

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Community Development Authority (CDA)

DATE OF MEETING: October 24, 2016 (Monday)

PLACE OF MEETING: City Hall – 415 Main St. **Police Training Room**

TIME OF MEETING: 4:00 p.m.

PURPOSE OF MEETING

1. Call to Order and Roll Call
2. Approval of minutes from the previous meetings:
3. Public Input (limited to 3 minutes/individual)

Consideration and possible action on the following items:

4. Update and discussion on the Building the Great River Landing Project
5. Discussion and consideration of an amendment to the Unified Development Code (UDC) regarding draft language for the creation of a new Medical Campus Zoning District
6. Adjournment

PLEASE TAKE FURTHER NOTICE that members of the Common Council of the City of Onalaska or other City committees who do not serve on the CDA may attend this meeting to gather information about a subject over which they have decision making responsibility.

Therefore, further notice is hereby given that the above meeting may constitute a meeting of the Common Council and is hereby noticed as such, even though it is not contemplated that the Common Council will take any formal action at this meeting.

NOTICES MAILED TO:

Mayor Joe Chilsen
Ald. Jim Binash
*Ald. Jim Olson
Ald. Jim Bialecki
*Ald. Barry Blomquist
Ald. Harvey Bertrand
Ald. Bob Muth
City Attorney Dept Heads
La Crosse Tribune Ona.Holmen Courier
WKTY WLXR WLAX
WKBT WXOW

*Mike Gargaro – Chair
*Mark Hansen – Vice Chair
*Ron Johnson
*Ann Brandau
*John Lyche

Omni Center
Onalaska Public Library

Notices Posted and Mailed: 10/18/16

In compliance with the Americans with Disabilities Act of 1990, the City of Onalaska will provide reasonable accommodations to qualified individuals with a disability to ensure equal access to public meetings provided notification is given to the City Clerk within seventy-two (72) hours prior to the public meeting and that the requested accommodation does not create an undue hardship for the City.



CITY OF ONALASKA

Agenda Item:

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STAFF REPORT

Community Development Authority – October 24, 2016

Agenda Item:

Discussion and Consideration of an amendment to the Unified Development Code regarding draft language for the creation of a new Medical Campus Zoning District.

Background:

Attached is the following document:

- 1) The proposed draft ordinance language for a new Medical Campus Zoning District in the Unified Development Code. Below is a summarized list from the proposed district:
 - Zoning District Purpose and Applicability of District to existing sites that request rezoning into the new district;
 - Campus Master Plan Requirement, Content, and Standards for Master Plan Approval/Changes;
 - Permitted Uses and Accessory Uses;
 - Conditional Uses;
 - Height, Setback, and Area Requirements;
 - Architectural Review Standards & Site Design Elements; and
 - Signage Regulations.

City staff and legal counsel have met with both Mayo Health System and Gundersen Health System since the last September CDA meeting. Comments from the noted entities will be discussed at this meeting and the October Plan Commission meetings.

Action Requested:

Community Development Authority to provide feedback on the proposed language to City Staff and the provided comments will be reviewed by legal counsel, the Plan Commission, City Staff and SEH, Inc (City's consultant).

ORDINANCE NO. ____ - 2017

AN ORDINANCE TO AMEND TITLE 13 CHAPTER 3 PART 10 OF THE CITY OF
ONALASKA CODE OF ORDINANCES RELATED TO SPECIAL DISTRICTS

THE COMMON COUNCIL OF THE CITY OF ONALASKA DOES HEREBY ORDAIN AS

FOLLOWS:

SECTION I. Part 10 of Chapter 3 of Title 13 of the Code of Ordinances of the City of Onalaska is hereby added in its entirety:

**CHAPTER 3
SPECIAL DISTRICTS****Part 10: Medical Campus District****Sec. 13-3-62**

- (a) **Purpose.** The purpose of the Medical Campus District (“MCD”) is to encourage and foster the planning, design and construction of well-functioning, attractive medical campus environments, and coordinate the master plans of these institutions with the City’s plans, policies and zoning standards. It is intended, but not required, that multiple principal uses will be present on an overall campus facility without separate lots for each use. The district is intended to:
- (1) Encourage the development of medically-related uses which, by their interrelationship, benefit by proximity;
 - (2) Provide an appropriate and healing setting for delivering high quality healthcare services;
 - (3) Encourage the preparation of Campus Master Plans than enable adjacent neighborhoods and the broader community to understand the levels of development being proposed, their likely impacts, and appropriate mitigation measures;
 - (4) Create well-designed development with a unified feel while providing flexibility in placement and clustering of buildings, use of open space, provision for pedestrian and traffic circulation, parking, transit facilities and related site and design considerations; and
 - (5) Ensure future capacity for the placement of medical facilities to meet the evolving healthcare needs of the City and region.
- (b) **Pre-Existing Standards.** Any development, lot of record, or structure legally operated prior to *(Date of Adoption)*, 2016 shall be considered a permitted use and legally conforming within the MCD. Any redevelopment or addition to a development, lot of record or structure shall be required to conform to the forms and functions and development standards found within the MCD. Any change in form or function shall conform to permitted and conditional form and function standards as described in the MCD.

