

**Plan Commission  
of the City of Onalaska**

Tuesday, July 28, 2020

1

1 The Meeting of the Plan Commission of the City of Onalaska was called to order at 7:03 p.m. on  
2 Tuesday, July 28, 2020. 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 Kim Smith, Ald. Tom Smith,  
6 Assistant City Engineer Kevin Schubert (for City Engineer Jarrod Holter), Jan Brock, Amber  
7 Pfaff, Skip Temte

8  
9 Also Present: City Administrator Eric Rindfleisch, Planning Manager Katie Aspenson, City  
10 Attorney Amanda Jackson

11  
12 Excused Absences: City Engineer Jarrod Holter, Craig Breitsprecher

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

15  
16 Motion by Skip, second by Ald. T. Smith, 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 K. Smith called three times for anyone wishing to provide public input and closed that  
24 portion of the meeting.

25  
26 **Consideration and possible action on the following items:**

27  
28 **Item 4 – Public Hearing: Approximately 7:00 P.M. (or immediately following Public Input)**  
29 **to consider an Annexation Petition submitted by Kraig and Marcella Leppert, W6750**  
30 **Cloverdale Road, Onalaska, WI 54650 to annex W6750 Cloverdale Road from the Town of**  
31 **Onalaska to the City of Onalaska (Tax Parcel #10-2365-0)**

- 32
- 33 1. Annexation Application Fee: \$300.00 dollars (PAID).
  - 34
  - 35 2. Payment of East Avenue North Sanitary Sewer Fee: \$1,204 per acre \* .51 acres =  
36 \$614.04 dollars.
  - 37
  - 38 3. Topography Map Fee - \$10 per acre \* 0.51 acres = \$10 dollars minimum fee.
  - 39
  - 40 4. Park Fee - \$922.21 dollars per residential unit.
  - 41
  - 42 5. Payment of North Abbey Road Zone Charges:

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- 43 a. Water and Sewer Hook-up Charges: \$7,663.00 dollars per hook-up and  
44 b. Street Improvement Fee: \$2,616.00 dollars per hook-up.  
45  
46 6. Annexed land to be placed in the R-1 Low Density Residential Zoning District.  
47  
48 7. Owner/developer must notify City prior to any utility connection to City-owned utilities  
49 takes place.  
50  
51 8. Owner/developer shall pay all fees and have all plans reviewed and approved by the City  
52 prior to obtaining a building permit. Owner/developer must have all conditions satisfied  
53 and improvements installed per approved plans prior to issuance of occupancy permits.  
54  
55 9. All conditions run with the land and are binding upon the original developer and all heirs,  
56 successors and assigns. The sale or transfer of all or any portion of the property does not  
57 relieve the original developer from payment of any fees imposed or from meeting any  
58 other conditions.  
59  
60 10. Any omissions of any conditions not listed in Plan Commission Minutes shall not release  
61 the property owner/developer from abiding by the City's Unified Development Code  
62 requirements.  
63

64 Katie said the property located at W6750 Cloverdale Road is directly adjacent to Abbey Road,  
65 which is recently annexed right of-way. The applicant is requesting that this 0.51-acre parcel be  
66 annexed into the City of Onalaska. The property currently is on a well and a failing septic  
67 system. The need for utilities is the basis for the annexation petition. The City should approve  
68 proposals for annexation into the City of Onalaska only when meeting the following utilities and  
69 community facilities criteria, or if other important community goals are met:  
70

- 71 • The area proposed for annexation has access to or can be easily connected to areas  
72 already served by the City, thereby allowing efficient delivery of services, facilities and  
73 utilities.  
74 • The increased tax base and overall benefit to the City of approving the annexation  
75 outweigh the actual financial impact on the community for providing police, fire, road  
76 maintenance and other public improvements and services to the annexation area.  
77

78 Katie noted a public hearing will be held this evening and said city staff has brought forth 10  
79 conditions of approval for this development.  
80

81 Mayor K. Smith opened the public hearing and called for anyone wishing to speak in favor of the  
82 Annexation Petition.  
83

84 Marcella Leppert stated she and her husband, Kraig, support the Annexation Petition.

Reviewed 8/5/2020 by Zach Peterson

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3

85

86 Mayor K. Smith called three times for anyone else wishing to speak in favor of the Annexation  
87 Petition and closed that portion of the public hearing.

88

89 Mayor K. Smith called three times for anyone wishing to speak in opposition to the Annexation  
90 Petition and closed the public hearing.

91

92 Motion by Ald. T. Smith, second by Skip, to approve with the 10 stated conditions an  
93 Annexation Petition submitted by Kraig and Marcella Leppert, W6750 Cloverdale Road,  
94 Onalaska, WI 54650 to annex W6750 Cloverdale Road from the Town of Onalaska to the City of  
95 Onalaska (Tax Parcel #10-2365-0).

96

97 Jan asked if the city has to go parcel-by-parcel in this area as individuals express a desire to be  
98 annexed into the City of Onalaska even though the city has annexed the right-of-way in that area.

99

100 Katie told Jan the city is entertaining friendly annexations and said the city is not actively  
101 seeking annexations. Katie said the Lepperts approached the city about annexing their property  
102 due to their need for utilities, which the City of Onalaska has the ability to offer them.

103

104 On voice vote, motion carried.

105

106 **Item 5 – Public Hearing: Approximately 7:10 P.M. (or immediately following Public**  
107 **Hearing at 7:00 P.M.) to consider a Preliminary Plat filed by Jacob Burch of Logistics**  
108 **Development Group, LLC, 2102 State Hwy. 16, La Crosse, WI 54601 for the Crestwood**  
109 **Estates Plat, a 15-parcel lot land division along Crestwood Lane located at “State Road 16”**  
110 **at the end of Crestwood Lane, Onalaska, WI 54650 (Tax Parcel #18-4483-1)**

111

112 1. Preliminary Plat Fee of \$200.00 + \$25.00 per lot x 15 lots = \$575.00 dollars (PAID).

113

114 2. US HWY 16 Sanitary Sewer of \$887.00/acre x 17.646 acres = \$15,652.00 to be paid  
115 prior to City signing Final Plat. Note: if the fee increases in the future, the property owner  
116 will be required to pay the increased fee at the time of the development.

117

118 3. Crestwood Booster Station Area Fee = \$2,266.00/acre x 17.646 acres = \$39,985.84.00 to  
119 be paid prior to City signing Final Plat.

120

121 4. Park Fee of \$922.21 (per unit) due prior to issuance of building permit for each buildable  
122 lot. Anticipated 22 units for overall development. Note: if the fee increases in the future,  
123 the property owner will be required to pay the increased fee at the time of the  
124 development.

125

126 5. Topography Map fee of \$10.00 (per acre) \$10/acre x 23.16 acres = \$231.60 dollars to be

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- 127           paid prior to City signing Final Plat.  
128
- 129           6. Adhere to all conditions of the Crestwood Estates Planned Unit Development (PUD) as  
130 approved by the Common Council on February 12, 2019 and the PUD Amendment  
131 approved by the Common Council on June 8, 2020.  
132
- 133           7. Water booster station construction has been delayed and it is projected it may not be  
134 available for use until end of 2020 (date has not been confirmed). Building permits for  
135 structures can be issued but no final occupancy will be issued until City has water booster  
136 station is in service.  
137
- 138           8. Applicant to note on Planned Unit Development and subsequent replatting documents,  
139 shared driveway easements where applicable.  
140
- 141           9. Owner/developer to be aware that City water system provides service to elevation 930’;  
142 meeting Wisconsin DNR minimum pressure requirements. Owner/developer to be aware  
143 Wisconsin DNR minimum water pressure supplied at a main is 35 psi, which occurs at  
144 elevation 930’ in the City of Onalaska High Service Zone. Water pressure for owner  
145 satisfaction in a typical residential home is higher than the Wisconsin DNR minimum.  
146 Lots 10-15 building pad and home elevations will exceed service elevation for water  
147 system. Owner/developer to supply City with written plan for water service to these lots.  
148 Owner/developer is required to inform all lot buyers of water pressures within the  
149 Crestwood Estates development.  
150
- 151           10. Residential dwellings and driveways to be located in the areas noted as “building pad”  
152 and “driveways” on the Final Plat. If modifications are to be made to proposed location  
153 the owner/developer shall either (a) follow traditional zoning setbacks for the Low  
154 Density Residential (R-1) Zoning District or (b) amend the Crestwood Estates Planned  
155 Unit Development on a lot-by-lot basis with Plan Commission and Common Council  
156 approval.  
157
- 158           11. All infrastructure design for development to be approved by the City Engineer. Review of  
159 street widths and pavement cross section with final approval by the City Engineer.  
160
- 161           12. Phasing of construction of infrastructure in development to be coordinated with City  
162 infrastructure installation along Crestwood Lane.  
163
- 164           13. Master Grading and Stormwater plan for subdivision to be reviewed & approved by the  
165 City Engineer. Note tree removal / clearing / grubbing limitations on Master Grading  
166 Plan.  
167
- 168           14. Owner/developer shall record with the La Crosse County Register of Deeds, the legal

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169 description of the Planned Unit Development and the Conditions of Approval tied to the  
170 development (Final Implementation Plan) and Final Plat and Conditions of Approval and  
171 a copy provided to the Planning Department. These conditions shall not lapse or be  
172 waived as a result of any subsequent change in ownership of tenancy.

173

174 15. If in the future the owner/developer creates Declaration of Covenants, Conditions and  
175 Deed Restrictions, etc. that at a minimum address maintenance, repair, and replacement  
176 of parking lots/private drives, the buildings including all common areas and green spaces,  
177 stormwater management/easement areas, as well as any ownership or use restrictions for  
178 the parcel/development; a copy shall be provided to the Planning Department and  
179 recorded at the La Crosse County Register of Deeds. Any amendments to the  
180 aforementioned document to be recorded at the La Crosse County Register of Deeds and  
181 a copy provided to the Planning Department.

182

183 16. Thirty (30) percent slopes to be identified on Final Plat and a ten (10) foot buffer  
184 surrounding the identified slopes. Building pads/residences/structures may not infringe  
185 upon this area.

186

187 17. Tree/Land Preservation Plan (landscaping/open space/tree preservation) to be reviewed  
188 and approved by the Planning Department. A minimum of two (2) trees to be installed in  
189 the boulevard area per lot prior to issuance of individual occupancy permits. Trees to be a  
190 minimum of 1½ caliper (measured by diameter as breast height).

