

**Plan Commission
of the City of Onalaska**

Tuesday, July 24, 2018

1

1 The Meeting of the Plan Commission of the City of Onalaska was called to order at 7:00 p.m. on
2 Tuesday, July 24, 2018. It was noted that the meeting had been announced and a notice posted at
3 City Hall.

4
5 Roll call was taken, with the following members present: Mayor Joe Chilsen, Ald. Jim Binash,
6 Assistant City Engineer Kevin Schubert, Jan Brock, Paul Gleason, Skip Temte, Craig
7 Breitsprecher, Steven Nott

8
9 Also Present: City Administrator Eric Rindfleisch, Deputy City Clerk JoAnn Marcon,
10 Planner/Zoning Inspector Katie Aspenson

11
12 Excused Absence: City Engineer Jarrod Holter

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

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

18
19 On voice vote, motion carried.

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

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

24
25 **Nick Roush, Roush Rentals**
26 **707 La Crosse Street, Office 102**
27 **La Crosse**

28
29 Nick told commission members he is available to answer questions pertaining to Item 4.

30
31 **Gina Kelly, SGA Design Group**
32 **1437 South Boulder Avenue, Suite 550**
33 **Tulsa, Oklahoma**

34
35 Gina told commission members she is available to answer questions pertaining to Item 5.

36
37 **Mike Volden, IDEA MAIN, LLC**
38 **810 Oak Timber Drive**
39 **Onalaska**

40
41 Mike told commission members he is available to answer questions pertaining to Item 6.

42
Reviewed 7/27/18 by Katie Aspenson

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2

43 **Pete Peterson**

44

45 Pete addressed the property located at 1420 Wilson Street and future zoning regulations, and he
46 asked that the Plan Commission consider a grandfather clause for areas that already were
47 established. Pete told commission members he had purchased a property that originally was two
48 lots. Pete also told commission members he was unable to subdivide the lots because the new
49 property law states 70 feet. Pete noted every other property on the street measures 60-by-120,
50 and he also noted he is unable to subdivide because his lot measures 120-by-120. Pete said his
51 lot has been sitting empty and the city is not collecting tax revenue.

52

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

55

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

57 **Item 4 – Public Hearing: Approximately 7:00 P.M. (or immediately following Public Input)**

58 **– Consideration of a Conditional Use Permit request filed by Nicholas Roush, Roush**

59 **Rentals, 707 La Crosse Street, Office 102, La Crosse, WI 54601 on behalf of Elmwood**

60 **Partners, 1859 Sand Lake Road, Onalaska, WI 54650 to allow multiple principal structures**

61 **on a parcel located at 9522/9530 East 16 Frontage Road, Onalaska, WI 54650 (Tax Parcel**

62 **#18-3613-3)**

63

64 Mayor Chilsen announced Paul has asked to recuse himself from this item. Mayor Chilsen then
65 opened the public hearing and called for anyone wishing to speak in favor of the CUP request.

66

67 **Nick Roush, Roush Rentals**

68 **707 La Crosse Street, Office 102**

69 **La Crosse**

70

71 Nick said Elmwood Partners has submitted a follow-up to its initial concept, and he asked the
72 Plan Commission to approve the CUP request so that the project may proceed.

73

74 Mayor Chilsen called three times for anyone else wishing to speak in favor of the CUP request
75 and closed that portion of the public hearing.

76

77 Mayor Chilsen called three times for anyone wishing to speak in opposition to the CUP request
78 and closed the public hearing.

79

80 Katie said this CUP request pertains to allowing the construction of two principal structures on a
81 single parcel, creating a multifamily residential complex. The apartments are proposed to be two
82 stories in height with a walk-out lower floor to take advantage of unique site characteristics. One
83 building is to contain 30 units, and the second building is to contain 34 units. The site will have
84 46 garages and 82 surface parking stalls, thereby meeting the requirement for two parking stalls

Reviewed 7/27/18 by Katie Aspenson

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85 per dwelling unit. Katie noted multiple structures are permitted only by approval of the Plan
86 Commission per 13-1-14(b), and pursuant to standards set forth in Section 13-8-11. Katie said
87 that while the city has no basis for denial of the CUP, it has found a basis to impose the
88 following conditions:

