

**Community Development Authority
of the City of Onalaska**

Wednesday, March 13, 2019

1

1 The meeting of the Community Development Authority of the City of Onalaska was called to
2 order at 3:30 p.m. on Wednesday, March 13, 2019. It was noted that the meeting had been
3 announced and a notice posted at City Hall.

4

5 Roll call was taken with the following members present: Ald. Jim Binash, Ald. Jim Olson, John
6 Lyche, Ann Brandau, Joe Bucheger, Mike Gargaro

7

8 Also Present: City Administrator Eric Rindfleisch, Mayor Joe Chilsen, Planning Manager Katie
9 Aspenson, City Engineer Jarrod Holter, Jeff Miller of Hoisington Koegler Group, Inc., Ald.
10 Diane Wulf, Dennis Aspenson of Traditional Trades. Bryan Harjes of Hoisington Koegler
11 Group, Inc. participated via telephone.

12

13 Excused Absence: Ron Johnson

14

15 **Item 2 – Approval of minutes from the previous meetings**

16

17 Motion by Ald. Olson, second by John, to approve the minutes from the previous meeting as
18 printed and on file in the City Clerk’s Office.

19

20 On voice vote, motion carried.

21

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

23

24 Mike called three times for anyone wishing to provide public input and closed that portion of the
25 meeting.

26

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

28

29 **Item 4 – Review and Consideration of Onalaska Redevelopment Plans for the State Road
30 16 Corridor and Downtown Onalaska**

31

32 Mike noted that CDA members had received copies of the updates to the two draft documents.
33 Mike also noted most of the changes he had written down and brought up have been
34 implemented.

35

36 Bryan said he would begin the discussion with the State Road 16 Corridor by doing an overview
37 of the memo CDA members had received. Bryan said the following changes had been made to
38 both the State Road 16 and the Downtown Onalaska Redevelopment Studies:

39

- 40 • New color – Onalaska purple
- 41 • New cover photo

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2

- 42 • Acknowledgements updated
- 43 • All figures are referred to in the text
- 44 • Photos – captions added and updated
- 45 • Typos have been fixed

46

47 Bryan said the following changes had been made to the State Road 16 Redevelopment Study:

48

- 49 • Figure numbering has been fixed.
- 50 • Land Use and Zoning Maps (Figures 2.1 and 2.2) – City of La Crosse label added to
- 51 maps.
- 52 • Parks/Trails/Open Space (Figure 2.4) – expanded map to include Holiday Heights Pak
- 53 and text updated.
- 54 • Redevelopment scoring maps (pages 7 and 8) – flipped colors to “Green is Go.”
- 55 • Traffic Counts Map (Figure 2.12) – made larger for readability, provided more clarity to
- 56 the gap analysis, highlight the key takeaways that were part of the market component.
- 57 • “Positive perceptions” statement from Downtown Study added to Market Summary (page
- 58 9).
- 59 • Page 11 – aerial photo replaced, previously showed full access from State Road 16 to
- 60 Farm & Fleet.
- 61 • Challenges & Opportunities Map – updated and legend added.

62

63 Mike asked Bryan to change “Issue/Opportunity Area” in the legend on page 12 to
64 “Challenge/Opportunity Area.”

65

- 66 • Page 14 – photo replaced to show State Road 16 open house boards.
- 67 • Page 15 – photo replaced to show appropriate State Road 16 redevelopment.
- 68 • Development Districts (Figure 4.1) – improved labeling for readability. Bryan also
- 69 encouraged CDA members to visit <https://www.walmartreimagined.com/>, which is a case
- 70 study for Wal-Mart Reimagined, an attempt to retrofit portions of the land within and
- 71 adjacent to existing stores to create elements of “town centers” to create additional
- 72 development.
- 73 • Numbering of Districts – eliminated confusion on pages 16-20.
- 74 • Pages 21 and 23 – photos replaced.
- 75 • Future Land Use Map (Figure 5.1) – larger and zoomed in for readability.
- 76 • Connected Redevelopment & Infrastructure Projects (Figure 5.2):
- 77 ○ Map made larger for readability
- 78 ○ Updated text referring to Figure 5.2
- 79 ○ Added of Enhance Community Identity and Legibility section

80

81 Pages 18, 20, and 22 are all labeled Page 16 and must be corrected.

Reviewed 3/18/19 by Katie Aspenson

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82
83 Figure 5.2 shows the tie that could come with potential redevelopment of a specific site or site
84 combinations and paired opportunity for infrastructure projects. Bryan said Theater Road could
85 be tied to one or potentially two phases. Bryan said those pieces are viewed together as potential
86 development.

87
88 City Administrator Rindfleisch referred to potential redevelopment sites labeled A, A-1, B, B-1,
89 C, C-1, and C-1 on Figure 5.2, and he asked where it is tied to as it is not addressed on the map's
90 index.

91
92 Bryan asked if the narrative should be converted to sub-bullets and placed within an icon box –
93 perhaps including it as part of the graphic itself. Bryan said the infrastructure improvements are
94 letters “A,” “B,” and “C,” and the potential redevelopment sites are labeled “A-1,” “B-1,” “C-1,”
95 and “C-1,” which should be changed to “C-2.”

96
97 City Administrator Rindfleisch asked where he can look on the page to find a definition for “A.”
98

99 Jeff told Bryan “A,” “B,” and “C” could be utilized on the italicized points in the text on page
100 26. Specifically:

- 101
102 A. Farm & Fleet & Marshview Centre, with the potential I-90 underpass, roundabout, and
103 right-in only access configuration on State Road 16.
104 B. Pralle Center with a new public east/west road connection.
105 C. Pathos Properties & Shopko sites with Theater Road.

