

**Plan Commission  
of the City of Onalaska**

Tuesday, October 23, 2018

1

1 The Meeting of the Plan Commission of the City of Onalaska was called to order at 7:00 p.m. on  
2 Tuesday, October 23, 2018. It was noted that the meeting had been announced and a notice  
3 posted at City Hall.

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

8  
9 Also Present: Deputy City Clerk JoAnn Marcon, Planner/Zoning Inspector Katie Aspenson, Fire  
10 Chief Billy Hayes

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

13  
14 Motion by Craig, second by Ald. Binash, to approve the minutes from the previous meeting as  
15 printed and on file in the City Clerk’s Office.

16  
17 On voice vote, motion carried.

18  
19 **Item 3 – Public Input (limited to 3 minutes per individual)**

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

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

25  
26 **Item 4 – Public Hearing: Approximately 7:00 P.M. (or immediately following Public Input)**  
27 **– Consideration of a Conditional Use Permit application to allow the construction of an**  
28 **automotive dealership/vehicle sales/repair facility at 331 Theater Road, Onalaska, WI**  
29 **54650 submitted by Phillip Branson of Morrie’s Automotive Group, 12520 Wayzata**  
30 **Boulevard, Minnetonka, MN 55305 on behalf of Don Weber of Weber Holdings, LLC, 328**  
31 **Front Street South, La Crosse, WI 54601 (Tax Parcel #18-3568-36)**

32  
33 Katie said the applicant is requesting a Conditional Use Permit to construct a new light motor  
34 vehicle sales and service facility, which is Morrie’s Audi/Volkswagen, to be located at 331  
35 Theater Road. The proposed development includes an approximate 25,000 square-foot facility  
36 that will contain office, retail showroom, architectural display elements, a car wash, and service  
37 facilities. On-site parking will be provided for new inventory, used car inventory, customers,  
38 employees, service vehicles, and loaner vehicles. The building architecture will include  
39 aluminum composite material, masonry, and a glass curtain wall. The hours of operation for  
40 sales, service, and maintenance will be from 6:30 a.m. to 9 p.m., Monday through Friday, and 7  
41 a.m. to 6 p.m. on Saturdays. Parts and vehicle deliveries will occur daily with multiple parts and  
42 vehicle deliveries per day. The vehicles performing said deliveries will vary from full 53-foot

43 trailer trucks to box trucks and vans. Katie said the sale of vehicles, vehicle repairs, et cetera, on  
44 a parcel in the Light Industrial (M-1) District is permitted only by a CUP per Section 13-5-16(g),  
45 and pursuant to the standards set forth in Sections 13-8-11. Katie said the city has no basis for  
46 denial of the CUP, but has found a basis to impose the following conditions:  
47

- 48 1. Owner/developer shall pay all fees and have all plans reviewed and approved by the City  
49 prior to obtaining a building permit. Owner/developer must have all conditions satisfied  
50 and improvements installed per approved plans prior to issuance of occupancy permits.  
51 **Substantial Evidence:** This condition provides notice to the owner/developer that they  
52 are to follow procedure for orderly development in the City of Onalaska in order to  
53 promote the health, safety and welfare of the city.  
54
- 55 2. All conditions run with the land and are binding upon the original developer and all heirs,  
56 successors and assigns so long as the conditional use is being actively used. **Substantial**  
57 **Evidence:** This condition acknowledges and provides public notice of the term and puts  
58 the owner/developer and future owners on notice that they are bound by the conditions  
59 and that they can continue the use as long as they follow the conditions and actively use  
60 the conditional use.  
61
- 62 3. Owner/developer shall abide by the City's Ordinances, Unified Development Code and  
63 Building Code requirements, as amended. **Substantial Evidence:** This condition  
64 assures that the owner/developer understands they must follow the city's Unified  
65 Development Code and Building Code, which they are required to follow in every way,  
66 and that as they are receiving the benefit of being allowed to have a use that is not within  
67 the standards of the city's zoning code, failure to follow city ordinances may result in loss  
68 of their Conditional Use Permit.  
69
- 70 4. The Conditional Use Permit shall be reviewed every five (5) years to ensure continued  
71 use. **Substantial Evidence:** This shifts the burden to the owner of the property to  
72 provide proof that the use is active and continuing. Ensuring that all existing permits are  
73 still valid and being properly used ensures compliance with the city's procedures and  
74 ordinances, and promotes interaction and communication with the city, which further  
75 orderly development and the health, safety and welfare of the city.  
76