- 89
- 90 1. Owner/developer shall pay all fees and have all plans reviewed and approved by the City
91 prior to obtaining a building permit. Owner/developer must have all conditions satisfied
92 and improvements installed per approved plans prior to issuance of occupancy permits.
93 **Substantial Evidence:** This condition provides notice to the owner/developer that they
94 are to follow procedure for orderly development in the City of Onalaska in order to
95 promote the health, safety and welfare of the City.
96
 - 97 2. All conditions run with the land and are binding upon the original developer and all heirs,
98 successors and assigns so long as the conditional use is being actively used. **Substantial**
99 **Evidence:** This condition acknowledges and provides public notice of the term and puts
100 the owner/developer and future owners on notice that they are bound by the conditions
101 and that they can continue the use as long as they follow the conditions and actively use
102 the conditional use.
103
 - 104 3. Owner/developer shall abide by the City's Ordinances, Unified Development Code and
105 Building Code requirements, as amended. **Substantial Evidence:** This condition
106 assures the owner/developer understands they must follow the city's Unified
107 Development Code and Building Code, which they are required to follow in every way,
108 and that as they are receiving the benefit of being allowed to have a use that is not within
109 the standards of the City's zoning code, failure to follow City ordinances may result in
110 loss of their Conditional Use Permit.
111
 - 112 4. The Conditional Use Permit shall be reviewed every five (5) years to ensure continued
113 use. **Substantial Evidence:** This shifts the burden to the owner of the property to
114 provide proof that the use is active and continuing. Ensuring that existing permits are
115 still valid and being properly used ensures compliance with the City's procedures and
116 ordinances, and promotes interaction and communication with the City, which furthers
117 orderly development and the health, safety and welfare of the City.
118

119 Although the public hearing already had been held, Katie noted testimony based on substantial
120 evidence should be listened to and considered before deciding on the requested CUP application.
121 Katie also said a CUP may be denied only where no reasonable conditions could exist to allow
122 the Conditional Use.

123

124 Motion by Craig, second by Steven, to approve with the four stated conditions a Conditional Use
125 Permit request filed by Nicholas Roush, Roush Rentals, 707 La Crosse Street, Office 102, La
126 Crosse, WI 54601 on behalf of Elmwood Partners, 1859 Sand Lake Road, Onalaska, WI 54650

Reviewed 7/27/18 by Katie Aspenson

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127 to allow multiple principal structures on a parcel located at 9522/9530 East 16 Frontage Road,
128 Onalaska, WI 54650 (Tax Parcel #18-3613-3).

129

130 On voice vote, motion carried, 7-0.

131

132 **Item 5 – Public Hearing: Approximately 7:10 P.M. (or immediately following previous**
133 **hearing at 7:00 P.M.) – Consideration of an amendment to the WAL-MART Planned**
134 **Commercial Industrial District (PCID) at 3107 Market Place, submitted by Gina Kelly,**
135 **SGA Design Group, 1437 South Border Avenue, Suite 550, Tulsa, Oklahoma, 74119-3609,**
136 **on behalf of Wal-Mart Real Estate Business Trust, 702 SW 8th Street, Bentonville, AR**
137 **72712 (Tax Parcel #18-3635-8)**

138

139 1. PCID Amendment Fee of \$700.00 (PAID).

140

141 2. All intoxicating liquor and fermented malt beverage sales shall abide by the provisions of
142 Chapter 125 of the Wisconsin State Statutes, as amended.

143

144 3. Abide by all conditions of original PCID Plan approved in March 1997, PCID
145 Amendments approved in June 1999, April 2001, March 2003, October 2014, April 2016,
146 and Site Plan approved in April 2003.

147

148 4. Owner/developer shall pay all fees and have all plans review and approved by the City
149 prior to obtaining a building permit. Owner/developer must have all conditions satisfied
150 and improvements installed per approved plans prior to issuance of occupancy permits.

151

152 5. All conditions run with the land and are binding upon the original developer and all heirs,
153 successors and assigns. The sale or transfer of all or any portion of the property does not
154 relieve the original developer from payment of any fees imposed or from meeting any
155 other conditions.