(c) Campus Master Plan Requirement.

- (1) Any MCD created after the effective date of this ordinance shall submit a Campus Master Plan, which shall be approved as part of a zoning map amendment.
- (2) Approved Campus Master Plans shall be effective for ten (10) years and requires a full update on or before the end of year eight (8) and every five (5) years thereafter, and, during that period may be altered pursuant to Subsection (E) below.
- (3) In a MCD without a Campus Master Plan, individual proposals and changes shall require Conditional Use approval, except that development of a structure more than ten thousand (10,000) square feet within any five (5) year period shall require an approved Campus Master Plan.
- (4) In the absence of a Master Plan, dimensional requirements are noted in (l) below.

(d) Contents of a Campus Master Plan. The Campus Master Plan shall include the following elements and information:

(1) Background/History.

A summary of previous planning efforts by the institution in conjunction with the City and/or abutting neighborhoods or other interest groups, an existing site analysis, a description of the campus master planning process and participants, and any other relevant background material.

(2) Mission/Guiding Principles.

A statement that defines the organizational mission and objectives of the institution and describes the role of the master plan within the context of the mission.

(3) Facilities Plan.

A description of existing conditions on the campus and the proposed conditions under the Campus Master Plan, including:

a. Existing Conditions:

1. Form (building type, height, bulk);
2. Building and land uses;
3. Landmarks, historic/archeological sites and districts
4. Current transportation/access/mobility (parking lots and structures/traffic counts)

b. Proposed Conditions:

1. Future needs/capital improvements;
2. Site availability;
3. Utilities feasibility study and location/relocation of utilities;
4. Phasing of proposed improvements;
5. Building form (general building type, height, bulk, etc.);
6. Building and land uses (including estimated employees and patients);
7. Landscape treatments;
8. Green / Open Space;
9. Sustainability;

10. Relationship to transportation/access plan (parking, transportation demand management, vehicular and pedestrian circulation, etc.)

(e) Standards for Campus Master Plan Approval.

The Common Council will approve or reject the Master Plan as part of the map amendment following a recommendation by the Plan Commission. Approval of the Master Plan will be based on the Plan's treatment of the topics listed above and the degree to which it meets the intent of this district, as well as the following standards:

- (1) The Campus Master Plan shall serve the public interest as well as the interest of the institution developing the plan.
- (2) The Campus Master Plan shall be consistent with the goals of the Comprehensive Plan and adopted neighborhood, corridor or special area plans adjacent to campus boundaries.

(f) Final Building and Site Design Review.

It is expected that Campus Master Plans will identify building location and maximum height, but is not required to include detailed designs of each building. Building design review will be conducted according to site plan review procedures in Section 13-8, Part 2, Article B including, but not limited to, signage, parking, landscaping, etc.

(g) Changes to Campus Master Plans.

No alteration of an approved Campus Master Plan shall be permitted unless approved by the Plan Commission and Common Council, provided however, the Land Use and Development Director or their designee may issue permits for minor alterations that are consistent with the concept approved by the Common Council. If the change or addition constitutes a substantial change of the original plan, an amendment to the Campus Master Plan will be required. Whether a changes constitutes a substantial change shall be determined by the Plan Commission based upon review and recommendation by the Land Use and Development Director and City Attorney, factors shall include whether the changes constitute a significant change in use, density, or intensity of the overall Campus Master Plan and whether the proposed changes will have negative effects on adjacent properties and districts. An amendment will require an amended Campus Master Plan be submitted for review under the approval standards set forth in Subsection (e) above.

(h) Permitted Uses:

- (1) Hospitals for human care;
- (2) Professional, medical and administrative offices;
- (3) Medical or dental clinics for human care;
- (4) Pharmacies and Optical Shops;
- (5) Recreation Therapies and related Sports Facilities;
- (6) Diagnostic or imaging centers for human care;
- (7) Ambulatory surgery, urgent care or outpatient treatment centers;
- (8) Hospice;

- (9) Laboratories performing medical or dental research, diagnostic testing or analytic clinic work having a direct relationship to the provision of health services;
- (10) Medical equipment supply, leasing, or rental;
- (11) Helipads or helistops in conjunction with a hospital;
- (12) Ambulance or medical carrier services; and/or
- (13) Research and development of items including, but not limited to: software, pharmaceuticals, communications, medical devices, and the like.

(i) Permitted Accessory Uses.

- (1) Exterior as an accessory use to the primary use.
 - a. Off-street parking and loading areas subject to the requirements of Section 13-7-10.
 - b. Parking decks and ramps subject to the parking ramp performance standards. Multi-level parking structures shall not count towards building square footage or against percent of building coverage.
 - c. Walkways, enclosed, covered or uncovered and spans connecting building over public or private streets or parking lots.
 - d. Signs subject to Section 13-6-21 and Subsection O below.
 - e. Central Utility Plants and electrical generators subject to screening requirements in this Section and noise mitigation in accordance with City Ordinances and State requirements.
 - f. Public transportation facilities.
 - g. Bicycle and pedestrian improvements, including bicycle racks.
 - h. Parks and playgrounds.
 - i. Warehousing and interior storage of equipment, supplies.
- (2) Interior as an accessory use to the primary use.
 - a. Daycare (child and adult).
 - b. Supporting retail and services uses up to X (X) percent of the building's gross floor space including pharmacies, coffee shops, deli's, flower shops, bookstores, gift shops, cafeterias, banking or automated banking machines, and laundry and/or dry cleaning services.
 - c. Outpatient services such as chiropractic, massage, acupuncture, counseling and other similar services.
 - d. Community rooms.
 - e. Wellness, fitness or exercise facilities.
 - f. Educational facilities, such as conference rooms, classrooms, laboratories or libraries.
 - g. Chapels.

(j) Conditional Uses.

All conditional uses shall be reviewed pursuant to Section 13-5.

- (1) Skilled nursing or rehabilitation facilities;
- (2) In-patient mental health facilities;
- (3) Chemical dependency treatment facilities;
- (4) Nursing homes or long-term care facilities;
- (5) Lodging facilities for patients and families.

(k) Compatible Uses.

Other uses as deemed compatible and appropriate by Land Use and Development Director and Plan Commission. Where a question arises as to the compatibility of a use, the Land Use and Development Director or their designee may determine if the proposed is similar to a permitted use, and if so may approve the proposed use. If the proposed use is similar to a conditional use, the Land Use and Development Director or their designee shall refer the issue to the Plan Commission. The Plan Commission shall make a final determination as to whether a proposed use is to be allowed; is compatible as a permitted or conditional use; is compatible as an accessory use; or is a use that is not compatible with the District.

(l) Height, Setback, and Area Requirements.

- (1) Minimum Lot Area: Five (5) acres.
- (2) Minimum Lot Width: Two hundred (200) feet.
- (3) Minimum Street Yard Setback: Twenty (20) feet.
- (4) Minimum Side Yard Setback: Twenty (20) feet.
- (5) Minimum Rear Yard Setback: Twenty (20) feet.
- (6) Minimum Interior (building-to-building) Setback: Twenty (20) feet.
- (7) Maximum Height: One hundred (100) feet.
Buildings in excess of height limitation may be allowed, provided that setback requirements from shared parcel boundaries shall be increased by at least one (1) foot for each additional five (5) feet of building height above the maximum building height allowed by this Section, with recommended vegetated or non-vegetated screening. Maximum height limit is subject to compliance with the La Crosse Regional Airport Overlay Zoning District (Chapter 3 – Part 9).

(m) Architectural Review.

Architectural review shall be in conformance with the requirements of this chapter and the following standards, and will follow site plan review procedures in Section 13-8, Part 2, Article B:

- (1) The intent of the architectural review is to ensure that architectural features and building designs contribute to a cohesive image and identity for the MCD.
- (2) Exterior materials, colors, accents, styles and rooflines shall be compatible with the purpose and intent of this district.
- (3) All exterior building and accent materials shall be of a color(s) compatible with other buildings within the district and have comparable color intensity/value. Acceptable colors consist of neutral earth tone colors such as brown, gray, tan, umber, mahogany, terra cotta, forest green, burgundy or dark blue. Glass, brick or decorative stone or high quality architectural concrete panels for exterior building materials shall be required.
- (4) To prevent long, monotonous, uninterrupted walls; recesses, projections, columns, offsets, or change in building wall plan or material and/or color shall be required, at a minimum, every seventy-five (75) feet of wall length. Projections, recesses and

decorative columns shall be a minimum of one (1) foot wide and (1) foot deep.

- (5) To prevent long monotonous, uninterrupted pitched roof planes; dormers, gables or roof offsets shall be required, at a minimum, every seventy-five (75) feet of pitched roof length.

(n) Site Design Elements.

Landscaping, lighting, signage and other site design elements shall be in conformance with the requirements of this chapter and shall contribute to a cohesive image and identity for the MCD. Internal and external sidewalk and/or trail connections shall be provided for safe and convenient pedestrian movements. Provision for existing or future transit service shall be provided where appropriate.

- (1) Screening and Fencing. The City shall require screening via berms and landscaping for any side yard or rear yard immediately adjacent to a residential district. A landscaped buffer zone of not less than twenty (20) feet wide and five (5) feet in height at the time of installation shall be established and maintained, consisting of evergreens, shrubs, or other screening vegetation. Other non-vegetated screening may also be required. Non-vegetative screening to comply with standards set forth in 13-6-10
- (2) Environmental Design. Development within the MCD shall be designed to preserve existing vegetation and topography where practical and shall be consistent with the goals and objectives of the Onalaska Comprehensive Plan and La Crosse County Sanitary Sewer Agreement
- (3) Parking. Off-street parking for separate uses may be provided collectively if the total number of spaces is not less than the sum of the separate requirements for each such use unless a reduction in required parking is allowed through the campus master plan process. See Section 13-7-10.
- (4) Streets, Utilities and Drainage. All publicly dedicated streets, utilities and storm-water facilities shall be designed in accordance with City Ordinances, Policies and Standards. The City may consider flexible standards during site plan review for streets if the developer has demonstrated that the proposed design and layout warrants varying standards and the design meets the provisions of this Ordinance.
- (5) Open Space. Overall site to provide a minimum of 10% open space which may include courtyards, grassed areas, pedestrian ways, accessible stormwater ponds, etc.
- (6) Landscaping. Standards. Refer to Section 6-4-8(9) and Section 13-7-10(e). Recommended additional landscaping along pedestrian ways.
- (7) Accessory buildings. No accessory buildings shall exceed the height, floor space or footprint of a principal building or exceed forty (40) feet in height.
- (8) Outdoor display or storage. No outdoor display, sales or storage shall be allowed per Section 13-6-14.
- (9) Refuse and recycling. All waste material, refuse, garbage or recycling shall be kept indoors or subject to Sec. 13-6-15.

(10) Other Requirements. The Plan Commission and Common Council may apply additional requirements as necessary to implement the purpose of this district and the Comprehensive Plan.

(o) On-Premise Medical Campus Complex Signage.

In addition to the general City sign provisions (Section 13-6-21), developments within the MCD may install the following signs with dimensions, locations, and amounts as set forth in this section. Signs should be an accent to the architecture with the overall effect being low-key and proportional to the building. As part of the Campus Master Plan, a conceptual signage plan noting locations for all proposed signage (which may include temporary signage), to be provided during staff review.

(1) Freestanding Signs.

A MCD may erect freestanding signs with no more than two (2) faces in conformance with an approved Campus Master Plan.

a. Signs fronting public streets. In no event shall any sign face exceed three hundred (300) square feet for signage frontage a public street. Freestanding signs shall not exceed forty-five (45) in height above the centerline of the grade of the street from which access to the premises is obtained, and setback a minimum of five (5) feet from parcel boundaries. All signs to follow traffic visibility standards in Chapter 7: Mobility Standards.

b. Internal Traffic Control Signs. In addition to other signage permitted within an MCD, traffic control signs are permitted on the parcel(s) containing the campus. Such signs may be erected along public and private roadways to direct vehicles or pedestrians to utilize certain and follow certain streets, paths or access ways within the campus and such signs may not be erected in the public right-of-way. Traffic control signs shall prominently display directions to the emergency room and like services, if any. Traffic control signs shall be freestanding monument-style signs with a maximum height of ten (10) feet and a maximum area of one hundred and fifty (150) square feet per sign face. Final traffic control sign locations shall be determined during site plan review.

(2) Wall Signs. Each building or structure within the MCD may have one (1) wall sign per permitted or approved use, with one (1) sign face for each side of the building that faces a public or private street or parking lot. Each façade may not have wall signs that exceed five hundred (500) square feet in sum and otherwise be consistent with Section 13-6-21 (a)(1).

(3) Building or Structure Addressing. For emergency and fire protection services, each building or structure within the MCD that is open to the public shall prominently display an address street number sign visible from the internal circulation system. Each address sign must be visible from the nearest public or private street and may not exceed fifty (50) square feet. A conceptual addressing plan shall be provided with the Campus Master Plan.

(p) Severability.

In the event that a court of competent jurisdiction adjudges any part of this chapter to be invalid, such judgement shall not affect any other provision of this Chapter not specifically included within the judgement.

(q) Effective Date.

This ordinance shall become effective upon its passage and publication according to law.

SECTION II. This Ordinance shall take effect and be in force from and after its passage and prior to publication although it will be published in due course.

Dated this _____ day of _____, 2017.

CITY OF ONALASKA

By: _____
Joe Chilsen, Mayor

By: _____
Caroline Burmaster, Clerk

PASSED:
APPROVED:
PUBLISHED: