulevard may be pulled, and she said the city does not want the signs attached to poles.

511 Amanda suggested rewording No. 8 to read as follows: “... *prior to the time that the property*  
512 *posted on the sign is held open to the public for a garage or an alley sale.*” This would give  
513 someone the ability to place a neighbor’s sign in his/her yard 72 hours before a garage sale.

514

515 Amanda noted the ordinance would be approved as written, and the changes will be brought back  
516 before the committee.

517

518 On voice vote, motion carried.

519

520 **Adjournment**

521

522 Motion by Ald. Wulf, second by Ald. Iyer, to adjourn at 7:08 p.m.

523

524 On voice vote, motion carried.

525

526

527 Recorded by:

528

529 Kirk Bey