77 Katie noted a public hearing will be held this evening and said only where no reasonable  
78 conditions could exist to allow the Conditional Use, may a CUP be denied.  
79

80 Mayor Chilsen opened the public hearing and called for anyone wishing to speak in favor of the  
81 Conditional Use Permit.  
82

83 **Phillip Branson, Real Estate Director, Morrie's Automotive Group**  
84 **12520 Wayzata Boulevard**

**Plan Commission  
of the City of Onalaska**

Tuesday, October 23, 2018

3

85 **Minnetonka, Minn.**

86

87 Phillip noted Brannin Gries, the project's architect, and Ryan Riste, the newly appointed General  
88 Manager for Morrie's current dealership in the City of La Crosse, also are in attendance this  
89 evening. Phillip noted Morrie's purchased the Volkswagen/Audi dealership (formerly Bob Burg  
90 Volkswagen/Audi) in La Crosse approximately one year ago. Phillip said it had been Morrie's  
91 intention to relocate the Monitor Street dealership to another location. Phillip also said Morrie's  
92 new location along Theater Road will be a "much-needed improvement" for its operations.

93 Phillip said Morrie's is proposing to construct a 25,000 square-foot footprint, two-story structure.  
94 Phillip referred to the application for the CUP and said the facility will include the showroom,  
95 service department, and offices. Phillip told commission members that Morrie's is "very  
96 excited" to construct its dealership in the City of Onalaska, and he welcomed any questions they  
97 might have.

98

99 Mayor Chilsen called three times for anyone else wishing to speak in favor of the Conditional  
100 Use Permit and closed that portion of the public hearing.

101

102 Mayor Chilsen called three times for anyone wishing to speak in opposition to the Conditional  
103 Use Permit and closed the public hearing.

104

105 Motion by Ald. Binash, second by Craig, to approve with the four stated conditions a  
106 Conditional Use Permit application to allow the construction of an automotive dealership/vehicle  
107 sales/repair facility at 331 Theater Road, Onalaska, WI 54650 submitted by Phillip Branson of  
108 Morrie's Automotive Group, 12520 Wayzata Boulevard, Minnetonka, MN 55305 on behalf of  
109 Don Weber of Weber Holdings, LLC, 328 Front Street South, La Crosse, WI 54601 (Tax Parcel  
110 #18-3568-36).

111

112 Paul referred to a copy of the site plan labeled "C3.01" and he said there is a notation on the right  
113 side of the sketch that reads "Existing Property Boundary," and another notation to the west that  
114 reads "Proposed Property Boundary." Paul asked if a larger parcel is being divided, and he also  
115 asked if the city has a Certified Survey Map.

116

117 Katie said there had been a discussion as to whether or not Morrie's would be shifting the parcel  
118 boundary. A parcel boundary shift includes a CSM, which Katie said is reviewed by city staff.  
119 Katie noted it is not a true subdivision, and she told Paul what is shown is a 50-foot, which is not  
120 a conforming lot. Katie said the city would deny the request if an application was created. Katie  
121 said, "If they do want to move the boundary, that would be reviewed during the site plan review  
122 process. This project is currently being reviewed by city staff in tandem with the application."

