

# CITY OF ONALASKA MEETING NOTICE

**COMMITTEE/BOARD:** Community Development Authority (CDA)

**DATE OF MEETING:** August 29, 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. Update and discussion on the Building the Great River Landing Project
5. Review and discussion of the 2016 Community Development Authority (CDA) financials
6. Review and consideration of 2017 Community Development Authority (CDA) budget
7. Report on July 21, 2016 Mayo Clinic Campus Visit – Medical Zoning District Project
8. Pay Estimate: Short Elliot Hendrickson Inc

9. **Closed Session:**

To consider a motion to convene in Closed Session under Section 19.85(1)(e) of the Wisconsin Statutes for the purpose of deliberating or negotiating the purchasing of public properties, the investing of public funds or conducting other specified public business, whenever competitive or bargaining reasons require a closed session:

- Discussion related to negotiation of strategies and contracts related to future development of properties east of State Road 53 in conjunction with land owned by Mayo Clinic Hospital & the City of Onalaska.

If any action is required in Open Session, as the result of the Closed Session, the CDA will reconvene in Open Session to take the necessary action and/or continue on with the printed agenda.

10. **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: 8/23/16

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

**Balance Sheet Report**  
**Account Summary**  
As Of 07/21/2016

*Free*  
*7-21-16*

Account	Name	Balance
<b>Fund: 992 - COM DEV AUTH MGMT</b>		
<b>Assets</b>		
<u>992-11100</u>	CASH	5,285.56
<u>992-11300</u>	INVESTMENTS	273,098.59
<u>992-11150</u>	ACCOUNTS RECEIVABLE	0.00
	<b>Total Assets:</b>	<b>278,384.15</b>
		<b><u>278,384.15</u></b>
<b>Liability</b>		
<u>992-21100</u>	ACCOUNTS PAYABLE	0.00
<u>992-21110</u>	AP PENDING (DUE TO CDA POOL)	0.00
	<b>Total Liability:</b>	<b>0.00</b>
<b>Equity</b>		
<u>992-34100</u>	FUND BALANCE	261,303.74
	<b>Total Beginning Equity:</b>	<b>261,303.74</b>
Total Revenue		29,183.10
Total Expense		12,102.69
Revenues Over/Under Expenses		17,080.41
	<b>Total Equity and Current Surplus (Deficit):</b>	<b>278,384.15</b>
	<b>Total Liabilities, Equity and Current Surplus (Deficit):</b>	<b><u>278,384.15</u></b>



City of Onalaska

# Budget Report Account Summary

For Fiscal: 2016 Period Ending: 07/31/2016

	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
<b>Fund: 992 - COM DEV AUTH MGMT</b>						
<b>Revenue</b>						
992-00000-41211	0.00	0.00	0.00	0.00	0.00	0.00 %
992-00000-48000	0.00	0.00	0.00	0.00	0.00	0.00 %
992-00000-48300	0.00	0.00	0.00	183.10	183.10	0.00 %
992-00000-48201	0.00	0.00	0.00	0.00	0.00	0.00 %
992-00000-49221	58,000.00	58,000.00	29,000.00	29,000.00	-29,000.00	50.00 %
<b>Revenue Total:</b>	<b>58,000.00</b>	<b>58,000.00</b>	<b>29,000.00</b>	<b>29,183.10</b>	<b>-28,816.90</b>	<b>49.68 %</b>
<b>Expense</b>						
992-56700-290	46,100.00	46,100.00	4,349.00	4,349.00	41,751.00	90.57 %
992-56700-291	700.00	700.00	68.87	68.87	631.13	90.16 %
992-56700-310	150.00	150.00	0.00	0.00	150.00	100.00 %
992-56700-311	100.00	100.00	0.00	0.00	100.00	100.00 %
992-56700-312	600.00	600.00	4.82	4.82	595.18	99.20 %
992-56700-320	7,680.00	7,680.00	180.00	7,680.00	0.00	0.00 %
992-56700-323	350.00	350.00	0.00	0.00	350.00	100.00 %
992-56700-330	1,300.00	1,300.00	0.00	0.00	1,300.00	100.00 %
992-56700-340	620.00	620.00	0.00	0.00	620.00	100.00 %
992-56700-341	400.00	400.00	0.00	0.00	400.00	100.00 %
<b>Expense Total:</b>	<b>58,000.00</b>	<b>58,000.00</b>	<b>4,602.69</b>	<b>12,102.69</b>	<b>45,897.31</b>	<b>79.13 %</b>
<b>Fund: 992 - COM DEV AUTH MGMT Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>24,397.31</b>	<b>17,080.41</b>	<b>17,080.41</b>	<b>0.00 %</b>
<b>Report Surplus (Deficit):</b>	<b>0.00</b>	<b>0.00</b>	<b>24,397.31</b>	<b>17,080.41</b>	<b>17,080.41</b>	<b>0.00 %</b>





# Community Development Authority

Pay Estimate #1

July 25, 2016

<b>Contractor</b>	<b>Original Contract Amount</b>	<b>Change Orders</b>	<b>Paid to Date</b>	<b>Due this Estimate</b>
Short Elliot Hendrickson, Inc. (SEH)  Medical Facility Zoning District	\$14,500.00	-	\$0.00	\$1,016.23

**Community Development Authority**

Pay Estimate #2

August 29, 2016

<b>Contractor</b>	<b>Original Contract Amount</b>	<b>Change Orders</b>	<b>Paid to Date</b>	<b>Due this Estimate</b>
<b>Short Elliot Hendrickson, Inc. (SEH)</b> Medical Facility Zoning District	\$14,500.00	-	\$1,016.23	\$2,624.62

1 **Section 13-X-XX Medical Campus District (MCD)**

2 (a) Purpose: The Purpose of the **MCD**, Medical Campus District is to encourage and foster the  
3 planning, design and construction of well-functioning, attractive medical campus environments,  
4 and coordinate the master plans of these institutions with the City's plans, policies and zoning  
5 standards. It is intended, but not required, that multiple principal uses will be present on an  
6 overall campus facility without separate lots for each use. If multiple ownerships exist within the  
7 campus facility, a condominium-style ownership is anticipated. The district is intended to:

- 8
- 9 (1) Encourage the development of medically-related uses which, by their interrelationship,  
10 benefit by proximity;
- 11
- 12 (2) Provide an appropriate and healing setting for delivering high quality healthcare services;
- 13
- 14 (3) Encourage the preparation of Campus Master Plans than enable adjacent neighborhoods  
15 and the broader community to understand the levels of development being proposed, their  
16 likely impacts, and appropriate mitigation measures;
- 17
- 18 (4) Create well-designed development with a unified feel while providing flexibility in  
19 placement and clustering of buildings, use of open space, provision for pedestrian and traffic  
20 circulation, parking, transit facilities and related site and design considerations; and
- 21
- 22 (5) Ensure future capacity for the placement of medical facilities to meet the evolving  
23 healthcare needs of the City and region.

24

25 (b) **Pre-Existing Standards:** Any development, lot of record, or structure legally operated prior to  
26 (Date of Adoption), 2016 shall be considered a permitted use and legally conforming within the  
27 **MC** District. Any redevelopment or addition to a development, lot of record or structure shall be  
28 required to conform to the forms and functions and development standards found within the  
29 **MC** District. Any change in form or function shall conform to permitted and conditional form  
30 and function standards as described in the **MC** District.

31

32 (c) Master Plan Requirement

- 33
- 34 (1) Any MC Districted created after the effective date of this ordinance shall submit a Campus  
35 Master Plan, which shall be approved as part of a zoning map amendment.
- 36
- 37 (2) Approved Campus Master Plans shall be effective for ten (10) years, and, during that period  
38 may be altered pursuant to (e) below. **Add 5 year update requirement.**
- 39
- 40 (3) In an MC District without a Campus Master Plan, individual development proposals and  
41 changes shall require conditional use approval, except that development of more than four  
42 thousand (4,000) square feet within any **five (5) year** period shall require an approved  
43 Campus Master Plan. **(Too low to trigger Master Plan requirement?)**
- 44

45 (4) In the absence of a Master Plan, dimensional requirements are in (l) below.  
46

47 (d) Contents of Master Plan

48 The Master Plan shall include the following elements and information:  
49

50 (1) Background/History. A summary of previous planning efforts by the institution in  
51 conjunction with the City and/or abutting neighborhoods or other interest groups, a  
52 description of the campus master planning process and participants, and any other relevant  
53 background material.

54 (2) Mission/Guiding Principles. A statement that defines the organizational mission and  
55 objectives of the institution and describes the role of the master plan within the context of  
56 the mission.  
57

58 (3) Facilities Plan. A description of existing conditions on the campus and the proposed  
59 conditions under the Master Plan, including:  
60

61 a. Existing Conditions

- 62 1. Form (building type, height, bulk)
- 63 2. Building and land uses
- 64 3. Landmarks, historic sites and districts  
65

66 b. Proposed Conditions

- 67 1. Future needs/capital improvements
- 68 2. Utilities feasibility study and location of utilities
- 69 3. Phasing of proposed improvements
- 70 4. Building Form (general building type, height, bulk, etc.)
- 71 5. Building and land uses
- 72 6. Landscape treatments
- 73 7. Relationship to transportation/access plan (parking, transportation demand  
74 management, etc.)  
75

76 (e) Standards for Master Plan Approval  
77

78 The Common Council will approve or reject the Master Plan as part of the map amendment  
79 following a recommendation by the Plan Commission. Approval of the Master Plan will be based  
80 on the Plan's treatment of the topics listed above and the degree to which it meets the intent of  
81 this district, as well as the following standards:  
82

83 (1) The Plan shall serve the public interest as well as the interest of the institution developing  
84 the plan.  
85

86 (2) The Plan shall be consistent with the goals of the Comprehensive Plan and adopted  
87 neighborhood, corridor or special area plans adjacent to campus boundaries.  
88

89 | (f) Final Building and Site Design Review  
90  
91 | It is expected that Campus Master Plans will identify building location and maximum height, but  
92 | will not including detailed designs of each building. (Need details for signage plan, parking,  
93 | landscaping, etc.) Building design review will be conducted according to site plan review  
94 | procedures in Section 13-8, Part 2, Article B.  
95

96 | (g) Changes to Master Plan  
97 | No alteration of an approved Campus Master Plan shall be permitted unless approved by the  
98 | Plan Commission and Common Council, provided however, the Land Use and Development  
99 | Director may, or their designee may issue permits for minor alterations that are consistent with  
100 | the concept approved by the Common Council. If the change or addition constitutes a  
101 | substantial alteration (refer to amending a PUD??) of the original plan, an amendment to the  
102 | Campus Master Plan will be required (see Sec. (d) above).

- 103 | (h) Permitted Uses  
104 |  
105 | (1) Hospitals for human care  
106 |  
107 | (2) Professional, medical and administrative offices  
108 |  
109 | (3) Medical or dental clinics for human care  
110 |  
111 | (4) Pharmacies  
112 |  
113 | (5) Diagnostic or imaging centers for human care  
114 |  
115 | (6) Ambulatory surgery, urgent care or outpatient treatment centers  
116 |  
117 | (7) Hospice  
118 |  
119 | (8) Laboratories performing medical or dental research, diagnostic testing or analytic clinic  
120 | work having a direct relationship to the providing of health services  
121 |  
122 | (9) Medical equipment supply, leasing or rental  
123 |  
124 | (10) Research and development of items including, but not limited to: software,  
125 | pharmaceuticals, communications, medical devices and the like.  
126 |

- 127 | (i) Permitted accessory uses.  
128 | (1) Exterior as an accessory use to the primary use.  
129 |  
130 | a. Off-street parking and loading areas subject to the requirements of Section 13-7-10.  
131 |

- 132 b. Parking decks and ramps subject to the parking ramp performance standards. Multi-  
133 level parking structures shall not count towards building square footage or against  
134 percent of building coverage.
- 135
- 136 c. Signs subject to Chapter 13-6-21 and below.
- 137
- 138 d. Central utility plants and electrical generators subject to screening requirements in  
139 this chapter and noise mitigation in accordance with state requirements.
- 140
- 141 e. Public transportation facilities
- 142
- 143 f. Bicycle and pedestrian improvements, including bicycle racks.
- 144
- 145 g. Parks and playgrounds
- 146
- 147 h. Warehousing and interior storage of equipment, supplies.
- 148

149 (2) Interior as an accessory use to the primary use.

- 150
- 151 a. Day care (child and adult)
- 152
- 153 b. Supporting retail and service uses up to ten (10) percent of the building's gross floor  
154 space including pharmacies, coffee shops, deli's, flower shops, bookstores, gift  
155 shops, cafeterias, banking or automated banking machines, and laundry or dry  
156 cleaning.
- 157
- 158 c. Community rooms
- 159
- 160 d. Wellness, fitness or exercise facilities.
- 161
- 162 e. Educational facilities, such as conference rooms, classrooms, laboratories or  
163 libraries.
- 164
- 165 f. Chapels.
- 166

167 (j) Conditional Uses.

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

- 169
- 170 (1) Skilled nursing or rehabilitation facilities
- 171
- 172 (2) Mental health facilities
- 173
- 174 (3) Chemical dependency treatment facilities
- 175

- 176 (4) Nursing homes or long-term care facilities  
177  
178 (5) Lodging facilities for patients and their families  
179  
180 (6) Ambulance or medical carrier services  
181  
182 (7) Helipads or helistops in conjunction with a hospital  
183  
184 (8) Buildings in excess of height limitations specified in subsection (l), provided that  
185  
186 a. Setback requirements from the shared property line shall be increased by at least  
187 one foot for each additional five feet of building height above the maximum building  
188 height allowed by this section, with recommended vegetated or non-vegetated  
189 screening.  
190  
191 b. For properties immediately adjacent to residentially zoned property, setback  
192 requirements from the shared property line shall be increased by at least one foot  
193 for each additional five feet of building height above the maximum building height  
194 allowed by this section, in addition to required vegetated or non-vegetated  
195 screening.  
196  
197 c. Maximum height limit is subject to the airport overlay zoning district per Section XX-  
198 X-XX.

200 (k) Compatible uses.

201 Other uses as deemed compatible and appropriate by Land Use and Development Director, Plan  
202 Commission and Common Council. Where a question arises as to the compatibility of a use, the  
203 Land Use and Development Director shall refer the issue to the Plan Commission. The Plan  
204 Commission shall make a recommendation to the Common Council, who shall make a final  
205 determination as to whether a proposed use is to be allowed; is compatible as a permitted or  
206 conditional use; is compatible as an accessory use; or is a use that is not compatible with the  
207 District. (Permitted use – staff determine but can send to PC, Conditional Use = PC)

209 (l) Height, setback and area requirements

- 210  
211 1) Minimum lot area: Five (5) acres (too large?).  
212  
213 2) Minimum lot width: Two hundred (200) feet  
214  
215 3) Minimum street yard setback: Fifty (50) feet  
216  
217 4) Minimum side yard setback: Twenty (20) feet  
218 a. From major road: Fifty (50) feet  
219

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5) Minimum interior (building-to-building) setbacks

a. Incorporate Fall zones, etc.

6) Minimum rear yard setback: Thirty (30) feet

a. From major road: Fifty (50) feet

7) Maximum height: One Hundred (100) feet

(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 medical campus district.

(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. Acceptable materials for accent features may include stone, glass, brick, etc. – use

~~(3) Uninterrupted facades – 50-75 feet – bump-out, cutout, color/material change, etc~~

(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 medical campus district. 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: 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 shall be established and maintained, consisting of evergreens, shrubs, or other screening vegetation. Other non-vegetated screening may also be required.

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

264 unless a reduction in required parking is allowed through the campus master plan process.  
265 See Section 13-7-10.

- 266
- 267 4) Streets, Utilities and Drainage: All publicly dedicated streets, utilities and storm-water  
268 facilities shall be designed in accordance with City Ordinances, Policies and Standards. The  
269 City may consider flexible standards for streets if the developer has demonstrated that the  
270 proposed design and layout warrants varying standards and the design meets the provisions  
271 of this Article.
- 272
- 273 5) Accessory buildings. No accessory buildings shall exceed the height, floor space or footprint  
274 of a principal building (current 15' height max).
- 275
- 276 6) Outdoor display or storage. No outdoor display, sales or storage shall be allowed per  
277 Section 13-6-14.
- 278
- 279 7) Refuse and recycling. All waste material, refuse, garbage or recycling shall be kept indoors  
280 or subject to Sec. 13-6-15.
- 281
- 282 8) Other requirements. The Common Council may apply additional requirements as necessary  
283 to implement the purpose of this district and the Comprehensive Plan.
- 284

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

288

289 (p) Effective Date. This ordinance shall become effective upon its passage and publication according  
290 to law.

291 **On Premises Campus Complex Signs (13-6-21 (b))**

292 In addition to the general provisions (Section 13-6-21) developments within MC District may install the  
293 following signs with dimensions as set forth in this section.

- 294
- 295 (1) Freestanding. A Hospital or Medical Campus may erect freestanding signs with no more  
296 than two faces in conformance with an approved Campus Master Plan.- In no event shall  
297 any such face or side exceed three hundred (300) square feet for signage fronting a  
298 public street, and two hundred (200) square feet for internal freestanding signage . The  
299 freestanding signs may be located on the lot containing the Hospital and Medical  
300 Campus. Freestanding signs shall not exceed forty-five (45) feet in height above the  
301 centerline of the grade of the street from which access to the premise is obtained, and  
302 setback a minimum of five (5) feet from parcel boundaries. All signs to follow traffic  
303 visibility standards in Chapter 7: Mobility Standards. (Divide up this section? Roadway  
304 frontage vs. internal) Vision Triangle issues.
- 305

306 (2) Internal Directory Signs. In addition to other signage permitted within a Medical Campus  
307 District, directory signs are permitted on the lot containing the Hospital and Medical  
308 Campus. Such signs may be erected along public and private roadways to direct vehicles  
309 or pedestrians to particular uses within the Hospital and Medical Campus. Such signs  
310 may not be erected in any public right of way, and may have no more than two faces.  
311 Directory signs shall prominently display directions to the emergency room, if any.  
312 Directory signs shall be freestanding signs with a maximum height of ten (10) feet and a  
313 maximum area of one hundred and fifty (150) square feet per face. Directory sign  
314 locations shall be approved as part of the overall campus master plan. (Does this  
315 become basis for internal signage under above section?)  
316  
317

318 (3) Building or Structure Addressing. Each building within the Medical Campus District that  
319 is open to the public shall display an address street number sign prominently displayed  
320 and visible from the internal circulation system. Each number sign must be visible from  
321 the nearest public or private street and may not exceed fifty (50) square feet. A  
322 conceptual addressing plan shall be provided with a proposed Campus Master Plan.  
323

324 (4) Wall Signs. Each permitted or approved use within a building within the Medical Campus  
325 District may have one Wall Sign with one (1) face for each side of the building that faces  
326 a public or private street or parking lot. Each facade may not have wall signs that exceed  
327 five hundred 500 square feet in sum and otherwise be consistent with Section 13-6-  
328 21(a)(1).  
329

330 (5)  
331

332 MISSING: Landscaping (13-7-10): Current code 1 tree/25 lf frontage + each 10 sf paved area, provide 1 sf  
333 landscaping + >50 parking/lot, 3% additional landscaped area.  
334  
335  
336  
337