156

157 6. Any omissions of any conditions not listed in committee minutes shall not release the
158 property owner/developer from abiding by the City's Unified Development Code
159 requirements.

160

161 Katie said the applicant is requesting to amend the PCID development to allow for additional
162 exterior wall signage and install a canopy structure with parking stalls to facilitate online grocery
163 pickup service. The canopy will measure 9 feet, 6 inches in height, 20 feet wide, and 72 feet, 6
164 inches in length over 10 restriped parking stalls, with new dimensions of 12-by-20 feet to allow
165 safe pedestrian travel for Wal-Mart employees to and from vehicles. Katie said that also as part
166 of this project, Wal-Mart is requesting to install two additional wall signs to the front façade of
167 the building; specifically, the "spark" logo and the word "pickup." The additional wall signage
168 square footage is 65.43 square feet, which would increase the total square footage of the front

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169 wall to 519.47 square feet. Katie noted the proposed signage exceeds the maximum 500 square
170 feet of wall signage per wall façade; however, as PCID overlay exists Wal-Mart is allowed to
171 exceed the 500 square feet if approved both by the Plan Commission and the Common Council.
172 The expected construction start date for the project is June 13, 2019. Katie noted there are six
173 conditions of approval for this development.

174

175 Mayor Chilsen opened the public hearing and called for anyone wishing to speak in favor of the
176 amendment to the Wal-Mart Planned Commercial Industrial District (PCID).

177

178 **Gina Kelly, SGA Design Group**
179 **1437 South Boulder Avenue, Suite 550**
180 **Tulsa, Oklahoma**

181

182 Gina said she is available to answer any questions the Plan Commission might have.

183

184 Mayor Chilsen told Gina she will be called back if any commission members wish to ask
185 questions after the public hearing is closed.

186

187 Mayor Chilsen called three times for anyone wishing to speak in favor of the amendment to the
188 Wal-Mart Planned Commercial Industrial District (PCID) and closed that portion of the public
189 hearing.

190

191 Mayor Chilsen called three times for anyone wishing to speak in opposition to the amendment to
192 the Wal-Mart Planned Commercial Industrial District (PCID) and closed the public hearing.

193

194 Motion by Ald. Binash, second by Craig, to approve with the six listed conditions an amendment
195 to the WAL-MART Planned Commercial Industrial District (PCID) at 3107 Market Place,
196 submitted by Gina Kelly, SGA Design Group, 1437 South Border Avenue, Suite 550, Tulsa,
197 Oklahoma, 74119-3609, on behalf of Wal-Mart Real Estate Business Trust, 702 SW 8th Street,
198 Bentonville, AR 72712 (Tax Parcel #18-3635-8).

199

200 Craig asked Katie if the canopy clearance height at 9 feet, 6 inches is correct, also asking, “We
201 call that out, do we not, with awnings and canopies?”

202

203 Katie told Craig this particular canopy will be a freestanding structure and will not be attached to
204 the wall. Katie said it is being treated as an accessory structure. Katie also said this will require
205 site plan reviews, telling Craig that Fire Department accessibility will be a consideration as the
206 project moves forward for final approval.

207

208 On voice vote, motion carried, 8-0.

209

210 **Item 6 – Public Hearing: Approximately 7:20 P.M. (or immediately following previous**

Reviewed 7/27/18 by Katie Aspenson

211 hearing at 7:10 P.M.) – Consideration of a Conditional Use Permit request filed by Mike
212 Volden of IDEA MAIN, LLC, d/b/a The Creative Child, 810 Oak Timber Drive, Onalaska,
213 WI 54650 on behalf of Mark Etrheim of Oak Forest Partners Two LLC, 1821 Acorn Court,
214 Onalaska, WI 54650 to allow the operation of a child care center at 1052 Oak Forest Drive,
215 Suite 100, Onalaska, WI 54650 (Tax Parcel #18-3087-1)
216

