

**Plan Commission
of the City of Onalaska**

Tuesday, February 23, 2021

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1 The Meeting of the Plan Commission of the City of Onalaska was called to order at 7:00 p.m. on
2 Tuesday, February 23, 2021. It was noted that the meeting had been announced and a notice
3 posted at City Hall.

4
5 Roll call was taken, with the following members present: Mayor Kim Smith, Ald. Tom Smith,
6 City Engineer Jarrod Holter, Jan Brock, Amber Pfaff, Skip Temte, Craig Breitsprecher

7
8 Also Present: City Administrator Eric Rindfleisch, Planning Manager Katie Aspenson, City
9 Attorney Amanda Jackson, Fire Chief Troy Gudie, Deputy City Clerk Stacy Wilk, Ald. Diane
10 Wulf, Ald. Cari Burmaster

11
12 **Item 2 – Approval of minutes from previous meeting**

13
14 Motion by Jarrod, second by Craig, to approve the minutes from the previous meeting as printed
15 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 per individual)**

20
21 Mayor K. Smith called three times for anyone wishing to provide public input and closed that
22 portion of the meeting.

23
24 **Consideration and possible action on the following items:**

25
26 **Item 4 – Public Hearing: Approximately 7:00 P.M. (or immediately following Public Input)**
27 **to consider a Comprehensive Plan Amendment filed by Christopher Meyer of Grandview**
28 **Estates, LLC, 1589 Medary Lane, Onalaska, WI 54650 on behalf of JD Manske Family**
29 **Land Holdings, LLC, 4833 Sheboygan Avenue, Suite 320, Madison, WI 54705 for the**
30 **properties located along State Highway 16, Onalaska, WI 54650 (Tax Parcels #9- 23-0, 9-**
31 **14-0, 9-13-3, 9-13-0 and 18-4483-501)**

32
33 Katie said the applicant is requesting to amend the Future Land Use Plan to accommodate a
34 mixed-use development, and she noted the individual lot designations from Lot No. 1 to Lot No.
35 59 had been included in commission members’ packets. The zoning includes single family
36 homes, twin homes, two- to six-unit residences, and mixed-use or multifamily residential. Katie
37 said it is possible that what is shown as individual lots in the associated plan could be combined
38 in the future to allow for a flexibility of uses, and also varying density options. Katie said the
39 purpose of planning this is to show both the Plan Commission and the Common Council the
40 intention for future uses, and also how the subdivision will function as a whole. Katie noted
41 commission members’ packets include a table showing the current land use, a map, and also the
42 proposed land use. Katie noted some will remain the same, and she also noted one currently has

**Plan Commission
of the City of Onalaska**

Tuesday, February 23, 2021

2

43 no designation. Katie said the applicant will be required to obtain additional approvals –
44 including annexation, zonings, rezoning, potential platting, or Certified Survey Maps – should
45 this project move forward.

46

47 Mayor K. Smith opened the public hearing and called for anyone wishing to speak in favor of the
48 Comprehensive Plan Amendment.

49

50 **Christopher Meyer, Grandview Estates, LLC**
51 **1589 Medary Lane**
52 **Onalaska**

53

54 “I would like to speak in favor of the proposed project that’s in front of everybody. Obviously I
55 am one of the members that is organizing it and trying to get it completed. Through an extensive
56 amount of research that is in the packets that each and every one of you probably have is the
57 studies that we’ve done on the existing neighborhood. And basically, what we are asking for is
58 nothing that is out of the ordinary for the mixed use within the neighborhood that’s already there
59 – the mixed use of single-family homes, twin homes, all the way up to eight units right across the
60 street. There’s some four-units, [a] six-unit, [and] another four-unit across the street. What
61 we’re applying for really fits and is exactly what the neighborhood already is. We’re not trying
62 to change anything. Again, I would like to speak in favor of it, and thank you.”

63

64 Mayor K. Smith called three times for anyone else wishing to speak in favor of the
65 Comprehensive Plan Amendment and closed that portion of the public hearing.

66

67 Mayor K. Smith called three times for anyone wishing to speak in opposition to the
68 Comprehensive Plan Amendment and closed the public hearing.