123

124 Paul asked if the application for a CSM applies to the entire parcel.

125

126 Paul asked if the parcel is currently larger and if it potentially will become smaller.

Reviewed 10/26/18 by Katie Aspenson

127  
128 Katie told Paul he is correct and said, “By reducing it, it’s still for the full parcel of land.”  
129

130 Paul asked what would become of the 50-foot strip.  
131

132 Katie said the intent is it would be sold to the property located to the east.  
133

134 Paul asked if the application for a CUP is for the entire parcel at this point in time.  
135

136 Katie told Paul he is correct and said, “That has not occurred yet.”  
137

138 Phillip Branson told commission members Morrie’s will be submitting an application to  
139 subdivide and move the property boundary west. Phillip also told commission members that  
140 Don Weber owns the properties both to the east and to the north.  
141

142 Jan asked for a definition of light motor vehicle sales, also asking if that means no trucks.  
143

144 Jan was told it means no trucks.  
145

146 Jan said she assumes the city’s codes state that Morrie’s will be required to correctly dispose of  
147 motor oils.  
148

149 Katie said, “As per the use, yes.”  
150

151 On voice vote, motion carried.  
152

153 **Item 5 – Review and Consideration of an annexation application of Tax Parcel #9-13-5 and**  
154 **Crestwood Lane Right-of-Way (26.17 acres) and a portion of Tax Parcel #9-23-0 (.12 acres**  
155 **(5,382 SF) (total 26.29 acres) filed by Jacob Burch, Logistics Development Group LLC,**  
156 **2102 State Road 16, La Crosse, WI 54601, and on behalf of J.D. Manske Family Land**  
157 **Holdings LLC, 4833 Sheboygan Avenue, #320, Madison, WI 54705**  
158

- 159 1. Annexed land to be placed in the R-1 Single Family Residential Zoning District.  
160  
161 2. Owner/developer shall pay all fees and have all plans review and approved by the City  
162 prior to obtaining a building permit. Owner/developer must have all conditions satisfied  
163 and improvements installed per approved plans prior to issuance of occupancy permits.  
164  
165 3. All conditions run with the land and are binding upon the original developer and all heirs,  
166 successors and assigns. The sale or transfer of all or any portion of the property does not  
167 relieve the original developer from payment of any fees imposed or from meeting any  
168 other conditions.

- 169  
170 4. Any omissions of any conditions not listed in minutes shall not release the property  
171 owner/developer from abiding by the City’s Unified Development Code requirements.  
172

173 Katie said the annexation includes the extension of Crestwood Lane from Nathan Hill Estates  
174 through the cul-de-sac to Tax Parcel No. 9-13-5, and also a portion of Tax Parcel No. 9-23-0,  
175 which measures approximately 5,382 square feet and is located directly adjacent to Crestwood  
176 Lane and Crestwood Place. The existing zoning for these parcels is “Rural – No Conditions.”  
177 Neighborhood characteristics include surrounding Single Family Residential, agricultural land,  
178 and blufflands. Katie said the Comprehensive Plan identifies this area as being in the  
179 “Environmentally Sensitive Residential District” and the “Environmental Corridor” Land Use  
180 areas. Katie said the Comprehensive Plan also identifies review criteria for annexations, of  
181 which the following are applicable:  
182

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

- 185 • *The annexation is in an area designated for growth on the city’s Future Land Use Map.*  
186 • *The increased tax base and overall benefit to the city of approving the annexation*  
187 *outweigh the actual financial impact on the community for providing police, fire, road*  
188 *maintenance, and other public improvements and services to the annexation area.*  
189

190 Katie told commission members the purpose for annexing Tax Parcel No. 9-13-5 and Crestwood  
191 Lane is the property owner, which is Logistics Development Group, LLC, intends to proceed  
192 with a single-family residential development and provide utilities for said development in the  
193 Crestwood Lane right-of-way. Subsequent applications regarding this parcel will include a  
194 Planned Unit Development and Preliminary/Final Plat processes for review and consideration  
195 both by the Plan Commission and the Common Council. Katie said the purpose for annexing the  
196 5,382 square-foot portion of Tax Parcel No. 9-23-0 (J.D. Manske Family Land Holdings, LLC)  
197 is the city intends to enter into a development agreement with the property owner to obtain the  
198 land in question and construct a booster station as a means to provide water service to this area,  
199 the land in Tax Parcel No. 9-13-5, and the French Valley area. Katie said city staff supports the  
200 annexation request and recommends approval with the four attached conditions.  
201

