

**Community Development Authority
of the City of Onalaska**

Monday, September 26, 2016

1

1 The meeting of the Community Development Authority of the City of Onalaska was called to
2 order at 4:05 p.m. on Monday, September 26, 2016. It was noted that the meeting had been
3 announced and a notice posted at City Hall.

4
5 Roll call was taken with the following members present: Ald. Barry Blomquist, Ron Johnson,
6 Mike Gargaro. Mark Hansen and Ann Brandau arrived with the meeting in progress.

7
8 Also Present: Mayor Joe Chilsen, Ald. Jim Binash, City Engineer Jarrod Holter, Interim Land
9 Use and Development Director Katie Aspenson

10
11 Excused Absences: Ald. Jim Olson, John Lyche

12
13 Mike said Item 2 will be addressed once there is a quorum and moved on to Item 3.

14
15 **Item 3 – Public Input (limited to 3 minutes/individual)**

16
17 Mike called three times for anyone wishing to provide public input and closed that portion of the
18 meeting.

19
20 **Consideration and possible action on the following items:**

21
22 **Item 4 – Update and discussion on the Building the Great River Landing Project**

23
24 Jarrod said the trusses are in place and the Glulam roof pieces had arrived earlier Monday.
25 Jarrod said Wieser Brothers hopefully will be installing the roof pieces over the depot portion of
26 the trailhead facility within the next two weeks. Jarrod said curb and gutter installation in the
27 parking lot will occur later in the week. In addition, concrete flatwork work is taking place, and
28 electricians and plumbers have been working inside the trailhead facility. Jarrod said the
29 landscapers will be working at the site for three consecutive weeks. Jarrod said he expects the
30 parking lot to be paved in October, and also that the trailhead facility is on target to be completed
31 in December.

32
33 Ald. Blomquist inquired about the stone at the end of Main Street.

34
35 Jarrod said the stonework will be going around the planter on Main Street, adding that some of
36 the stonework was placed on front of the overlook and the rest of the stone is 4-foot stone
37 wainscot for the bottom of the trailhead facility. Jarrod said the planter, which is approximately
38 15 feet wide and 20 feet deep, could be utilized for a Christmas tree, art or a water feature.
39 Jarrod said the trailhead facility restrooms likely will remain open during the winter months.

40
41 **Item 2 – Approval of minutes from the previous meeting**

42
Reviewed 10/3/16 by Katie Aspenson

43 Motion by Ald. Blomquist, second by Mark, to approve the minutes from the previous meeting
44 as printed and on file in the City Clerk's Office.

45
46 On voice vote, motion carried.

47
48 **Item 5 – Discussion and consideration of an amendment to the Unified Development Code**
49 **(UDC) regarding draft language for the creation of a new Medical Campus Zoning District**

50
51 Katie said she is seeking feedback from the CDA regarding the amendment to the UDC. Katie
52 referred to the page listing setbacks, lot size minimums and building minimums, and she said the
53 intent was to show what flexibility the city is offering regarding the aforementioned categories.
54 Katie referred to the proposed Medical Campus District zoning district at the bottom of the page,
55 which lists the following:

56
57 **Setbacks**

- 58 • **Street:** 20 feet
- 59 • **Rear:** 20 feet
- 60 • **Side:** 20 feet to the parcel line, and 20 feet building to building

61
62 **Lot Size Minimums**

- 63 • **Frontage:** 200 feet
- 64 • **Area:** 5 acres
- 65 • **Green (or Open) Space:** 10 percent

66
67 **Building Minimums**

- 68 • **Width:** N/A
- 69 • **Height:** 100 feet (may be larger, require increased setback)

70
71 Katie referred to Section 13-3-62(1)(7) of the proposed Medical Campus District and said
72 buildings in excess of the height limitation may be allowed, provided that setback requirements
73 from shared parcel boundaries shall be increased by at least 1 foot for each additional 5 feet of
74 building height above the maximum building height allowed by this section. Katie said there is
75 an eventual cap based on the elevations, noting that the proposed Mayo development is within
76 the La Crosse Regional Airport Overlay Zoning District.

77
78 Jarrod estimated the cap to be approximately 150 feet. Jarrod noted that part of the Menards site
79 is located within the flight path and part of it is not, adding that this would not only apply to the
80 Mayo site on Sand Lake Road, but also the Mayo site located on Theater Road and the
81 Gundersen site located on South Kinney Coulee Road.

82
83 Katie noted that the other two existing medical properties are zoned Light Industrial (M-1) and

**Community Development Authority
of the City of Onalaska**

Monday, September 26, 2016

3

84 said they currently have a 100-foot cap for height. Katie said she does not believe the Gundersen
85 site is within the flight path; therefore, in theory there is no height limitation.

86

87 Ald. Binash, who sits on the Administrative and Judiciary Committee, said he believes the
88 committee had discussed this topic. Ald. Binash said he believes the height is considered by the
89 level of the ground, adding that the City of Onalaska had complied with what the City of La
90 Crosse has. Ald. Binash said, "Wherever that zoning pattern is, that caps how high you can go.
91 So we already have that on the books."

92

93 Jarrod said it does not cover the entire city, only the runway path.

94

95 Ald. Binash asked if the Medical Zoning District will be located east of Sand Lake Road and
96 south of County Trunk Highway SN. Ald. Binash also asked if rezoning would be necessary if
97 Mayo purchases one of the lots Menards is selling.

98

99 Jarrod said the entire area to which Ald. Binash had referred needs to be rezoned. This area is
100 currently zoned Light Industrial (M-1) and Agricultural (A-1). Jarrod said a 5-acre minimum
101 would be required if Mayo wants to move across Sand Lake Road to one of the Menards outlots
102 because it would be considered a noncontiguous piece.