217 Katie said Mike Volden of The Creative Child has requested a CUP to allow the operation of a
218 child care center in a Light Industrial (M-1) Zoning District. The Creative Child has operated in
219 the City of Onalaska for 5½ years, and it is a licensed child care center serving children from the
220 ages of 6 weeks to 7 years old, Monday through Friday, from 6:30 a.m. to 5:30 p.m. The
221 Creative Child is licensed to care for a total of 59 children, including both the main center (43
222 children), and the infant center (16 children). Katie said the new location will allow for
223 consolidation of the two centers into one, allowing 85 children in total. This is expected to occur
224 in the fall of 2019. The business currently has 20 employees (a combination of full- and part-
225 time), and this total will increase to 25 or 26 when at full capacity. The maximum shift will have
226 13 employees at one time. The primary drop-off/pickup times are daily between 6:30 a.m. and 8
227 a.m., and 3:30 p.m. to 5 p.m. Katie noted the facility will be utilizing the existing parking lot,
228 which has 60 parking stalls for the building. The Creative Child will be replacing Children’s
229 Treehouse Daycare, which had more children (104), and employees (35), at the same facility.
230 Katie said commercial daycare facilities are permitted only by CUP per Section 13-5-15(c), and
231 pursuant to standards set forth in Section 13-8-11. Katie said that while the city has no basis for
232 denial of the CUP, it has found a basis to impose the following conditions:
233

- 234 1. Owner/developer shall pay all fees and have all plans reviewed and approved by the City
235 prior to obtaining a building permit. Owner/developer must have all conditions satisfied
236 and improvements installed per approved plans prior to issuance of occupancy permits.
237 **Substantial Evidence:** This condition provides notice to the owner/developer that they
238 are to follow procedure for orderly development in the City of Onalaska in order to
239 promote the health, safety and welfare of the City.
240
- 241 2. All conditions run with the land and are binding upon the original developer and all heirs,
242 successors and assigns so long as the conditional use is being actively used. **Substantial**
243 **Evidence:** This condition acknowledges and provides public notice of the term and puts
244 the owner/developer and future owners on notice that they are bound by the conditions
245 and that they can continue the use as long as they follow the conditions and actively use
246 the conditional use.
247
- 248 3. Owner/developer shall abide by the City’s Ordinances, Unified Development Code and
249 Building Code requirements, as amended. **Substantial Evidence:** This condition
250 assures the owner/developer understands they must follow the city’s Unified
251 Development Code and Building Code, which they are required to follow in every way,
252 and that as they are receiving the benefit of being allowed to have a use that is not within

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253 the standards of the City's zoning code, failure to follow City ordinances may result in
254 loss of their Conditional Use Permit.

255

256 4. The Conditional Use Permit shall be reviewed every five (5) years to ensure continued
257 use. **Substantial Evidence:** This shifts the burden to the owner of the property to
258 provide proof that the use is active and continuing. Ensuring that existing permits are
259 still valid and being properly used ensures compliance with the City's procedures and
260 ordinances, and promotes interaction and communication with the City, which further
261 orderly development and the health, safety and welfare of the City.

262

263 Katie noted a public hearing will be held this evening, and that testimony based on substantial
264 evidence from the public should be listened to and considered before deciding on the requested
265 CUP application. Katie said a CUP may be denied only where no reasonable conditions could
266 exist to allow the Conditional Use.

267

268 Mayor Chilsen opened the public hearing and called for anyone wishing to speak in favor of the
269 CUP request.

270

271 **Mike Volden, IDEA MAIN, LLC**
272 **810 Oak Timber Drive**
273 **Onalaska**

274

275 Mike stated for clarification that The Creative Child has its center located at 310 Main Street and
276 301 Main Street. Mike noted that upon approval, the center located at 310 Main Street will close
277 and relocate to 1052 Oak Forest Drive. Mike also noted the center located at 301 Main Street
278 will remain open for approximately one year before closing and relocating to 1052 Oak Forest
279 Drive.

280

281 Mayor Chilsen called three times for anyone else wishing to speak in favor of the CUP request
282 and closed that portion of the public hearing.

283

284 Mayor Chilsen called three times for anyone wishing to speak in opposition to the CUP request
285 and closed the public hearing.