202 Motion by Ald. Binash, second by Craig, to approve with the four listed conditions an  
203 annexation application of Tax Parcel #9-13-5 and Crestwood Lane Right-of-Way (26.17 acres)  
204 and a portion of Tax Parcel #9-23-0 (.12 acres (5,382 SF) (total 26.29 acres) filed by Jacob  
205 Burch, Logistics Development Group LLC, 2102 State Road 16, La Crosse, WI 54601, and on  
206 behalf of J.D. Manske Family Land Holdings LLC, 4833 Sheboygan Avenue, #320, Madison,  
207 WI 54705.  
208

209 Craig asked Jarrod if he sees any challenges the Plan Commission needs to be aware of with this  
210 annexation request.

**Plan Commission  
of the City of Onalaska**  
Tuesday, October 23, 2018  
6

211  
212 Jarrod said staff is currently working both with the developer and adjacent developers on a plan  
213 for city utilities (water and sewer service) for this area. Jarrod noted part of the annexation  
214 includes a small portion of land from J.D. Manske Family Lane Holdings, LLC on which a  
215 booster station would be constructed. Jarrod also noted the proposed 2019 Capital  
216 Improvements Budget includes the installation of the booster station, which would eventually  
217 serve a total of 304 acres. An assessment district would be established for the water  
218 improvements, with the goal being to install them in 2019. Jarrod said the developer is looking  
219 at attempting to build his improvements during the summer of 2019. Jarrod said. “This adjoins  
220 the French Valley parcel. This would loop the watermain into that parcel and allow them to have  
221 a water service to the booster station. It would also allow the Manske parcel, which is the farm  
222 field right adjacent to this area, to be available for future development if it moved forward that  
223 way. We would have water service to that area as part of that 304 acres.”  
224

225 Jarrod noted the storm water goes downstream to the French Valley development, and he said the  
226 developer has been working with the adjacent landowner to look at a system of storm water  
227 conveyance that would be mutually beneficial to both individuals. Jarrod said the roadway  
228 would connect into the proposed development in French Valley, and it would be stubbed to the  
229 property line. There would be a new road system going through the development. The booster  
230 station will contain a fire pump that will be capable of pumping 1,500 gallons per minute. Jarrod  
231 noted there is some unusual topography in the area; specifically, steep slopes that fall off from  
232 the roadway surface. Jarrod said these challenges will be discussed when the Preliminary Plat is  
233 submitted. Jarrod said staff is looking at some non-typical road cross-sections and how it will  
234 turn out. Jarrod said he believes the annexation will be “serviceable” as the Plan Commission  
235 sees it. However, Jarrod also admitted there will be some difficulties along the way.  
236

237 Craig asked Jarrod if he sees the annexation as being beneficial overall.  
238

239 Jarrod said yes.  
240

241 Craig asked Fire Chief Hayes if he has examined this area, and also if he has seen any signs of  
242 trouble. Craig told Fire Chief Hayes he is asking him to project into the future as the eventual  
243 appearance of the development is unknown at this time.  
244

245 Fire Chief Hayes told Craig he has examined the area, and he said he agrees with Jarrod in that  
246 the topography will present a challenge to the Fire Department’s apparatus. Fire Chief Hayes  
247 told the Plan Commission that while he supports smart growth for the city, he also cautioned that  
248 the Fire Department’s response times will increase as the city’s boundaries expand. Fire Chief  
249 Hayes noted he is a strong advocate of sprinkler systems and residential sprinkler systems, and  
250 he said he will not be as concerned if there are sprinkler systems in the development in addition  
251 to an adequate water supply and fire pumps.  
252

**Plan Commission  
of the City of Onalaska**

Tuesday, October 23, 2018

7

253 Paul said, “In looking at the annexation and as best I could piece together the other city  
254 boundaries around it, aren’t we creating an island?”