103

104 Katie said there is no intention to give every dental office, chiropractor or massage therapist
105 located on small parcels or part of other parcels the Medical Campus Zoning District. Katie said,
106 "The intent is that it's a campus environment. There are multiple buildings. There is multiple
107 shared parking. It's an entirely different set of uses that work together. The intent is the 5-acre
108 minimum, but we can talk about having it if you are directly adjacent or if you're across a road."
109 Katie noted that Gundersen has the road that circles through it and said it owns the land (on both
110 sides of the road). Katie said the city can address all the land Gundersen owns if it wanted to
111 rezone itself. Katie also noted that the draft language for the Medical Campus Zoning District
112 has been sent to both Mayo and Gundersen.

113

114 Mark asked to see a map so that the CDA may see how much area is being zoned.

115

116 Jarrod said nothing is being zoned at this time, noting that the Plan Commission will hold public
117 hearings regarding rezoning.

118

119 Mark said he wants to know the space covered in the proposed Medical Campus Zoning District.

120

121 Jarrod said organizations such as Elmwood, Mayo or Children's Hospital of New York could
122 seek Medical Campus Zoning.

123

124 Mark inquired about the process if someone wishes to build a 10-story hospital.

125

**Community Development Authority
of the City of Onalaska**

Monday, September 26, 2016

4

126 Jarrod said 100 feet in elevation is allowed.

127

128 Mark said he does not want to lock in Mayo at the Sand Lake Road site.

129

130 Katie said if Mayo constructed a 10-story facility it would have to add 4 extra feet of setback.

131

132 Ald. Binash inquired about the effect of a helipad on top of a Mayo medical facility along Sand
133 Lake Road.

134

135 Mark said there would not be a helipad at that site due to the turbulence from the bluffs.

136

137 Katie said helipads currently are a permitted use.

138

139 Mike asked why there would be a 20-foot setback from the street as opposed to 10 feet.

140

141 Katie said the building could start at 20 feet, noting that this is what is typical with other medical
142 campus districts in the nation.

143

144 Katie referred to the page showing a comparison of the existing UDC against the proposed
145 Medical Campus District and noted she had broken it into the following five categories. What
146 follows is a list of proposed standards for the Medical Campus District compared to the existing
147 UDC:

148

- 149 • **Architectural Standards:** Projections, recesses and columns would need to be a
150 minimum of 1 foot wide and 1 foot deep under the proposed Medical Campus District.
151 Dormers, gables or roof offsets shall be required every 75 feet of roof length. Glass,
152 brick or decorative stone or high quality architectural concrete panels would be required.
153 Neutral earth tone colors for structures would be required.
- 154 • **Development Review Standards:** Rezoning is required for any land to convert to the
155 Medical Campus District. Multiple structures would be allowed per parcel without a
156 Conditional Use Permit. This would need to be identified on the Campus Master Plan.
 - 157 • Regarding Planned Unit Developments, redevelopments/additions to existing
158 developments must follow new MCD rules. A Campus Master Plan must be
159 completed, but only if required (the building is more than 10,000 square feet).
160 Campus Master Plans are required for all new, undeveloped parcels. The plans
161 would be effective for 10 years. The would be updated by the eighth year and
162 then every five years thereafter.
- 163 • **Sign Allowances:** No required distance between freestanding signs for internal traffic
164 control signs (150 square feet, 10 feet in height, locations to be approved). No limitation
165 on the number of freestanding signs. Wall signs – one sign per approved use, not to
166 exceed 500 square feet in sum per wall surface.

**Community Development Authority
of the City of Onalaska**

Monday, September 26, 2016

5

- 167 • **Landscaping Standards:** Recommend additional landscaping required along pedestrian
168 corridors. Ten percent open space requirement. Perhaps also include a requirement for
169 additional trees.
170 • **Parking Standards:** Keep current standards, and development can have as much
171 parking as requested.
172

173 Katie noted that the city will require the same standards for the proposed MCD that apply to
174 traditional commercial and industrial development:
175

- 176 • Screening of refuse and recycling enclosures.
177 • Outdoor storage is not allowed unless it is effectively screened.
178 • If the MCD does not follow city standards for public roads, it will provide details on
179 private roads, etc., during the site plan review.
180 • The MCD is required to provide for fire protection services (proper access, substantial
181 fire flow, number of hydrants, etc.).
182

183 Mark said that while he agrees rules must be established, he also said he would be frustrated if he
184 were a business owner and was asked to surrender parking spaces because he is required to plant
185 trees. Mark said he is unsure how to establish rules, adding that the CDA needs to know how
186 city staff establishes rules in a way that is “meaningful and not onerous.”
187

188 Ann noted that Gundersen had created green spaces with trees on its own in its parking lot.
189

190 Ald. Blomquist noted he had developed four office buildings in the city in the late 1990s-early
191 2000s and said he was required to plant trees 25 feet around the buildings. Ald. Blomquist
192 pointed out that the trees have grown considerably and they now obscure the buildings.
193

194 Katie said city staff is reviewing the draft ordinance and noted it has been reviewed by the city’s
195 legal counsel. Katie said the goal is to hold a public hearing at the December 20 Plan
196 Commission meeting.
197

198 **Adjournment**
199

200 Motion by Ann, second by Ald. Blomquist, to adjourn at 4:56 p.m.
201

202 On voice vote, motion carried.
203
204

205 Recorded by:
206

207 Kirk Bey