286

287 Motion by Paul, second by Skip, to approve with the four stated conditions a Conditional Use
288 Permit request filed by Mike Volden of IDEA MAIN, LLC, d/b/a The Creative Child, 810 Oak
289 Timber Drive, Onalaska, WI 54650 on behalf of Mark Etrheim of Oak Forest Partners Two LLC,
290 1821 Acorn Court, Onalaska, WI 54650 to allow the operation of a child care center at 1052 Oak
291 Forest Drive, Suite 100, Onalaska, WI 54650 (Tax Parcel #18-3087-1).

292

293 On voice vote, motion carried, 8-0.

294

295 **Item 7 – Review and Consideration of a request to modify the boundaries of the**
296 **“Downtown Overlay Districts” to convert a property from “Downtown Residential**
297 **Neighborhood” to “Downtown – Planned Unit Development” to allow conceptual for a**
298 **mixed-use development (bar & apartment combination) and the associated conceptual site**
299 **plan, submitted by Terry Weiland, 600 L Hauser Road, Onalaska, WI 54650 on behalf of**
300 **Paula Bentzen, 215 Elm Street, Onalaska, WI 54650 for the property located at 215 Elm**
301 **Street, Onalaska, WI 54650 (Tax Parcel #18-69-0)**
302

303 Katie said the applicant is requesting to complete a mixed-use project at 215 Elm Street that
304 would include a bar called “The Spillway Bar.” The bar would measure 2,800 square feet; the
305 residential dwelling unit would measure 1,200 square feet; and an attached garage would
306 measure 576 square feet. A residence is currently located at this property. The project would
307 include the removal of the residence and construction of a new, mixed-use structure with 10
308 onsite parking stalls and site landscaping. Katie said Onalaska’s “Downtown Overlay Districts”
309 allows properties that have a minimum of a quarter-acre, such as this property, to convert from
310 “Downtown Residential Neighborhood” to “Downtown – Planned Unit Development” if
311 approved both the Plan Commission and the Common Council. Katie noted the “Downtown –
312 Planned Unit Development” district boundary is located across the alley from this property.
313 Katie referred to a map included in commission members’ packets and noted the area in red is
314 the Downtown – PUD Overlay; the area in yellow is the Downtown Residential Overlay; and the
315 area in green is the subject property.
316

317 Katie said according to Section 13-3-16(c)(2), the applicant/developer shall submit a letter
318 describing the proposed project as well as a conceptual plan with proposed architecture, building
319 height, and other information as requested by the Plan Commission for consideration. This
320 information has been included in commission members’ packets. If the Plan Commission
321 recommends to the Common Council to allow the conversion to a Downtown – Planned Unit
322 Development, and the Common Council approves the concept, the formal review process as
323 described in Section 13-3-20 shall apply. Katie explained the review includes a two-part process
324 of a General Development Plan review, with a public hearing notifying neighbors within 250 feet
325 of the subject property, and Final Implementation Plan review, with consideration and approval
326 both by the Plan Commission and the Common Council.
327

328 Katie next addressed the project summary, noting the proposed building is less than 30 feet in
329 height with a hipped roof. The residence portion of the building would front 3rd Avenue South.
330 Katie said the placement of the residence is purposeful to face neighboring residences, and also
331 to fit into the current scale of the neighborhood. The residence portion of the building is
332 proposed to be set back 14 feet from the 3rd Avenue South right-of-way, with the Spillway Bar
333 portion of the building set back 10 feet from the Elm Street right-of-way and the neighboring
334 property to the north. The western portion of the building, the Spillway Bar side, is proposed to
335 be 46 feet in from the alleyway. The existing hedgerow along Elm Street and 3rd Avenue South
336 will be retained as a buffer. The developer plans to extend the current fence along the northern