69

70 Motion by Ald. T. Smith, second by Craig, to approve a Comprehensive Plan Amendment filed
71 by Christopher Meyer of Grandview Estates, LLC, 1589 Medary Lane, Onalaska, WI 54650 on
72 behalf of JD Manske Family Land Holdings, LLC, 4833 Sheboygan Avenue, Suite 320,
73 Madison, WI 54705 for the properties located along State Highway 16, Onalaska, WI 54650
74 (Tax Parcels #9- 23-0, 9-14-0, 9-13-3, 9-13-0 and 18-4483-501).

75

76 On voice vote, motion carried.

77

78 **Item 5 – Review and Consideration to Vacate and Discontinue a portion of Century Place,**
79 **submitted by Nick Roush of Roush Rentals, LLC, 707 La Crosse Street, OFC 102, La**
80 **Crosse, WI 54602**

81

82 1. Right-of-Way Discontinuance Vacation Application Fee: \$300.00 (PAID).

83

**Plan Commission
of the City of Onalaska**

Tuesday, February 23, 2021

3

- 84 2. Century Place right-of-way cul-de-sac bulb to be divided in half and zoned High Density
85 Residential (R-4) with the Century Place Planned Unit Development Overlay.
86
87 3. All conditions run with the land and are binding upon the original developer and all heirs,
88 successors, and assigns. The sale or transfer of all or any portion of the property does not
89 relieve the original developer from payment of any fees imposed or from meeting any
90 other conditions.
91
92 4. Any omissions of any conditions not listed in committee minutes shall not release the
93 property owner/developer from abiding by the City’s Unified Development Code
94 requirements.
95

96 Katie said this is a vacation and discontinuance request of a portion of Century Place (cul-de-sac
97 bulb). This request is to reconfigure the access to the Century Place development, and the
98 intention is to rededicate the location of the Century Place cul-de-sac back to the City of
99 Onalaska in a new location. Katie noted that on January 12, the Common Council had approved
100 Preliminary Resolution 1-2021 to vacate and discontinue a portion of Crestwood Lane. A public
101 hearing has been scheduled for review and consideration of the proposed vacation request during
102 the March 9 Common Council meeting at 7 p.m. Katie noted the applicant letter request,
103 Exhibits A and B showing the proposed vacation and discontinuance, and a conceptual site plan
104 all have been included in commission members’ packets. There also are four conditions of
105 approval tied to this development.
106

107 Motion by Skip, second by Craig, to approve with the four stated conditions a request to vacate
108 and discontinue a portion of Century Place, submitted by Nick Roush of Roush Rentals, LLC,
109 707 La Crosse Street, OFC 102, La Crosse, WI 54602.

110
111 On voice vote, motion carried.

112
113 **Item 6 – Review and Consideration of an application submitted by Brady Haugh of La**
114 **Crosse Sign Company, 1450 Oak Forest Drive, Onalaska, WI 54650 on behalf of KT Real**
115 **Estate Holdings, LLC, P.O. Box 2107, La Crosse, WI 54602-2107, requesting a Special**
116 **Exceptions Permit to the City of Onalaska Sign Code on the property located at 408 Sand**
117 **Lake Road, Onalaska, WI 54650 (Tax Parcels # 18-729-0)**
118

119 Craig informed Mayor K. Smith he will be recusing himself from this item.
120

121 Katie said the applicant wishes to replace the existing electronic message center sign that serves
122 the Kwik Trip located at the intersection of Sand Lake Road and Well Street. Katie noted that
123 the parcel in question was zoned Neighborhood Business prior to the adoption of the new code.
124 With the installation of the new Unified Development Code, the parcel was rezoned to Mixed-
125 Use Neighborhood District (MU-N). This district only allows freestanding signs to be 60 square

**Plan Commission
of the City of Onalaska**

Tuesday, February 23, 2021

4

126 feet in area. This parcel previously was allowed up to 200 square feet in area. The current sign
127 at this location measures 101 square feet, with a digital electronic message center sign as part of
128 that sign. The new proposed replacement is 3 square feet in area less than the existing. Katie
129 told commission members the new proposed overall square footage for this sign, including the
130 replacement, 98 square feet.