191

192 18. Owner/developer to submit a digital and hard copy of the WIDNR NR 216/NOI  
193 application, permit, approval letter and associated data prior to construction to the  
194 Engineering Department. A City Erosion Control Permit for greater than one (1) acre of  
195 land disturbance is required before any earth moving activities occur. Permit to be  
196 reviewed and approved a minimum of ten (10) days prior to construction activities.

197

198 19. All erosion control BMPs (Best Management Practices) to be installed prior to the  
199 start of any construction activities. Swale areas/stormwater ponds to be dug prior  
200 to start of construction and prior to initial grading to act as sediment traps. Track  
201 pad(s) to be installed with a minimum of 3 to 6-inch stones, one (1) foot deep and  
202 fifty (50) feet in length. All disturbed areas to have black dirt placed and seeded  
203 within seven (7) days of disturbance.

204

205 20. Master Utility Plan (including any phasing) to be reviewed and approved by the City  
206 Engineer, including a schedule. Any utilities dedicated to the City of Onalaska shall be in  
207 a dedicated right-of-way, outlot, or easement. Master Utility Plan to note hydrant  
208 locations.

209

210 21. City-furnished Inspector required during utility installations and developer to pay costs.

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- 211  
212 22. As-builts of all utility work required to be submitted to the Engineering Department  
213 within sixty (60) days of occupancy of first residential dwelling.  
214  
215 23. Owner/developer to obtain letters from utility service providers noting that there are  
216 adequate power, natural gas, and telephone/internet services available to serve this  
217 project and provided to the Engineering Department.  
218  
219 24. All lot pins to be installed at 150' (maximum interval).  
220  
221 25. Recommend 13R sprinkler systems for residences due to anticipated topography,  
222 setbacks of homes of streets and non-direct driveways.  
223  
224 26. Provided the Final Plat is approved by the City of Onalaska and Wisconsin Department  
225 of Administration and after "Lot 9" is assigned a Tax Parcel Number. Applicant to apply  
226 to rezone "Lot 9" as indicated in the proposed attachment from R-1 District to the R-3  
227 District to allow the construction of up to eight (8) units on a single parcel.  
228  
229 27. Once "Lot 9" has been appropriately zoned to the R-3 District, applicant shall submit a  
230 Condominium Plat in accordance with Chapter 703, Wis. Stats. for approval by the  
231 Wisconsin Department of Administration. Applicant to provide all associated  
232 documentation submitted the Department of Administration to the City of Onalaska.  
233  
234 28. Any future improvements to these parcels will be subject to additional City permits (i.e.,  
235 site plan approvals, building permits, zoning approvals). Owner/developer shall pay all  
236 fees and have all plans reviewed and approved by the City prior to obtaining a building  
237 permit. Owner/developer must have all conditions satisfied and improvements installed  
238 per approved plans prior to issuance of occupancy permits.  
239  
240 29. All conditions run with the land and are binding upon the original developer and all heirs,  
241 successors and assigns. The sale or transfer of all or any portion of the property does not  
242 relieve the original developer from payment of any fees imposed or from meeting any  
243 other conditions.  
244  
245 30. Any omissions of any conditions not listed in minutes shall not release the property  
246 owner/developer from abiding by the City's Unified Development Code requirements.  
247

248 Katie said the Preliminary Plat request is to facilitate the development consisting of a 15-parcel  
249 development located in the bluff systems of eastern Onalaska near Nathan Hill. Fourteen of the  
250 parcels will contain single-family residences, and one parcel is expected to contain a  
251 condominium association allowing the installation of four twindos with shared access. The  
252 Common Council approved the Planned Unit Development Amendment on June 8, 2020 as the

Reviewed 8/5/2020 by Zach Peterson

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253 first step to facilitate the overall development. Additional steps to follow include the  
254 consideration of Crestwood Estates Final Plat and a Rezoning application from R-1 to the R-3  
255 Zoning District which allows up to eight units per parcel. Subsequently, the applicant will be  
256 required to apply for a Condominium Plat with the Department of Administration. Katie noted a  
257 public hearing will be held this evening and said city staff is bringing forward 30 conditions of  
258 approval.

259  
260 Mayor K. Smith opened the public hearing and called for anyone wishing to speak in favor of the  
261 Preliminary Plat.

262  
263 Mayor K. Smith called three times for anyone wishing to speak in favor of the Preliminary Plat  
264 and closed that portion of the public hearing.

265  
266 Mayor K. Smith called three times for anyone wishing to speak in opposition to the Preliminary  
267 Plat and closed the public hearing.

268  
269 Motion by Ald. T. Smith, second by Skip, to approve with the 30 stated conditions a Preliminary  
270 Plat filed by Jacob Burch of Logistics Development Group, LLC, 2102 State Hwy. 16, La  
271 Crosse, WI 54601 for the Crestwood Estates Plat, a 15-parcel lot land division along Crestwood  
272 Lane located at "State Road 16" at the end of Crestwood Lane, Onalaska, WI 54650 (Tax Parcel  
273 #18-4483-1).

274  
275 Skip told Mayor K. Smith three different blocks had lit up when she asked if there was anyone  
276 who wanted to speak during the public hearing, but he had not heard anyone speak. Skip asked  
277 if that was due to technical difficulties.

278  
279 Mayor K. Smith asked if anyone who is listening is now able to speak.

280  
281 Clarence Newberry told commission members he would like to address Item 7 and said he was  
282 testing to see if they are able to hear him.

283  
284 Commission members told Clarence they are able to hear him.

285  
286 Ald. T. Smith asked if there had been a concern regarding entering and exiting the parcel as well  
287 as Fire Department coverage, and he also asked if city staff is comfortable that that is covered  
288 with the Preliminary Plat.

289  
290 Katie said Condition No. 25 is a recommendation, but not a requirement, that 13R sprinklers be  
291 installed for residences.

292

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293 Jan noted new homes are being constructed on Timbercrest Drive, and also that this area had  
294 received a significant amount of runoff due to the storms that occurred in the area. Jan asked  
295 Kevin if this will be an issue for the individuals residing below the development.

296  
297 Kevin said it potentially could be an issue if a storm brings a significant amount of precipitation,  
298 and he told Jan he knows from the frequent inspections the city has performed during  
299 construction that two stormwater ponds were created. Kevin said it is his understanding the  
300 stormwater ponds have held during all the weather events that occurred during construction, and  
301 they are in their finalized, stabilized condition. Kevin also said there potentially could be  
302 additional driveways and rooflines, and this is something that could not be designed for if there  
303 is a large storm. Kevin said that to date, the design facilities have held and maintained the  
304 stormwater through all the storm events that have occurred within the development during  
305 construction.

306  
307 Kevin addressed Condition No. 9 and associated Condition No. 25, telling commission members  
308 this development is being constructed at the upper limits of what the city is able to provide for  
309 water service – not only with the regular pressure, but also fire flow. Kevin said that while the  
310 development has the potential to be appealing with great vistas, the city only will be able to  
311 supply minimum Wisconsin Department of Natural Resources pressure to some of the lots in the  
312 development – both for regular water use within a residence, and the pressure supplied at a fire  
313 hydrant should there be a fire. Kevin noted minimum DNR pressure is not what most people  
314 would consider standard water pressure within a residential municipal dwelling. Residential  
315 pressures range between 60 and 80 psi for most City of Onalaska homes. Kevin noted some of  
316 the residences located on the eastern side of Crestwood Lane extension will only meet the 35 psi  
317 minimum requirement, and he cautioned that residents potentially will not see normal water  
318 pressure they grew accustomed to on municipal surfaces. Kevin noted that ties into Condition  
319 No. 25 regarding the Plan Commission’s recommendation for in-home residential sprinkler  
320 systems to assist with fighting a fire based on the elevation upon which some of these residences  
321 will be constructed.

322  
323 Jan asked Kevin if that means sprinkler systems still would be effective if there is a fire.

324  
325 Kevin told Jan sprinkler systems would greatly assist, noting there would be water almost  
326 instantaneously after the fire alarm system was activated. There also would not be a delay in  
327 response times. Kevin noted this development is being constructed in an area that is difficult for  
328 the city to supply standard pressure, and it also is a considerable distance from the Fire  
329 Department. Kevin said that while in-home sprinkler systems might not have the most adequate  
330 pressure seen in municipal dwellings, they would greatly assist in fighting a fire at these  
331 residences.

332  
333 Jan asked if there is a booster station in the area.

334

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335 Kevin said there is a booster station located at the intersection of Crestwood Lane and Crestwood  
336 Place, and it is designed to supply the minimum pressure to equalize, with a potential future  
337 connection either to another reservoir or the La Crosse Country Club reservoir. Kevin said the  
338 City of Onalaska has set an elevation height to which it feels comfortable serving water to some  
339 of the coulees within the city. Kevin noted this development is being placed at the upper limits  
340 of that elevation.

341  
342 Ald. T. Smith asked Katie if the developer is agreeable to installing the sprinkler systems.

343  
344 Katie reminded Ald. T. Smith the Plan Commission is recommending the installation of sprinkler  
345 systems and is not requiring it. Katie noted the conditions of approval will be recorded at the La  
346 Crosse County Register of Deeds related to the Final Plat, and individuals will be able to see that  
347 that condition is listed.

348  
349 Skip asked Kevin if it would be logical to require the developer to have individual boosters in the  
350 residences.

351  
352 Kevin told Skip there is the potential that not all the lots within this development are affected by  
353 the elevation, noting some of the lots located in the cul-de-sac will see higher pressure. Kevin  
354 said he believes this would a homeowner's decision regarding what he/she feels comfortable  
355 with for his/her in-house water pressure. Kevin said some individuals might be content with the  
356 minimum 35 psi and not want to deal with extra mechanical equipment that would be in their  
357 home. Kevin said he believes it is more of a homeowner's responsibility regarding what they are  
358 comfortable with for his/her water pressure and mechanical systems within his/her home. Kevin  
359 told Skip he believes the city is doing its due diligence by having these conditions and making  
360 the developer aware of some of the city's concerns with the water pressure. Kevin reiterated he  
361 believes this is ultimately a private property decision.

362  
363 Skip asked if the city has the ability to require the developer to make buyers aware of the water  
364 pressure.

