

Plan Commission Sub Committee

of the City of Onalaska

Tuesday, October 9, 2018

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1 The Meeting of the Plan Commission Sub Committee of the City of Onalaska was called to order
2 at 4:31 p.m. on Tuesday, October 9, 2018. It was noted that the meeting had been announced
3 and a notice posted at City Hall.

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5 Roll call was taken, with the following members present: Ald. Jim Binash, Skip Temte,
6 Assistant City Engineer Kevin Schubert

7
8 Also Present: City Administrator Eric Rindfleisch

9
10 Excused Absence: City Engineer Jarrod Holter

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

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

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17 On voice vote, motion carried.

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

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

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

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

31
32 Kevin said the applicant is requesting a Conditional Use Permit to construct a new light motor
33 vehicle sales and service facility, which is Morrie’s Audi/Volkswagen, to be located at 331
34 Theater Road. The proposed development includes an approximate 25,000 square foot facility
35 that will contain office, retail showroom, architectural display elements, a car wash and service
36 facilities. On-site parking will be provided for new inventory, used car inventory, customers,
37 employees, service vehicles, and loaner vehicles. The building architecture will include
38 aluminum composite material, masonry, and glass curtain wall. The hours of operation for sales,
39 service, and maintenance will be from 6:30 a.m. to 9 p.m., Monday through Friday, and 7 a.m. to
40 6 p.m. on Saturdays. Parts and vehicle deliveries will occur daily with multiple parts and vehicle
41 deliveries per day. The vehicles performing said deliveries will vary from full 53-foot trailer
42 trucks to box trucks and vans. Kevin said the sale of vehicles, vehicle repairs, et cetera, on a

Reviewed 10/11/18 by Kevin Schubert

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43 parcel in the Light Industrial (M-1) District is permitted only by a CUP per Section 13-5-16(g),
44 and pursuant to standards set forth in Sections 13-8-11. Kevin said the city has no basis for
45 denial of the CUP, but has found a basis to impose the following conditions:

46

47 1. Owner/developer shall pay all fees and have all plans reviewed and approved by the City
48 prior to obtaining a building permit. Owner/developer must have all conditions satisfied
49 and improvements installed per approved plans prior to issuance of occupancy permits.

50 **Substantial Evidence:** This condition provides notice to the owner/developer that they
51 are to follow procedure for orderly development in the City of Onalaska in order to
52 promote the health, safety and welfare of the city.

53

54 2. All conditions run with the land and are binding upon the original developer and all heirs,
55 successors and assigns so long as the conditional use is being actively used. **Substantial**
56 **Evidence:** This condition acknowledges and provides public notice of the term and puts
57 the owner/developer and future owners on notice that they are bound by the conditions
58 and that they can continue the use as long as they follow the conditions and actively use
59 the conditional use.

60

61 3. Owner/developer shall abide by the City's Ordinances, Unified Development Code and
62 Building Code requirements, as amended. **Substantial Evidence:** This condition
63 assures the owner/developer understands they must follow the city's Unified
64 Development Code and Building Code, which they are required to follow anyway, and
65 that as they are receiving the benefit of being allowed to have a use that is not within the
66 standards of the city's zoning code, failure to follow city ordinances may result in loss of
67 their Conditional Use Permit.

68

69 4. The Conditional Use Permit shall be reviewed every five (5) years to ensure continued
70 use. **Substantial Evidence:** This shifts the burden to the owner of the property to
71 provide proof that the use is active and continuing. Ensuring that all existing permits are
72 still valid and being properly used ensures compliance with the city's procedures and
73 ordinances, and promotes interaction and communication with the city, which furthers
74 orderly development and the health, safety and welfare of the city.

75

76 Kevin noted a public hearing will be held at the October 23 Plan Commission meeting and said
77 only where no reasonable conditions could exist to allow the Conditional Use may a CUP be
78 denied.

79

80 Motion by Ald. Binash, second by Skip, to forward to the October 23 Plan Commission meeting
81 for a public hearing review and consideration of a Conditional Use Permit application to allow
82 the construction of an automotive dealership/vehicle sales/repair facility at 331 Theater Road,
83 Onalaska, WI 54650 submitted by Phillip Branson of Morrie's Automotive Group, 12520
84 Wayzata Boulevard, Minnetonka, MN 55305 on behalf of Don Weber of Weber Holdings, LLC,

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85 328 Front Street South, La Crosse, WI 54601 (Tax Parcel #18-3568-36).

86

87 Skip asked Kevin if the storm water in this area has been adequately examined to ensure that
88 there are no problems.

89

90 Kevin told Skip a full site plan review will be performed, and also that staff had performed a
91 cursory review of the storm water. Kevin said, "It does seem acceptable."