106
107 Bryan said he had the challenges legend, page numbering, and the sequencing and the
108 implementation section as the three key remaining items.

109
110 Motion by John, second by Joe, to approve the State Road 16 Corridor Redevelopment Study
111 2019, with the noted edits.

112
113 On voice vote, motion carried.

114
115 Jeff said the following changes had been made to the Downtown Onalaska Redevelopment
116 Study:

- 117
118 • Study Area (Figure 1.1) – districts are identified on the map.
119 • 2016 Comprehensive Plan (page 4) – clarified that Land Use Chapter’s downtown goal is
120 one of five goals.
121 • Parks/Trails/Open Space (Figure 2.4) – added State Snowmobile Trail.
122 • Redevelopment scoring maps (pages 11 and 12) – flipped colors to “Green is Go.”

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- 123
- Page 16 – added notification info for January Open House.
 - 124 • Downtown Districts (page 17) – added descriptions of each district.
 - 125 • District Design Guidelines:
 - 126 ○ Expanded this section to include additional photos of redevelopment building
 - 127 examples.
 - 128 ○ Added proposed Great River Residences concept.
 - 129 • Redevelopment Concepts (Figures 4.2 and 4.4) – edited descriptions to be more
 - 130 understandable.
 - 131 • Transportation Section:
 - 132 ○ Added Irvin Street & Paseo Concept (Figure 4.6).
 - 133 ○ Transportation Concept (Figure 4.7) – added potential municipal parking
 - 134 lot/structure locations.
- 135

136 Mike inquired about the railroad crossing sign on Figure 4.7 (page 24), noting it gives the
137 appearance there is a railroad stop at the end of Irvin Street.

138

139 Jarrod said the sign is meant to show it is possible to cross the tracks at that location.

140

141 Jeff said it would be possible to show it differently on page 24 and page 31.

142

143 John said a legend could be added.

144

- 145 • Parks/Trails/Open Space:
 - 146 ○ Goals edited on page 25 – same as Transportation previously.
 - 147 ○ Great River Landing Concept added and described.
 - 148 ○ Photos added on page 26.
 - 149 • Implementation:
 - 150 ○ Future Land Use Map – larger and zoomed in for readability.
 - 151 ○ Phasing Strategy – Figure 5.3 and text added (Legend is currently missing).
 - 152 ○ TIF – TID and Great River Residences added.
 - 153 ○ State Programs – WEDC edited and WisDOT added.
- 154

155 The number 11 needs to be added to page 11. There also is an extra bullet point on page 25.

156

157 Motion by John, second by Ald. Olson, to approve the Downtown Redevelopment Study 2019,
158 as edited.

159

160 On voice vote, motion carried.

161

162 **Item 5 – Review and Consideration of Onalaska Redevelopment Planning Invoice #018-**
163 **036-8 (HKGi)**

Reviewed 3/18/19 by Katie Aspenson

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164
165 Motion by John, second by Joe, to approve Onalaska Redevelopment Planning Invoice #018-
166 036-8 from HKGi in the amount of \$11,927.52.

167
168 On voice vote, motion carried.

169
170 Katie noted there have been some cost overages due to meetings and editing. Katie also noted
171 Bryan will be attending the April 9 Common Council meeting, at which time she hopes the
172 Council will adopt both plans. Katie estimated it will cost approximately \$7,000 to take care of
173 the remainder of the project, and she said the final invoice coming before the CDA at its April 10
174 meeting will account for all outstanding bills and notices. The project will be complete if the
175 CDA approves the final invoice at that time, and an itemized description of all overages will be
176 provided to the CDA on April 10.

177
178 Bryan told CDA members the elements that are part of the overage include the presentation he
179 will give at the April 9 Common Council meeting, one or two additional CDA meetings, and
180 open house materials.

181
182 John asked how many copies of the redevelopment study will be published in its final format,
183 and he also asked how it will be bound.

184
185 Katie said she will obtain a quote for printing the study once she receives the final version, and
186 she told John the CDA can decide how many copies to print. Katie said it is her intent to have
187 the study printed professionally and bound, adding the funds will be taken from the CDA budget.

188
189 **Item 6 – Closed Session**

190
191 To consider a motion to convene in Closed Session under Section 19.85(1)(e) for the purpose of
192 deliberating or negotiating the purchasing of public properties, the investing of public funds or
193 conducting other specified public business whenever competitive or bargaining reasons require a
194 closed session:

- 195
196 • Discussion and Consideration of a Development Agreement with Marvin Wanders of
197 Three Sixty Real Estate Solutions, LLC, P.O. Box 609, La Crosse, WI 54602 as
198 associated with Tax Incremental District (TID) #5

199
200 If any action is required in Open Session, as the result of the Closed Session, the Community
201 Development Authority will reconvene in Open Session to take the necessary action and/or
202 continue on with the printed agenda.

203
204 Motion by Ald. Olson, second by Joe, to convene in Closed Session.

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205

206 On roll call vote: Ald. Jim Binash – aye, Ald. Jim Olson – aye, Ann Brandau – aye, Joe
207 Bucheger – aye, John Lyche – aye, Mike Gargaro – aye. In Closed Session at 4:10 p.m.

208

209

210 Recorded by:

211

212 Kirk Bey