365  
366 Kevin told Skip he believes that is part of the conditions and said the city is going on record as  
367 the Plan Commission approves these conditions stating the developer must make individuals  
368 aware of the water pressure that could occur on some of the residential lots. Kevin noted both he  
369 and Jarrod had addressed this topic a week ago, and Kevin said Jarrod had urged him to make  
370 sure he addressed on the record the city's concerns and some of the limitations it has with the  
371 water pressure in the development.

372  
373 Jan asked if there is liability on the fire protection, noting she and her husband had substandard  
374 water pressure when they moved into their current residence. Jan said she was told a pumper  
375 truck was the only way a fire could be extinguished if one ever occurred at her home, and she

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376 asked if the city would be held liable if it did not require an in-home sprinkler system and the  
377 Fire Department was located a considerable distance from the development.

378  
379 Kevin reiterated he believes the city is doing all good due diligence with making residence  
380 aware, and he noted the developer is fully aware of the conditions. Kevin also pointed out city  
381 staff has made the developer thoroughly aware via emails, previous meetings, and this meeting  
382 of some of the limitations the city has on certain lots in this area. Kevin further stated he  
383 believes homeowners must do their due diligence in researching this development, and he  
384 referred to Katie's comments that the conditions of approval will be on record at the La Crosse  
385 County Register of Deeds. Individuals who purchase a lot will have the ability to be aware of  
386 the conditions and know the understandings. Kevin noted some of the lots do meet the minimum  
387 pressure and said the city is not undercutting the Wisconsin DNR's minimum state code as the  
388 city is able to meet the minimum requirements established by the state. Kevin said, "I believe  
389 the city is doing every effort we can to work with the developer to bring this development in, but  
390 to also make people aware there is lower water pressure on some of these lots."

391  
392 On voice vote, motion carried.

393  
394 **Item 6 – Public Hearing: Approximately 7:20 P.M. (or immediately following Public**  
395 **Hearing at 7:10 P.M.) to consider a rezoning application submitted by Adam Aspenson of**  
396 **Traditional Trades Inc., 1641 Sand Lake Road, Onalaska WI 54650 on behalf of Elmwood**  
397 **Partners Limited Partnership, 1859 Sand Lake Road, Onalaska, WI 54650, to rezone**  
398 **agricultural land and land without a zoning designation to Mixed Use Community (MU-C)**  
399 **to allow for a new mixed-use development to contain a combination of townhomes, multi-**  
400 **family dwellings, and commercial uses located at Sand Lake Road, 1500 Sand Lake Road,**  
401 **and Sand Lake Road, Onalaska, WI 54650 (Tax Parcels # 18-4515-0, 18-4516-0, and 18-**  
402 **4521-0)**

- 403  
404 1. Rezoning Fee of \$300.00 (PAID).
- 405  
406 2. Park Fee of \$922.21 (per unit) and Green Fee of \$638.47/acre will be due prior to  
407 obtaining a Building Permit, as applicable. Note: if the Green/Park Fees increase in the  
408 future, the property owner will be required to pay the increased Green/Park Fees at the  
409 time of the development.
- 410  
411 3. If future lot divisions are to occur, applicant/owner to a Certified Survey Map and/or  
412 Preliminary and Final Plats as applicable, as approved by the Common Council.
- 413  
414 4. Any future improvements to this property will be subject to additional City permits (Site  
415 Plan, Building Permits, etc.).
- 416  
417 5. Owner/developer shall pay all fees and have all plans reviewed and approved by the City

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11

418 prior to obtaining a building permit. Owner/developer must have all conditions satisfied  
419 and improvements installed per approved plans prior to issuance of occupancy permits.

420  
421 6. All conditions run with the land and are binding upon the original developer and all heirs,  
422 successors and assigns. The sale or transfer of all or any portion of the property does not  
423 relieve the original developer from payment of any fees imposed or from meeting any  
424 other conditions.

425  
426 7. Any omissions of any conditions not listed in committee minutes shall not release the  
427 property owner/developer from abiding by the City's Unified Development Code  
428 requirements.

429  
430 Katie said properties within 250 feet of the properties in question include a combination of single  
431 family, multi-family dwellings (apartments/condominiums), and commercial (office/personal  
432 service). The Comprehensive Plan identifies this area in the Mixed Use District "Smart Growth  
433 Areas." Katie noted the applicant intends to rezone 1500 Sand Lake Road, Sand Lake Road,  
434 Sand Lake Road (land without a zoning designation) along Sand Lake Road from the  
435 Agricultural (A-1) zoning district to Mixed-Use Commercial (MU-C). The purpose of the  
436 rezoning is to allow for a mixture of mixed-use development of multifamily housing  
437 (rowhouses/apartments) combined with commercial uses. It is the intention that the existing  
438 parcels will be re-organized and subdivided in the future to facilitate the above the development.  
439 This rezoning is consistent with the City of Onalaska's Comprehensive Plan. Katie noted a  
440 cover letter and conceptual map were included in commission members' packets. If approved by  
441 the Plan Commission and Common Council, the applicant intends to return with a Planned Unit  
442 Development application in the subsequent months. Katie noted a public hearing will be held  
443 tonight and said there are seven conditions of approval tied to this development.

444  
445 Mayor K. Smith opened the public hearing and called for anyone wishing to speak in favor of the  
446 rezoning application.

447  
448 **Adam Aspenson**  
449 **1641 Sand Lake Road**  
450 **Onalaska**

451  
452 Adam stated he is in favor of this mixed-use development and said he believes this project will  
453 complement the surrounding neighbors while bringing a warm and inviting mixed-use area to the  
454 community. Adam told commission members he is available to answer any questions they might  
455 have.

456  
457 Mayor K. Smith called three times for anyone else wishing to speak in favor of the rezoning  
458 application and closed that portion of the public hearing.

459

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460 Mayor K. Smith called three times for anyone wishing to speak in opposition to the rezoning  
461 application and closed the public hearing.

462  
463 Motion by Ald. T. Smith, second by Skip, to approve with the seven stated conditions a rezoning  
464 application submitted by Adam Aspenson of Traditional Trades Inc., 1641 Sand Lake Road,  
465 Onalaska WI 54650 on behalf of Elmwood Partners Limited Partnership, 1859 Sand Lake Road,  
466 Onalaska, WI 54650, to rezone agricultural land and land without a zoning designation to Mixed  
467 Use Community (MU-C) to allow for a new mixed-use development to contain a combination of  
468 townhomes, multi-family dwellings, and commercial uses located at Sand Lake Road, 1500 Sand  
469 Lake Road, and Sand Lake Road, Onalaska, WI 54650 (Tax Parcels # 18-4515-0, 18-4516-0, and  
470 18-4521-0).

471  
472 Skip noted he had examined the FEMA flood zone map due to concerns he had regarding a flood  
473 zone in this area, and he pointed out the flood zone is north of County Highway S and not in this  
474 area.

475  
476 On voice vote, motion carried.

477  
478 **Item 7 – Public Hearing: Approximately 7:30 P.M. (or immediately following Public**  
479 **Hearing at 7:20 P.M.) to consider a rezoning application submitted by Nick Roush of**  
480 **Roush Rentals, LLC, 1707 La Crosse Street, La Crosse, WI 54601 on behalf of C.C . of La**  
481 **Crosse, Inc., PO Box 1625, La Crosse, WI 54602, to rezone Light Industrial District to**  
482 **Mixed Use High Density Residential (R-4) to allow for a multi-family development on the**  
483 **property located at 430 Century Place/2651 East Avenue North, 475 Century Place, 455**  
484 **Century Place, 435 Century Place, and 415 Century Place, Onalaska, WI 54650 (Tax**  
485 **Parcels # 18-6303-0, 18-6302-0, 18-6301-0, 18-6300-0, and 18-6299-0)**

- 486  
487 1. Rezoning Fee of \$300.00 (PAID).
- 488  
489 2. Park Fee of \$922.21 (per unit) due prior to obtaining a Building Permit. Note: if the Park  
490 Fee increases in the future, the property owner will be required to pay the increased Park  
491 Fee at the time of the development.
- 492  
493 3. Development contingent upon amending the Century Place Planned Unit Development to  
494 accommodate proposed uses, as approved by the Common Council.
- 495  
496 4. If future lot divisions or lot re-configurations are to occur, applicant/owner to obtain a  
497 Certified Survey Map/Plat as approved by the Common Council. New CSM/Plat to show  
498 new street right-of-way.
- 499  
500 5. Owner/developer to submit a Vacation/Discontinuance Request for all or a portion of  
501 Century Place to facilitate proposed development.

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- 502  
503 6. Site Plan Permit required for new development in advance of building permit  
504 applications, including detailed architectural plans, water, sewer, landscape, stormwater,  
505 drainage, erosion control, and other required information/plans (fire accessibility, hydrant  
506 locations, etc.).  
507  
508 7. Owner/developer shall pay all fees and have all plans reviewed and approved by the City  
509 prior to obtaining a building permit. Owner/developer must have all conditions satisfied  
510 and improvements installed per approved plans prior to issuance of occupancy permits.  
511  
512 8. All conditions run with the land and are binding upon the original developer and all heirs,  
513 successors and assigns. The sale or transfer of all or any portion of the property does not  
514 relieve the original developer from payment of any fees imposed or from meeting any  
515 other conditions.  
516  
517 9. Any omissions of any conditions not listed in committee minutes shall not release the  
518 property owner/developer from abiding by the City’s Unified Development Code  
519 requirements.  
520

521 Katie said the Comprehensive Plan identifies this area in the Mixed Density Residential District.  
522 This district is intended for residential units. The applicant intends to rezone the above-  
523 mentioned properties from Light Industrial (I-1) to High Density Residential (R-4). The  
524 proposed project would have multiple phases and buildings for multifamily housing with high  
525 quality materials and a mixture of 1, 2, and 3-bedroom units to accommodate a wide variety of  
526 residential needs. The proposal includes a total of 280 dwelling units within six apartment  
527 buildings, and 585 parking stalls in both surface and garage stalls. Approximately 35 percent  
528 (just over 4.5 acres) of the total project will be green space. In order to accommodate the  
529 proposed development, the applicant will need to amend the Planned Unit Development (PUD)  
530 on file with the city and apply to vacate/discontinue a portion/all of Century Place. Katie noted  
531 a cover letter provided by the applicant, a letter and materials sent to residents within 250 feet of  
532 the properties and those along Thomas Court by the applicant, and a conceptual site plan map are  
533 included in commission members’ packets. Katie noted a public hearing will be held tonight and  
534 said there are nine conditions of approval tied to this development.  
535