255  
256 Jarrod said a 5-foot strip was left along the roadway right-of-way, and he told Paul he had been  
257 informed earlier Tuesday to remove it. Jarrod said the map labeled “Exhibit A” in commission  
258 members’ packets will be redone. Jarrod noted there was a 5-foot strip in an area along  
259 Crestwood Lane and Crestwood Place, and he said the DOA informed him it already is a town  
260 island. Jarrod said, “We’d be making it into two more smaller town islands. [The DOA]  
261 recommended that we remove the 5-foot strip and get all of the road right-of-way annexed. That  
262 is what will come forward in the letter for the DOA with their recommendation.”

263  
264 Paul asked, “And with that there would not be a town island?”  
265  
266 Jarrod told Paul the DOA informed him there already is a town island because it already is up  
267 against the City of Onalaska and the Town of Hamilton. Jarrod said the island that is present  
268 would be broken into two smaller islands, which is what the DOA recommended that the City of  
269 Onalaska do.

270  
271 Katie said she believes the DOA did not want to create a “balloon on a string” – an island within  
272 an island. Katie said it is simpler to divide the said island into two.

273  
274 On voice vote, motion carried.

275  
276 **Item 6 – Update on the Unified Development Code/Zoning Ordinance Rewrite Project**

277  
278 Katie said the city has been working with Hoisington Koegler Group, Inc. to update its UDC.  
279 Katie noted commission members’ packets include a copy of a memorandum from HKGi’s lead  
280 project manager, Jeff Miller, and she highlighted the following points:

- 281
- 282 • The key stakeholder groups that participated in listening sessions are listed.
  - 283 • The stakeholder groups participated in a tour of key areas of the city related to  
284 development and zoning issues.
  - 285 • Twenty-four major common themes – including development procedures, the annexation  
286 procedure, establishing a simplified UDC, residential development in general,  
287 development of multifamily residential, reviewing existing zoning districts, and parking,  
288 among others – were identified regarding current code concerns, issues and opportunities.
- 289

290 Katie said city legal counsel has completed a complete review of the city’s zoning code and  
291 checked every State of Wisconsin statute reference. Katie noted some of the acts and the  
292 legislative bodies are more than 50 years old, might have been repealed, and the city’s code  
293 never was updated. Katie said all of the city’s zoning districts and uses will be examined, as will  
294 the city’s zoning map, which Katie noted might change. Katie said that as the city’s zoning code

**Plan Commission  
of the City of Onalaska**  
Tuesday, October 23, 2018  
8

295 is the enforcer of its Comprehensive Plan, “we want to make sure our Future Land Use Plan and  
296 our zoning ordinance match. They don’t necessarily do that today. We’re probably going to be  
297 looking at doing some rezoning as part of this process.” Katie said the HKGi consultants intend  
298 to attend the Neighborhood Plan Commission meeting, which is scheduled for November 27.  
299

300 **Item 7 – Review and Consideration of Invoice No. 018-021-5: Hoisington Koegler Group,**  
301 **Inc. for UDC/Zoning Ordinance Rewrite Project**  
302

303 Katie noted the invoice is in the amount of \$845.  
304

305 Motion by Ald. Binash, second by Steven, to approve Invoice No. 018-021-5: Hoisington  
306 Koegler Group, Inc. for UDC/Zoning Code Ordinance Rewrite Project in the amount of \$845.  
307

308 On voice vote, motion carried.  
309

310 **Adjournment**  
311

312 Motion by Craig, second by Paul, to adjourn at 7:32 p.m.  
313

314 On voice vote, motion carried.  
315  
316

317 Recorded by:  
318

319 Kirk Bey