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337 property line to the building to act as a screen against headlights and a buffer to the residences
338 along 3rd Avenue South. Katie said 10 parking spaces are proposed, including one ADA parking
339 stall, in addition to the anticipated use of five on-street parking spaces along the northern side of
340 Elm Street. Parking will be directly accessed off from the alleyway. A green space/rain garden
341 will be provided between the parking lot and the Spillway Bar portion of the property, thus
342 removing a portion of the 42-foot setback, and additional landscaping will be required through
343 the Site Plan Review process. Katie said the entrance to the bar is proposed to be at the
344 southwest corner of the building, furthest from the neighborhood, with the Spillway Bar facing
345 the alley and other commercial businesses along 2nd Avenue South/State Trunk Highway 35.
346 Katie said the commission is being asked to consider a request to modify the boundaries of the
347 “Downtown Overlay Districts” to convert a property from “Downtown Residential
348 Neighborhood” to “Downtown – Planned Unit Development” to allow for a mixed-use
349 development and the associated conceptual site plan. If approved both by the Plan Commission
350 and the Common Council, the applicant would formally begin the process of creating a
351 “Downtown – Planned Unit Development” on this property.

352

353 Mayor Chilsen said, “I think a lot of thought went into this configuration. It’s rather unique.
354 I’ve never seen one like this, and I think it gets what they want to accomplish and it does not
355 impinge upon the way the downtown will look. I think it will add to that in the future, and I
356 think it’s very creative.”

357

358 Motion by Ald. Binash, second by Skip, to approve a request to modify the boundaries of the
359 “Downtown Overlay Districts” to convert a property from “Downtown Residential
360 Neighborhood” to “Downtown – Planned Unit Development” to allow conceptual for a mixed-
361 use development (bar & apartment combination) and the associated conceptual site plan,
362 submitted by Terry Weiland, 600 L Hauser Road, Onalaska, WI 54650 on behalf of Paula
363 Bentzen, 215 Elm Street, Onalaska, WI 54650 for the property located at 215 Elm Street,
364 Onalaska, WI 54650 (Tax Parcel #18-69-0).

365

366 Steven said, “It may add to the downtown, but my concern is it is going to detract from what the
367 developer in their own summary recognizes is a neighborhood. Opening a bar that is 60 feet
368 from a family residence next door; directly across the street since it’s on a corner from two other
369 family residences; within about 530 feet of a public library and 1,000 feet from [Onalaska] High
370 School; [and] with times that in theory could run from 6 a.m. until 2 a.m. for opening of a bar in
371 what is actually a neighborhood as recognized by the developer, I have real concerns with that. I
372 don’t know that there would be too many people who would be real supportive of having a bar
373 open up right next door or across the street from where they have a family being raised that could
374 have hours of operation until 2 a.m. with their clientele.”

375

376 Jan said, “I have some of the same concerns. I don’t feel comfortable with this until I would
377 hear from some of the neighbors. This seems like it’s a neighborhood situation, and I would like
378 to hear what the neighbors think before we start expanding boundaries to that area. I drove down

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379 there on a Sunday evening and drove down the alley toward the north, and I noticed that Senor
380 Villa up the street, which is a good addition to our community, had a full parking lot and cars
381 parked all along the street. I would think 10 parking spaces might not be sufficient, and there
382 also would be people parked on the street.” Jan also noted there is a “vacant area” located near
383 Elite Nutrition and the former Better Hearing site and said cars also might be parked in this area.
384 Jan said, “I don’t know if the developer has some sort of an agreement with that particular part or
385 not. I think it is an interesting concept in the fact that a lot of downtowns are now going to
386 apartments over businesses on the lower level. But I still have quite a few concerns about it, and
387 I don’t feel comfortable without hearing what some of the neighbors say.”

388
389 Craig said, “I think both Steve and Jan brought up some of my concerns. Another concern that I
390 have is, do we automatically expand our overlay zone? Anytime somebody anywhere nearby
391 there comes up with the right amount of the quarter-acre, do we automatically then have to
392 expand that? I think by just doing this without putting a little more thought into it, and maybe
393 hearing a little bit from some of the single-family units that surround this development, I think is
394 a little premature.”

