

**Plan Commission
of the City of Onalaska**

Tuesday, May 28, 2019

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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, May 28, 2019. It was noted that the meeting had been announced and a notice posted
3 at City Hall.

4
5 Roll call was taken, with the following members present: Mayor Joe Chilsen, Ald. Tom Smith,
6 City Engineer Jarrod Holter, Jan Brock, Paul Gleason, Craig Breitsprecher, Steven Nott

7
8 Also Present: City Administrator Eric Rindfleisch, Deputy City Clerk JoAnn Marcon, Planning
9 Manager Katie Aspenson, Ald. Diane Wulf, Ald. Boondi Iyer

10
11 Excused Absence: Skip Temte

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

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15 Motion by Craig, second by Steven, to approve the minutes from the previous meeting as printed
16 and on file in the City Clerk’s Office.

17
18 On voice vote, motion carried.

19
20 **Item 3 – Public Input (limited to 3 minutes per individual)**

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22 Mayor Chilsen called for anyone wishing to provide public input.

23
24 **Marie Congdon**
25 **2216 Germann Court**
26 **Onalaska**

27
28 Marie noted she had distributed photographs to commission members. Marie said the first
29 photographs shows what she currently sees when she looks out her window or steps out onto her
30 deck. Marie said, “It gives me a sense of seclusion and privacy even though we’re right by the
31 interstate.” Marie told commission members the next three photographs depict the view property
32 owners in the City of Winona see since Dahl Chevrolet Buick GMC opened at 1201 U.S.
33 Highway 61. Marie described the dealerships lights as being “an intrusive eyesore” and she said,
34 “The fence does absolutely nothing to hide them.” Marie continued, “If Dahl removes all these
35 trees, as they have told us they’re going to do, I’m afraid this is what we’re going to be seeing.
36 Not to mention, increased noise from the interstate and their body shop. I’m asking you not to
37 allow this to happen to us. If they really need to be there, then they should stay on the other side
38 of the trees and put a berm and a fence up there. Keep the access to the cellphone tower as is and
39 build beyond the trees. When we found this house, we said this is our last move – from here to
40 the graveyard, we said. I don’t think that’s going to be a reality for us anymore. If I won’t be
41 happy living there anymore – and I’m not going to be – what perspective buyer is going to come
42 to our house and say, ‘Awesome, there’s a car dealer in the backyard?’ This house is everything

Reviewed 5/30/19 by Katie Aspenson

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43 we've worked for for 30 years, and I just feel our investment slipping away.”

44

45 **Bill Rockwood**
46 **N9495 Radcliffe Road**
47 **Mindoro**

48

49 Bill told commission members the garden center property he and his wife, Judy, own is
50 comprised of three lots, and there are five total acres. Bill said, “Tonight, we’re talking about
51 two lots which comprise three acres. The issue tonight is the two lots which are adjacent to
52 Interstate 90, upon which Dahl’s new car dealership is proposed. With all due respect, we think
53 this is a beneficial option for the neighboring community. I think it’s about the least disruptive
54 option that we can think of. [There is] not much activity on the side facing the homes over there.
55 Interstate 90 is right there generating some noise, and it’s hard to imagine this would be a whole
56 lot more. The business shuts down nightly. It shuts down Sundays. It shuts down holidays.
57 From an impact standpoint, it’s pretty small. You can see from the drawings that the area we’re
58 talking about here is largely parking lot. Judy and I also like the idea of assisting a company that
59 has been so beneficial for this community. They are very helpful with a number of the
60 organizations we hold dearest, like the YMCA, Boy Scouts and many others. Dahl is a high-
61 quality company providing super-clean facilities and long-term stability. With that, I do need to
62 raise another point. If this sale doesn’t go through, I believe what is going to happen is Dahl will
63 proceed with the dealership on the adjacent property. If that happens, what it’s going to mean is
64 those two lots are landlocked. The de facto result of that is going to be that we’ll probably have
65 to find a buyer that is going to want all five acres. We can wait for that; eventually somebody
66 will want to put something there. But in addition to the impact of whatever materializes –
67 whether it’s a hotel, apartment buildings, a waterpark or whatever develops over the years – the
68 traffic that will otherwise go through to the lower lot would all be going by Bremer Bank with
69 the current proposal. Whatever happens with those five acres, if this is not approved, is going to
70 all go through our driveway up in the north side of Theater Road, and that will probably have a
71 significant effect on the neighborhood relative to that. I guess it’s hard to imagine a project of
72 such a large, five-acre scale having less impact than what is being proposed here.”

73

74 JoAnn informed Bill he had reached his three-minute speaking limit.

75

76 Bill concluded, “For several reasons, we hope you’ll approve. We hope you’ll do so in such a
77 way as to make it not too much of a burden, but too costly to make it not financially feasible.
78 Thank you.”

79

80 **Tyler Dahl, Dahl Honda representative**
81 **No address given**

82

83 “Thank you for consideration in recommending approval for rezoning and annexation of these
84 properties. Approval of these applications will allow us to develop this difficult site for a use

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85 that is well-suited to its current condition. With limited access, like Mr. Rockwood just
86 explained, to many major roads, this property would become isolated from future development if
87 we are not successful with annexation and rezoning. In addition, an 80-foot easement from Xcel
88 Energy, due to overhead power lines, severely limits what can be developed on this property.
89 Basically, we'll be providing the ideal use of this land as we develop the overall site for our
90 dealership operations. During the Plan Commission Subcommittee meeting [May 14], we
91 listened to the area residents and their concerns with this development. We actually went over to
92 the site with a majority of them and discussed firsthand what their concerns are, so it was a good
93 experience for us. As you can see from our plan, there is a lot of screening that we're going to
94 be required by the Planning Department [to install] that we're happy to do. In addition to that,
95 we're going to provide a setback up to 60 feet from the residential properties when current code
96 actually requires us from 5 to 10 feet, so there is a substantial change there. Like Marie said, this
97 is going to allow much of the existing vegetation in that 60 feet to remain there, including some
98 mature trees. We'll infill that with additional layered landscaping [such as] shrubbery and things
99 that will provide some natural landscape in a residential setting. A big thing on this as well is the
100 cellphone tower access will be eliminated from the city. The City of Onalaska has required that
101 we vacate and relinquish the access easement to Heritage Lane and Germann Court once the
102 demolition of the existing structure is complete. This will eliminate any and all traffic through
103 the parcel owned by the Hendricks. Once the access is vacated, we plan to remove any
104 resemblance of the access road and work with the property owner to reseed the area back to a
105 natural vegetative state. Access to the cell tower will be provided through our property from the
106 east and off of Theater Road.

107
108 Another major issue that was brought up is lighting. I provided some information on the lighting
109 in the additional packets; you can see that at your discretion. We're implementing LED outdoor
110 light fixtures that have been certified by the International Dark-Sky Association as being 'dark-
111 sky friendly,' meaning they minimize glare while reducing light, trespass, and sky glow. These
112 lights will illuminate the inventory without polluting the neighboring community with nuisance
113 light. To accomplish this, the light fixtures utilize a shielding system that directs 100 percent of
114 the light down to the ground versus seeing glare from a distance. And to assist further in
115 minimizing the effects of our lighting, the exterior of the lights are dimmed to 10 percent of their
116 power. We reduce the power by 90 percent in the evening to help reduce that at nighttime as
117 well."