92

93 Ald. Binash asked if the Morrie's dealership will be located north of Interstate 90 and on the
94 southeast corner of Theater Road.

95

96 Kevin told Ald. Binash he is correct.

97

98 Ald. Binash asked representatives of Morrie's Automotive Group if they would like to provide
99 any input.

100

101 **Phillip Branson, Morrie's Automotive Group**

102 **12520 Wayzata Boulevard**

103 **Minnetonka, Minn.**

104

105 Phillip noted the project's architect, Brannin Gries, has accompanied him to this afternoon's
106 meeting, as has Brady _____, the civil engineer. Phillip noted there is a Morrie's dealership
107 located in the City of La Crosse, and he said Morrie's always anticipated relocating the
108 dealership from its Monitor Street location when it was purchased in 2017. Phillip said Morrie's
109 would love the opportunity to establish itself in the City of Onalaska.

110

111 Ald. Binash told Phillip he will have the opportunity to address the Plan Commission at its
112 October 23 meeting.

113

114 On voice vote, motion carried.

115

116 **Item 5 – Consideration of potential annexation requests**

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118 City Administrator Rindfleisch said this item was placed on today's agenda as a potential
119 placeholder. One annexation is a section of United States Highway 53 between the Village of
120 Holmen boundary where the interchange is located, and further south, which becomes the City of
121 Onalaska boundary. City Administrator Rindfleisch said he is requesting to annex this section
122 from the State of Wisconsin to the City of Onalaska. City Administrator Rindfleisch said the
123 Wisconsin Department of Transportation is currently circulating a request, adding he hopes the
124 City of Onalaska soon will become a signatory. City Administrator Rindfleisch said, "It would
125 make for a more uniform boundary to our north instead of one balloon, Kwik Trip on the string
126 that comes down there. ... For public safety purposes it would be a lot easier to know where and

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127 when we need to respond to having a property there.”

128

129 City Administrator Rindfleisch said Crestwood is the second annexation, and he told
130 subcommittee members the city had received a check for that annexation, which is a parcel
131 located immediately south of where the French Valley development “curls around” on the city’s
132 northeast boundary. City Administrator Rindfleisch said it resembles a balloon on a string and
133 noted the property itself is contiguous to French Valley, which is located in the City of Onalaska.
134 City Administrator Rindfleisch said, “The string is to run water and sewer to the parcel ... so
135 there should not be any issue with that. Depending on the site plan and the water and sewer,
136 there could be another 25 to 30 home sites available on the bluffland that would help jumpstart
137 the development in French Valley as well. ... There is just one issue of acquiring land and
138 having that particular piece annexed in as well for the booster station.”

139

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

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142 City Administrator Rindfleisch told subcommittee members Planner/Zoning Inspector Katie
143 Aspenson will be able to address this item in greater detail at the October 23 Plan Commission
144 meeting. City Administrator Rindfleisch said city staff has met with Hoisington Koegler Group,
145 Inc., which is working on both the Zoning Code rewrite and redevelopment plans for the State
146 Trunk Highway 16 corridor and the downtown district. City Administrator Rindfleisch said
147 meetings over the last month with HKgi have primarily focused on STH 16 and very little on the
148 Zoning Code rewrite. However, City Administrator Rindfleisch added, “The rewrite continues
149 to be in progress. ... The rewrite will probably be a two-year project.”

150

151 Skip it appears that the subcommittee has the authority not to forward an item to the Plan
152 Commission if its members do not approve of it.

153

154 Ald. Binash told Skip he believes he is correct and cited the example of the subcommittee
155 keeping the Payment in Lieu of Taxes (PILOT) Program at the subcommittee level for further
156 discussion before forwarding it to the Plan Commission.

157

158 Skip said it is his understanding the subcommittee could vote not to send an item to the Plan
159 Commission.

160

161 Ald. Binash said he is not certain the subcommittee has the authority to prevent an item from
162 going before the Plan Commission. However, an item may be forwarded without
163 recommendation to the Plan Commission.

164

165 City Administrator Rindfleisch said the Plan Commission Subcommittee “has the authority to
166 make those decisions. The subcommittee is an advisory body. The [Plan Commission] itself,
167 which you’re members of, will take the recommendation. You could say, ‘We recommend not
168 approving the plan.’ That recommendation goes to the Plan Commission as a recommendation

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169 for non-approval. The other option is you could also make a recommendation to forward it on
170 with approval.”

171

172 **Adjournment**

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174 Motion by Skip, second by Kevin, to adjourn at 4:45 p.m.

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176 On voice vote, motion carried.

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178

179 Recorded by:

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181 Kirk Bey