131
132 Katie referred to Section 14.02.23.B.1.a. and noted that ground/freestanding signs may have a
133 maximum of 60 square feet per side. Katie also noted there are four review criteria are included
134 in the Special Exception, and she addressed each one:

- 135
- 136 • *What are the particular provisions or requirements of the Sign Ordinance regulations*
137 *that prevent the compliance of the regulations?:* The Sign Ordinance does not allow a
138 sign greater than 60 square feet in area in the MU-N District.
 - 139 • *What are the special conditions, circumstances or characteristics of the land, building or*
140 *structure that prevent the use of current sign regulations in compliance with the*
141 *requirements of the Ordinance?:* The existing freestanding sign was in compliance with
142 the standards of the old Neighborhood Business (B-1) District and had all required sign
143 permits. But with the rezoning, the sign is now considered “legal nonconforming” as it is
144 101 square feet. With the replacement of the digital electronic message center sign, the
145 overall sign square footage would be reduced to 98 square feet.
 - 146 • *What is the particular burden that would result if the specified provisions or*
147 *requirements of the Sign Ordinance were applied to the subject property?:* According to
148 the applicant, the property owner would need to remove/rebuild the entire sign in order to
149 replace the digital electronic message center sign.
 - 150 • *What is the minimum extent to which it would be necessary to deviate the requirements in*
151 *order to permit the proposed construction of signage?:* The applicant is requesting to
152 allow the replacement of the existing sign with a smaller the digital electronic message
153 center sign a total of 18.16 square feet in size. The existing sign would be overall
154 reduced in size with this action, bringing the sign closer to conformance than it is today.

155
156 Katie noted there are a number of standards that are included in the Sign Ordinance, and she told
157 commission members all of them either have been met or are not applicable in this discussion.
158 Katie said the action requested this evening is consideration of the Special Exception application.

159
160 Motion by Ald. T. Smith, second by Skip, to approve an application submitted by Brady Haugh
161 of La Crosse Sign Company, 1450 Oak Forest Drive, Onalaska, WI 54650 on behalf of KT Real
162 Estate Holdings, LLC, P.O. Box 2107, La Crosse, WI 54602-2107, requesting a Special
163 Exceptions Permit to the City of Onalaska Sign Code on the property located at 408 Sand Lake
164 Road, Onalaska, WI 54650 (Tax Parcels # 18-729-0).

165
166 Skip said, “I think in this case we’re kind of overreaching our regulations, shall we say. To me,
167 it looks like this is really in a sense just a maintenance of a sign that’s already there. I feel we’re
Reviewed 02/25/2021 by Katie Aspenson

**Plan Commission
of the City of Onalaska**

Tuesday, February 23, 2021

5

168 overregulating things sometimes, and that's why I recommend approval of this.”

169

170 Jan asked Katie how many properties in the city were rezoned from Neighborhood Business, and
171 she also asked if a precedent is being set in this case. Jan said, “I kind of agree with Skip, but I
172 just wonder if there are a lot more down the road that we're going to run into.”

173

174 Katie told Jan she does not have an exact number to share with her based off her question.
175 However, Katie also said city staff had offered to meet with every individual property that was
176 impacted, noting those property owners were sent a letter from the city notifying them of the
177 change in any potential uses. Katie next addressed maintenance and said, “Had they simply
178 improved the electronics or if they did a reface, we would not require them to go through this
179 process. The fact that they're taking out a portion of the sign and putting in a whole new
180 electronic message center sign, that's why it's not considered maintenance. And that's why we
181 would need to go this route. Their other opportunity would have been to apply for a Planned
182 Unit Development, which would be unnecessary in this case as their only intent would be to
183 modify an existing sign. This is why city staff are supporting this request.”

184

185 Amber noted she owns a business that is located directly across from Kwik Trip and said she
186 supports granting this request as she believes requiring Kwik Trip to remove and rebuild would
187 cause more disruption to the area compared to simply replacing the sign.

188

189 On voice vote, motion carried, 6-0, with one abstention (Craig).

190

191 **Adjournment**

192

193 Motion by Ald. T. Smith, second by Craig, to adjourn at 7:17 p.m.

194

195 On voice vote, motion carried.

196

197

198 Recorded by:

199

200 Kirk Bey