118
119 JoAnn informed Tyler he had reached his three-minute speaking limit.

120

121 **Clifford Hendrick**
122 **2232 Germann Court**
123 **Onalaska**

124

125 "First off, if you're taking x's and zeroes, you can put me in the middle because I know that
126 businessowners have to make the best use of their property. A number of years ago they wanted

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127 to put a theater and a bunch of other stuff back in there. They have to do something. They can't
128 leave the land vacant. I personally believe that the Dahls are going to try to do a good job. From
129 there, you may find that I swing the other way. I built the existing property at 2232 Germann
130 Court in October 2005. I was living in that house for several years when the City of Onalaska
131 allowed, or required, Tom Krajewski to fill the lot that the Dahls are going to buy. When they
132 filled it, that stopped the flow of the water from the village down through my property and out to
133 I-90 where there's a drain that goes down to Sandalwood Park. Therefore, I have a number of
134 concerns. Altering how the surface water drains, should the land at [Tax Parcel No.] 9-93-0,
135 which is N4342 Germann Court, change the landscaping, pave the area, or change the grade ...
136 Currently it's about between 8 and 12 inches below my lot, so it's absorbing some of the water
137 that's coming down the hill and puddling up in that area. If they change the landscaping, it's
138 going to push that water over to my yard. My second concern is if the zoning for N4342, where
139 the farmhouse is, is changed to M-1 ... It's currently a county zoning and not an Onalaska
140 zoning. They're going to annex that property into Onalaska and change it to M-1. If the Dahls
141 do not buy that property, I would adamantly not want that property to be M-1 directly behind me
142 because cars are one thing, and foundry is another thing. Tyler mentioned this, [but] if the
143 easement on 2232 Germann Court is not vacated, then I want the wording changed that there
144 won't be any vehicular access back and forth. But if it's vacated, there is no issue."

145

146 JoAnn informed Clifford he had reached his three-minute speaking limit.

147

148 Clifford concluded, "All I can say to the Plan Commission is, if my lot floods as a result of this
149 decision, it's on you guys, and it's on the Dahls. It is against the law to do something to your
150 property that would cause encroachment of water on your neighbors. Thank you."

151

152 **Jansen Dahl**
153 **208 17th Place**
154 **La Crosse**

155

156 "I just want to thank you for this opportunity. We as a family and as an organization and as
157 fifth-generation businessowners in the community are very excited for this opportunity to add
158 this development in Onalaska. We have the Ford [dealership] just down the road on Theater
159 Road, and we're very excited to bring another dealership to Onalaska. We have Morrie's
160 potentially building right across the street, and we feel that it's going to bring a lot of good jobs
161 and good opportunity to this area. We have plans to build a 22,000 square foot facility. It's
162 going to be one rooftop with auto sales, service and parts all within one. We have a very tight
163 timeline in which to get this done. We plan to break ground and dig dirt August 1 and be in the
164 building April 1 [2020]. We have a tight timeline we're working with, so we have a lot of
165 moving parts in this. Some of the things we're working toward mitigating and we've done with
166 other properties is water retention. There's a difference between detention and water retention.
167 We plan to do everything we can to detain the water and then distribute that to the stream and
168 sewer so that it's contained on our property. We're required by the DNR to mitigate all the

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169 water that is on our property and handle it. It can't go to neighboring properties; it's against the
170 law, so we are taking care of that very much. I think there are some existing tenants that are
171 renting there now that maybe had 20 to 30 cars there at one time; [it was] kind of a boneyard.
172 We plan on trimming the lease there, demolishing the buildings, and turning that back into some
173 natural vegetation there and turning into more of a green space where those buildings are now.
174 We talked about development and M-1 zoning. When we buy the property, it's going to be
175 parking lot and we're going to have about nearly a 600-foot buffer between the residential
176 property lines and the actual dealership. Then within that will be a parking lot that stores our
177 new car inventory, used car inventory, and employee parking. The traffic in that section we're
178 talking about for annexation and rezoning is going to have a much-reduced amount of activity
179 than the regular dealership property and the rest of Theater Road and certainly I-90. We'll do
180 everything we can to keep noise down within the building. Doors are closed. We have cylinder
181 block walls. It's a very noise-friendly area. I guess I'm just asking for you to approve this
182 request and move it forward. Like I said, we have a tight timeline to get this done, and my job is
183 on the line if I don't get it done. I appreciate your time. Thank you very much."

184

185 **Scott Butler, Attorney, Fitzpatrick Skemp & Associates**
186 **2220 Germann Court (home address)**
187 **Onalaska**

188

189 "I am the house that is directly west of Parcel No. 18-3570-70. First, I don't oppose the
190 annexation of Parcel No. 9-93-0. However, if it is annexed by the City of Onalaska, I would
191 request that the zoning stay consistent with the parcel directly south, which is B-1. It's very
192 common for zoning to be incremental. You have Residential. You have Neighborhood
193 Business. You have Light Industrial, et cetera. If it is annexed, it should remain Neighborhood
194 Business zoning, consistent with the one directly to the south. Similar to that, I object to the
195 rezoning of the parcel to the south to Light Industrial, the reason being I believe it will cause a
196 nuisance on several factors. I appreciate what Dahl has said today about how they plan on
197 minimizing those nuisances, but my understanding is those are not on the agenda. The question
198 is whether or not they're going to be rezoned. If they are rezoned, and for whatever reason they
199 decide not to do what they said tonight, we as neighbors have no recourse because they're
200 operating within the zoning. I'm not looking at what they're proposing; I'm only looking at
201 what the zoning would allow them to do – and quite frankly, if it's rezoned they'd be allowed to
202 do. First, it's going to be a visual nuisance beyond the lights. The lights are going to be on 24/7.
203 They could do something more expensive and make them dim at night, [but] they don't have to
204 do that. If it's rezoned, [the lights] could be on 24/7 and cause a great amount of light pollution.
205 Second, it's going to be an audio nuisance. With the tools and the cars, it could be very loud.
206 This is in addition to the highway. I know they're saying they're going to keep the doors closed,
207 but if they open them up we're going to have no recourse.

208

209 Third, it's going to be a water nuisance. Whenever you pave over a large amount of permeable
210 soil, that's going to change the way the water is flowing. They may have a retention pond, but

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211 that's still not going to keep all the water on their property and go off onto our property. Again,
212 they're talking about what they're planning on doing. But if they don't honor their word we
213 have no recourse because the land has already been rezoned, which is why it's important that the
214 land, if it is annexed, it is B-1 zoning. Finally, I believe it's going to be a health nuisance,
215 because if they do put in these rain gardens, those are going to be a place where mosquitos and
216 other vectors can grow and breed, which is going to cause other health issues in a residential
217 area. For those reasons, I would urge [the Plan Commission] not to rezone Parcel No. 18-3570-
218 70. And if they do annex Parcel No. 9-93-0, it is consistent with the parcel directly to the south.
219 Thank you for your time."