395
396 Ald. Binash noted the Plan Commission Subcommittee also had discussed this topic at its July 10
397 meeting and said, “In consideration, The Spillway Bar did exist in a neighborhood prior to this,
398 and it was just a couple blocks down from [the proposed site of the new Spillway Bar].
399 Secondly, I think this is just the beginning. Right now we’re just saying, ‘OK,’ but there are
400 other issues that still have to be decided upon, so this is just the first part. I personally don’t see
401 a problem with the location and the type of building that they’re putting together, and we are
402 trying to build up our businesses in the downtown district. There are some legitimate concerns
403 with the neighbors, but from my understanding I think the developer is going to address those
404 issues with the neighbors as this project moves forward.”

405
406 Steven said, “Just to clarify again, my primary concern is not with the small apartment. It’s with
407 rezoning this that would allow a bar to operate right on the fringe of a residential area near a high
408 school and near a public library. That is my primary concern with this rezoning request.”

409
410 Katie said, “Just to address a couple of the comments, when we adopted the new Planned Unit
411 Development – Downtown Overlay District, we created the ability for this process to occur. If
412 you are in the residential area and you are nearby the regular Downtown PUD Overlay and you
413 amass a quarter-acre, you could request to the Common Council. You have to provide the site
414 plan. You have to provide a letter describing the project. Ultimately it goes to the Plan
415 Commission and Common Council for not approval of the project, [but rather] it’s approval of
416 the concept. Do you think this is a good idea? Do you want to see it move forward? We have
417 not done neighbor notification at this point because it is still possible, if so ultimately decided by
418 the Common Council not to approve this project, that it would not move forward at that time.
419 It’s done on a case-by-case basis. You do not have to approve it every single time. If you think
420 that the idea has merit and if you want to see more of what is coming forward, then yes, you can

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421 have the public hearing, which would occur at the next step. The city, through our process,
422 would notify all of the neighbors, and they would have an opportunity to come forward. As we
423 always do with a Planned Unit Development, we coach the developer to go and talk to the
424 neighbors as much as possible to try to [understand] what their concerns are and then obviously
425 develop their plan accordingly. If it moves to that point it doesn't necessarily mean it goes
426 through. After the General Development Plan, if it goes to the Common Council, they could
427 choose to send it back. They could choose to deny it. There is still another process after that that
428 includes the Final Implementation Plan, so at every level you are getting more and more
429 information. This is just the first time that we have tested our new code, so to say. You have
430 seen the Downtown PUD, which you saw with United Methodist Church, so it would be that
431 same process. What is different this time is that they're asking to extend this boundary to allow
432 for a mixed-use development. They could not do this development in the way that this overlay is
433 with the Downtown Residential. They're using this to have flexibility and to allow the mixed-
434 use development as it's being requested before you."

435

436 Craig noted the overlay district is a "fairly new concept" that was recently established, and for
437 clarification he asked Katie if the Plan Commission will have another opportunity to review this
438 request in the future if it is approved this evening.

439

440 Katie explained that if the Common Council were to approve the concept and idea, a formal
441 public hearing for the General Development Plan would be held at the Plan Commission level.
442 The request would return before the Plan Commission during the Final Implementation Plan.
443 Katie noted the Plan Commission would see the request "at least two more times."

444

445 Jan asked, "If we approve modifying the boundaries of the overlay district, does that stay?
446 Obviously it would stay if this continues the approval process. Would it stay, the boundary
447 extended, if this is not approved?"

448

449 Katie said, "My understanding is it's tied to the development you have before you."

450

451 On voice vote, motion carried, 6-2 (Jan, Steven).

452

453 **Item 8 – Review and Consideration of Invoice No. 018-021-2: Hoisington Koegler Group**
454 **Inc. for UDC/Zoning Ordinance Rewrite Project**

455

456 Motion by Ald. Binash, second by Craig, to recommend approval to the Common Council to pay
457 Invoice No. 018-021-2: Hoisington Koegler Group Inc. for UDC/Zoning Ordinance Rewrite
458 Project in the amount of \$4,666.15.

459

460 On voice vote, motion carried.

461

462

**Plan Commission
of the City of Onalaska**
Tuesday, July 24, 2018
12

463 **Adjournment**

464

465 Motion by Kevin, second by Craig, to adjourn at 7:38 p.m.

466

467 On voice vote, motion carried.

468

469

470 Recorded by:

471

472 Kirk Bey