536 Mayor K. Smith opened the public hearing and called for anyone wishing to speak in favor of the  
537 rezoning application.  
538

539 **Nick Roush, President of Roush Rentals**  
540 **1707 La Crosse Street**  
541 **La Crosse**  
542

543 “I hope everybody has had a chance to take a look at the letter we sent out to both the Plan

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14

544 Commission as well as to the neighbors. To try to not restate everything, we're really excited  
545 about what could be a spectacular new multifamily housing development in Onalaska. We're  
546 specifically excited about this location because of accessibility to the neighboring property, and  
547 accessibility to the commuting routes. I think what's really important about this location is I  
548 think it's a great opportunity for people to set routes in the Onalaska community. It's something  
549 we've talked a lot about with the Planning Department and administration: that chain of custody  
550 of housing. This location will provide a great opportunity for workforce housing, empty-nester  
551 housing, middle income – the kind of housing that our employment opportunities really need to  
552 flourish. In meeting with and being part of those business associations, employers' number-one  
553 challenge right now is manpower, and the number-one challenge to manpower is housing. We're  
554 hoping to be a great part of that solution, and help Onalaska be part of that solution as well. I  
555 think the parcel we're talking about has great access to all kinds of amenities that surround it. I  
556 think what we're proposing has the opportunity to bring that parcel to its highest and best use, as  
557 it has sat vacant too long at this point. Likely, if things work out as we hope, it could be in  
558 excess of \$30 million worth of tax base for the City of Onalaska, which I think is a big project.

559

560 In addition to that, as you saw in the letters that we sent out to the friends and neighbors both on  
561 Thomas Court and East Avenue, I know there have been some challenges in the past with some  
562 rezoning questions. I'm here to answer those questions, both for the commission as well as for  
563 people who may be in opposition, or just have questions relative to that. As you might have seen  
564 in our letter, we're inviting everybody – weather-permitting – because of the COVID challenges  
565 we're all facing, we're going to do a public information meeting on Tuesday, August 4 at  
566 Century Place at 6 p.m. I would invite any commissioners, alderpersons, city staff [and]  
567 neighbors to come and ask those questions. I will do my very best to answer them to the best of  
568 my ability. I hope I'll have your support, and I'm looking forward to what could be a great  
569 project. I'm here to answer any questions anybody has.”

570

571 Mayor K. Smith called three times for anyone else wishing to speak in favor of the rezoning  
572 application and closed that portion of the public hearing.

573

574 Mayor K. Smith called for anyone wishing to speak in opposition to the rezoning application.

575

576 **Clarence Newberry**  
577 **2610 East Avenue North**  
578 **Onalaska**

579

580 “We're six households of the Oaks Condominium. Note that we never received a letter from the  
581 developer. I do have one question: Have you received the petition that was circulated in our  
582 neighborhood?”

583

584 Mayor K. Smith told Clarence the Plan Commission had received the petition and said the  
585 commission will address the petition as well as the correspondence the city has received from

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15

586 other citizens pertaining to the development when the public hearing is closed.

587

588 Clarence thanked Mayor K. Smith and said, “My points are, one, it’s a traditional neighborhood  
589 [with] single-family dwellings spaced nice for comfortable living. Adding 280 households to  
590 basically the same space would drastically change that. Second, [regarding] traffic volume, 280  
591 households, 500-plus vehicles, well over 1,000 vehicles per day entering and leaving Century  
592 Place ... Over 1,000 vehicles will drastically peak early morning, late afternoon/evening. Then  
593 the northbound [U.S.] Highway 53 exit onto [County Highway] OT late afternoon, the cars are  
594 backed up [and] lined up. I’m suggesting that we not add a couple hundred more vehicles to that  
595 line. And let’s not create a large left-hand turn issue at East Avenue North and Sand Lake Road,  
596 from both East Avenue and Sand Lake Road. It’s hard to imagine any light industrial adding that  
597 kind of traffic to those areas. Third, [regarding] pedestrian and bike safety, we have a very  
598 active neighborhood – especially on East Avenue. Let’s not add 1,000 vehicles a day to that and  
599 [risk] the safety of our families and kids. Fourth, [regarding] crime, [it is a] simple fact doubling  
600 the number of households in a limited area will increase crime. Another fact is rental properties  
601 produce more crime than owner-occupied residences, in general. Better locations for high  
602 density residential – at least one agenda item before this – is an example there are many other  
603 properties around that also are near high density could be used for that. There is no high density  
604 in this area.

605

606 Sixth, why aren’t we promoting Light Industrial usage? There is very little undeveloped land in  
607 Onalaska zoned L-1, but there’s plenty of R-3 and R-4 areas for apartments. Why not promote  
608 Commercial Light Industrial, as per the long-range city plan? Seventh, our property value will  
609 decline – there is no doubt about that. Given the strong opposition from almost every  
610 neighboring property owner, I guess I have to ask you, straightforward: Are you with the people,  
611 or are you with the developer? I hope you’re with the people. I appreciate your time. Thank  
612 you.”

613

614 **Eric Sorenson**  
615 **2525 Thomas Court**  
616 **Onalaska**

617

618 “Myself and a neighbor put together a petition in our area. Fifty petitioners, [and] we had  
619 literally no one not sign it who we discussed this proposed development. We represent about  
620 150 residents in this petition. We found these residents are very much against the rezoning  
621 request because they feel there are enough rental units in the area as it is. These five large  
622 buildings that are going to be put in this area are mixing with single and duplex homes. Many  
623 neighbors are upset about it, and they just plain said they’re going to sell and move if the  
624 rezoning goes through. They like the neighborhood, and they want to keep it that way. The  
625 constant traffic with the Omni Center, YMCA and other businesses so far is OK. It’s not  
626 excessive, but these five large buildings and over 500 cars, I just don’t see how there’s not going  
627 to be a terribly significant decrease in the safety on that street. The noise, and also the general

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16

628 lack of care of these large buildings, the investment in the property ... What assurance do we  
629 have that these properties aren't going to lose value if they're not kept up? And with a large \_\_\_\_  
630 of people, increased crime is a possibility. One of our residence talked to the police and was told  
631 that anytime there is congestion of people in a small area, crime does increase. One of the  
632 positives is they stated they are not going to make Thomas Court a through street. Had that been  
633 part of the proposal, I would have had my house up for sale the next day. We have a quiet,  
634 wonderful neighborhood here, and I'd really hate to see that get ruined. The proposal includes  
635 creating more of a buffer zone where there are already some trees from the Light Industrial area.  
636 I'm hoping that will increase with taller trees and a large buffer zone. The proposal appears to  
637 include these large family dwellings, possibly three story as we see along Highway 53 already.  
638 If that's part of this, if that's the look of this neighborhood, I just don't see how it's a good mix  
639 for what we currently have. Thank you very much."

640

641 **Stephanie Mahr**  
642 **2510 Thomas Court**  
643 **Onalaska**

644

645 Stephanie noted she and her husband have resided for 12 years on Thomas Court, and are the  
646 parents of two sons – a teenager and a 9-year-old. Stephanie asked if the project complies with  
647 the current Comprehensive Plan.

648

649 Mayor K. Smith told Stephanie this is a public hearing and the Plan Commission is listening to  
650 her comments and there is no dialog.

651

652 Stephanie stated she agrees with the comments Clarence and Eric had made earlier and said she  
653 believes the property value of her home will decrease. Stephanie noted the backyard of her  
654 home directly faces the park where her sons have played for several years. Stephanie expressed  
655 concern that people will encroach on her backyard if there is increased density in the  
656 neighborhood. Stephanie said, "We also feel the added traffic, and with Thomas Court not going  
657 through to Century Place, we feel that's a positive. But with the added extra traffic, our kids are  
658 on their bikes, riding to and from the 'Y', riding to and from their school. We just feel that that's  
659 too much traffic in this family-based neighborhood."

660

661 **John Edwards**  
662 **2426 Thomas Court**  
663 **Onalaska**

664

665 John stated he is opposed to the above-listed change in zoning, and he noted the document from  
666 Roush Rentals states the area is zoned M-1 when in fact it is zoned L-1. John told commission  
667 members he and his wife, Frances, are long-term residents in the city, noting they have resided  
668 on Thomas Court since 1978. John noted the land to the north of the street was once wooded,  
669 but it was cleared in 2012. John told commission members an apartment complex was proposed

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17

670 for the site, but the neighborhood residents had successfully opposed that development and the  
671 site was zoned Light Industrial. John said, “The idea was to keep the area single family [and]  
672 duplex housing, [and] a safe place for singles and families to live. ... The zoning to R-4 would  
673 change all this because of the high-density property. Initially, the exit from Century Place was at  
674 the top of a hill, which makes it difficult at times with cars. The plan presented by Roush is a  
675 high-density complex, and I believe it’s not in the best interest of this area.” John referred to the  
676 conceptual site plan included in commission members’ packets and said it appears as though  
677 there are six buildings (280 units), and there would be 560 extra vehicles if there are two  
678 automobiles per unit, meaning there would be a significant increase in daily traffic along East  
679 Avenue. John referred to Nick Roush’s letter that was included in the packets, noting it states  
680 the area might include an asphalt plant if it is zoned Light Industrial, and pointing out that  
681 asphalt plants are not permitted on parcels zoned Light Industrial. John said, “I think this is an  
682 inaccurate scare technique to get the new zoning approved.” John said a neighbor had inquired  
683 about sewer and water to this area, and he told the Plan Commission he is urging that the  
684 rezoning request not be approved.

685

686 **Heath Debernardi**  
687 **2316 Thomas Court**  
688 **Onalaska**

689

690 Heath noted he and his family had moved to the neighborhood approximately 5½ years ago and  
691 said it has been a relatively calm and peaceful neighborhood. Heath told commission members  
692 he and his family have gotten to know all their neighbors relatively quickly and said, “The big  
693 thing for us ... is really the traffic more than anything. We kind of see how things are now. We  
694 see how Abbey Court is just south of us. Even though they’re not fully built and/or occupied,  
695 plus the additional apartment complexes that are there, we’re already seeing parking lots are full.  
696 Now, half the street during the day is full with cars as well, causing a smaller thorough-through  
697 for traffic to just go back and forth down that street, which is only going to compound more after  
698 the next two buildings they plan on building are going to be. We live so close to that hill as you  
699 come down or as you go off Century Place. It is a very, very congested place for just the current  
700 traffic that we have. Doubling that [or] tripling that at any given time during the day is probably  
701 going to be a little bit of a nightmare, and I think we’re going to see a little bit more accidents  
702 and a lot of additional congestion that’s going to back up traffic and/or cause them to go different  
703 directions than normal. That’s our thought on the situation. Thank you for your time.”

