

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Community Development Authority (CDA)

DATE OF MEETING: November 14, 2016 (Monday)

PLACE OF MEETING: City Hall – 415 Main St. – Room 112

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. Election of Community Development Authority (CDA) Vice Chair
5. Update and discussion on the Building the Great River Landing Project.
6. 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
7. 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
*Joe Buchegar – Vice Chair
*Ron Johnson
*Ann Brandau
*John Lyche

Omni Center
Onalaska Public Library

Notices Posted and Mailed: 11/9/16

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

Community Development Authority

LADCO Presents Project Highlights and Updates

Monday, November 14, 2016

LADCO PROJECTS

- LADCO's 45th Annual Meeting, co-sponsored by Dairyland Power and Xcel Energy, will be held this December in the Radisson Hotel Ballroom. Our keynote speaker, **the Honorable Tammy Baldwin, Senator in the United States Senate** will discuss current challenges facing our state and our nation. Additionally, this event recognizes individuals in our local community who play key roles and demonstrate leadership and commitment to the development of the La Crosse area economy. The awards including:
 1. President's Award: is dedicated to the individual responsible for "a current, major contribution or accomplishment."
 2. Distinguished Service Award: is presented to an individual "for his or her long term devotion and wide ranging contributions to the development of the area economy."
- This past summer LADCO nominated **L.B. White for the Flowers Family Foundation "Wisconsin Business Achievement Award"**. The L.B. White was chosen by a panel of individuals including – WMC President/CEO Kurt R. Bauer, UW System President Regina Millner, and Collin Levy of the Wall Street Journal for their positive impact and support of the Wisconsin Economy. The award was presented at the WMC Foundation's State of the Business Luncheon in Madison, WI this past October.
- Additionally, **the WBA award came with a donation of \$75,000** to be given to the non-profit organizations of L.B. White's choice. They selected two 501(c)(3) non-profit organizations to receive an **equal share of the donation: Couleecap and the Coulee Region Business Center**. The donation to the Coulee Region Business Center will go towards – technology upgrades, security system improvements, and renovation of available spaces. Currently the CRBC houses 22 businesses, with 11 businesses operating out of the shared-use commercial kitchen space.
- Over 175 guests assembled in the Radisson Hotel Ballroom for the 60th biannual event of **The Economic Forum™ on Thursday, October 13, 2016**. There, a panel of speakers was asked to share their approach to combat workforce development challenges – a major issue facing employers today. The panel included Kurt Bear, Chair of The Upper Mississippi Manufacturing Alliance (TUMMA), Michael Richards and Lisa Herr, Officials from 7 Rivers Alliance, and Michael Finney, President of Community Ventures Resources, Inc. The three speakers summarized the issues they see as it relates to workforce development and possible strategies to dealing with a limited workforce.

Michael Finney shared his success with workforce development in Michigan. The Community Ventures (CV) initiative promotes the employment of structurally unemployed workers in Michigan's most distressed urban areas. His insights impressed the audience and fueled further discussion at a meeting held after the event. Currently, an organizing effort around ideas used in the CV initiative is being mounted here.