220

221 **Peter Congdon**
222 **2216 Germann Court**
223 **Onalaska**

224

225 "I have several questions and concerns tonight. One, I read something – I think it was
226 [Condition] No. 3 – about a two-way access with Goodwill. I'm curious: Is that going to be to
227 the west of the Goodwill building; in other words, behind the Goodwill building? Is there going
228 to be traffic going back and forth there where Rockwood Gardens used to be? Second, [Marie
229 and I] did hand out some pictures. Dahl encouraged us to take a look at what they did up in
230 Winona. And quite frankly from the pictures, we weren't impressed. These drawings are much
231 better than what was even put into the agenda for this evening. Again, what's it finally going to
232 look like? What kind of shrubs are these? How tall are they going to be initially? What do they
233 grow into be? I've heard talks of berms, fences, plants, vegetation. I still don't have a clear
234 picture of what that's all going to look like for me. I have no idea of what my view is going to
235 be like or what privacy I'm going to be entitled to going forward. I need more details in that
236 respect. I'm also concerned about the lights. I know they have lights that dim during the
237 evening. These all sound great, but at the end of the day things still reflect off of glass and
238 vehicles. What's it going to be like at the end of the day? I have several rooms facing that
239 direction, so that's a concern. There's just no doubt about it: Even if they leave as many mature
240 trees as they can when they take the rest down, it's going to increase the noise from I-90. When
241 I-90 was resurfaced and they put in new guardrail, they had to take some trees down that were
242 right along I-90 between the properties. The noise level has increased significantly just with
243 that. With those few trees being removed, I can't imagine how much louder it's going to be
244 going forward.

245

246 The water runoff has been mentioned several times. Our yard gets plenty of water as it is. I
247 usually have to wait a couple days after a heavy rain to go mow. I don't need additional water
248 running onto my property. I noticed the rain garden. On one picture it was on the north end, and
249 now it's on the south end of the whole structure. The other option that hasn't come up is, what
250 about signage for Dahl? Are they going to have a big, lit-up sign along I-90? Is it going to be
251 out by Theater Road? I haven't heard anything about that. I know Target and Kohl's and Best
252 Buy all have signs along I-90 on the commercial property. Am I going to be facing the same

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253 thing 500 feet from my house? What about property value? What's my recourse if my property
254 value goes down? Should I have it assessed right now? Should I have a couple realtors come
255 out and give me an idea of what the land is worth, as is? I'm kind of looking to you guys for
256 proper recourse assistance if any of these things that are said were going to be kept to a minimum
257 aren't kept to a minimum. Then where do we turn to? How do we address that? Thank you for
258 your time."

259

260 **Deb Carlson**

261 **2226 Germann Court**

262 **Onalaska**

263

264 "Thank you for giving us the opportunity to address our commercial area, and my residential
265 area. ... We built five houses in an area that had not been developed and was not interested in
266 being developed. It's a nice quiet residential neighborhood. Since then, five more houses have
267 been built. This is the third time we've had to come to the Plan Commission because of attempts
268 to zone commercial property right in our backyards. I won't go through all three of them; some
269 of you know what they were. It's getting old that the City of Onalaska doesn't seem to be
270 protecting the residential areas. I understand business, and after talking to the Dahls this evening
271 a little bit I feel better about it. But we have some major concerns. One of them is the water
272 flow that comes down the hill into our backyard. The road that was put together for the tower
273 behind our houses has kind of caused a damming effect. When the developer south of what we
274 built blocked in and filled in his whole backyard, it stopped the natural water flow. My house
275 had an inch of water in it this spring, and it did four years ago when we had seven inches of
276 water, so there are some concerns that need to be fixed with that as well. The issues, of course,
277 would be the view, the water, what's going to happen, and how is that land behind me going to
278 be developed, [and] the noise. I just hope that the Plan Commission and [the Common] Council
279 take a really good look and set high standards for the development that would possibly take
280 place, and that extra consideration be taken for these measures. Thank you."

281

282 **George Luecke**

283 **227 Heritage Lane**

284 **Onalaska**

285

286 George noted his property is located immediately north of the proposed development, and he
287 said, "We would form the berm on the far north side all along our property. Just a couple of
288 things. I've been to the meetings Deb has been to as far as the rezonings go over the past years.
289 I concur with Deb and with Cliff that if for some reason this doesn't go through with an M-1
290 [zoning] that we go back to a B-1 [zoning]. Or if for some reason the M-1 and Dahl, something
291 happens with that, that it revert back to the B-1. That's my only concern. I am quite pleased
292 with the road that is between Cliff and I being cut off, because quite frankly we've put up with a
293 mess there for 20 years. We've had a used car lot there. We've had our road not maintained, but
294 driven on, by the residents who live there, so I am pleased that that road will eventually be

295 blocked off and grassed so that can't be used anymore.”

296

297 **James Makepeace, Project Design Engineer, Makepeace Engineering**
298 **816 2nd Avenue South**
299 **Onalaska**

300

301 “As you’ve seen here, there are some challenges to this site. Dahl’s proposal of developing a
302 Honda dealership there is a very high use and a very valuable improvement – about as high and
303 valuable as I can imagine with such restrictions with huge power poles and power lines running
304 right down the middle of this. I think the result of this project is going to be an attractive
305 building with a lot of curb appeal, dozens of new jobs, and a significant increase in tax revenue
306 for the city. I think it will likely spur further development in the immediate area. It will be a
307 benefit for Onalaska’s residents and businessowners such as myself. Thanks.”

308

309 Mayor Chilsen called three times for anyone else wishing to provide public input and closed that
310 portion of the meeting.

311

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

313

314 **Item 4 – Public Hearing: Approximately 7:00 P.M. (or immediately following Public Input)**
315 **– Consideration of a rezoning request filed by Jansen Dahl of CHASE 2010, LLC, 3819**
316 **Creekside Lane, Holmen, WI 54636, on behalf of Judith Rockwood, N9495 Radcliffe Road,**
317 **Mindoro, WI 54644 to rezone a parcel from Neighborhood Business (B-1) to Light**
318 **Industrial (M-1) District to facilitate the construction of an auto dealership and service**
319 **center at 384 Theater Road, Onalaska, WI 54650 (Tax Parcel #18-3570-70)**

320

321 1. Rezoning Fee of \$300.00 (PAID).

322

323 2. A Green Fee of \$638.47 per acre x 1.39 acres = \$887.47 dollars to be paid to the City
324 prior to obtaining a Building Permit.

325

326 3. Applicant/owner to enter into an access/egress agreement for a paved, two-way access
327 with Tax Parcel #18-3568-37 (Goodwill Industries of North Central Wisconsin INC).
328 Applicant/owner to record the agreement at the La Crosse County Register of Deeds and
329 provide the Engineering Department with a copy of the recorded agreement. This to
330 occur prior to issuance of a Temporary Occupancy Permit.

331

332 4. Applicant/owner to vacate and relinquish the access/easement to Heritage Lane/German
333 Court and record said document prior to July 23, 2019, however owner may retain a
334 limited access easement for the sole purpose of demolition of the residential structure and
335 access to the telecommunications structure until issuance of a Temporary Occupancy
336 Permit.

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5. Applicant/owner to adhere to all Conditions of Approval tied to the Conditional Use Permit for the construction of a 120' Stealth Flag Pole (telecommunications structure) with a 20' x 20' lease area and a 12' x 7' concrete slab with ground equipment issued on July 14, 2009 by the Onalaska Common Council.
 6. Applicant/owner to install required screening/buffering through the use of berm, fencing, and/or vegetated covering with a minimum of 80% opaqueness at installation along the western boundary of the parcel as specified by the Plan Commission and by City Staff during the Site Plan Review process.
 7. Prior to any construction activities, all impacted parcels shall be merged into one (1) parcel by July 23, 2019. Applicant/owner to work with La Crosse County Land Records to satisfy this condition.
 8. Rezoning approval contingent upon future issuance of a Conditional Use Permit request for an automotive dealership and service center.
 9. In the event of more than one (1) principal structure, the applicant will need to obtain a Conditional Use Permit issued by the Plan Commission.
 10. If future lot divisions are to occur, applicant/owner to a Certified Survey Map as approved by the Common Council.
 11. Site Plan Permit required for new development in advance of building permit applications, including detailed architectural plans, landscape, drainage, erosion control, and other required information/plans (fire accessibility, hydrant locations, etc.). Any future improvements to these parcels may be subject to additional City permits (i.e., building permits).
 12. 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.
 13. 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.
 14. 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.

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379
380 Katie told commission members the existing zoning is Neighborhood Business (B-1), and she
381 said properties located within 250 feet of the properties in question include a variety of single-
382 family dwellings, a condominium development, a telecommunications structure, retail business,
383 and vacant land. The Comprehensive Plan identifies this area in the Commercial District. This
384 district is intended to accommodate both large- and small-scale commercial and office
385 development. A wide range of retail, service, lodging and office uses are appropriate. Katie said
386 the applicant intends to construct an automotive dealership and service center on Tax Parcel No.
387 18-3568-40, which is zoned Light Industrial and located in the City of Onalaska; Tax Parcel No.
388 18-3570-70, which is zoned Neighborhood Business and is the parcel under consideration; and
389 Tax Parcel No. 9-93-0, which is located in the Town of Medary. The applicant has an accepted
390 offer to purchase from the property owner, which is required to process this application. Katie
391 said the applicant will be required to complete the following activities if the rezoning request is
392 granted:

- 393
- 394 • Merge all three parcels into a single parcel.
 - 395 • Provide required access to improve circulation from neighboring properties to funnel
 - 396 vehicular traffic to the signaled intersection of Theater Road and Midwest Drive.
 - 397 • Obtain a Conditional Use Permit for an automotive dealership and service center.
 - 398 • If future lot divisions will occur, obtain a Certified Survey Map as approved by both the
 - 399 Plan Commission and the Common Council.

400
401 Katie noted commission members' packets include an attached site plan, which is conceptual
402 only, and she also noted the Dahls submitted an updated site plan. This site plan shows
403 additional landscaping, lighting information, and where the proposed screening will be located.
404 The property owner would be required to obtain a Site Plan Permit and also comply with all the
405 Unified Development Code requirements (e.g. landscaping, parking, green space requirements,
406 setbacks, screening, buffering, etc.) and also obtain all required permits from other relevant state
407 agencies prior to construction activities. Katie said the applicant intends to proceed with this
408 project beginning in August, and she noted there are 14 conditions if the Plan Commission
409 moves this request forward to the Common Council for consideration at its June 11 meeting.

410
411 Mayor Chilsen opened the public hearing and called for anyone wishing to speak in favor of the
412 rezoning request.

413
414 **Jansen Dahl**
415 **208 17th Place**
416 **La Crosse**

417
418 "I am speaking in favor of the project for some items I mentioned earlier. Just a little bit of
419 clarity that I would need before the [Plan Commission] goes forward to recommend approval to
420 the Common Council, it's related to providing the required access to improve circulation from
Reviewed 5/30/19 by Katie Aspenson

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421 the neighboring properties since the access that that references is a property we're not discussing
422 today related to the rezoning application. The parcel we're talking about for the rezoning is
423 completely separate from this requirement and that background section that was mentioned. I
424 just wanted a little clarification on that. I am very in favor of moving that forward, and if we can
425 continue to look at that section I would appreciate it because I would like that removed. Thank
426 you."

427

428 **James Makepeace, Project Design Engineer, Makepeace Engineering**
429 **816 2nd Avenue South**
430 **Onalaska**

431

432 "As I indicated earlier, I am in favor of the project. I just wanted to mention some of the
433 comments the public had. One of them was about the rain garden and the concern that there
434 might be standing water there where mosquitos could breed. The rain gardens that would be
435 designed for the project would actually be dry. They would have underdrains and overflow pipes
436 designed to keep things dry. They would be designed to dry within 24 hours – both rain gardens
437 and what I generically called a storm treatment device. And I also noticed some of the damming
438 with access roads and perhaps culverts that might be a little undersized. I foresee the project
439 actually benefitting ... or that condition having a benefit from this project. Thank you."

440

441 **Clifford Hendrick**
442 **2232 Germann Court**
443 **Onalaska**

444

445 "Like I said, I'm on the fence. You didn't give that opportunity to allow people to do that. My
446 feeling on the subject is, something is going to go in there someday, and a bird in hand is worth
447 two in the bush. That's the way I feel about the Dahls. I only hope, like my neighbor Peter said,
448 that we need more specifics. We need better designs. Before you approve this, do not allow
449 them to, say, put two-foot high trees and a picket fence or something. That's all I want to say.
450 Like I said, somewhere down the road something is going to come in there, and it might as well
451 be a parking lot as opposed to an industrial facility. Thank you."

452

453 Mayor Chilsen called three times for anyone else wishing to speak in favor of the rezoning
454 request and closed that portion of the public hearing.

455

456 Mayor Chilsen called for anyone wishing to speak in opposition to the rezoning request.

457

458 **Peter Congdon**
459 **2216 Germann Court**
460 **Onalaska**

461

462 "I just want to reiterate all of my concerns about the lighting and the noise and the water. I

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463 certainly hope that the rain garden that's developed here would be dry as opposed as the one we
464 did go look at in Winona that was toward the condominium side of the dealership, because that
465 certainly had standing water in it the day we were there. They can say it's dry, but again, I saw
466 evidence to the contrary in Winona. Again, [regarding] the property value, I'm still looking for
467 some guidance on that if you have any suggestions [as to] if we should have it valued now and if
468 it does go down in value in the future. If we do sell someday, what recourse do we have? Those
469 are still my concerns. Thank you."

470

471 **Scott Butler**

472 **2220 Germann Court**

473 **Onalaska**

474

475 "Thank you again for giving me this time to speak. My concern with this project is there is a
476 disconnect between what Dahl is saying they're going to do and the 14 items which are listed in
477 the agenda that they would be required to do. They say they're going to leave up the vegetation.
478 They say they're going to have these dark-sky certified lights that go down to a 10-percent
479 minimum. I can certainly appreciate that, and my opinion might be different if that's what they
480 needed to do. The only thing it says they need to do is have 80-percent opaqueness. It doesn't
481 say the height. It doesn't list anything about light. My opinion would be very different if what
482 they said they were going to do was required if it was rezoned. But as it stands right now, it's
483 not. Frankly, they can say whatever they want. If it's rezoned, they only have to adhere to these
484 14 [conditions]. A lot of what they're saying they're going to do isn't listed in these 14
485 [conditions]. That's my main concern."

486

487 **Deb Carlson**

488 **2226 Germann Court**

489 **Onalaska**

490

491 "I am feeling a little bit better, as I mentioned before, about what is going on. But I think the
492 details are extremely critical that they be reviewed and they be written down and we know
493 exactly what the plan is. I also would like to ... I don't understand the zoning and what is
494 necessary for a car dealership, but is it possible that it could remain B-1? Then they could
495 continue with their project. I guess I'm afraid if we go into M-1, who knows what could happen
496 in the future. I may not be there that long, but I think [Light] Industrial is just not a good fit for
497 our neighborhood. Thank you."

498

499 Mayor Chilsen called three times for anyone else wishing to speak in opposition to the rezoning
500 request and closed the public hearing.

501

502 Motion by Craig, second by Steven, to approve with the 14 stated conditions a rezoning request
503 filed by Jansen Dahl of CHASE 2010, LLC, 3819 Creekside Lane, Holmen, WI 54636, on behalf
504 of Judith Rockwood, N9495 Radcliffe Road, Mindoro, WI 54644 to rezone a parcel from

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13

505 Neighborhood Business (B-1) to Light Industrial (M-1) District to facilitate the construction of
506 an auto dealership and service center at 384 Theater Road, Onalaska, WI 54650 (Tax Parcel #18-
507 3570-70).

508
509 Craig said, "We were provided information by the Dahls related to lighting. And I think what
510 they're proposing here, which will fall under staff review, it's my understanding that they will
511 look at lighting as one of the key elements under their review process. But it does reasonably
512 address what I think is any business location: lighting. Again, surface water runoff, that's also
513 something staff also will be reviewing. The City Engineering Department will look at those
514 things as far as the effect of this type of development on the water situation in the area. Those
515 things come under staff review, and those questions will have to be satisfied. I think there's been
516 a lot of confusion between M-1 [and], what does that mean? That's not Heavy Industrial, so
517 things related to foundries and things like that, they're not allowed in M-1."

518
519 Katie said permitted uses in the M-1 District include cleaning, pressing and drying
520 establishments; commercial bakeries; laboratories; storage and sale of machinery and equipment;
521 wholesaling; in B-2 District include any existing residences; caterers; churches; department
522 stores; fish/meat markets; hotels; pawn shops; pet shops; printing and/or publishing facilities;
523 private clubs; private schools; radio broadcasting studios; trade and contractors' offices and
524 supply stores; upholstery shops; variety stores; in B-1 District include bars and clubs; clinics;
525 credit unions; financial institutions; lodges; motels; professional offices; restaurants; self-service;
526 pickup laundry; dry-cleaning establishments; tourist homes; personal service establishments;
527 retail stores; and food businesses. Katie said, "Starting when the list hit bars and clubs, clinics,
528 credit unions, et cetera, those are all allowed in B-1 today. All of those uses that I listed in the
529 M-1 District, you can do B-1, B-2, and M-1 as they are today. The reason most people tend to
530 go to the Light Industrial District is that they have the most flexibility with your more traditional
531 commercial developments. This does not include additional uses that are allowed through the
532 Conditional Use Permit process.

533
534 There was a question related to, is it possible that the zoning stay B-1 to allow the car dealership
535 to go in? Yes, B-1 is allowed through the Conditional Use Permit. The problem is that they're
536 merging the three parcels together. When they merge them together, all three zoning districts
537 have to match. That's why they were bringing in the request is as of today the annexation
538 petition to bring it in as M-1, the rezoning to go from B-1 to M-1 because the property on
539 Theater Road today is currently M-1. In order to merge them all together, that's the intent.
540 There are many different uses that are allowed within these essentially three districts you get to
541 play with for this particular project."

542
543 Craig said, "I think it's important we all realize that this is nothing that isn't really allowed now.
544 It's just consolidating those properties under one heading so that they can be managed properly.
545 One of the things we do here is we make recommendations to staff as far as things that they need
546 to be looking out for when they do their Site Plan Review. I would respectfully ask that staff

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547 make sure that they're looking at that lighting to make sure that what the Dahls have provided is
548 in fact going to be used and located properly so we minimize the effects on neighboring
549 properties. Secondly, I am concerned about runoff, which I think some other things in the
550 ordinance need to be changed to reflect that as well. I know staff does a good job reviewing the
551 runoff situation any time there's a new development, and Jarrod is very adept at deciding what
552 needs to be done to mitigate that. ... As far as berms and plantings, give special attention to that,
553 if you would. I think it's imperative that we do anything we can to continue to buffer."

554

555 Katie noted the Plan Commission has the ability to state what it wishes to see for screening and
556 berming, and she said, "When you have a Light Industrial use against a Residential or a
557 Commercial – as it is in this case, because some of the residences are actually zoned Commercial
558 – you have the ability to have a minimum of a 10-foot wide buffer, but it can be more. It's up to
559 the discretion of the Plan Commission. If the Plan Commission wanted to see a certain height of
560 a berm, if you wanted to see fencing, if you wanted to see more evergreens versus different
561 screens, you can create an additional condition onto this in addition to, or amend the one staff put
562 in. What we have in terms of those initial 14 conditions is strictly what the minimum ordinance
563 requires. The Plan Commission has the ability to go above and beyond that, as allowed in the
564 ordinance, should you desire."

565

566 Craig said, "Staff does regulate all of the things that people have concerns about during that Site
567 Review process. They will never intentionally make any decisions that adversely affect
568 neighboring properties."

569

570 Mayor Chilsen asked, "They have to come in for final site review, correct?"

571

572 Katie said a Site Plan Review has not been proposed yet, "but that is a staff-driven process.
573 However, once an application has been made, it is public and anyone from the community is
574 welcome to come in and see what it is exactly that they are proposing and what conditions the
575 city is intending to impose upon that. This is just the start of the Condition of Approval. When
576 we go through the actual details of, what is the landscape going to be? How many shrubs?
577 What's the height of the initial evergreen, if that's what they're intending to do, of a five-foot
578 high minimum? A lot of the details you're looking for this evening, they don't have yet. And
579 they're not required to do so yet because they haven't started the Site Plan Review process.
580 What they are required for rezoning is to give you a conceptual plan telling you what their intent
581 is. But in all those other cases, those details go to city staff – again, open to the public for
582 review, but ultimately it's up to staff to make sure we're listening to what the Plan Commission
583 tells us to expect and anticipate, and then put forward in terms of additional conditions you don't
584 see here tonight. I can't give those to you because I don't have a site plan that staff has reviewed
585 at this time."

586

587 Craig thanked those who had spoken during public input and told them, "That's what we need,
588 and we do treat that very seriously. Those things that are important to you are important to us,

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15

589 too.”

590

591 City Administrator Rindfleisch addressed M-1 zoning and noted all the city’s Commercial areas
592 along the State Trunk Highway 16 corridor (big box retailers, restaurants) are zoned M-1. City
593 Administrator Rindfleisch said, “That is our zoning that we use for that since we don’t really
594 have that Commercial District definition that most of those places for not only the existing
595 building, but any future buildings are looking for. It’s not an uncommon zoning for what the
596 proposed business is. It’s one that the city has used frequently.”

597

598 Steven noted that it is not a matter of if the areas in question will be developed, but rather of how
599 they will be developed. Steven said he is impressed by the fact the developer is working with the
600 residents in an attempt to address their concerns, noting that the developer does not necessarily
601 have to do this. Steven said, “I would just caution that any developer in the future may not be as
602 accommodating.”

603

604 Jan noted she had visited the site Monday and acknowledged there is a problem with water,
605 pointing out she had seen a large puddle on Germann Court through which motorists had to
606 drive. Jan asked Jarrod for his input regarding water in this area.

607

608 Jarrod said, “I will agree with the public that it is sometimes a frustrating process in the fact that
609 we don’t have official detailed plans, as Katie said, with a site plan. From an engineering
610 standpoint, the developer wants to make sure their concept is approvable at this point to the fact
611 they can make the investment, the plans, the profiles, and the specifications to get that to work. I
612 have met with the developer’s engineer and looked at the site. On a conceptual level, it does
613 look like it can work.” Jarrod referred to the map on the screen and pointed out a cul-de-sac
614 bulb, the future dealership to the west of that location, and the lands that are being requested for
615 rezoning and annexation. Jarrod said the city had installed a 48-inch diameter storm sewer along
616 the property line in 2001. This storm sewer runs from East Main Street and discharges near the
617 Interstate 90 fence. Jarrod said the drainage previously had come down through an open swale,
618 and he noted the pipe conveys the water from Eagle Bluff Court, turns the corner and proceeds
619 down an open swale to the Interstate 90 ponding area, which also is parkland near the
620 intersection of State Trunk Highway 157 and Interstate 90. Jarrod noted the city had performed
621 maintenance on the swale in 2001, and he also noted he had been in this area within the last two
622 weeks. Jarrod acknowledged it will be necessary to perform maintenance in this area.

623

624 Jarrod referred to the question as to whether there would be more water in this area, and he noted
625 the two outlots, the front of the cul-de-sac, and approximately half the car dealership will drain
626 back to Theater Road. Jarrod said the engineer will have to take the water from that area back to
627 the piping system beneath Theater Road that proceeds along Interstate 90 and to the area where
628 Home Depot and Wal-Mart are located. Jarrod said the rear corner of the car dealership lot that
629 sits within the city will drain to the open drainage system that drains along Interstate 90, and the
630 proposed parking area located west in the proposed annexation and zoning area. Jarrod admitted

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16

631 there will be more water than there is today and said the developer will have to meet Wisconsin
632 Department of Natural Resources regulations for infiltration and peak flow requirements, as well
633 as City of Onalaska ordinances. Jarrod said the drainage swale was designed to have future
634 development coming into it. Jarrod noted a Stormwater Plan will be approved by the city as part
635 of the Site Plan process, and he said one of the items he examines as part of the plan is to ensure
636 there is no drainage onto the neighboring properties. Jarrod said something he has noticed with
637 the plan the Dahls had submitted is they are increasing the buffer along the residential area.
638 However, Jarrod also noted, "If they leave the trees in there, we won't be able to fix any existing
639 drainage problems, if there are any, where the existing gravel road comes in from the cellphone
640 tower. It might not be able to alleviate anything if there's a current drainage coming in, but we
641 would definitely look at it. The drainage from the parking lot itself would be required to go
642 down to the open drainage swale you see along Interstate 90. ... I do see that the drainage would
643 be a large item on this project."

644
645 City Administrator Rindfleisch said his duties include advocating for good policy for the
646 Common Council, and he said he has two questions this evening. City Administrator Rindfleisch
647 said, "The first question is the rezoning. Again, I think it's appropriate. M-1 is commonly used
648 in the city for these kinds of developments. It does not mean a large foundry or anything there.
649 It is the zoning we utilize. The second question, which is actually next on the agenda, is the
650 annexation. As commissioner Nott had indicated, it's the last chance for a developer to develop
651 and you know what you have onto the plot. It's a slightly different perspective from the city's
652 perspective. It's really the last chance the city has to really oversee that development as well.
653 We know what we have here. Under current county zoning, as a commercial district, some of
654 the things are similar: retail, wholesale, offices, service industry, and 100,000 square foot
655 warehouses, but commercial animal establishments are also allowable under county zoning there.
656 If Dahl does not do the annexation and utilize that facility, we have five acres that will basically
657 be an island that will be county zoning that this commission and the Council will not have any
658 control over. This is the one chance you really have to oversee and guide the development of
659 that."

660
661 City Administrator Rindfleisch said it is possible a tannery could be established under county
662 zoning and the City of Onalaska would have no control over it. City Administrator Rindfleisch
663 also noted county zoning would allow a conditional use such as a truck terminal or a freight
664 house, and he told commission members the light and traffic from either use likely is more
665 substantial than it would with an auto dealership. City Administrator Rindfleisch said, "We have
666 that control through Condition No. 11, which is the Site Plan Review Permit, to really guide that
667 development in the manner that the city sees most fit for the benefit for both the business and the
668 residential community. My policy recommendation to this commission, and to the Council later
669 on, is to, one, approve both the change of zoning, and two, to allow for the annexation so that it
670 can be developed in a manner the city can most appreciate."

671
672 Steven addressed the signage, and he asked the Dahls if they can provide any information

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17

673 regarding the location, size, and lighting of a sign.

674

675 Tyler Dahl said he does not know as the Dahls have not yet gone through the Site Plan Review.
676 Tyler said Honda is seeking a sign that would be visible from Theater Road, and that would
677 place the sign in the southeast corner of the main dealership lot so that it also may be seen from
678 Interstate 90. Tyler said, “As this is essentially a sub-development with three different plots
679 there, it’s possible we may come at the end of this to get a subdivision sign or something that has
680 signage for all three parcels there possibly as well. Again, we haven’t been through Site Plan
681 Review, so I can’t really answer that for sure. It really does not do us any good to have a sign
682 way down in the parking area next to a cellphone tower. It’s much lower down there. We do not
683 plan to bring that up to the grade of the dealership level for many reasons – a lot of them
684 discussed today [such as] drainage, and pure cost doesn’t make much sense. It would make the
685 most sense for us to put it in the southeast corner of the main dealership development.”

686

687 Jan asked if the sign would be allowed to be higher than the height of Interstate 90.

688

689 Katie said the maximum height allowed would be 45 feet above the centerline where access is
690 obtained. Katie said that would be the elevation of Midwest Drive, and 45 feet would have to be
691 the maximum allowed. The maximum square footage would be 300 square feet per side.

692

693 Paul noted the sign is allowed regardless of what happens with this rezoning, and he said any
694 development on the property where the dealership building sits would be allowed that sign. Paul
695 addressed Condition No. 3 and said, “I would like to hear the logic behind placing that burden on
696 the applicant.”

697

698 Jarrod said that when Goodwill was constructed, the original plan was for the site to have some
699 type of access to the Theater Road/Midwest Drive intersection. Jarrod said this is why the city
700 had invested in placing a traffic signal at that intersection, and that is why Condition No. 3 was
701 added.

702

703 Paul asked, “Where was that plan for access between the two properties?”

704

705 Jarrod told Paul it was never delineated and said it was possibly stated in the conditions when
706 Goodwill was constructed that there should be a possible access to the south to Midwest Drive.

707

708 Paul said there is an option on the southern part of the property to access the northern property,
709 but not vice-versa. Paul also noted Goodwill has no rights to access going south, and he said that
710 was for the purpose of synergy between two possibly like uses – retail, for instance. Paul said, “I
711 don’t see that that has any benefit for the southern property, and probably minimal for the
712 northern property.”

713

714 Jarrod said, “If the traffic conditions keep up on Theater Road and possibly grow, which I would

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715 guess over time if we continue with more development in that area, the city will have to look at
716 what to do in the next traffic study along that area. In the last traffic study we had, it hadn't
717 gotten to that point yet. But I can see at some point those driveways might become right-in,
718 right-out because of the spacing between the two traffic signals."

719

720 Paul said that while he can see that being a possibility in the future, he does not see why it is a
721 problem for Goodwill. Paul cited Farm & Fleet as an example of a business with a right-in,
722 right-out.

723

724 Jarrod said the city is attempting to avoid that situation.

725

726 Paul said Farm & Fleet has not been hampered by the right-in, right-out, and he stated, "This is a
727 very one-sided requirement in that it solely benefits Goodwill, and perhaps benefits the city in
728 dealing with Goodwill. But it puts 100 percent of the burden on the Dahl family development.
729 To me, it smacks almost of a taking because the logic for placing that there doesn't relate at all to
730 the effect of the Dahl development on traffic. It's solely to alleviate a perceived issue with
731 Goodwill's traffic. To be blunt about it, we're basically saying Goodwill has a problem. Dahl,
732 you pay for it. I have a real philosophical problem with that. We're talking about a lot of money
733 when you take the value of the land, and then the value of improving that land to provide the
734 access."

735

736 Jarrod said he believes the city is looking at securing a future access point, but not improving it
737 at this time. Jarrod said, "You can look at this development. The road was stubbed out off
738 Midwest Drive. Do we stub public access all the way to the westerly property line to that parcel
739 to have access for the five acres that Rockwood owns? Is that good planning? Is that not good
740 planning? Where do we start and stop? How do we gain access to parcels and make our traffic
741 system work? I guess I can't refute what you're saying."

742

743 Paul said, "I think the unfairness is 100 percent of the burden is on the Dahls, and none of the
744 burden of making it happen is on Goodwill."

745

746 City Administrator Rindfleisch said the cross-access agreements are common, and he stated,
747 "We're not asking for anything substantially different. ... You're allowing for the free flow
748 amongst all the businesses, and I think overall that increases the commercial value of the
749 properties because people can access wherever you are. The one place that we don't have is the
750 place we're referencing: Farm & Fleet. The owners of that business indicate very strongly not
751 having access has definitely had a negative impact to their business. ... The number we had
752 heard was \$100,000 - \$250,000 on a monthly basis. They feel it substantially to the point where
753 the request is that the city and therefor the taxpayers do something about it after the fact. That's
754 what we're trying to avoid. By requesting the cross-access now, the long-term viability of all
755 these properties in a commercial sense I think are much stronger versus creating walls and
756 boundaries where in particular the Goodwill property to the north becomes non-viable. I don't

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19

757 think it's that far away. You can try to go there anytime there are businesses open, and it's
758 difficult to make a left [turn] in right now. When school is out it's really difficult to get in and
759 out of that aspect as well. I also disagree that it's 100 percent on the Dahls because I think there
760 is value that we know from the Farm & Fleet situation that businesses that don't have left-ins in
761 cross traffic are negatively impacted. There should be a market value to that to have access. I
762 would not say that's 100 percent Dahl. I think that as a business if Goodwill sees the value in
763 that they would acquire from Dahl at market rate access to their place.”

764

765 Paul noted Farm & Fleet was offered access into Pralle Center, but declined it. Paul said by
766 definition, a cross-access easement should benefit both parties, “and I am really hard-pressed to
767 see that a car dealership is going to benefit by having cross-access to Goodwill. Their customers
768 aren't going to drive through Goodwill. Their car delivery trucks are not going to drive through
769 Goodwill to get in. I disagree. I think it's extremely one-sided.”

770

771 Motion by Paul to amend the previous motion and delete Condition No. 3 from a rezoning
772 request filed by Jansen Dahl of CHASE 2010, LLC, 3819 Creekside Lane, Holmen, WI 54636,
773 on behalf of Judith Rockwood, N9495 Radcliffe Road, Mindoro, WI 54644 to rezone a parcel
774 from Neighborhood Business (B-1) to Light Industrial (M-1) District to facilitate the
775 construction of an auto dealership and service center at 384 Theater Road, Onalaska, WI 54650
776 (Tax Parcel #18-3570-70).

777

778 Paul said, “If it were worded such that it was purely negotiated between Goodwill and the Dahls
779 and wasn't a certainty – it had to be negotiated and agreed to at arm's length – I think that would
780 be reasonable. But for it to be dictated as it is here is not.”

781

782 Motion dies for lack of a second.

783

784 Craig said he wants to address berms and landscaping, noting in years past the Plan Commission
785 has examined heights of some of the landscaping features. Craig said he believes it is viable to
786 do so in this application, adding, “I think some of the input we had ... Do you put two-foot trees
787 on top of that berm? Of course not. But I think we can set a standard as far as what size must be
788 placed there. Clearly we're not going to demand a 25-foot tree be placed there. That's a little bit
789 burdensome for the developer. But I want to throw it out for discussion: Can we require a seven
790 to 10-foot tree? I like evergreens as a buffer. I think they do a lot to absorb noise and get rid of
791 some of the lighting effects. To use those heavily in that area I think would create more of a
792 buffer. I'm just throwing it out there.”

793

794 Mayor Chilsen said, “I think we're getting a little ahead of ourselves here.”

795

796 Paul said he is hesitant for the Plan Commission to set specific standards on landscaping, adding
797 that he is concerned that the cars in the parking lot not be visible from the bordering homes. Paul
798 said he does not believe it would take a two-foot berm and an eight-foot tree to accomplish this.

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799 Rather, Paul said depending on the elevations at the homes, it might take a staggered five-foot
800 tree combination of fencing. Paul said he would like to leave it to a professional landscaper to
801 devise something, with a suggested guideline the goal is the vehicles are not visible.

802

803 Craig said the Plan Commission has the ability to add conditions that would address that. Craig
804 also said he respects Paul's opinion, and he stated, "How do we define that, because I think it's
805 something serious enough – and we've heard that in the input tonight – that we need to create
806 some level of expectation that those views will be protected to a degree."

807

808 Paul asked if it would be possible to have a perimeter landscape plan presented to the Plan
809 Commission, and he said, "That's my standard: Will they be able to see the cars? I think they
810 should not be. I'm not smart enough to say exactly what that should be, and it may be something
811 different where the parking lot is substantially lower than a house as opposed to the same
812 elevation as a house."

813

814 Katie noted any and all Site Plan may come before the Plan Commission, and she said,
815 "Typically it is at a staff level. If staff feels there are controversial elements ... The good
816 example would be the development on Oak Avenue where there was an apartment building that
817 went in, and the Site Plan did go to the Plan Commission for review and consideration. If that's
818 what the Plan Commission would like to see, we can definitely make that happen. I would work
819 it into the same timeline as the Plan Commission so that it wouldn't hold up any approvals. It
820 would all occur in tandem with the deadlines that staff have provided. That would mean the
821 landscaping plan would either go to the June or July Plan Commission meeting, which would be
822 in advance of your August 1 anticipated construction date."

823

824 Craig asked if the developer will be able to present a plan showing how the neighboring
825 properties will be shaded.

826

827 Tyler Dahl said he believes the request is reasonable and stated, "It is a process, and it is a
828 negotiation between what's reasonable and what's possible as far as all the different elevations
829 for what can be seen on our property for those residents as well."

830

831 Katie said a landscaping plan will be required as part of this development and told commission
832 members the applicants would need to do one regardless of whether it was going to the Plan
833 Commission or city staff. Katie asked Plan Commission members if they only are concerned
834 about the landscaping plan, or if there are any other aspects of the Site Plan they wish to see.

835

836 Plan Commission members said they only are concerned about the landscaping plan.

837

838 On voice vote, motion carried.

839

840

Item 5 – Review and Consideration of an annexation application for N4342 Germann Court / N4375 Theater Road, Onalaska, WI (1.84 acres total) filed by Judith Rockwood, N9495 Radcliffe Road, Mindoro, WI 54644 (Tax Parcel #9-93-0)

- 841
842
843
844
845 1. Payment of Green Coulee Sanitary Sewer Fee: $\$336.00$ per acre * 1.84 acres = $\$618.24$
846 dollars.
- 847
848 2. Topography Map Fee: $\$10.00$ per acre * 1.84 acres = $\$18.40$ dollars (minimum fee).
849
- 850 3. Green Fee: $\$638.47$ per acre * 1.84 acres = $\$1,174.78$ dollars.
851
- 852 4. Applicant/owner to vacate and relinquish the access/easement to Heritage Lane/German
853 Court and record said document prior to July 23, 2019, however owner may retain a
854 limited access easement for the sole purpose of demolition of the residential structure and
855 access to the telecommunications structure until issuance of a Temporary Occupancy
856 Permit.
857
- 858 5. Applicant/owner to install required screening/buffering through the use of berm, fencing,
859 and/or vegetated covering with a minimum of 80% opaqueness at installation along the
860 western parcel boundary and also starting at the northwestern corner of the parcel a
861 minimum of 100' westward along the northern parcel line as specified by the Plan
862 Commission and by City Staff during the Site Plan Review process.
863
- 864 6. Annexed land to be placed in the Light Industrial (M-1) Zoning District upon ordinance
865 adoption.
866
- 867 7. Prior to any construction activities, all impacted parcels shall be merged into one (1)
868 parcel by July 23, 2019. Applicant/owner to work with La Crosse County Land Records
869 to satisfy this condition.
870
- 871 8. Annexation approval contingent upon future issuance of a Conditional Use Permit
872 request for an automotive dealership and service center.
873
- 874 9. Owner/developer must notify City prior to any utility connection to City-owned utilities
875 takes place.
876
- 877 10. Owner/developer shall pay all fees and have all plans reviewed and approved by the City
878 prior to obtaining a building permit. Owner/developer must have all conditions satisfied
879 and improvements installed per approved plans prior to issuance of occupancy permits.
880
- 881 11. All conditions run with the land and are binding upon the original developer and all heirs,
882 successors and assigns. The sale or transfer of all or any portion of the property does not

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883 relieve the original developer from payment of any fees imposed or from meeting any
884 other conditions.

885
886 12. Any omissions of any conditions not listed in minutes shall not release the property
887 owner/developer from abiding by the City's Unified Development Code requirements.
888

889 Katie said the existing zoning for this parcel in La Crosse County is Commercial. The
890 neighborhood characteristics include a condominium development, single-family residential
891 dwellings, vacant land, a telecommunications structure, and retail establishments. The
892 Comprehensive Plan identifies this area as Mixed-Density Residential as a residence is located
893 on the parcel today. The Comprehensive Plan also notes all surrounding land within the City of
894 Onalaska and the Town of Medary is guided for Commercial, with which the proposed future use
895 of the land is consistent. Katie said the Comprehensive Plan identifies review criteria for
896 annexations, of which the following are applicable:

897
898 The city should approve proposals for annexation into the City of Onalaska only when meeting
899 the following utilities and community facilities criteria, or if other important community goals
900 are met:

- 901
- 902 • The annexation is in an area designated for growth on the city's Future Land Use Map.
 - 903 • The increased tax base and overall benefit to the city of approving the annexation
904 outweigh the actual financial impact on the community for providing police, fire, road
905 maintenance and other public improvements and services to the annexation area.
- 906

907 Katie said the property located at N4342 Germann Court is surrounded (excluding to the north)
908 by the City of Onalaska. It is the intent of the applicant to merge this parcel upon successful
909 annexation with Tax Parcel #18-3570-70, and Tax Parcel #18-3568-40 in order to facilitate the
910 construction of an automotive dealership and service facility. Katie said the applicant is
911 requesting to have the property annex into the City of Onalaska with the Light Industrial (M-1)
912 District for zoning to accommodate the future proposed development. Katie said staff is asking
913 for consideration of the annexation request, and she noted there are 12 conditions of approval.

914
915 Motion by Craig, second by Paul, to approve with the 12 stated conditions an annexation
916 application for N4342 Germann Court / N4375 Theater Road, Onalaska, WI (1.84 acres total)
917 filed by Judith Rockwood, N9495 Radcliffe Road, Mindoro, WI 54644 (Tax Parcel #9-93-0).

918
919 On voice vote, motion carried.

920
921 **Item 6 – Review and Consideration of Invoice No. 018-021-12 from Hoisington Koegler**
922 **Group, inc. for UDC/Zoning Rewrite Project**

923

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924 Katie noted commission members' packets include copies of the 12th invoice from HKGi for the
925 UDC/Zoning Rewrite Project. This invoice totals \$9,789.33.

926
927 Motion by Ald. T. Smith, second by Craig, to approve Invoice No. 018-021-12 from Hoisington
928 Koegler Group, Inc. for UDC/Zoning Rewrite Project in the amount of \$9,789.33 and forward it
929 to the Common Council.

930
931 On voice vote, motion carried.

932
933 **Adjournment**

934
935 Motion by Craig, second by Ald. T. Smith, to adjourn at 8:29 p.m.

936
937 On voice vote, motion carried.

938
939
940 Recorded by:
941
942 Kirk Bey