704

705 Mayor K. Smith called three times for anyone else wishing to speak in opposition to the rezoning  
706 application and closed the public hearing.

707

708 Motion by Skip, second by Ald. T. Smith, to table until the August 25 Plan Commission meeting  
709 consideration of a rezoning application submitted by Nick Roush of Roush Rentals, LLC, 1707  
710 La Crosse Street, La Crosse, WI 54601 on behalf of C.C. of La Crosse, Inc., PO Box 1625, La  
711 Crosse, WI 54602, to rezone Light Industrial District to Mixed Use High Density Residential (R-

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712 4) to allow for a multi-family development on the property located at 430 Century Place/2651  
713 East Avenue North, 475 Century Place, 455 Century Place, 435 Century Place, and 415 Century  
714 Place, Onalaska, WI 54650 (Tax Parcels # 18-6303-0, 18-6302-0, 18-6301-0, 18-6300-0, and 18-  
715 6299-0).

716  
717 Skip told commission members he has heard the same arguments several times over the years,  
718 and he said, “Sometimes I feel we’ve turned things down based on people not wanting something  
719 in the area that actually would have been much better for the area, and for the city. In other  
720 cases, maybe we were right in doing it. Skip said he is asking to table this item, have  
721 commission members listen to all the arguments the public has presented, resolve them, and  
722 present at the August 25 meeting what would be best for the city. Skip said, “Should we adapt it,  
723 or should we turn it down? ... We’re losing \$30 million worth of taxable property here, which  
724 must be considered in the whole situation.”

725  
726 Ald. T. Smith said he has seconded Skip’s motion because he believes there is significant  
727 discrepancy among the citizen neighborhood and Nick Roush. Ald. T. Smith noted Nick plans to  
728 meet with the residents in the neighborhood the first week of August, and he said. “I think just  
729 because of the volume of emails, and Kim, you didn’t mention the petition.”

730  
731 Mayor K. Smith said she will ask Katie to provide a recap once the motion is on the floor.

732  
733 Ald. T. Smith said he could not vote to support the rezoning at this time as there is much more  
734 information he needs to understand.

735  
736 Katie noted the city had received a survey from Eric Sorenson, and emails from John Edwards,  
737 Jim and Gail Connor, Kent and Becky Klungle, Shirley and Clarence Newberry, John and Mary  
738 Thomas, Susan Gilbertson, and Jon and Brenda Mathwig. Katie said all the correspondence the  
739 city has received was sent to the Plan Commission both Monday and earlier Tuesday.

740  
741 The following emails were included in Plan Commission members’ packets. They appear in the  
742 order in which they were placed in the packet:

743  
744 From Jim and Gail Connor, 2526 Thomas Court, Onalaska: *“We are one of many neighbors that  
745 will be affected by the rezoning of Century Place. Nick Roush has sent a letter out to some  
746 neighbors sharing his plans for proposed apartment buildings. It’s disingenuous of Mr. Roush  
747 to send letters to certain neighbors, but not the ones within 250 feet of his project. It does not  
748 sound like he wants to be a good neighbor. In the letter that was sent to other neighbors, he has  
749 asked to have meeting on August 4<sup>th</sup> at 6 p.m. At this time, we ask the Council to hold off on any  
750 rezoning plans until we can meet with Mr. Roush. We’ve heard there could be upwards of 280  
751 apartments. This could easily add 800-plus people to the neighborhood, and at least 500  
752 vehicles. Our concerns [are]: Our neighborhood would be oversaturated with rentals, devaluing  
753 single-family homes; crime (whenever we’ve talked with the police regarding new apartment*

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19

754 *developments, there's an increase in crime); noise (we already live with the noise off Highway*  
755 *53, [and] this would increase traffic noise); aesthetics; traffic; and lighting of complex. At what*  
756 *point do we stop sacrificing neighborhoods for revenue?*

757  
758 *Presently, in our little pie from the Highway 53 overpass, west side of East Avenue to Highway*  
759 *53 up to OT, we have 24 homes and 39 rentals and a distribution center. We are very concerned*  
760 *about the noise, increased traffic and lights, and the number of people in a small area. Also, we*  
761 *were aware of the zoning when we bought. We've already accepted the Light Industrial. We do*  
762 *not want apartment buildings. Our little street already has the noise from Highway 53. We*  
763 *understand the revenue the project will bring to the city, but do we want to become a rental city*  
764 *only? There's more value in home ownership property than rentals to make a city viable and*  
765 *attractive. Please consider your citizens who live here, pay taxes here, and have been*  
766 *participants in the community for many decades. Please do not change the zoning on Century*  
767 *Place."*

768  
769 *From Kent and Becky Klungle, 2532 Thomas Court, Onalaska: "We are extremely against the*  
770 *rezoning for a multifamily unit in our neighborhood. We live in a very quiet, friendly*  
771 *neighborhood. We have lived here for many years and love our neighborhood. If they decide to*  
772 *build a multifamily unit, our beautiful neighborhood will be no longer. If more large multifamily*  
773 *rental complexes are built, then there will definitely be more chaos. The more units that will be*  
774 *built will increase crime, noise, pollution, and general lack of care of property. The*  
775 *homeowners of Thomas Court are extremely against more rental units in our vicinity. Please*  
776 *consider."*

777  
778 *The email Clarence Newberry and his wife, Shirley, wrote to Second District Alderperson and*  
779 *Common Council President Diane Wulf contained all the points Clarence addressed during the*  
780 *public hearing.*

781  
782 *From John and Mary Thomas, 2515 East Avenue North: "We will not be able to attend the*  
783 *public meeting for July 28, 2020, but wanted to inform you of our opinion. We are not in favor*  
784 *of the rezone from I-1 to R-4 for the property located at 430 Century Place/2651 East Avenue*  
785 *North. We have concerns with the increase of traffic this will bring, as well as the increase in*  
786 *noise. I have lived here for 92 years and have enjoyed the nice quiet neighborhood. But with the*  
787 *proposed increase in population, it will no longer be quiet. Thank you."*

788  
789 *From Susan Gilbertson, 2440 Thomas Court: "I am writing to voice my opposition to the*  
790 *proposed rezoning on Century Place Road. I live on Thomas Court, and this multifamily*  
791 *development would be detrimental to our neighborhood. We have worked very hard to make our*  
792 *street a great neighborhood and great place to live. Most of the homes on our street have been*  
793 *owned by the same families for many years. This speaks volumes about what a great place it is*  
794 *to live. We are not opposed to development of this area. However, if the zoning needs to*  
795 *change, why not change it to single family/duplex/twin home? This would be a much better*

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20

796 *decision than what is being proposed. Just north of OT there is a development like this, and it*  
797 *seems they are having no problem selling. This is just another way to show that many families*  
798 *would be happy to live in such a neighborhood. We would greatly appreciate your assistance in*  
799 *keeping our neighborhood.”*

800

801 From Jon and Brenda Mathwig, 2614 East Avenue North, Onalaska: *“We both are totally*  
802 *against the rezoning of this property to multifamily. It was disturbing enough to have seen the*  
803 *destruction of a beautiful forest that provided a great storm/wind break, freeway traffic noise*  
804 *eliminator, and business night lights blocker, and building of a beverage distribution center that*  
805 *produces traffic noise at all hours along with their blinding security lights when trying to enjoy*  
806 *an evening on the deck. We are very concerned about the dramatically increased traffic (only*  
807 *one way in and out, directly across from us at all hours), potential crime, additional streetlights,*  
808 *added noise at all hours, and non-property owners disrespecting the property values and*  
809 *peaceful environment we have. We will be attending the meeting to continue our rejection of this*  
810 *proposal. Thank you for your time and consideration. I’m confident we can resolve this issue,*  
811 *and as our economy returns to normal we will have commercial businesses interested in this*  
812 *property.”*

813

814 The email John Edwards and his wife, Frances Lee-Edwards, wrote to Second District  
815 Alderperson and Common Council President Diane Wulf contained the points John addressed  
816 during the public hearing.

817

818 Mayor K. Smith noted it is more difficult for citizens to attend a meeting, and she said she wants  
819 to ensure that the city is doing the best it can to communicate, and also to make sure that citizens  
820 are heard.

821

822 Ald. T. Smith asked Katie if she had noted the petition that had been signed by 49 or 50 citizens.

823

824 Katie told Ald. T. Smith that was the first item she had mentioned.

825

826 Ald. T. Smith noted he had received approximately 22 emails over the last week and stated there  
827 has been a considerable amount of feedback from residents. Ald. T. Smith said, “I think it is our  
828 duty to listen and see what we can do to make it a win-win for everybody.” Ald. T. Smith asked  
829 Katie if the area in question is currently zoned Light Industrial.

830

831 Katie said it is.

832

833 Ald. T. Smith asked if that had changed with the city’s new zoning, or if the area has always  
834 been zoned Light Industrial.

835

836 Katie told Ald. T. Smith the land always has been industrial. However, when the city went  
837 through its new rezoning classification, the uses that were considered Light Industrial were

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21

838 changed. Katie said she had been asked to specifically go through and note which uses were  
839 outright permitted today, noting someone could pull a Site Plan Permit and there would not be  
840 any neighbor notification. Katie noted staff cannot list every single potential Light Industrial use  
841 as uses change daily. Katie said the specific uses she is about to list are general. When someone  
842 proposes different uses, city staff examines the list and goes with similar uses in that nature.  
843 Katie noted the amount of industrial land in the city has been reduced, and she read into the  
844 record what the specific uses are:

845

- 846 • Animal/Veterinarian Clinic or Hospital
- 847 • Animal Boarding Shelter or Daycare Center
- 848 • Automotive Repair and Service (major and minor repairs)
- 849 • Personal Storage Facilities/Mini Warehouses
- 850 • Laboratories
- 851 • Office Buildings
- 852 • Studio/Gallery
- 853 • Brewery, Winery or Distillery
- 854 • Construction Contractor Yard
- 855 • Makerspace
- 856 • Light Industrial
- 857 • Large Scale Printing and Publishing
- 858 • Public Works Facility
- 859 • Storage and Sale of Machinery and Equipment
- 860 • Warehouse and Distribution Facility
- 861 • Wholesale Trade Establishment
- 862 • Active Park or Playground
- 863 • Adult-Oriented Entertainment Business
- 864 • Indoor and Outdoor Recreational Uses for Commercial and Public Uses
- 865 • Commercial Greenhouse or Nursery
- 866 • Airport
- 867 • Ambulance or Medical Carrier Service
- 868 • Public Passenger Transportation Terminal for Rail, Air, or Bus
- 869 • Multilevel Parking Structure
- 870 • Essential Public Services
- 871 • Municipal Earth or Sanitary Landfill Operation
- 872 • Public Communication Structures (with Conditional Use Permit)
- 873 • Waste Collection, Storage or Processing for Sewer, Solid Waste, and Hazardous Waste
- 874 • Accessory Structures, Billboards, Outdoor Advertising
- 875 • Essential Utility Plant or Electrical Generator
- 876 • Community Garden
- 877 • Food Truck

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22

- 878 • Outdoor Sales Area or Tent
- 879 • Outdoor Sales Display
- 880 • Radio Broadcast Service Facility
- 881 • Radio/Television Antennas
- 882 • Satellite Antenna, Television Dish or Earth Stations
- 883 • Signs
- 884 • Solar Panels
- 885 • Temporary Tents and Canopies
- 886 • Wind Energy Systems

887

888 Katie said the things she had just listed would be either a Permitted or Permitted, with Standards  
889 use, and she told commission members one of those could come into the city with a site plan and  
890 then proceed with constructing it. Katie noted it does not come before the Plan Commission, nor  
891 does it have neighbor feedback. The city has the ability to bring forward a site plan to the Plan  
892 Commission if city staff believes it might be controversial, but Katie said the use is as listed and  
893 those are available today to developers.

894

895 City Administrator Rindfleisch said that when hears the list, what concerns him the most is the  
896 \$30 million. City Administrator Rindfleisch said most of what is being doled for structures will  
897 be assessed by the State of Wisconsin as manufacturing, and those are not equally assessed as  
898 any other property uses are. City Administrator Rindfleisch told commission members the result  
899 might be a steel and aluminum-sided structure, but it will not be \$30 million worth of tax base  
900 being constructed. City Administrator Rindfleisch said, “One concern I have in terms of  
901 development in the entire city is how we maximize the space we have left to help build tax base  
902 and residential projects on the best way of doing so. The other perspective I ask you to consider,  
903 if you are holding this off until the next month, is the commentary that we need to grow our city  
904 or the cost on the existing residential will only increase over time. The best way of lessening the  
905 burden on taxpayers is through additional growth. In fact, that’s about the only way to really  
906 reduce the burden on our taxpayers: through additional growth one way or the other.

907

908 My request for the Plan Commission to consider, from an Administrator’s standpoint, is, what is  
909 the use that can be put on these parcels that have effectively generated no tax base to the highest  
910 and best value to the city? I would say that bringing in new residents to the city, I find because  
911 I’m not from here and I moved here, this is a place that I would like to choose to stay. ... I do  
912 think the people who do relocate to Onalaska will also choose to stay here. That’s new residents  
913 who will buy homes in the neighborhood, who will attend the schools, who will shop at our  
914 stores. Once they are in the community, they will stay in the community. Frankly, we are  
915 missing that missing middle of housing stock. They’re not single-family owned homes, but we  
916 need a place for families to move in, to be able to afford to work, to raise their families, and to  
917 eventually move on and build their homes. I think this project would be another way that that  
918 happens. ... Building the population, building a sense of community, and building our tax base

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23

919 are three very important considerations I ask you to do. But also look around that parcel. It's  
920 been available for awhile. It borders to a distribution plant, a busy street on the east side, a  
921 stormwater pond on the north side, and a very busy highway on the west side.

922

923 I think we're very fortunate to have this particular developer showing an interest in this parcel.  
924 It's a challenging piece of land, and I'd much rather have residential move in here even at high  
925 density than any other use just knowing the environment around there is not conducive to other  
926 higher and better uses. As you consider it over time, I think there's a citywide perspective to  
927 keep in your mind as well."

928

929 Jan thanked Skip for bringing forward the motion that is on the floor as she believes the Plan  
930 Commission should wait until Nick Roush meets with the residents in the neighborhood August  
931 4. Jan encouraged Plan Commission members, city officials, and residents to attend that  
932 meeting, and she asked if there has been any interest in the parcel over the last eight years.

933

934 Katie admitted there are many challenges with the site in terms of overhead powerlines and  
935 existing easements, and she told Jan that typically the only interest the city has received has been  
936 in the form of mini-warehousing. Katie said city staff also has had conversations over the last  
937 five years with developers who view the site as multifamily housing. Katie said, "Whenever we  
938 get requests and calls for vacant land in the City of Onalaska, we sent out images and maps and  
939 information, and this is always included and it is always passed over." Katie recommended  
940 asking Nick Roush how his timeline would be affected if this item is tabled until August 25.

941

942 Nick told commission members he likely will have to work with the seller to determine how the  
943 timeline will be affected. Nick said, "I think it's probably something we can accommodate in  
944 making the long goals work out. I think at this point if that's the best answer to be able to  
945 adequately answer everyone's questions – commissioners, alderpersons, and neighbors – that's  
946 probably the best course of action, and it's kind of up to me to work it out at that point."

947

948 Skip thanked City Administrator Rindfleisch for his comments, and he reminded the residents  
949 who had signed the petitions that "something very obnoxious that they would not want" could  
950 move in if the parcel remained zoned Light Industrial. Skip also stressed that the city needs  
951 apartments because "that's the way our population is moving today: towards apartments and not  
952 home ownership." Skip noted that home ownership is decreasing as fewer and fewer people can  
953 afford to be homeowners, and he reiterated the city needs more apartments. Skip noted he  
954 resides in an area of the city with several apartments, and he said he does not feel as though he is  
955 living in a rundown neighborhood. Skip added, "The neighbors are all very nice here. I would  
956 like to say that if an apartment does come in there, I don't think that the people who are afraid  
957 right now will actually see anything that's detrimental to them."

958

959 Ald. T. Smith noted the size of this project is substantial, and he asked Nick if he anticipates that  
960 it would need to be that size, or if perhaps it could be smaller. Ald. T. Smith noted similar

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24

961 situations have occurred in the city where residents are concerned about the size of the apartment  
962 complexes, and he asked Nick if 260 units is his break-even point for a return on investment, or  
963 if there is flexibility regarding the number of units.

964  
965 Nick told Ald. T. Smith that while the number of units is not definite, the cost of the parcel is  
966 substantial. Nick said, "In order to make the financial sense of the cost, as well as the holding  
967 cost because not all of the buildings get built immediately. They would get built out and filled  
968 up over time in phases, and we probably need to achieve densities in that region. The unit count  
969 may shift based on how many one-bedrooms, how many three-bedrooms. When we do our basic  
970 unit count we base it on a two-bedroom, two-bathroom apartment and then we adjust from there  
971 as each site comes to light and as we see what the market demands are as we move into phases."

972  
973 Nick told commission members he knows 280 units sounds like a substantial number, and he  
974 noted concerns have been raised regarding the number of apartments being constructed in the  
975 greater La Crosse area. Nick said he agrees with Skip's comments regarding a shift toward  
976 individuals seeking rental housing rather than homeownership. Nick also said the numbers seem  
977 very large until they are put in perspective of the greater La Crosse County population, noting  
978 560 individuals residing in 280 apartments represents approximately 0.004 percent of La Crosse  
979 County's population (118,016 as of 2019). Nick also referred to City Administrator  
980 Rindfleisch's comments and said, "It's sort of filling that vacuum of desire."

981  
982 Kevin told commission members the city must perform community outreach as part of the city's  
983 stormwater permit, and he noted the City of Onalaska is involved with several other communities  
984 in La Crosse County to do a joint stormwater management outreach for businesses, residences,  
985 and citizens. Kevin said lacrosseareawaters.org is the host site for a sustainability program for  
986 stormwater management called the "Soak It Up Award." Kevin told commission members a  
987 Roush property (Waterview Apartments) had won the 2019 Soak It Up Award, noting the facility  
988 eliminates almost all of the stormwater runoff on the site.

989  
990 On voice vote, motion carried.

991  
992 Katie asked Mayor K. Smith if it is her intention to hold another public hearing at the August 25  
993 Plan Commission meeting, or if this will only be an agenda item.

994  
995 Mayor K. Smith asked if there is a correcting to do, or if it is optional.

996  
997 Katie said there generally is only one public hearing, but she also noted there is a significant  
998 number of people participating in this evening's meeting and she did not know how the Plan  
999 Commission wanted to proceed.

1000  
1001 Ald. T. Smith stated he does not believe the Plan Commission needs to hold another public  
1002 hearing as commission members already have gotten feedback from several of the residents in

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25

1003 the neighborhood. Ald. T. Smith noted citizens still would be able to participate in the regular  
1004 public input agenda item on August 25.

1005  
1006 Mayor K. Smith told the citizens who were viewing the meeting they would have an opportunity  
1007 to provide public input at the start of the August 25 Plan Commission meeting. Mayor K. Smith  
1008 also asked Katie to place this item near the front of the agenda.

1009  
1010 Nick said he wants to ensure that there is a good venue or an adequate manner in which to  
1011 address people's concerns, stating he wants to make sure that happens the best way possible.  
1012 Nick said that although he does not need an answer this evening, he wants to know how he can  
1013 best address the concerns people have.

1014  
1015 Mayor K. Smith said that while the city wants to support the exchange of information with  
1016 people, she also told Nick she believes the burden lies on him as he is the person requesting the  
1017 change.

1018  
1019 Ald. T. Smith inquired about the meeting date.

1020  
1021 Nick said it is scheduled for 6 p.m. on Tuesday, August 4 at Century Place, and told commission  
1022 members anyone is welcome to attend.

1023  
1024 **Item 8 – Review and Consideration of a Final Plat filed by submitted Jacob Burch of**  
1025 **Logistics Development Group, LLC, 2102 State Hwy 16, La Crosse, WI 54601 for the**  
1026 **Crestwood Estates Plat, a 15-parcel lot land division along Crestwood Lane located at**  
1027 **“State Road 16” at the end of Crestwood Lane, Onalaska, WI 54650 (Tax Parcel #18-4483-**  
1028 **1)**

- 1029  
1030 1. Final Plat Fee of \$150.00 + \$10.00 per lot x 15 lots = \$300.00 dollars (PAID).  
1031  
1032 2. Final Plat approval contingent upon approval of Crestwood Estates Preliminary Plat.  
1033  
1034 3. US HWY 16 Sanitary Sewer of \$887.00/acre x 17.646 acres = \$15,652.00 to be paid  
1035 prior to City signing Final Plat. Note: if the fee increases in the future, the property owner  
1036 will be required to pay the increased fee at the time of the development.  
1037  
1038 4. Crestwood Booster Station Area Fee = \$2,266.00/acre x 17.646 acres = \$39,985.84.00 to  
1039 be paid prior to City signing Final Plat.  
1040  
1041 5. Park Fee of \$922.21 (per unit) due prior to issuance of building permit for each buildable  
1042 lot. Anticipated 22 units for overall development. Note: if the fee increases in the future,  
1043 the property owner will be required to pay the increased fee at the time of the  
1044 development.

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1087
6. Topography Map fee of \$10.00 (per acre)  $\$10/\text{acre} \times 23.16 \text{ acres} = \$231.60$  dollars to be paid prior to City signing Final Plat.
  7. Adhere to all conditions of the Crestwood Estates Planned Unit Development (PUD) as approved by the Common Council on February 12, 2019 and the PUD Amendment approved by the Common Council on June 8, 2020.
  8. Water booster station construction has been delayed and it is projected it may not be available for use until end of 2020 (date has not been confirmed). Building permits for structures can be issued but no final occupancy will be issued until City has water booster station is in service.
  9. Applicant to note on Planned Unit Development and subsequent replatting documents, shared driveway easements where applicable.
  10. Owner/developer to be aware that City water system provides service to elevation 930'; meeting Wisconsin DNR minimum pressure requirements. Owner/developer to be aware Wisconsin DNR minimum water pressure supplied at a main is 35 psi, which occurs at elevation 930' in the City of Onalaska High Service Zone. Water pressure for owner satisfaction in a typical residential home is higher than the Wisconsin DNR minimum. Lots 10-15 building pad and home elevations will exceed service elevation for water system. Owner/developer to supply City with written plan for water service to these lots. Owner/developer is required to inform all lot buyers of water pressures within the Crestwood Estates development.
  11. Residential dwellings and driveways to be located in the areas noted as "building pad" and "driveways" on the Final Plat. If modifications are to be made to proposed location the owner/developer shall either (a) follow traditional zoning setbacks for the Low Density Residential (R-1) Zoning District or (b) amend the Crestwood Estates Planned Unit Development on a lot-by-lot basis with Plan Commission and Common Council approval.
  12. All infrastructure design for development to be approved by the City Engineer. Review of street widths and pavement cross section with final approval by the City Engineer.
  13. Phasing of construction of infrastructure in development to be coordinated with City infrastructure installation along Crestwood Lane.
  14. Master Grading and Stormwater plan for subdivision to be reviewed & approved by the City Engineer. Note tree removal / clearing / grubbing limitations on Master Grading Plan.

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27

- 1088 15. Owner/developer shall record with the La Crosse County Register of Deeds, the legal  
1089 description of the Planned Unit Development and the Conditions of Approval tied to the  
1090 development (Final Implementation Plan) and Final Plat and Conditions of Approval and  
1091 a copy provided to the Planning Department. These conditions shall not lapse or be  
1092 waived as a result of any subsequent change in ownership of tenancy.  
1093
- 1094 16. If in the future the owner/developer creates Declaration of Covenants, Conditions and  
1095 Deed Restrictions, etc. that at a minimum address maintenance, repair, and replacement  
1096 of parking lots/private drives, the buildings including all common areas and green spaces,  
1097 stormwater management/easement areas, as well as any ownership or use restrictions for  
1098 the parcel/development; a copy shall be provided to the Planning Department and  
1099 recorded at the La Crosse County Register of Deeds. Any amendments to the  
1100 aforementioned document to be recorded at the La Crosse County Register of Deeds and  
1101 a copy provided to the Planning Department.  
1102
- 1103 17. Thirty (30) percent slopes to be identified on Final Plat and a ten (10) foot buffer  
1104 surrounding the identified slopes. Building pads/residences/structures may not infringe  
1105 upon this area.  
1106
- 1107 18. Tree/Land Preservation Plan (landscaping/open space/tree preservation) to be reviewed  
1108 and approved by the Planning Department. A minimum of two (2) trees to be installed in  
1109 the boulevard area per lot prior to issuance of individual occupancy permits. Trees to be a  
1110 minimum of 1½ caliper (measured by diameter as breast height).  
1111
- 1112 19. Owner/developer to submit a digital and hard copy of the WIDNR NR 216/NOI  
1113 application, permit, approval letter and associated data prior to construction to the  
1114 Engineering Department. A City Erosion Control Permit for greater than one (1) acre of  
1115 land disturbance is required before any earth moving activities occur. Permit to be  
1116 reviewed and approved a minimum of ten (10) days prior to construction activities.  
1117
- 1118 20. All erosion control BMPs (Best Management Practices) to be installed prior to the start of  
1119 any construction activities. Swale areas/stormwater ponds to be dug prior to start of  
1120 construction and prior to initial grading to act as sediment traps. Track pad(s) to be  
1121 installed with a minimum of 3 to 6-inch stones, one (1) foot deep and fifty (50) feet in  
1122 length. All disturbed areas to have black dirt placed and seeded within seven (7) days of  
1123 disturbance.  
1124
- 1125 21. Master Utility Plan (including any phasing) to be reviewed and approved by the City  
1126 Engineer, including a schedule. Any utilities dedicated to the City of Onalaska shall be in  
1127 a dedicated right-of-way, outlot, or easement. Master Utility Plan to note hydrant  
1128 locations.  
1129
- 1130 22. City-furnished Inspector required during utility installations and developer to pay costs.

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- 1131  
1132 23. As-builts of all utility work required to be submitted to the Engineering Department  
1133 within sixty (60) days of occupancy of first residential dwelling.  
1134  
1135 24. Owner/developer to obtain letters from utility service providers noting that there are  
1136 adequate power, natural gas, and telephone/internet services available to serve this  
1137 project and provided to the Engineering Department.  
1138  
1139 25. All lot pins to be installed at 150' (maximum interval).  
1140  
1141 26. Recommend 13R sprinkler systems for residences due to anticipated topography,  
1142 setbacks of homes of streets and non-direct driveways.  
1143  
1144 27. Provided the Final Plat is approved by the City of Onalaska and Wisconsin Department  
1145 of Administration and after "Lot 9" is assigned a Tax Parcel Number. Applicant to apply  
1146 to rezone "Lot 9" as indicated in the proposed attachment from R-1 District to the R-3  
1147 District to allow the construction of up to eight (8) units on a single parcel.  
1148  
1149 28. Once "Lot 9" has been appropriately zoned to the R-3 District, applicant shall submit a  
1150 Condominium Plat in accordance with Chapter 703, Wis. Stats. for approval by the  
1151 Wisconsin Department of Administration. Applicant to provide all associated  
1152 documentation submitted the Department of Administration to the City of Onalaska.  
1153  
1154 29. Any future improvements to these parcels will be subject to additional City permits (i.e.,  
1155 site plan approvals, building permits, zoning approvals). Owner/developer shall pay all  
1156 fees and have all plans reviewed and approved by the City prior to obtaining a building  
1157 permit. Owner/developer must have all conditions satisfied and improvements installed  
1158 per approved plans prior to issuance of occupancy permits.  
1159  
1160 30. All conditions run with the land and are binding upon the original developer and all heirs,  
1161 successors and assigns. The sale or transfer of all or any portion of the property does not  
1162 relieve the original developer from payment of any fees imposed or from meeting any  
1163 other conditions.  
1164  
1165 31. Any omissions of any conditions not listed in minutes shall not release the property  
1166 owner/developer from abiding by the City's Unified Development Code requirements.  
1167

1168 Katie noted the Plan Commission had approved the Preliminary Plat earlier this evening and said  
1169 the developer is seeking Final Plat approval for Crestwood Estates. The proposed Final Plat has  
1170 been included in commission members' packets, as well as the Final Plat Application. Katie  
1171 noted there are 31 conditions of approval tied to this development.  
1172

1173 Motion by Ald. T. Smith, second by Skip, to approve with the 31 stated conditions a Final Plat

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29

1174 filed by submitted Jacob Burch of Logistics Development Group, LLC, 2102 State Hwy 16, La  
1175 Crosse, WI 54601 for the Crestwood Estates Plat, a 15-parcel lot land division along Crestwood  
1176 Lane located at “State Road 16” at the end of Crestwood Lane, Onalaska, WI 54650 (Tax Parcel  
1177 #18-4483-1).

1178  
1179 Kevin noted Condition No. 10 and Condition No. 26 are present in this item, as they were under  
1180 Item No. 5 as Condition Nos. 9 and 25, respectively.

1181  
1182 On voice vote, motion carried.

1183  
1184 **Item 9 – Review and Consideration of an application submitted by Scott Butler of**  
1185 **Fitzpatrick, Skemp, and Butler, LLC, 1123 Riders Club Road, Onalaska, WI 54650 on**  
1186 **behalf of FSB3 Properties, LLC, 1123 Riders Club Road, requesting a Special Exception**  
1187 **Permit to the City of Onalaska Sign Code on the property located at 1123 Riders Club**  
1188 **Road, Onalaska, WI 54650 (Tax Parcel # 18-5038-0)**

1189  
1190 Katie told commission members this is the first Special Exception Permit to the City of Onalaska  
1191 Sign Code the city has had since the Sign Code was removed from the Zoning Ordinance and  
1192 now is in a standalone code. Katie said that now when someone does not believe he/she is able  
1193 to comply with the city’s ordinance, he/she may request a Special Exception Permit from the  
1194 Plan Commission. Katie noted the following four review criteria have been included in  
1195 commission members’ packets:

- 1196
- 1197 • What are the particular provisions or requirements of the Sign Ordinance regulations that
  - 1198 prevent the compliance of the regulations?
  - 1199 • What are the special conditions, circumstances or characteristics of the land, building or
  - 1200 structure that prevent the use of current sign regulations in compliance with the
  - 1201 requirements of the Ordinance?
  - 1202 • What is the particular burden that would result if the specified provisions or requirements
  - 1203 of the Sign Ordinance were applied to the subject property?
  - 1204 • What is the minimum extent to which it would be necessary to deviate the requirements
  - 1205 in order to permit the proposed construction of signage?
  - 1206

1207 Katie noted there are additional standards listed on the application, and where applicable all of  
1208 the standards have been met in staff’s review of the application. Katie said the applicant intends  
1209 to install a 32-square foot monument sign with a double-faced that LED-illuminated with a brick  
1210 base. According to Section 14.02.23.B.1.c., “*Ground/freestanding sign structure shall be*  
1211 *setback minim of ten (10) feet from parcel boundaries and shall follow traffic visibility standards*  
1212 *found in the Unified Development Code.*” Katie told commission members that due to the right-  
1213 of-way around the roundabout at Riders Club Road, it typically is 10 to 14 feet. Adding in The  
1214 setback means the sign would be back on average 20 to 25 feet from the street. Katie referred to  
1215 the plan included in commission members’ packets and said it appears the sign is set back more

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30

1216 than 50 feet.

1217

1218 Motion by Ald. T. Smith, second by Skip, to approve an application submitted by Scott Butler of  
1219 Fitzpatrick, Skemp, and Butler, LLC, 1123 Riders Club Road, Onalaska, WI 54650 on behalf of  
1220 FSB3 Properties, LLC, 1123 Riders Club Road, requesting a Special Exception Permit to the  
1221 City of Onalaska Sign Code on the property located at 1123 Riders Club Road, Onalaska, WI  
1222 54650 (Tax Parcel # 18-5038-0).

1223

1224 Ald. T. Smith asked if the sign will obstruct the view of motorists who utilize the roundabout.

1225

1226 Katie said the sign still cannot be in the city's right-of-way and must be set back completely on  
1227 private property. Katie said the request is to reduce it partially and not to go onto the right-of-  
1228 way. The request is to reduce it 4 feet, meaning the applicant is attempting to get the sign 4 feet  
1229 closer to where they are at. Katie said this would not cause additional visibility issues.

1230

1231 Ald. T. Smith asked if the sign is larger than the current one.

1232

1233 Katie said she does not believe the applicant currently has a freestanding sign.

1234

1235 Kevin noted the applicant has a sign along Riders Club Road.

1236

1237 Mayor K. Smith asked how the sign compares to the sign located along Riders Club Road.

1238

1239 Scott Butler, of Fitzpatrick, Skemp & Butler, told commission members the proposed sign will  
1240 be larger and explained a larger sign is needed so that it may be visible from a larger distance  
1241 away to individuals traveling on Sand Lake Road.

1242

1243 Mayor K. Smith inquired about the square footage of the current sign located on Riders Club  
1244 Road.

1245

1246 Scott told Mayor K. Smith that while he does not know the exact size, "it is not particularly  
1247 large."

1248

1249 Katie showed the Plan Commission a photograph of the existing monument style sign.

1250

1251 Scott noted the box is no longer on the top and said it now is slightly smaller than the one shown  
1252 in the photograph Katie had shown commission members.

1253

1254 Jan asked if the sign would block a pedestrian, noting there is a crosswalk present.

1255

1256 Katie said the sign is proposed to be approximately 30 feet away from the sidewalk because of  
1257 the width of the boulevard.

Reviewed 8/5/2020 by Zach Peterson

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31

1258  
1259 Kevin said he is not certain as to where the sign is intended to go based on the aerial view  
1260 included in commission members' packets.  
1261  
1262 Katie told Kevin the request is to shift the sign 4 feet eastward from the white line shown on the  
1263 aerial view.  
1264  
1265 Kevin said he assumes that when the survey was completed versus the markings on the ground  
1266 for the three-phased power, a call was made to Digger's Hotline Locate. Digger's Hotline  
1267 Locate places locates on the ground that are plus or minus 18 inches in either direction from the  
1268 paint that is put on the ground. Kevin cautioned that if the applicant wants to move the sign 4  
1269 feet from the painted mark, the mark potentially could be another 18 inches closer to the right-of-  
1270 way, thus making it 4½ feet from the setback for the freestanding sign. Kevin cautioned it  
1271 potentially could end up closer to the right-of-way than the freestanding sign as listed in the staff  
1272 report by 6 inches.

1273  
1274 On voice vote, motion carried.

1275  
1276 **Item 10 – Consideration of a Request to Release a Restriction on the Country Club Villas**  
1277 **Plat submitted by Garrett & Alyssa Jerue, 704 Country Club Lane, Onalaska, WI 54650 to**  
1278 **remove a setback restriction at 704 Country Club Lane, Onalaska, WI 54650 (Tax Parcel #**  
1279 **18-4962-0)**

- 1280  
1281 1. Provide written approval by the Country Club Estates Architectural Review Committee  
1282 and Country Club Villas Homeowners Association for approval of the proposed project  
1283 prior to issuance of a Building Permit.  
1284  
1285 2. Provide a fee of \$30.00 made payable to the La Crosse Country Register of Deeds to  
1286 record the associated Resolution (considered by the Common Council if approved) prior  
1287 to obtaining a Building Permit.  
1288  
1289 3. Obtain a Building Permit for the deck and pay a “double fee” for construction without a  
1290 permit from the Inspection Department.  
1291  
1292 4. Owner/developer shall pay all fees and have all plans reviewed and approved by the City  
1293 prior to obtaining a building permit. Owner/developer must have all conditions satisfied  
1294 and improvements installed per approved plans prior to issuance of occupancy permits.  
1295  
1296 5. All conditions run with the land and are binding upon the original developer and all heirs,  
1297 successors and assigns. The sale or transfer of all or any portion of the property does not  
1298 relieve the original developer from payment of any fees imposed or from meeting any  
1299 other conditions.

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1300  
1301 6. Any omissions of any conditions not listed in Plan Commission Minutes shall not release  
1302 the property owner/developer from abiding by the City’s Unified Development Code  
1303 requirements.

1304  
1305 Katie noted the property at 704 County Club Lane is located within the County Club Villas Plat,  
1306 a re-platted portion of Country Club Estates. There are special setbacks on the Country Club  
1307 Villas Plat that are listed in that plat, and the City of Onalaska has to ensure that all the setbacks  
1308 are being met. These setbacks exceed the City of Onalaska’s traditional setbacks. The parcel in  
1309 question has a side setback (north) of 12 feet, a rear setback (east) of 47.10 feet on the northern  
1310 corner, and 92.12 feet on the southern corner. The street setback (west) and the side setback  
1311 (west) are within the defined building area shown on the plat. The applicant is requesting that  
1312 the City of Onalaska “Release a Restriction” to reduce the 12-foot side yard setback to allow the  
1313 construction of an attached deck, which is not allowable with the current setback as defined on  
1314 the Country Club Villas Plat. The applicant has provided a site plan that shows the setback at  
1315 9.07 feet, in lieu of the 12-foot setback. Katie said the applicant is seeking a 3-foot allowance to  
1316 go closer to the property line, and she noted traditional city setbacks would allow an individual  
1317 to go to 6 feet. As stated in the attached letter, the applicant has received approval by the  
1318 neighborhood association (staff assumes Country Club Estates), and he also has received  
1319 approval by the Country Club Villas.

1320  
1321 Motion by Ald. T. Smith, second by Skip, to approve with the six stated conditions a Request to  
1322 Release a Restriction on the Country Club Villas Plat submitted by Garrett & Alyssa Jerue, 704  
1323 Country Club Lane, Onalaska, WI 54650 to remove a setback restriction at 704 Country Club  
1324 Lane, Onalaska, WI 54650 (Tax Parcel # 18-4962-0).

1325  
1326 Jan noted the Jerues had purchased the northern lot next to their lot and asked if this would be an  
1327 issue if the two lots were combined into one lot.

1328  
1329 Katie said it would be an issue because the plat has a very specific, defined area of where one  
1330 may build on individual parcels. Katie said the Jerues would need to return to the Plan  
1331 Commission if they merged the lot and request to release restrictions on the vacant lot. Katie  
1332 told Jan she does not know if the Jerues intend to do that and said they are looking at this  
1333 particular parcel to reduce that setback from 12 to slightly more than 9 feet.

1334  
1335 On voice vote, motion carried.

1336  
1337 **Item 11 – Consideration of a Call for Public Hearing to Create 2020 Tax Incremental**  
1338 **District No. 6 (Mixed-Use Development) and associated Resolution 32-2020**

1339  
1340 Katie said the City of Onalaska is considering creating a Tax Increment Financing District which  
1341 would allow the city to undergo a variety of utility and street infrastructure improvements to

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33

1342 serve a mixed-use development, allow additional developable land on the subject parcels, and  
1343 ready the properties immediately south (Mayo-owned) for future development. One of the initial  
1344 steps in the process to request the creation of a TID is for the Plan Commission to make a motion  
1345 to “Call for a Public Hearing” which is contained within the associated Resolution 32-2020. The  
1346 public hearing would occur at the August 25 Plan Commission meeting.

1347  
1348 Motion by Ald. T. Smith, second by Kevin, to approve a Call for Public Hearing to Create 2020  
1349 Tax Incremental District No. 6 (Mixed-Use Development) and associated Resolution 32-2020.

1350  
1351 Katie asked if approval includes approving the resolution that is included in commission  
1352 members’ packets.

1353  
1354 Mayor K. Smith said she believes the motion was to consider a Call for Public Hearing to create  
1355 TIF District No. 6 as well as the resolution.

1356  
1357 Ald. T. Smith and Kevin both stated that is correct.

1358  
1359 Ald. T. Smith asked if there is a timeline.

1360  
1361 Katie said staff simply is looking to set up a public hearing at this time.

1362  
1363 On roll call vote: Ald. Tom Smith – aye, Assistant City Engineer Kevin Schubert – aye, Jan  
1364 Brock – aye, Skip Temte – aye, Amber Pfaff – aye. Motion carried.

1365  
1366 **Adjournment**

1367  
1368 Motion by Kevin, second by Skip, to adjourn at 8:47 p.m.

1369  
1370 On voice vote, motion carried.

1371  
1372  
1373 Recorded by:

1374  
1375 Kirk Bey