- Launch of **Workforce Innovation for a Strong Economy (WISE) plan**, which calls for the creation and implementation of a strategic plan that outlines the next decade of workforce approaches to be used in Western Wisconsin, was discussed at LADCO's Fall Economic Forum by speakers Michael Richards and Lisa Herr. This regional talent plan focuses on the retention and recruitment of workers for current and future employment opportunities over the next 10 years.
- LADCO continues to work closely with **The Upper Mississippi Manufacturing Alliance (TUMMA)** an organization open to all manufacturers in the region with a focus on workforce development challenges facing employers. Recently, TUMMA has been working with K-12 School Districts, Technical Colleges, Universities, and the media to grow partnerships for visibility and training in manufacturing. Their vision is to see the Tri-State Area recognized as a world leader in manufacturing capabilities and career opportunities. Additionally, TUMMA has welcomed Liz Boecker to their board as the new Executive Director. Liz works as a Business Services Coordinator at Western Technical College. A large portion of her work is with TUMMA and the Western Wisconsin Workforce Development Board.
- The City of Onalaska continues to have the opportunity to participate in the recently launched Golden Shovel Certified Sites program. With it, industrial sites must meet 17 criteria to be promoted as a 'Golden Shovel Certified Site'. Three sites around the County have been reviewed and certified by the Mississippi River Regional Planning Commission (MRRPC). **The entire site selection industry – industrial sectors, in-home real estate managers, and state economic development agencies – are moving towards a time when only 'Gold Shovel Certified Sites' will be considered.**
- **LADCO, the Chamber, LCCVB, DMI and 7 Rivers Alliance continue to collaborate via the Synergy Discussion Group.** The main objective is to help these five organizations target their focus on issues important to the La Crosse area and ensure members of each respective organization are getting the full value of their dues. A white paper – outlining areas of collaboration – has been vetted through each of these organizations lead committees. Discussion of white paper is set for Wednesday, November 16th 2016.
- LADCO continues to work with local realtors on maintaining commercial listing for La Crosse County communities like Onalaska. These listing are printed monthly in the **LADCOLink**, on www.ladcoweb.org and on **LocateInWisconsin**.
- A further advantage of being an active participant of **LocateInWisconsin** is that it provides a broader exposure of available properties to developers and individuals all over the state of Wisconsin, and beyond. LADCO continues to be a site administrator; assisting commercial real estate agencies and communities by uploading and maintaining their property listing. This is an incredibly successful tool that is providing the La Crosse Area, and the region, with direct exposure for future businesses development or relocation opportunities. During LADCO's website 'refresh' elements of **LocateInWisconsin** will be incorporated, creating a streamlined connection to available sites and facilities in western Wisconsin. Demographic

and economic data is also made available through LocateInWisconsin and is utilized by LADCO.

- LADCO continues to participate in the Business Retention and Expansion (BRE) interviews with area businesses. **Additional company visits are scheduled in the near future in the City of Onalaska.** Mayor Chilsen and the Planning Department are invited to participate in all Onalaska Business Calls.

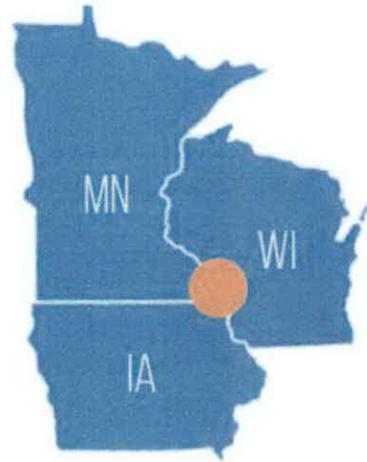
Budget Narrative

Revenues	2016 Budget	2017 Budget
Private Membership:	\$ 83,000	\$ 84,245
Government Membership:	70,729	70,729
Annual Meeting Income:	9,075	9,300
Investment Income:	1,200	1,200
Non-Member Income:	31,110	31,840
CRBC Management:	73,202	75,398
Miscellaneous Income:	19,610	18,500
Total Income	\$ 287,926	\$ 291,212
Expenses	2016 Budget	2017 Budget
Salaries/FICA/UC:	\$ 181,419	\$ 182,300
Marketing Special Programs:	24,000	24,000
Auto/Transportation:	3,900	3,500
Copies:	800	2,500
Lodging:	350	500
Building Expenses:	6,500	3,644
Annual Meeting:	4,200	3,600
Forums:	4,200	6,000
Meals:	700	700
Subscriptions:	500	500
Bank Service Charge:	-	-
Dues:	400	400
Interest Expense:	-	-
Liability Insurance:	2,900	2,961
Meeting Registration:	500	500
Legal and Accounting:	4,800	5,500
Health and Life Insurance:	22,500	24,643
Employee Pension Benefits:	11,000	10,112
Supplies and Equipment:	3,000	2,500
Postage:	2,000	2,200
Printing:	3,000	3,200
Property Taxes:	30	30
Telecommunications:	4,000	3,750
Total Expenses	\$ 280,699	\$ 283,040
Net Income (Loss)	\$ 7,227	\$ 8,172

2016 County Economic Development Revenue Budgets Comparison (Ranked by County Funding)

Rank	County EDC · Major City	Full Time Employees	Part Time Employees	County Funding	Municipal Funding	Priv. Members/ Grants/RLF /Other	Total Budget
1	Fond du Lac · <i>Fond du Lac</i>	5	1	\$ 189,000.00	\$ 117,896.00	\$ 353,104.00	\$ 660,000.00
2	Racine · <i>Racine</i>	13	2	142,000.00	320,200.00	836,500.00	1,298,700.00
3 [^]	Marathon · <i>Wausau</i>	3	0	131,000.00	76,000.00	336,000.00	543,000.00
4	Kenosha · <i>Kenosha</i>	7	0	125,000.00	62,500.00	1,255,600.00	1,443,100.00
5	St. Croix · <i>Hudson</i>	1	1	109,500.00	14,200.00	73,300.00	197,000.00
6 [*]	Sheboygan	3	1	100,000.00	120,000.00	281,000.00	501,000.00
7	Washington · <i>West Bend</i>	3	0	98,000.00	53,150.00	323,288.00	474,438.00
8 [^]	Eau Claire · <i>Eau Claire</i>	3	1	88,000.00	110,400.00	185,100.00	383,500.00
9	Chippewa · <i>Chippewa Falls</i>	2	1	75,000.00	12,500.00	267,000.00	354,500.00
10	Portage · <i>Stevens Point</i>	1	1	73,600.00	56,200.00	-	129,800.00
10 [^]	Sauk	1	1	67,528.00	67,528.00	2,000.00	137,056.00
11 [^]	Brown · <i>Green Bay</i>	3	0	65,000.00	36,944.00	281,317.00	383,261.00
12	Douglas · <i>Superior</i>	1	0	65,000.00	85,000.00	85,000.00	235,000.00
13	Pierce · <i>River Falls</i>	0	2	63,800.00	13,000.00	18,375.00	95,175.00
14	Door · <i>Sturgeon Bay</i>	4	2	59,000.00	43,670.00	228,314.00	330,984.00
15	Grant · <i>Platteville</i>	2	0	57,848.00	57,848.00	22,762.00	138,458.00
16	Dunn · <i>Menomonie</i>	2	0	53,000.00	32,245.00	59,120.60	144,365.60
17	Polk · <i>Balsam Lake</i>	0	1	34,625.00	12,000.00	18,000.00	64,625.00
18	La Crosse · <i>La Crosse</i>	2	2	34,462.00	36,267.00	217,197.08	287,926.08
19	Manitowoc · <i>Manitowoc</i>	2	2	-	100,128.00	120,000.00	220,128.00
*	Information is from 2015. Requested information for 2016 has not yet been received.						
^	Information is from 2014. Requested information for 2016 has not yet been received.						

THE **WISE** PLAN: **WORKFORCE** **INNOVATION FOR A** **STRONG** **ECONOMY** **2016-2026**



The 7 Rivers Alliance will work with key stakeholders to develop workforce attraction and retention strategies for entry level to the C-Suite positions. The regional talent plan will provide a blueprint for developing and strengthening internal and external employee pipelines to support current and future employers in the 7 Rivers Region. The creation and implementation of a regional talent plan will help employers to fill jobs over the next 10 years



JOIN US!
THE W.I.S.E. PLAN
2016-2026

SELECT YOUR PARTICIPATION:

- PROJECT SPONSOR- MAKE A FINANCIAL CONTRIBUTION TO THE PROJECT**
- REGIONAL EXECUTIVE STEERING COMMITTEE- MEET VIRTUALLY WITH OTHER LEADERS FOR 1.5 HOURS- 8 TIMES OVER THE NEXT YEAR TO GUIDE THE PROJECT**
- HOUSING, CHILDCARE AND/OR TRANSPORTATION WORKGROUPS- WORK WITH CONSULTANTS TO DRAFT POLICY RECOMMENDATIONS**
- HOST A FOCUS GROUP FOR STUDENTS, WORKERS AND HIRING EMPLOYERS — PROVIDE FEEDBACK ABOUT WORKFORCE EXPERIENCE FOR CONSULTANTS. THERE WILL BE 15 FOCUS GROUPS HELD THROUGHOUT THE REGION.**

NAME: _____ **EMAIL:** _____

ORGANIZATION: _____ **PHONE:** _____

Coulee Region BUSINESS CENTER

1100 Kane Street - La Crosse
Heather Johnson, Manager
office@crbc.biz

Providing Coulee Region Small Business with below market-rate space and development resources since 1986, and a shared-use commercial kitchen since 1998.



Business Center

- 35,000 square feet multi-use facility
- On-site management
- Office support week days 8:30 am - 4:30 pm
- Double bay shipping/receiving dock
- Overhead door access available (select units)



Commercial Kitchen

- 1,800 square feet shared-use commercial kitchen
- DHS regulated
- Walk-in cooler, convection ovens, prep stations
- Hourly use rates - sliding scale
- Storage for rent - dry, cooler and freezer



Conference Center - Office Suites

- 100 square feet private office suites
- High speed internet included
- Private entrance to facility
- Adjacent to conference center



3D Printer

- uPrint SE 3D Printer
- On-site design support
- Software and materials provided
- Available for public use - call for details



Private Conference Room

- 500 square feet
- High speed internet access
- On-site catering available
- Available for public use - call for details

NOW AVAILABLE

TEMPORARY STORAGE SPACE

- 3,000 Square Feet
- \$4.50 / sf
- 10x10 Overhead Door
- 24/7 Access | Temp Controlled
- Double Bay Loading Dock

LIGHT INDUSTRIAL OR SERVICE

- 1,250 Square Feet
- \$4.50 / sf
- 10x10 Overhead Door
- 24/7 Access | Temp Controlled
- Double Bay Loading Dock

OFFICE SUITES (2)

- 100 Square Feet
- \$150 / mo
- Free Wireless or Ethernet
- Conference Room Available
- 3D Printer Available

LOOKING AHEAD

The CRBC is working to bring innovative opportunities to the Coulee Region. Stay tuned as we stretch our reach to include:

Shared-Use Machine Shop

Tenants and the community will have access to various metal and wood machines and tools.

Makers Space

Similar to the machine shop but targeting hobbyists, artists, & inventors. Education will be a component.

Production Kitchen

Expand existing kitchen to allow for canning, bottling, packaging, etc.



CITY OF ONALASKA

STAFF REPORT

Community Development Authority – November 14, 2016

Agenda Item:

6

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 proposed draft ordinance language for a new Medical Campus Zoning District in the Unified Development Code.

We have reviewed the comments proposed by City Staff, City Committees, and other interested parties and have made some adjustments to the proposed draft Medical Campus Zoning District ordinance language - changes are underlined.

City staff sent this updated version to representatives of both Mayo Health System and Gundersen Health System for comments. It is City Staff's intention to schedule a Public Hearing on the proposed draft language at the Plan Commission meeting on December 20th, 2016. Modifications to the draft language may continue to occur throughout November – December 2016.

Attached is a memo from Onalaska's legal counsel in reference to questions raised during the October CDA meeting as to what should/should not be included in the Medical Campus District zoning language.

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).

MEMO

TO: Community Development Authority and Katie Aspenson
FROM: Attorney Amanda Jackson
DATE: November 2, 2016
RE: Taxes for Hospitals and Clinics

The tax status of nonprofit hospitals is specifically addressed under Wis. Stat. §70.11(4m) which exempts both real and personal property used exclusively for the purposes of any hospital with 10 beds or more devoted primarily to the diagnosis, treatment or care of the sick, injured or disabled. The exemption also includes certain property leased by a nonprofit hospital when the use of the income derived from the lease is only for maintenance of the leased property or construction debt retirement of the leased property or both. These tax exemptions do not apply for property used for commercial purposes, as a health and fitness center or as a doctor's office. Further, the exemption for residential property is limited to dormitories of 12 or more units which house student nurses enrolled in an accredited school of nursing affiliated with the hospital. There are a few other clarifications for health maintenance organizations or limited health organizations but generally a hospital owned and operated by Mayo Franciscan Healthcare or Gundersen Lutheran would be tax exempt.

Clinics and other outpatient services are not exempt from taxes. Currently, both the Gundersen Onalaska Clinic on S. Kinney Coulee road and Mayo Clinic Franciscan Healthcare Onalaska on Theater road pay real and personal property taxes. The City of Onalaska recently decided not to adopt a formal ordinance outlining when the City would seek a payment in lieu of taxes (PILOT). The City currently reviews PILOTs on a case by case basis. Under Wisconsin statute the City cannot condition zoning on whether an organization pays a PILOT, such conditional zoning is illegal. Therefore, the City cannot regulate tax payments under the Medical Zoning District or through any other zoning ordinance. There are certain times when a City can require a PILOT, such as during the conditional use permit process, which the City Plan Commission has done in the past. At other times, organizations may voluntarily enter into a PILOT agreement. Mayo Clinic Health System currently has a PILOT agreement with the City of La Crosse. In 2014 MCHS paid about \$94,774 to the City of La Crosse under that agreement.

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) Definitions.

(1) Medical Campus. A group of establishments, in one or more buildings, on one parcel of at least 5 contiguous developable acres and additional developable land adjacent or separated by public right-of-way parcels under common ownership designed as a coherent group to concentrate outpatient or short-term inpatient medical care and services as allowed within this Section in a single location and offer a variety of medical services to promote the practice, teaching, and progress of medicine and care of patients.

(2) Hospital. Any building, structure or institution that meets the definition of a hospital under Wis. Admin Code Department of Health Services 124.02(6).

(3) Clinic. Any entity that is not a hospital or residence that is used primarily for the provision of outpatient nursing, medical, podiatric, dental, chiropractic, optometric or mental health care and treatment or an entity which is required to be certified under the Department of Health Services in order to receive reimbursement for outpatient health services to clients.

(b) 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 and safety considerations; and
- (5) Ensure future capacity for the placement of medical facilities to meet the evolving healthcare needs of the City and region.

~~(b)~~**(c) 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.

~~(e)~~**(d) 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 (1) below.

~~(d)~~**(e) 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)(f) 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)(g) 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)(h) 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~~ substantial 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)~~**(i) 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) Skilled nursing or rehabilitation facilities;
- (13) In-patient mental health facilities;
- (14) Chemical dependency treatment facilities;
- (15) Non-profit lodging facilities for patients and families.
- ~~(11)~~
- ~~(12)~~(16) Ambulance or medical carrier services; and/or
- ~~(13)~~(17) Research and development of items including, but not limited to: software, pharmaceuticals, communications, medical devices, and the like.

~~(i)~~**(j) 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)~~**(k) Conditional Uses.**

All conditional uses shall be reviewed pursuant to Section 13-5 and require in-patient care for longer than thirty (30) continuous days.

- (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, families and visitors.

~~(k)~~**(l) 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)~~**(m) Height, Setback, and Area Requirements.**

- (1) Minimum Lot Area: Five (5) acres. Additional lots under common ownership but separated solely by public right-of-way may also be included in a Campus Master Plan and designated as part of the MCD.
- (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)~~(n) 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)~~(o) 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 if kept outdoors will be 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)~~**(p) 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 and legible 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.

~~(3)~~(4) Temporary Signs. Temporary signs shall be allowed on-premise provided they do not exceed fifteen (15) square feet in area per side, and must located on private infrastructure, may not be in the public right-of-way, nor within five (5) feet of the public right-of-way. Temporary signs may not be illuminated. The locations and frequency of these signs shall be displayed and considered during review of a conceptual signage plan.

(q) Fees.

The developer shall pay all applicable fees from the City of Onalaska Fee Schedule, including any applicable Impact Fees.

(p)(r) 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)(s) 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: