

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Community Development Authority (CDA)

DATE OF MEETING: February 19, 2015 (Thursday)

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

TIME OF MEETING: 7:00 a.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. Report from Land Use & Development Director.
 - a. Building Permit & Development Update – 2014 – (approximately 5 minutes)
5. Update from LADCO (approximately 15 minutes)
6. Update on the “Building the Great River Landing” Project (approximately 5 minutes)
7. Review and discussion of 2015 Comprehensive Plan Update, Chapter 7 - Economic Development. (approximately 5 minutes)
8. Review and consideration of 2015 meeting schedule

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 development and refinement of negotiating and development strategies as well as review of development proposals for TIF 4 District.

If any action is required in Open Session, as the result of the Closed Session, the CDA Board 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. Erik Sjolander
*Ald. Jim Olson
*Ald. Jim Bialecki
Ald. Jack Pogreba
Ald. Harvey Bertrand
Ald. Bob Muth
City Attorney Dept Heads Charter Com.
La Crosse Tribune Ona.Holmen Courier
WIZM WKTY WLXR WKBH WXOW
WLSU WKBT

*Mike Gargaro - Chair
*Mark Hansen
*Barry Blomquist
*Ann Brandau
*John Lyche – Vice Chair

Onalaska Public Library

Notices Posted and Mailed: 2-12-15

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

STAFF REPORT

Community Development Authority – February 19th, 2015

Agenda Item:

Report from Land Use & Development Director

a. Building Permit & Development Update –2014

Background:

Attached is the report for Building Permits issued in 2014. If you have any questions, please contact me prior to the meeting or at the CDA meeting. I'm not planning to go through this report in detail at the CDA meeting because of the number of items on the agenda.



CITY OF ONALASKA

INSPECTION/PLANNING/ZONING DEPARTMENTS
 PH: (608) 781-9590
 FAX (608) 781-9506

415 MAIN STREET
 ONALASKA, WI 54650-2953
<http://www.cityofonalaska.com>

BUILDING PERMIT DATA

2014 Year End

02/12/2015

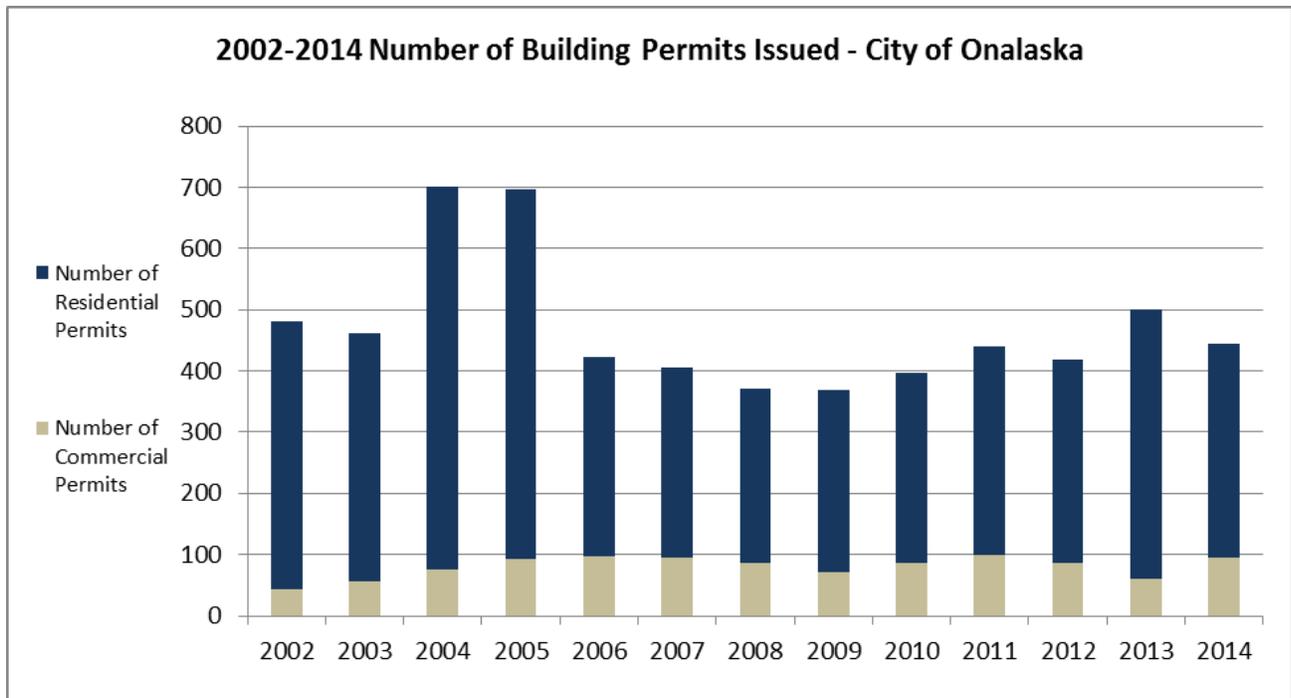
The City of Onalaska’s Building Inspection Department saw a very active construction year in 2014. Activity in the commercial sector was very strong with 13 new commercial structures being constructed. Overall the estimated value of construction in 2014 is \$42.9 million, with \$30.1 million from the commercial sector. We are estimating that construction activity in 2015 will rival what occurred in 2014.

Total Number of Building Permits 2006 - 2014

Year	Number of Permits	Number of Residential Permits	Number of Commercial Permits
2006	422	325	97
2007	406	312	94
2008	371	284	87
2009	368	297	71
2010	396	310	86
2011	440	341	99
2012	419	333	86
2013	498	440	61
2014	443	351	94
Average (2009-2013)	424	344	81

The total number of Building Permits issued during 2014 (443) surpassed the 5-year average number of permits issued annually (424).

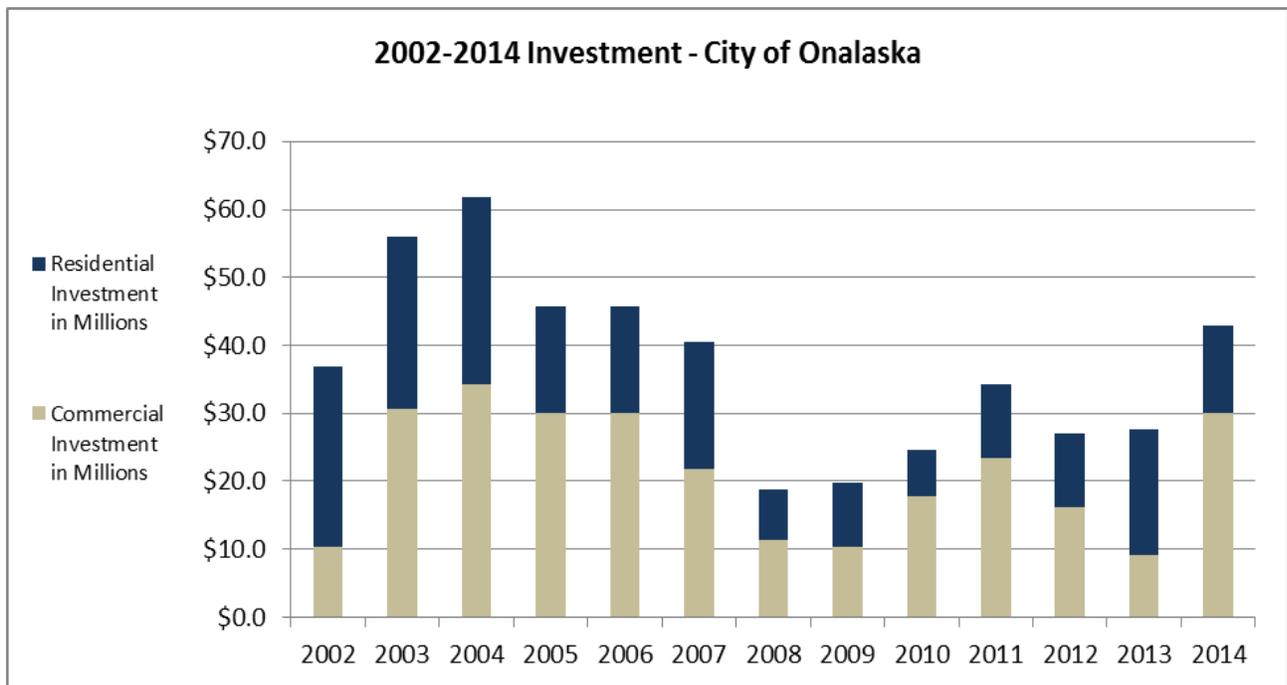
Construction activity in the commercial sector was stronger in 2014 than previous year. Residential construction activity remained active and was close to the 5-year average for number of permits issued.



Total Investment 2006 - 2014 as Reported by Building Permit Applications

Year	Investment in Millions	Residential Investment in Millions	Commercial Investment in Millions
2006	\$45.7	\$15.6	\$30.1
2007	\$40.5	\$18.6	\$21.9
2008	\$18.7	\$7.4	\$11.4
2009	\$19.7	\$9.3	\$10.4
2010	\$24.5	\$6.8	\$17.7
2011	\$34.4	\$11.0	\$23.4
2012	\$27.0	\$10.8	\$16.2
2013	\$27.5	\$18.4	\$9.1
2014	\$42.9	\$12.8	\$30.1
Average (2009-2013)	\$26.6	\$11.3	\$15.4

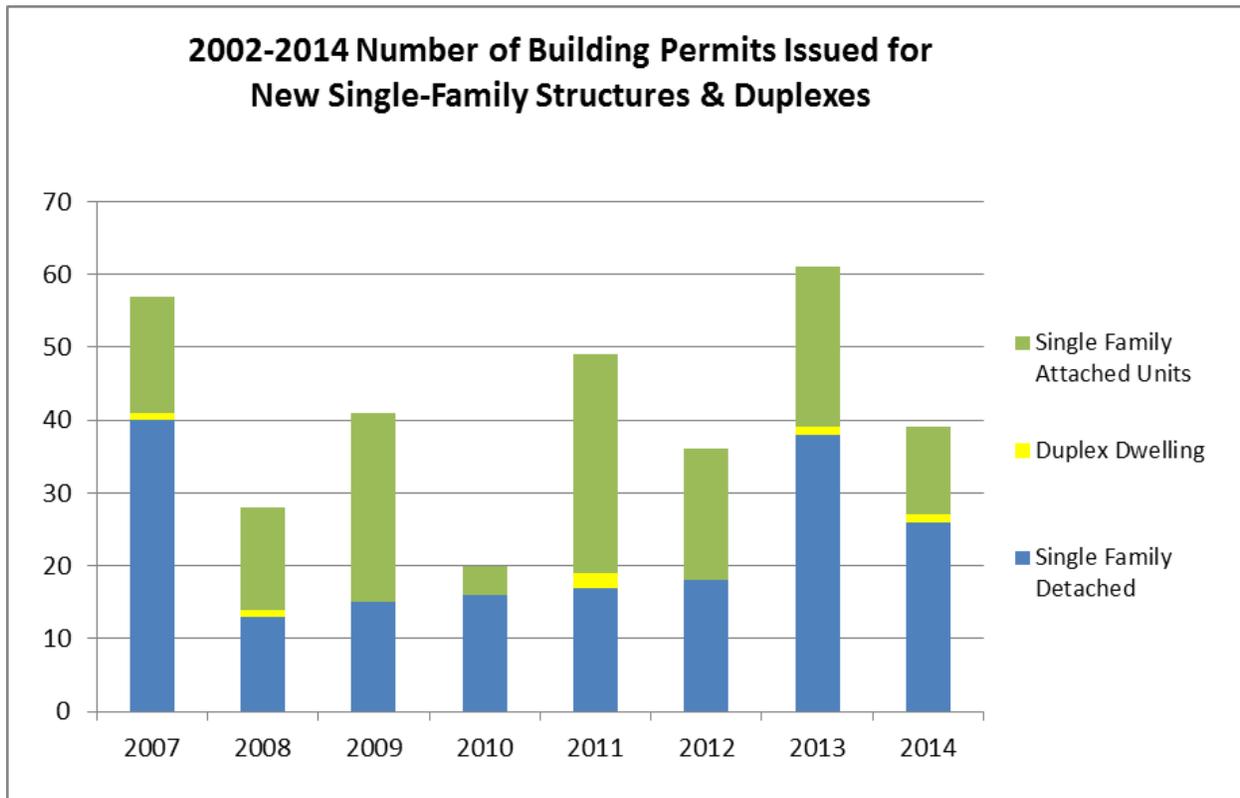
Total investment in construction (as reported on Building Permit applications) in 2014 outpaced the previous six years. Approximately \$42.9 million was invested, with \$30.1 million of that invested in commercial construction. The 5-year average for commercial construction is \$15.4 million. Investment in commercial properties has been greater (\$30.1 million) than any year since 2006 when the approximately the same amount was invested commercially. Investment in residential construction also exceeded the 5-year average with \$12.8 million.

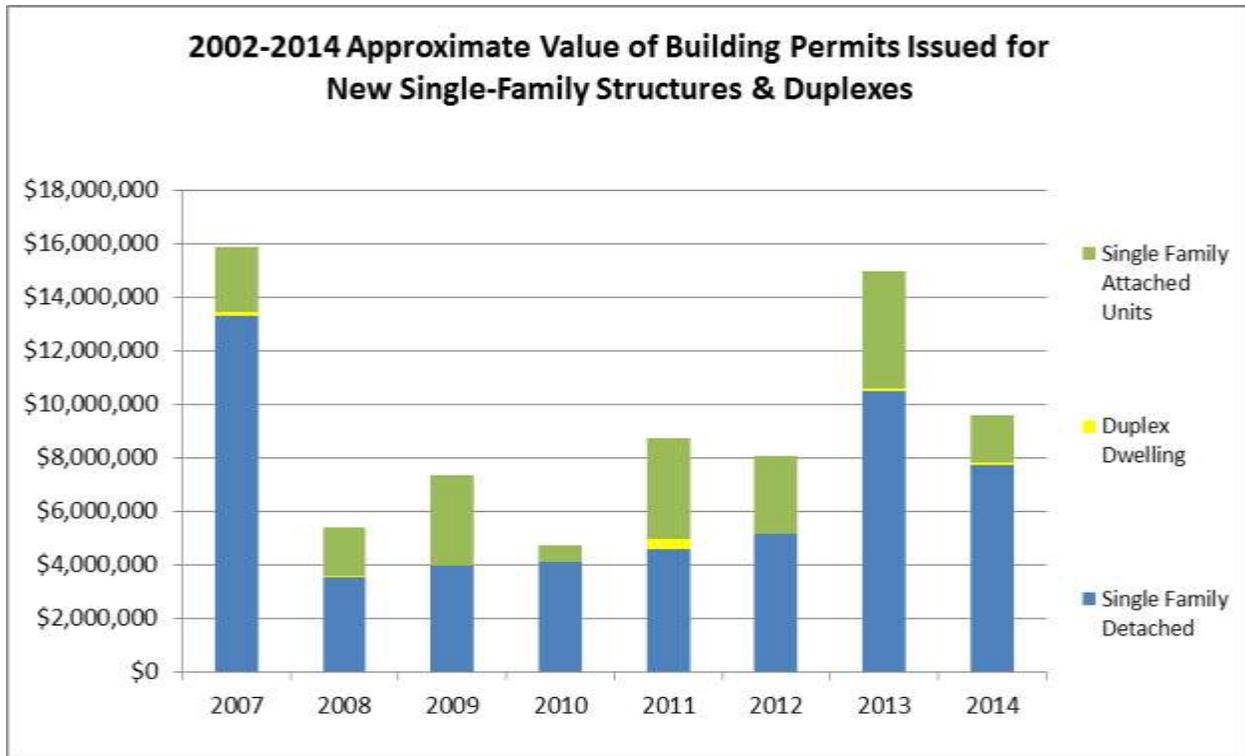


Residential Building Permits

- In 2014 the number of building permits issued for new single-family homes and duplexes was 39. The 5-year average (2009-2013) was 30 permits.
- The total approximate value of new single-family homes and duplexes was \$9.6 million. The 5-year average (2009-2013) was \$6.3 million.

RESIDENTIAL CONSTRUCTION	2007	2008	2009	2010	2011	2012	2013	2014
Single Family Detached	40	13	15	16	17	18	38	26
	\$13,299,401	\$3,515,000	\$3,964,151	\$4,104,900	\$4,583,000	\$5,160,574	\$10,500,894	\$7,739,000
Duplex Dwelling	1	1	0	0	2	0	1	1
	\$140,000	\$80,000	\$0	\$0	\$390,000	\$0	\$100,000	\$100,000
Single Family Attached Units	16	14	26	4	30	18	22	12
	\$2,418,000	\$1,780,000	\$3,370,000	\$630,000	\$3,758,000	\$2,890,000	\$4,364,000	\$1,730,000
Total Permits	57	28	41	20	49	36	61	39
Total Approx. Value	\$15,857,401	\$5,375,000	\$7,334,151	\$4,734,900	\$8,731,000	\$8,050,574	\$14,964,894	\$9,569,000

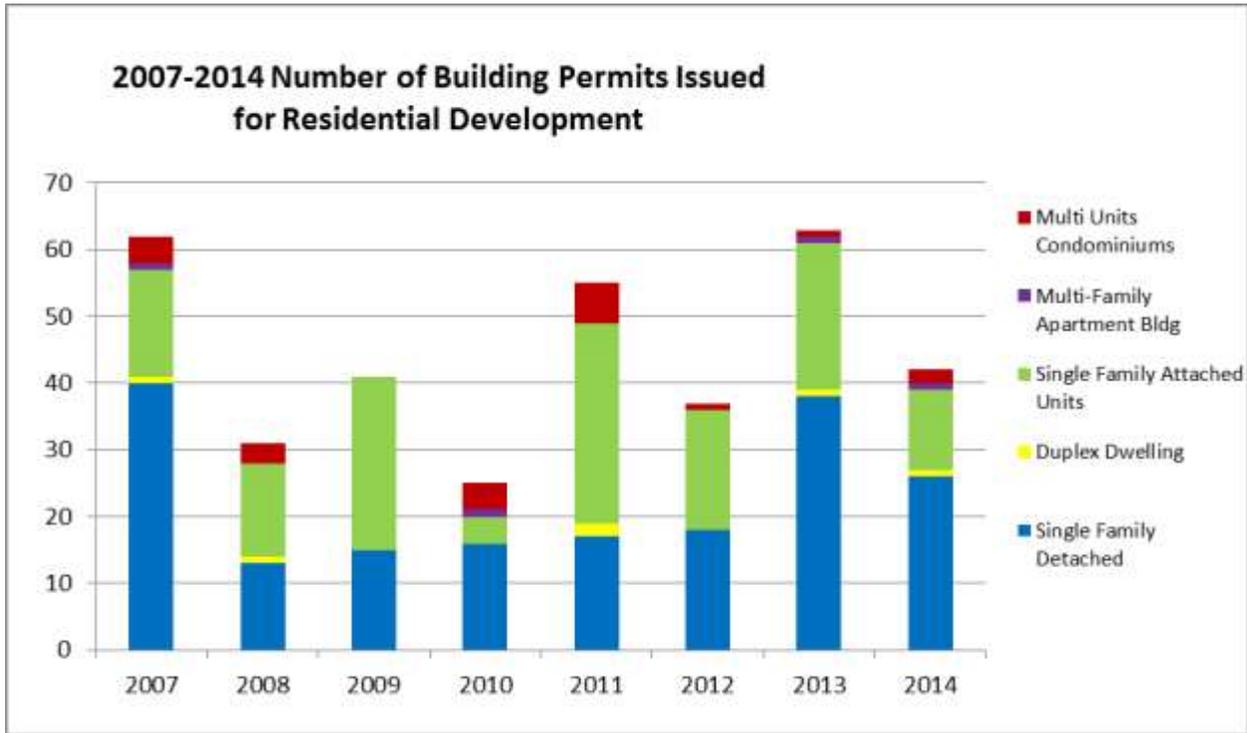




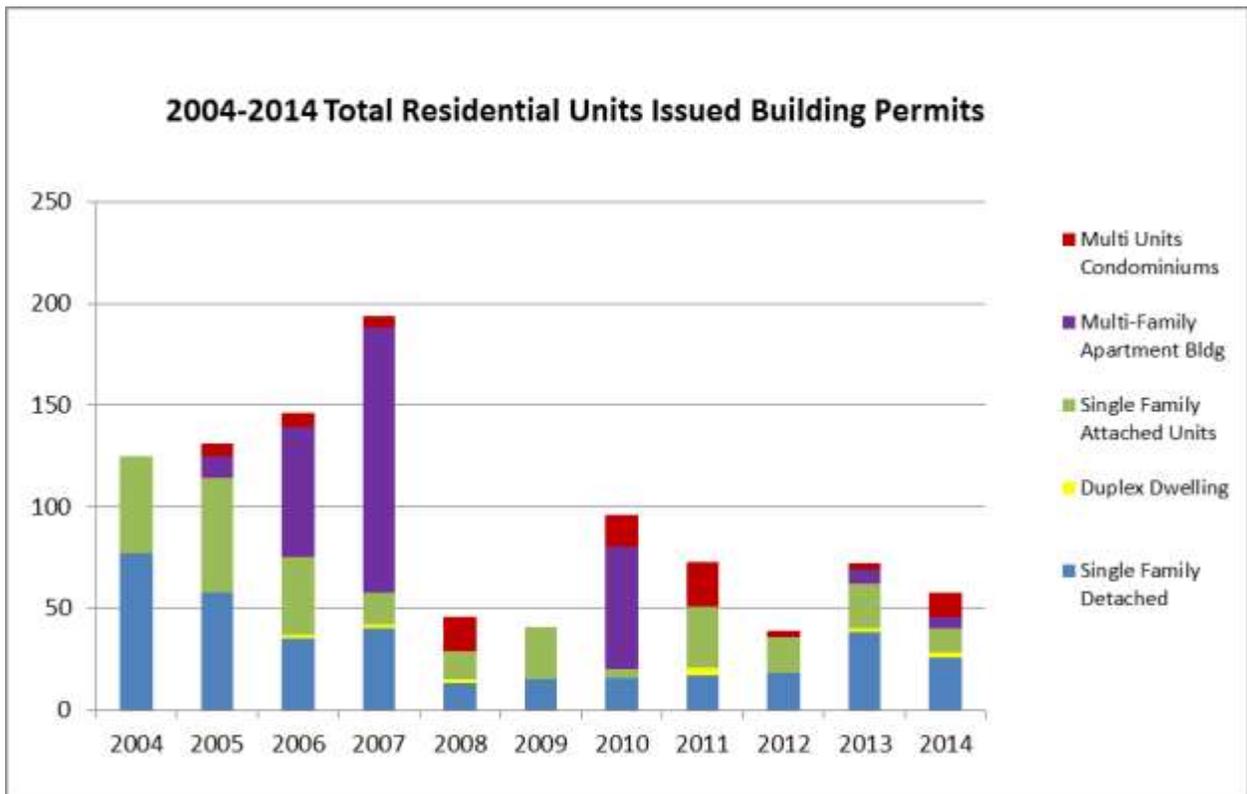
When including multi-family residential, another approximately \$2-million was invested in residential properties with an additional 18 units being constructed in 2014.

MULTI-UNIT RESIDENTIAL CONSTRUCTION									
		2007	2008	2009	2010	2011	2012	2013	2014
Multi-Family Apartment Bldg	No. of bldgs	1	0	0	1	0	0	1	1
	Approx value	\$12,285,000	\$0	\$0	\$2,400,000	\$0	\$0	\$670,000	\$500,000
	Total no. of units	130	0	0	60	0	0	7	6
Multi Units Condominiums	No. of bldgs	4	3	0	4	6	1	1	2
	Approx value	\$825,000	\$1,021,000	\$0	\$962,268	\$1,800,000	\$450,000	\$650,000	\$1,515,534
	Total no. of units	6	17	0	16	22	3	3	12

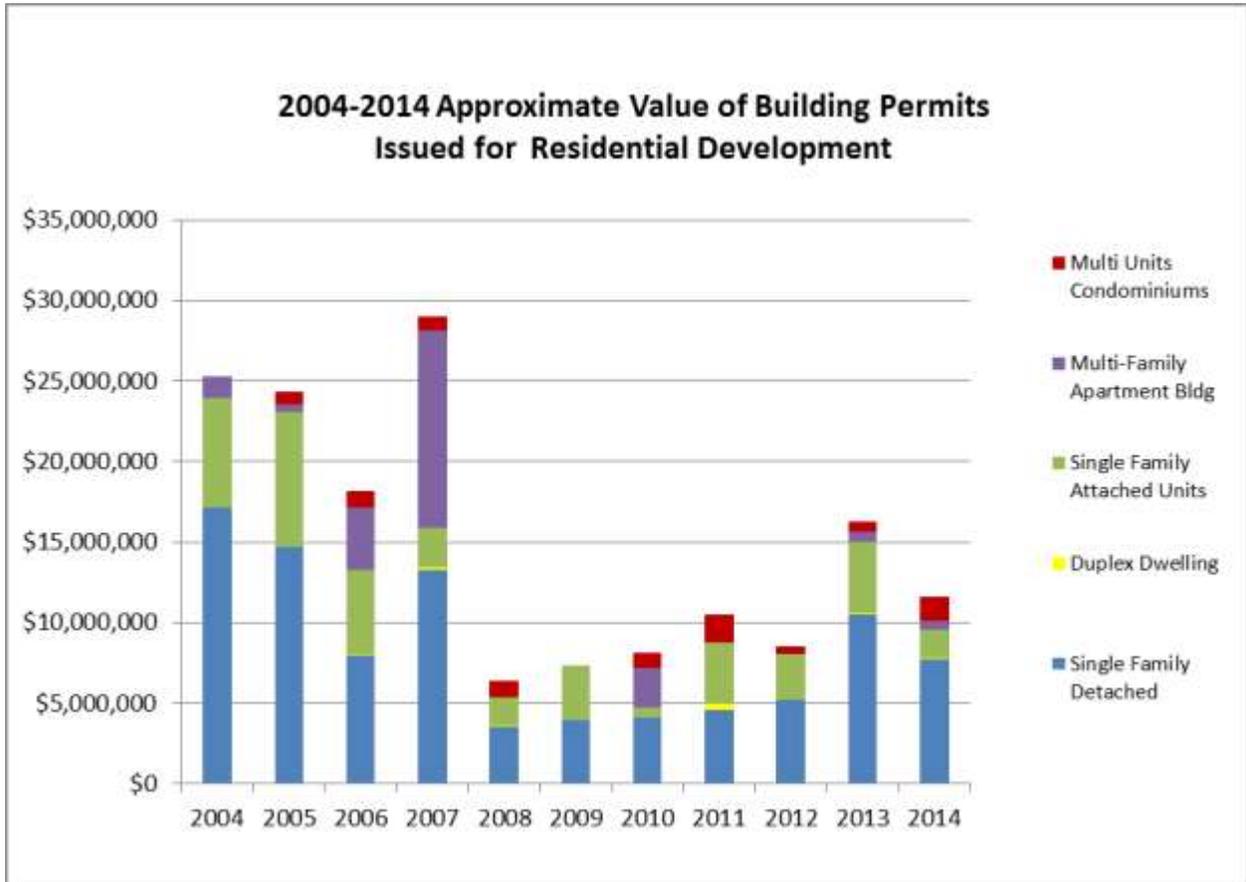
The following chart identifies the number of Building Permits issued for residential development from 2008-2014. (Note that one permit is issued per multi-family development.)



The following chart identifies the number of residential units for which a building permit was issued from 2008-2014.

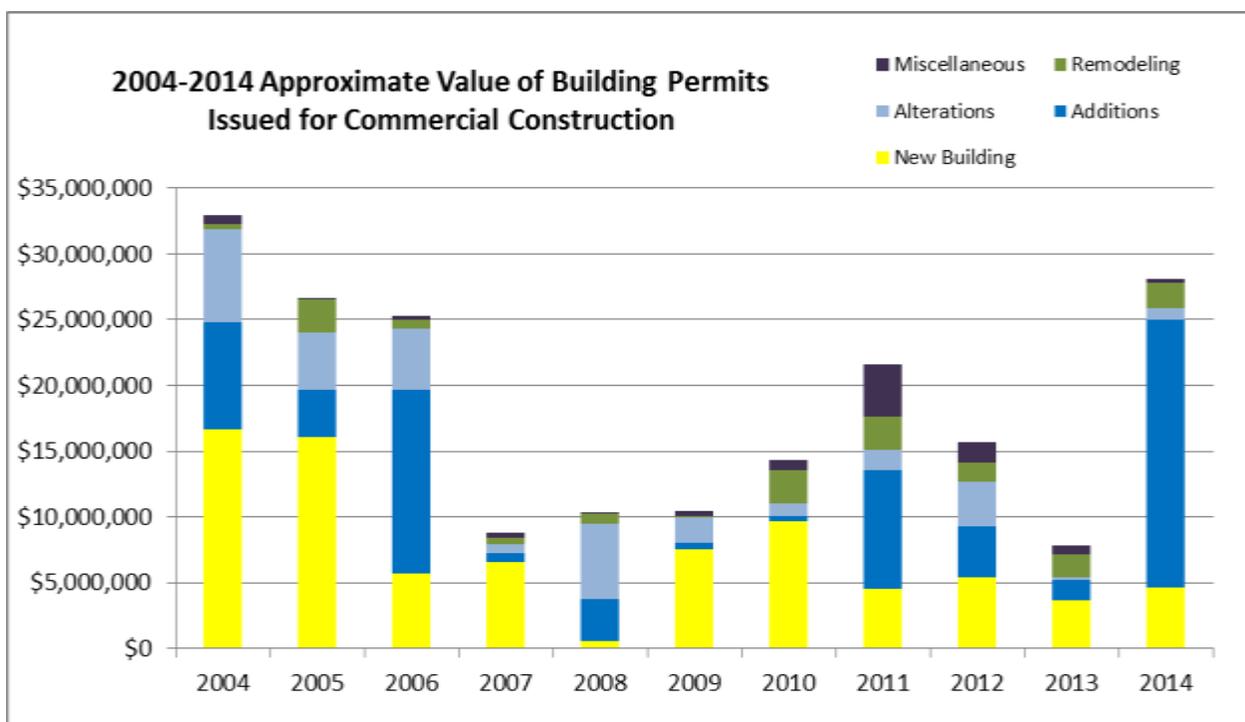
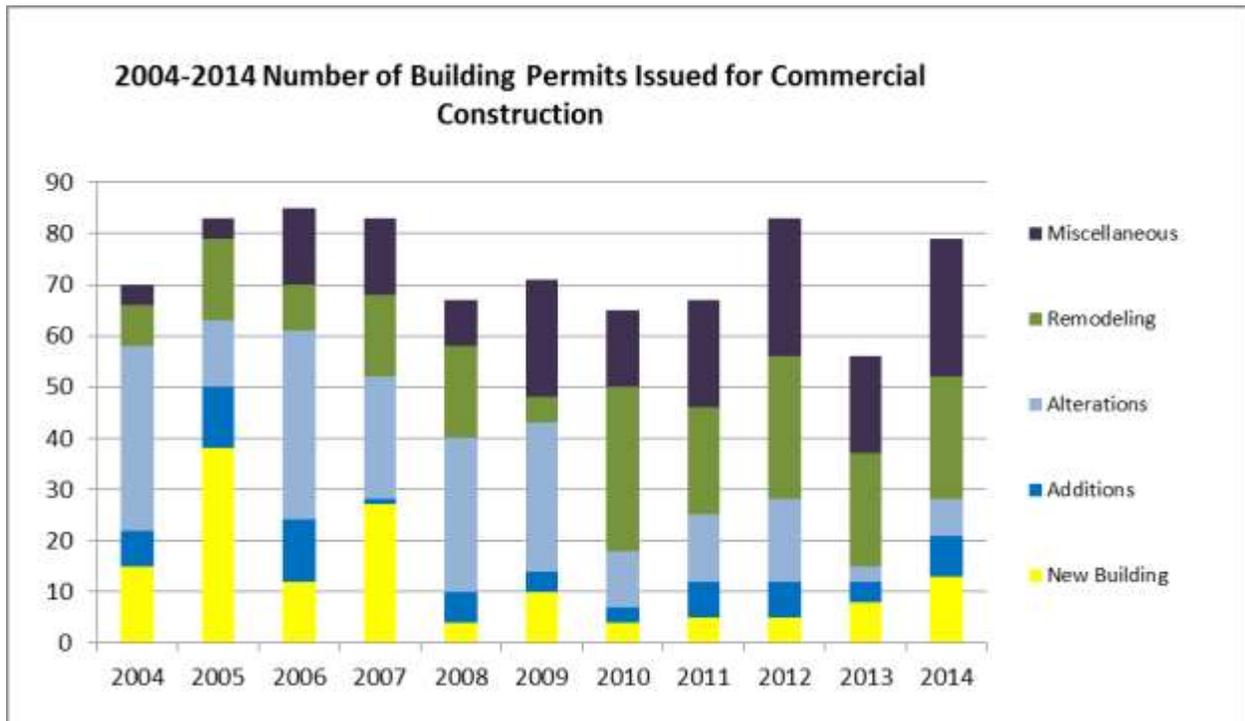


The chart below depicts data from 2008-2014 for the total amount of investment in residential development as approximated on Building Permit applications.



Commercial Building Permits

- For commercial construction, 94 permits were issued in 2014. Between 2009 and 2013, the average number of commercial permits issued was 81 permits.
- The total investment in commercial construction during 2014 was \$30.1 million.
- The amount of new commercial construction, as well as additions increased in 2014, more than what had occurred since 2007. In 2014, 13 new commercial structures were built.



COMMERCIAL CONSTRUCTION		2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Multi-Family Apartment Bldg	No. of bldgs	6	2	1	1	0	0	1	0	0	1	1
	Approx value	\$1,353,480	\$525,000	\$3,860,000	\$12,285,000	\$0	\$0	\$2,400,000	\$0	\$0	\$670,000	\$500,000
	Total no. of units	N/A	11	64	130	0	0	60	0	0	7	6
Multi Units Condominiums	No. of bldgs	0	2	4	4	17	0	16	22	3	1	2
	Approx value	\$0	\$759,000	\$973,000	\$825,000	\$1,021,000	\$0	\$962,268	\$1,800,000	\$450,000	\$650,000	\$1,515,534
	Total no. of units	0	6	7	6	3	0	4	6	0	3	12
New Building	No. of bldgs	15	38	12	27	4	10	4	5	5	8	13
	Approx value	\$16,635,601	\$16,100,000	\$5,726,802	\$6,552,937	\$527,927	\$7,501,358	\$9,638,325	\$4,555,355	\$5,424,880	\$3,646,500	\$4,585,575
	No. of permits	7	12	12	1	6	4	3	7	7	4	8
Additions	Approx value	\$8,171,500	\$3,580,556	\$13,907,310	\$686,000	\$3,217,006	\$495,000	\$444,700	\$9,017,000	\$3,870,911	\$1,610,000	\$20,442,250
	No. of permits	36	13	37	24	30	29	11	13	16	3	7
	Approx value	\$7,091,112	\$4,296,616	\$4,705,200	\$642,600	\$5,728,300	\$1,925,573	\$916,000	\$1,519,000	\$3,378,767	\$164,000	\$873,500
Remodeling	No. of permits	8	16	9	16	18	5	32	21	28	22	24
	Approx value	\$335,400	\$2,535,500	\$647,000	\$559,500	\$756,674	\$94,700	\$2,518,700	\$2,496,800	\$1,464,000	\$1,740,660	\$1,946,508
	No. of permits	4	4	15	15	9	23	15	21	27	19	27
Miscellaneous	Approx value	\$733,165	\$89,650	\$266,660	\$317,550	\$123,503	\$398,432	\$814,544	\$3,990,565	\$1,573,444	\$647,515	\$216,800

Recent Commercial Projects

Note: Prior to the issuance of a commercial building permit, site plan review is required for new development and redevelopment activities.

- In 2014, 22 site plan reviews were completed:
 - 1) Health Traditions, 1808 East Main Street – 4,600 s.f. addition & remodel (\$450,000 value).
 - 2) Ciatti’s Restaurant, 2486 Midwest Drive – new 7,100 s.f.; restaurant is relocating (\$890,000 value).
 - 3) Cedar Villas – Krause Road, construction of 3 approximate 3,400 s.f. triplexes on Krause Road (\$350,100 – total value).
 - 4) Culver’s, 835 Oak Avenue South – 4,560 s.f. renovation of existing building & small addition for second location in Onalaska (\$622,450 value).
 - 5) Coulee Golf Bowl, 100 Green Coulee Road – approximate 2,000 s.f. remodel of existing pro shop & bar addition (\$950,000 value).
 - 6) Salt Shed, City Public Works Shop – construction of new accessory building.
 - 7) Venture Tool & Machine, 1109 Venture Place - 21,670 s.f. addition (\$1,069,800 value).
 - 8) Joy’s Daycare, 1447 Oak Forest Drive – new 3,652 s.f. building; daycare is moving from existing building (\$381,000 value).
 - 9) Party City, 1228 Crossing Meadows Drive – new 12,477 s.f. building; business relocating from existing location & is expanding (\$1,195,189 value).
 - 10) Kimberly Phillips, 1289 County Road PH – 560 s.f. addition & 271 s.f. alteration (\$100,000 value).
 - 11) Clearwater Farm, 760 Green Coulee Road – Construction of accessory structure (\$1,500 value)
 - 12) Primos Southwestern Grill, 1427 STH 35, Alterations to building and site improvements (\$1,000 value).
 - 13) Servicemaster, 600 2nd Avenue North, Construction of new parking lot.
 - 14) Onalaska Armory, 910 Oak Forest Drive, Construction of new parking lot.
 - 15) Terry Weiland, 2120 Abbey Road, Construction of 3rd cold storage mini-warehouse (\$74,000 value).
 - 16) Mitchell Lown, 1220 Oak Forest Drive – Construction of 5 cold storage mini-warehouses (\$591,785 value).
 - 17) Ivy & Lace Office Building, 2511 East Main Street – 7,499 s.f. commercial construction (\$900,000 value).
 - 18) Shogun Restaurant, 1227 Crossing Meadow Drive – 6,178 s.f. restaurant construction (\$411,000 value).

- 19) Springbrook Assisted Living Facility, 861 Critter Court – 36,740 s.f. addition with 38 new assisted living/memory care units. Springbrook currently has 27 units. (\$4,500,000 value).
 - 20) Northern Hills Elementary – 94,011 s.f. addition and alterations to existing structure (\$10,000,000 value).
 - 21) Irving Pertzsch Elementary – 16,612 s.f. addition and alteration to gymnasium and classrooms (\$3,000,000 value).
 - 22) Coronado Circle build-out – Site Plan Review completed for three new 6-unit residential buildings. (Building Permit not yet issued.)
- Other larger commercial projects which pulled a Building Permit did not require Site Plan Review include:
- 1) Woodman's - 15,278 s.f. renovation (\$100,000 value).
 - 2) Gap Factory Store – 8,207 s.f. renovation (\$512,408 value).
 - 3) LaVida Massage – commercial alteration (\$115,000 value).
 - 4) Yogurt Lab – 943 s.f. renovation (\$167,000 value).
 - 5) Gundersen Health System's Health Shoppe – remodel (\$100,000 value).
 - 6) 1052 Oak Forest Drive – 4,116 s.f. commercial build-out of 3rd floor (\$124,000 value)
 - 7) Denturesmart, 605 2nd Ave S, Ste 130 – interior remodel (\$10,000 value)
 - 8) Ground Round, 9348 Hwy 16 – 6,800 s.f. alteration/remodel (\$380,000 value)
 - 9) Kohl's – 750 s.f. interior remodel (\$42,600 value)
 - 10) Stoney Creek Inn – foundation repair (\$85,000 value)
 - 11) Wisconsin Addiction Treatment Services, 9532 East 16 Frontage Rd – 1,368 s.f. interior alteration/remodel (\$60,000 value)
 - 12) Audio Video Pros, Inc., 1291 County Rd PH – 289 s.f. interior remodel (\$60,000 value)

Report compiled by: Brea Grace, AICP, Land Use & Development Director

Data compiled by: Cindy Genz, Office Clerical Support, Inspection Department



CITY OF ONALASKA

STAFF REPORT

Community Development Authority – February 19th, 2015

Agenda Item: Update on the “Building the Great River Landing” Project.

Background: On February 10th, 2015 the Common Council officially approved the Final Report for the “Building the Great River Landing” Project. Additionally, the Common Council approved a recommendation from the Great River Landing Committee to direct City staff to proceed with identifying funding mechanisms for the construction of Project No.1 of the “Building the Great River Landing” Project.

This action essentially adopted the concept & 30% plans as identified in the Final Report for the “*Building* the Great River Landing” Project as the direction which development will proceed of the waterfront and the west Highway 35 block between Main Street and Irvin Street. The approval does not allocate or authorize the expenditure of any funds to this project; approval of funding will occur as future Common Council action items. This approval gives staff and the community direction on how the area is envisioned to be redeveloped.

Approval of the second item directs staff to put together a detailed plan of possible funding sources, mechanisms and timing for the construction of the first phases of the project, collectively known as “Project No. 1”. Staff will prepare a report that will return to the Common Council for future review and consideration.

Additionally, staff is working to bringing forward a proposal to the Common Council in March to finish the design of Project 1.0: the Trailhead/ Market, which is the minimum base project to satisfy previous commitments with the WDNR.

Building the Great River Landing

30% Design Briefing

Parks and Recreation Board - January 26, 2015

The City of Onalaska's Waterfront Committee has undertaken the goal of revitalizing the Onalaska waterfront and Building the Great River Landing to provide safe and accessible access to the waterfront with clear connectivity to the downtown and Main Street.

From August through October, the City hosted a Community Meeting and a three day Charrette or intensive collaborative design and planning session (Sept 29 - Oct 1), culminating in this schematic design for Onalaska's waterfront.

During the several months that followed, the City's consultant team, along with the Waterfront Committee, advanced the design through preliminary engineering and cost estimation.

For more information:
www.greatriverlanding.com



PROCESS

On August 20, 2014, the City of Onalaska's Waterfront Committee hosted a Community Meeting as a first in the series of public involvement opportunities regarding the Onalaska waterfront and the Great River Landing.

From that meeting until October, the City and design team held stakeholder interviews and a three day Charrette or intensive collaborative design and planning session (Sept 29 - Oct 1), culminating in this schematic design for Onalaska's waterfront.



PROJECT GOALS & GUIDING PRINCIPLES

PROJECT GOALS

- A. **A highly accessible river**
- B. **An active riverfront connected to a vibrant downtown**
- C. **A design in harmony with nature & ecology**
- D. **Support and enhance education and awareness of history, culture and environment**
- E. **Balance creative vision and market reality**
- F. **Community supported policies, plans and projects**

GUIDING PRINCIPLES

- 1. **Create a Destination**
- 2. **Provide a Range of Uses and Activities**
- 3. **Enhance & Promote Riverfront Environment & Ecology**
- 4. **Economically Viable and Sustainable Return on Investment**
- 5. **Increase and Enhance Connections**
- 6. **Address and Enhance Public Safety and Security**
- 7. **Respect and Promote Heritage & Culture**
- 8. **Embrace Resiliency**
- 9. **Ongoing Community Engagement**



GREAT RIVER LANDING – SCHEMATIC DESIGN



The plan graphic to the left represents the consensus schematic design plan that was developed during the final day of the charrette (October 1, 2014). The list below corresponds to the consensus program that was developed for the project and keyed into the plan graphic.

Project Program Elements

1. Transient Boat Docking
2. Ice Fishing Bay
3. Spillway Island Bridging
4. Nature Walk & Rustic Camping
5. Aerial Canopy Course
6. Spillway Fishing Pier
7. Pedestrian Bridge with Grand Stairway & Elevator
8. Amphitheater Seating
9. Main Street Plaza
10. Restroom Facility
11. Trailhead & Parking
12. Enhanced Pedestrian & Emergency Railroad Crossing
13. Emergency Boat Launch,
14. ADA Kayak Launch & Log Rolling Boom
15. Stone Seating Blocks
16. Adventure Play Area
17. Support Structure
18. Fabric Picnic Shelters
19. Stone River Access
20. Wetland Viewing Access
21. Nature Walk



30% DESIGN PLANS – SCOPE REVIEW

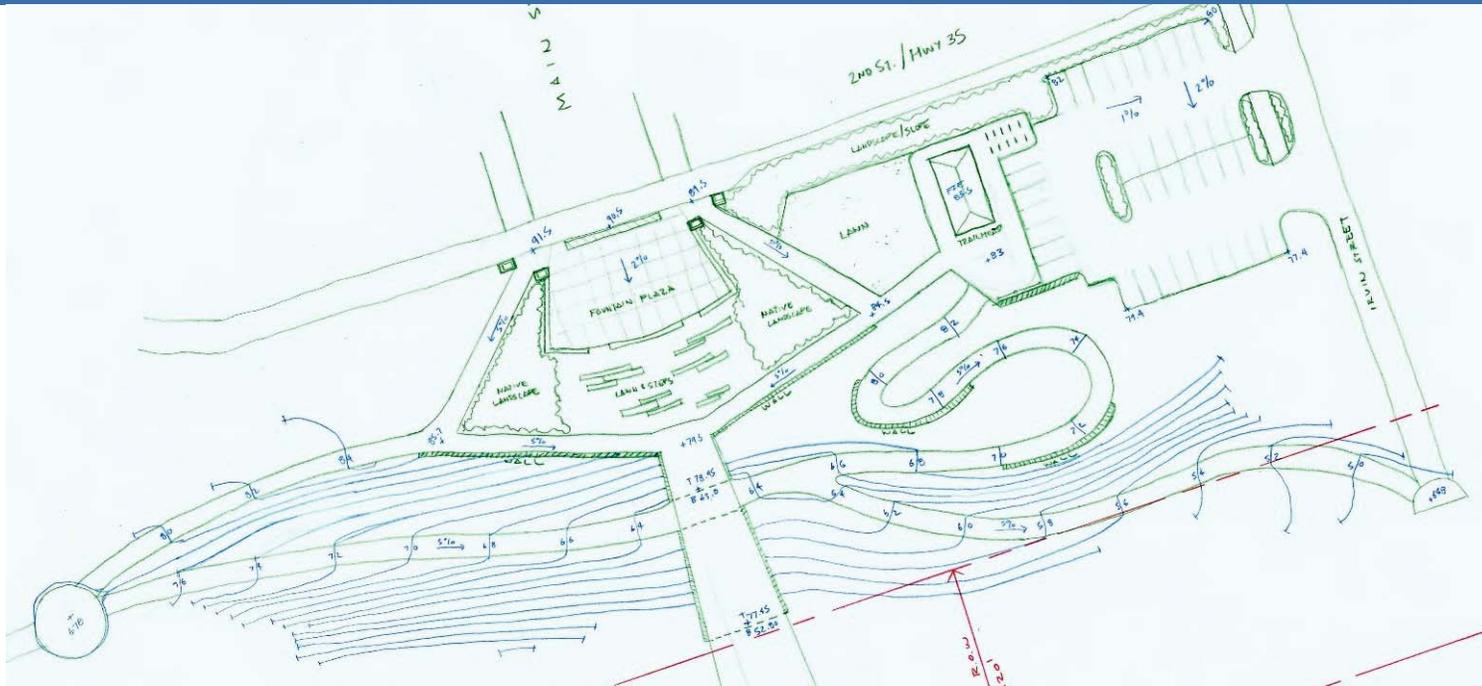


SEH has advanced the following areas, as noted below, to assist the City in refining the cost, design and engineering of these projects.

- 1. Paddle Basin, Nature Playground & Trails**
15% review of bridge landing
- 2. Boardwalk & Spillway Link**
10% review of bridge landing
- 3. South Nature Trail Enhancements**
Verify costs
- 4. Spillway Bridges**
Verify costs
- 5. Adventure Play & Island Recreation**
Verify costs
- 6. Trailhead & Market**
 1. 35% grading & layout plan
 2. 10% architectural design for trailhead building
- 7. Main Street Bridge**
 1. 5% structural review of pier/stair/elevator
 2. Bridge width options
- 8. Main Street Plaza, Spray Fountain & Lawn**
25% grading & layout plan



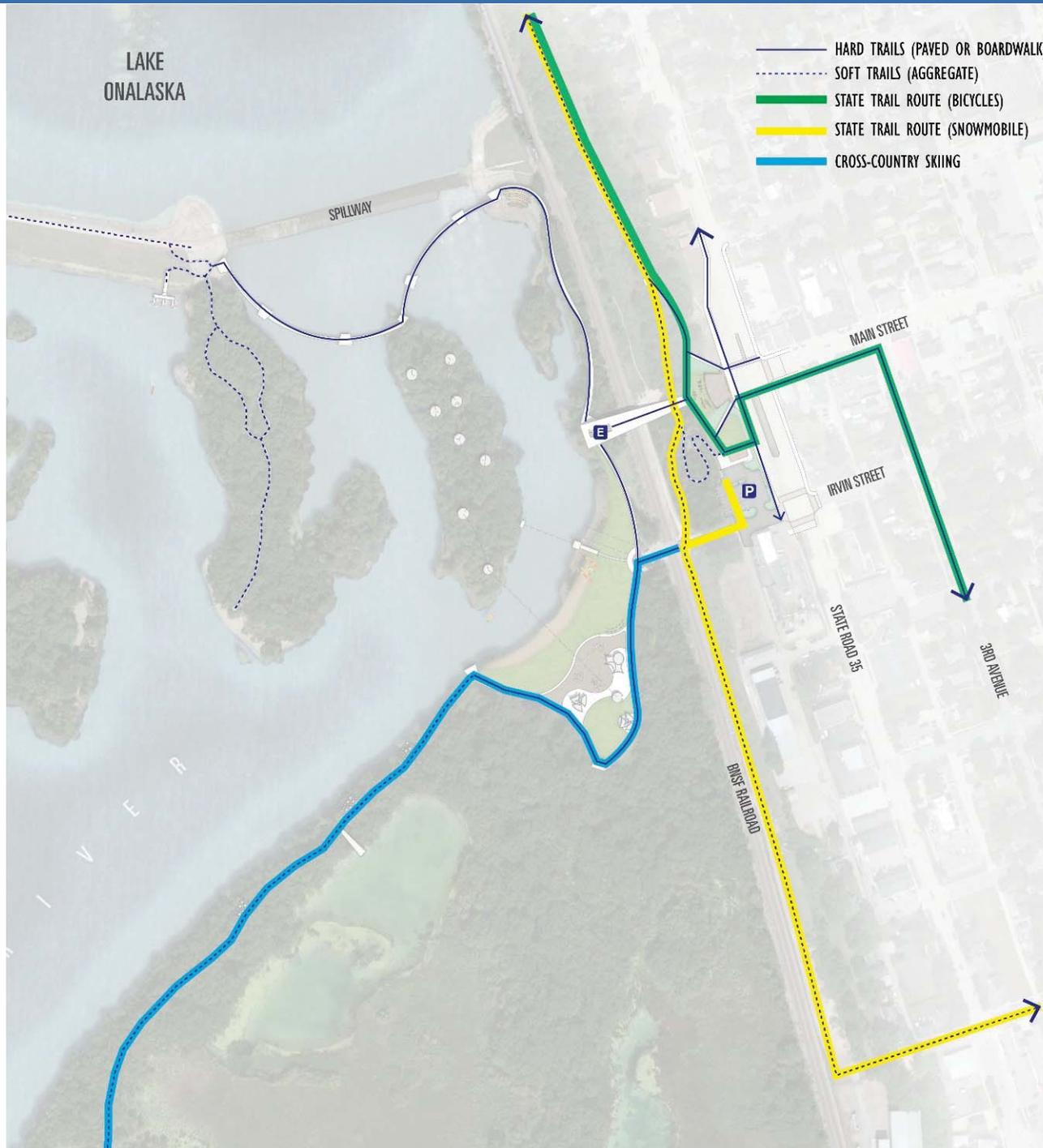
THE LANDING – GRADING PLAN



SEH addressed the upland site grading early in the 30% process, to validate the design generated in the charrette. To provide Universal Accessibility (5% maximum slopes) and minimize earthwork and impacts to the bluff, SEH developed the grading plans shown to the left.



THE LANDING – CIRCULATION PLAN



SEH reviewed and refined the circulation patterns of multiple trail types and users early in the process to eliminate any redundancies from the charrette plan. The graphic to the left indicates proposed circulation patterns within and through the site for pedestrians, bicycles, snowmobiles and cross-country skiing.

GREAT RIVER LANDING – UPDATED DESIGN



The plan graphic to the left represents the updates to the schematic design plan that was developed during the final day of the charrette. The consensus program listed below still remains intact, while some of the geometry and materials have slightly changed based upon grading, circulation, City input and actual site conditions.

Project Program Elements

1. Transient Boat Docking
2. Ice Fishing Bay
3. Spillway Island Bridging
4. Nature Walk & Rustic Camping
5. Aerial Canopy Course
6. Spillway Fishing Pier
7. Pedestrian Bridge with Grand Stairway & Elevator
8. Amphitheater Seating
9. Main Street Plaza
10. Restroom Facility
11. Trailhead & Parking
12. Enhanced Pedestrian & Emergency Railroad Crossing
13. Emergency Boat Launch,
14. ADA Kayak Launch & Log Rolling Boom
15. Stone Seating Blocks
16. Adventure Play Area
17. Support Structure
18. Fabric Picnic Shelters
19. Stone River Access
20. Wetland Viewing Access
21. Nature Walk



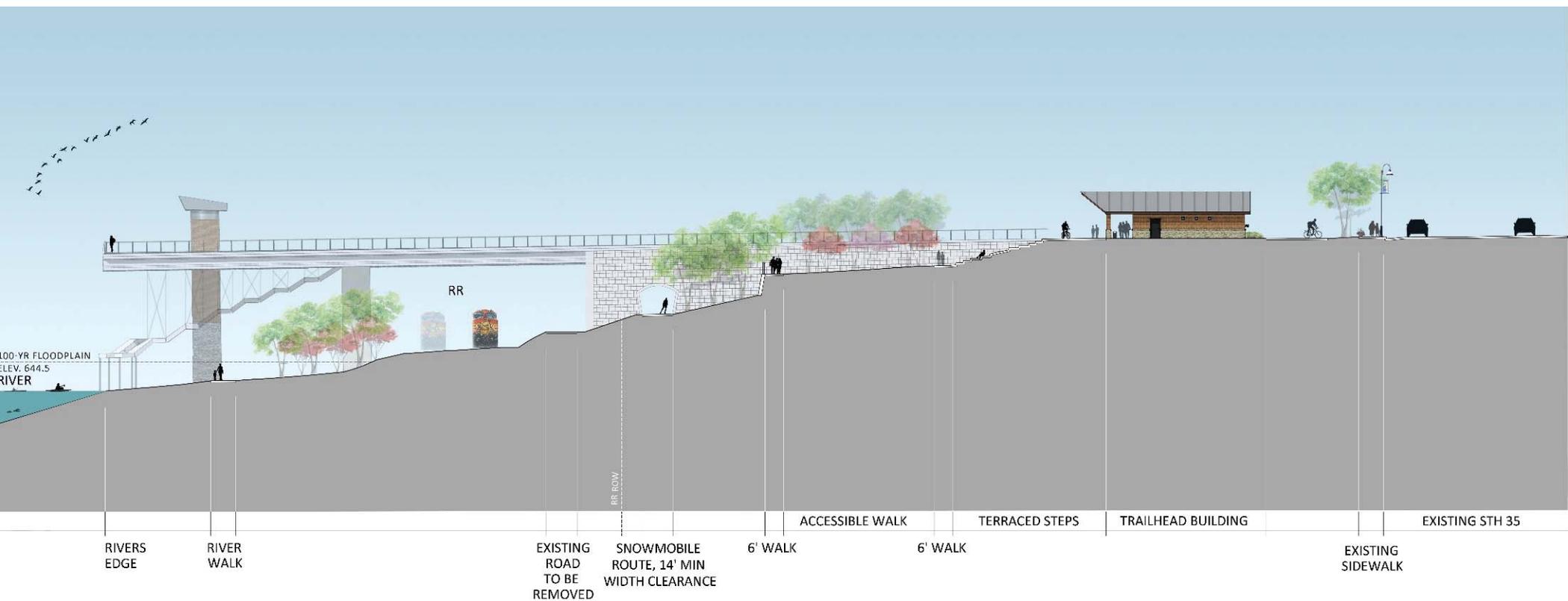
THE LANDING - MAIN STREET PLAZA & BRIDGE



7. Pedestrian Bridge with Grand Stairway & Elevator
8. Amphitheater Seating
9. Main Street Plaza with Interactive Water Feature
10. Restroom Facilities
11. Trailhead Parking & Market
12. Enhanced Pedestrian & Emergency Railroad Crossing
13. Emergency Boat Launch
14. ADA Kayak Launch & Log Rolling Boom



THE LANDING - MAIN STREET PLAZA & BRIDGE



THE LANDING – PROGRAMMING PLAN

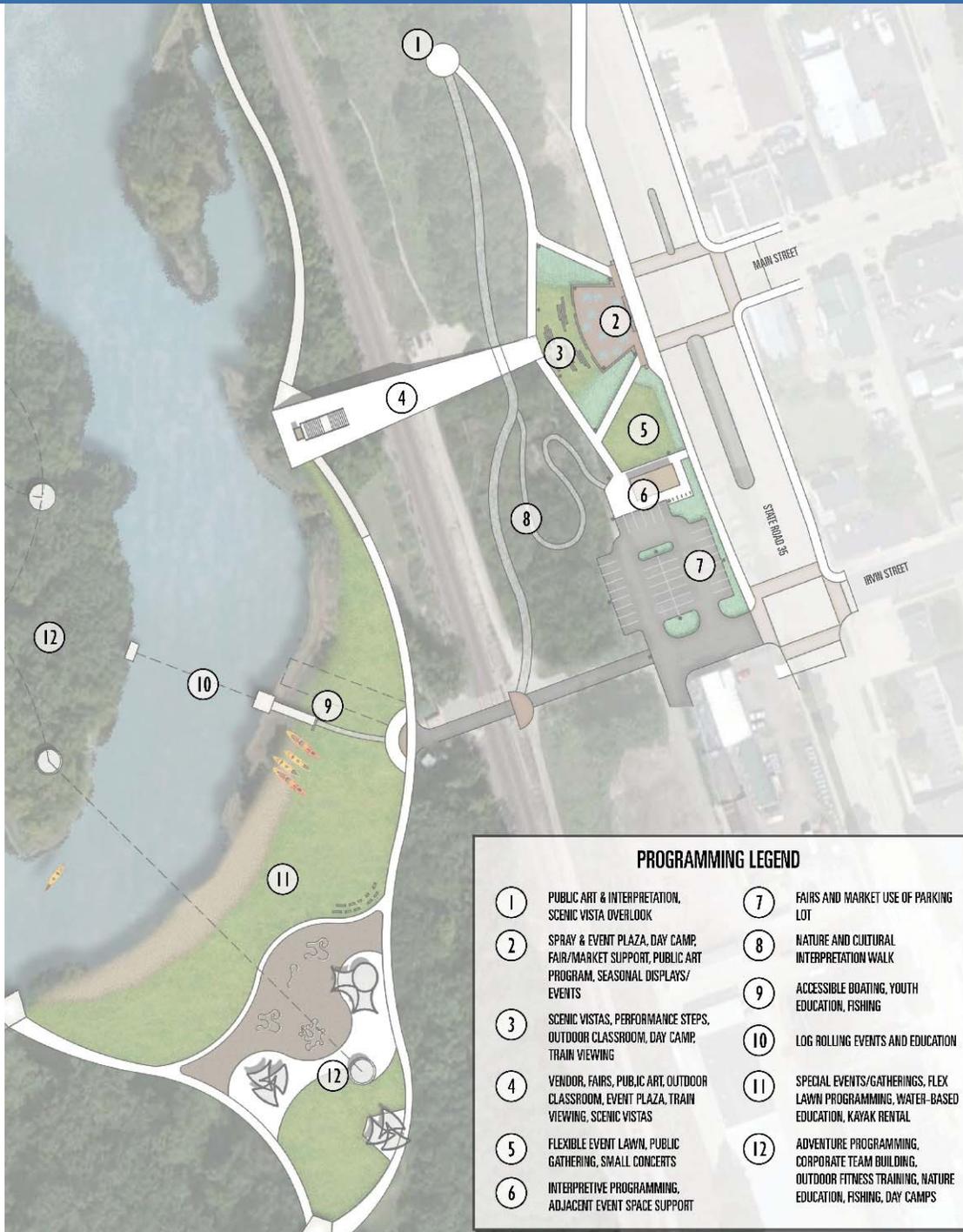
The plan to the left shows different programming activities throughout the Great River Landing that could be operated by City staff or outside organizations.

1. TRANSIENT BOATING, WATER-BASED EDUCATION, FISHING
2. DAY/OVERNIGHT CAMPING, NATURE EDUCATION, FISHING
3. YOUTH FISHING, NATURE INTERPRETATION, DAY CAMPS
4. ADVENTURE PROGRAMMING, CORPORATE TEAM BUILDING, OUTDOOR FITNESS TRAINING, NATURE EDUCATION, FISHING, DAY CAMPS
5. ICE FISHING
6. NATURE INTERPRETATION, OUTDOOR CLASSROOM, DAY CAMPS
7. NATURE INTERPRETATION, HANDS-ON ENVIRONMENTAL EDUCATION, USFWS PROGRAMMING, ICE SKATING
8. SPECIAL EVENTS/GATHERINGS, FLEX LAWN PROGRAMMING, WATER-BASED EDUCATION, KAYAK RENTAL



PROGRAMMING LEGEND	
1	TRANSIENT BOATING, WATER-BASED EDUCATION, FISHING
2	DAY/OVERNIGHT CAMPING, NATURE EDUCATION, FISHING
3	YOUTH FISHING, NATURE INTERPRETATION, DAY CAMPS
4	ADVENTURE PROGRAMMING, CORPORATE TEAM BUILDING, OUTDOOR FITNESS TRAINING, NATURE EDUCATION, FISHING, DAY CAMPS
5	ICE FISHING
6	NATURE INTERPRETATION, OUTDOOR CLASSROOM, DAY CAMPS
7	NATURE INTERPRETATION, HANDS-ON ENVIRONMENTAL EDUCATION, USFWS PROGRAMMING, ICE SKATING
8	SPECIAL EVENTS/GATHERINGS, FLEX LAWN PROGRAMMING, WATER-BASED EDUCATION, KAYAK RENTAL

THE LANDING – PROGRAMMING PLAN



The plan to the left shows different programming activities throughout the Great River Landing that could be operated by City staff or outside organizations.

1. PUBLIC ART & INTERPRETATION, SCENIC VISTA OVERLOOK
2. SPRAY & EVENT PLAZA, DAY CAMP, FAIR/MARKET SUPPORT, PUBLIC ART PROGRAM, SEASONAL DISPLAYS/EVENTS
3. SCENIC VISTAS, PERFORMANCE STEPS, OUTDOOR CLASSROOM, DAY CAMP, TRAIN VIEWING
4. VENDOR, FAIRS, PUBLIC ART, OUTDOOR CLASSROOM, EVENT PLAZA, TRAIN VIEWING, SCENIC VISTAS
5. FLEXIBLE EVENT LAWN, PUBLIC GATHERING, SMALL CONCERTS
6. INTERPRETIVE PROGRAMMING, ADJACENT EVENT SPACE SUPPORT
7. FAIRS AND MARKET USE OF PARKING LOT
8. NATURE AND CULTURAL INTERPRETATION WALK
9. ACCESSIBLE BOATING, YOUTH EDUCATION, FISHING
10. LOG ROLLING EVENTS AND EDUCATION
11. SPECIAL EVENTS/GATHERINGS, FLEX LAWN PROGRAMMING, WATER-BASED EDUCATION, KAYAK RENTAL
12. ADVENTURE PROGRAMMING, CORPORATE TEAM BUILDING, OUTDOOR FITNESS TRAINING, NATURE EDUCATION, FISHING, DAY CAMPS

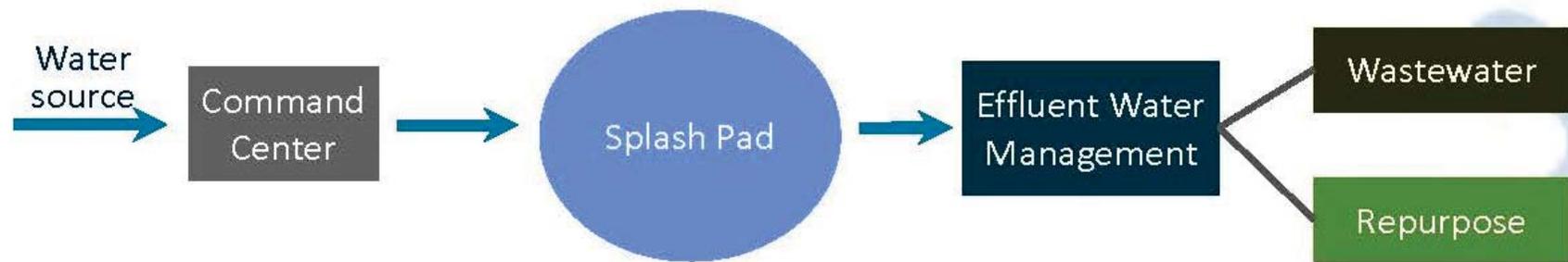
PROGRAMMING LEGEND	
1	PUBLIC ART & INTERPRETATION, SCENIC VISTA OVERLOOK
2	SPRAY & EVENT PLAZA, DAY CAMP, FAIR/MARKET SUPPORT, PUBLIC ART PROGRAM, SEASONAL DISPLAYS/EVENTS
3	SCENIC VISTAS, PERFORMANCE STEPS, OUTDOOR CLASSROOM, DAY CAMP, TRAIN VIEWING
4	VENDOR, FAIRS, PUBLIC ART, OUTDOOR CLASSROOM, EVENT PLAZA, TRAIN VIEWING, SCENIC VISTAS
5	FLEXIBLE EVENT LAWN, PUBLIC GATHERING, SMALL CONCERTS
6	INTERPRETIVE PROGRAMMING, ADJACENT EVENT SPACE SUPPORT
7	FAIRS AND MARKET USE OF PARKING LOT
8	NATURE AND CULTURAL INTERPRETATION WALK
9	ACCESSIBLE BOATING, YOUTH EDUCATION, FISHING
10	LOG ROLLING EVENTS AND EDUCATION
11	SPECIAL EVENTS/GATHERINGS, FLEX LAWN PROGRAMMING, WATER-BASED EDUCATION, KAYAK RENTAL
12	ADVENTURE PROGRAMMING, CORPORATE TEAM BUILDING, OUTDOOR FITNESS TRAINING, NATURE EDUCATION, FISHING, DAY CAMPS



THE LANDING – WATER FEATURE



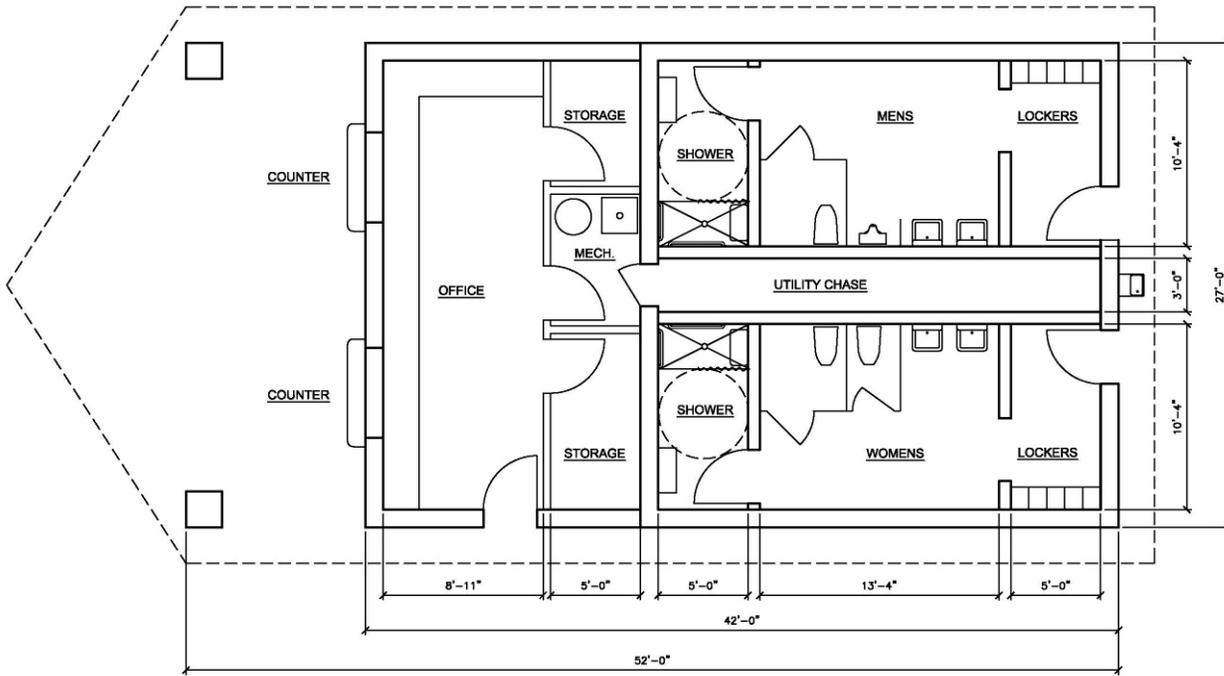
Flow-Through (Potable Water Systems)



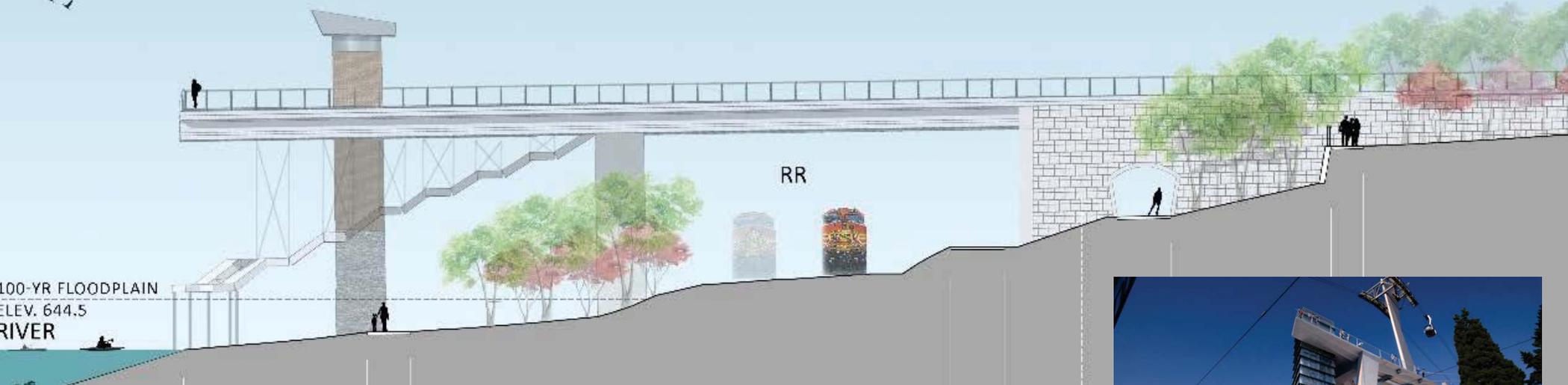
THE LANDING – AMPHITHEATER SEATING



THE LANDING – TRAILHEAD BUILDING



THE LANDING – BRIDGE



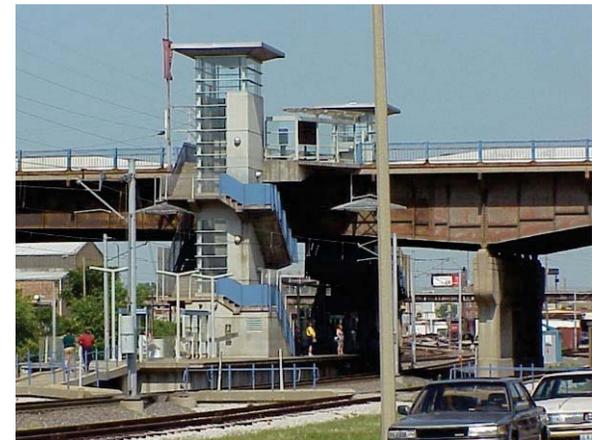
Four different bridge options were reviewed by SEH during this phase of the project.

Option A

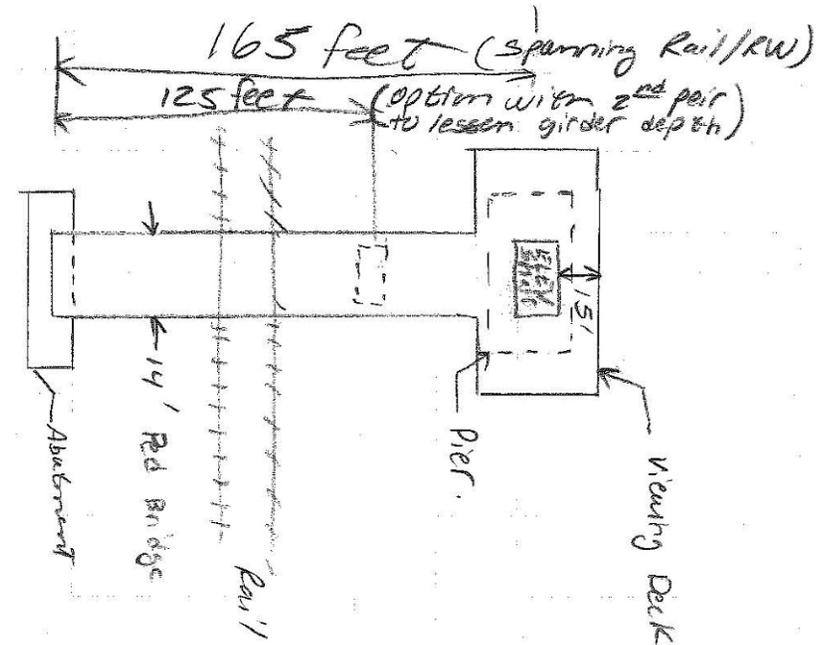
- Bridge per charrette design
- 160' railroad span
- 12" bridge deck & 6' girders
- All concrete, low maintenance
- Increase in earthwork/fill due to higher bridge for railroad clearance

Option B

- Similar to Option A
- Shorter span 125', with extra pier (as shown above)
- Additional pier would be within railroad R.O.W., but outside clear zone
- Precast concrete or steel girders
- Steel girders would result in higher maintenance than concrete
- 6% less than Option A



THE LANDING – BRIDGE



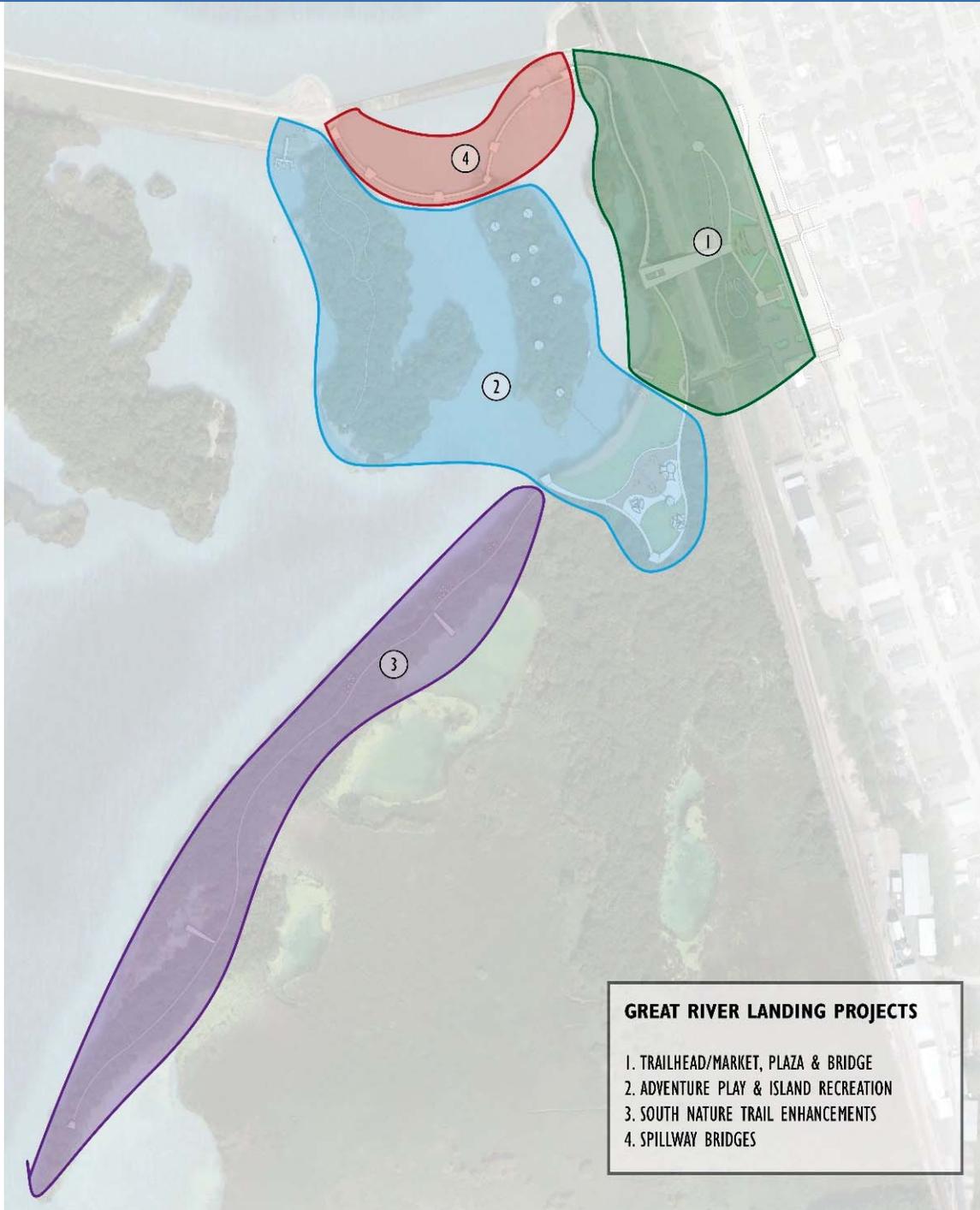
Option C

- Overhead steel truss design
- 160' span across entire railroad R.O.W.
- Higher maintenance cost
- Require bridge coating every 20-30 years
- Developed for cost comparison only
- 20% less than Option A

Option D

- Similar to Option A, with much smaller deck
- 14' wide structure
- Similar to sketch above
- 29% less than Option A

ACTION PLAN – PHASING ALTERNATIVES CONSTRUCTION COSTS



The plan graphic to the left shows potential phasing and bundling projects that could assist implementing the Great River Landing in a phased approach as funding is available. These bundles are arbitrarily numbered and do not reflect City priorities.

Below are brief descriptions of these bundles along with the Engineer's Preliminary Opinion of Construction Cost for each. Design, engineering and permitting fees are not included in the estimates below.

Great River Landing Projects

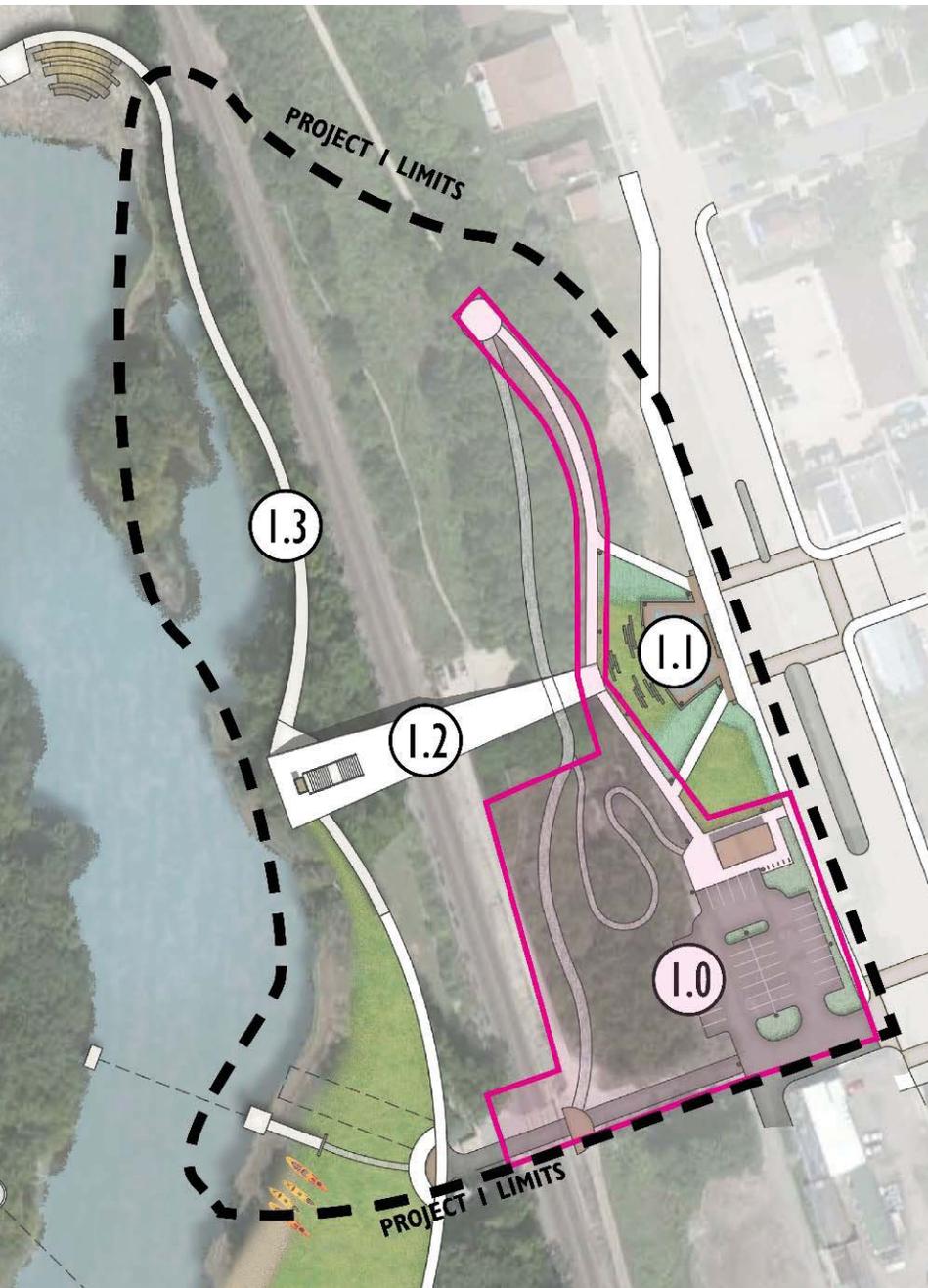
1. Trailhead/Market, Plaza & Bridge (\$8.2M)
2. Adventure Play & Island Recreation (\$3.1M)
3. South Nature Trail Enhancements (\$500,000)
4. Spillway Bridges (\$3.4M)

Total Project Construction = \$15.2M

Detailing phasing has only been developed for Project #1 within this contract and can be found on the following page.



ACTION PLAN – PROJECT 1



The plan graphic to the left shows the proposed limits of Project #1 associated with building the Great River Landing. Through phasing and implementation options listed below, a budget range has been developed for Project #1. SEH estimates that Project #1 could be completed within 3-5 years.

- **High = \$8.2M; Low = \$5.0M**

Highlighted in magenta are the approximate limits of the 1st Phase of construction, including the trailhead building and parking, ADA accessible route to the railroad tracks and connection to the Great River State Trail.

1.0: Trailhead/Market = \$1.2M

Below are brief descriptions of alternatives to consider during the final design phase of Project #1, numbered on the plan graphic to the left. These items are phasing or value engineering options for the City to consider as funding is available.

1.1: Plaza (Phasing Options)

1. Sloped Lawn = \$1.1M
2. Final Plaza = \$1.8M

1.2: Bridge (Value Engineering Options)

1. Option D = \$2.2M
2. Per Design = \$3M

1.3: Spillway Trail Connection (Phasing Options)

1. At Grade Trail = \$0.5M
2. Boardwalk = \$2.2M



OPERATIONS AND MAINTENANCE



PRELIMINARY CONSTRUCTION COST ESTIMATE
Onalaska Parks Department(ONALA)
Great River Landing

Maintenance Costs

Updated

01/26/15

No.	Description	Units	Quantity	Unit Price	Total Cost
1	Daily Facility Check Labor & Trash Removal	Hrs	370	\$25.00	\$9,250.00
2	Periodic Maintenance Labor	Hrs	50	\$25.00	\$1,250.00
3	Landscaping Maintenance (Lawn & Garden)	Hrs	48	\$25.00	\$1,200.00
5	Building Cleaning (year-round facility)	Hrs	100	\$30.00	\$3,000.00
6	Snow Removal (assume 16 week window)	Hrs	30	\$50.00	\$1,500.00
6	Equipment Repairs	\$/Year	1	\$2,500.00	\$2,500.00
Subtotal					\$18,700.00
Contingencies					\$4,300.00
Project Total					<u>\$23,000.00</u>
Annual Operational & Maintenance Cost					<u>\$23,000.00</u>

Project Assumptions

Data Input

Time Period

1

Yrs

Daily Facility Check Labor & Trash Removal
 Periodic Maintenance Labor
 Landscaping Maintenance (Lawn & Garden)
 Building Cleaning (year-round facility)
 Snow Removal (assume 16 week window)
 Equipment Repairs

1

Hrs/day

1

Hrs/Week

4

Hrs/Week

2

Hr/week

2

Hrs/Week

\$2,500.00

\$/Year

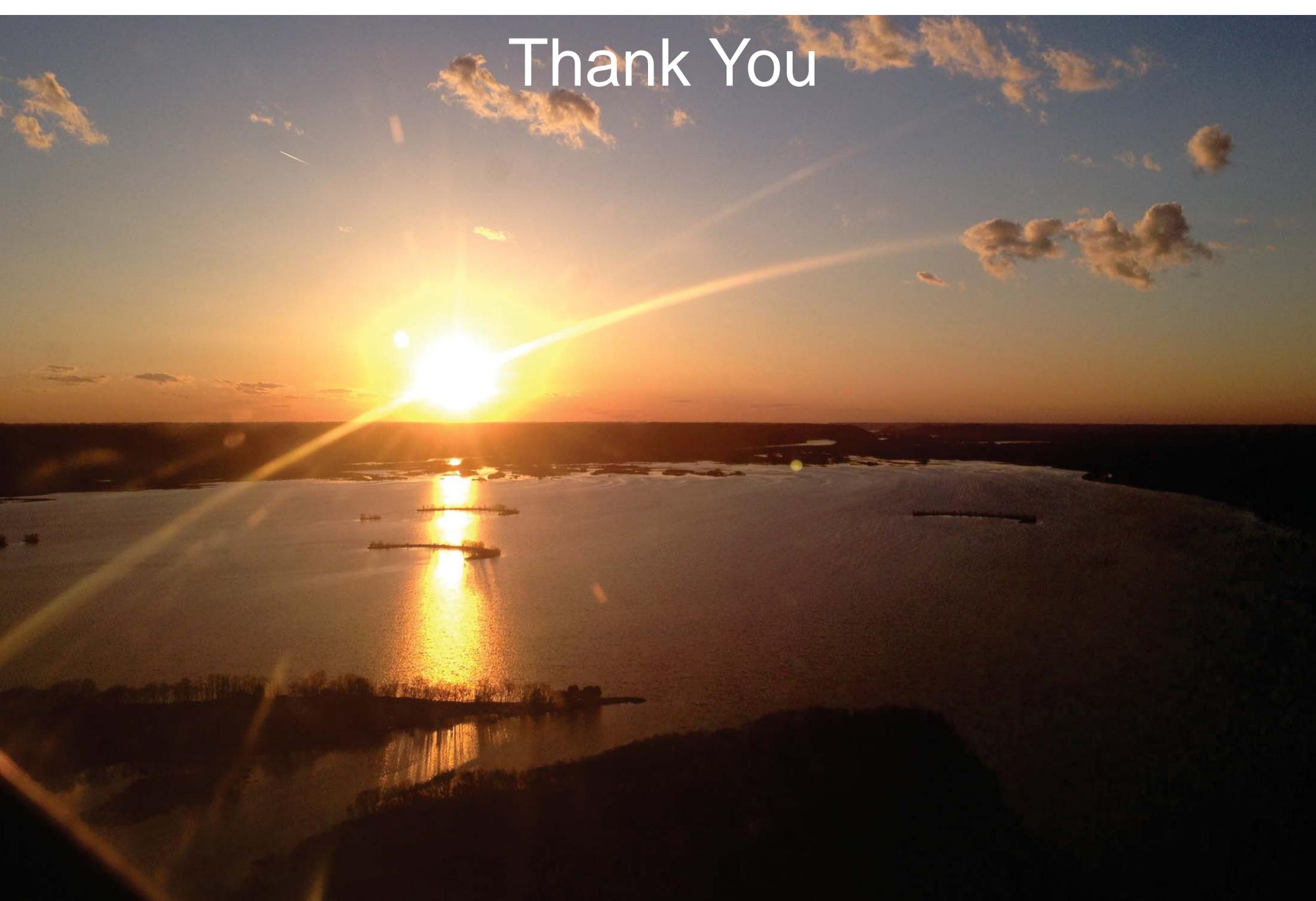
ACTION PLAN – NEXT STEPS

This document illustrates the holistic vision for the Great River Landing project as developed during the three day charrette and validated during the 30% document phase. In this validation, a series of four project “bundles” were highlighted with a detailed phasing approach to implement Project One which was identified by the public, Waterfront Committee and Common Council as the preferred first phase of construction. The following actions are recommended as the next steps to implement this project.

1. It is recommended that this report be approved by the Waterfront Committee and Common Council to guide the phased implementation of the Great River Landing project.
2. City staff will need to outline a funding strategy for Project 1.0 as a minimal first, catalytic phase of construction to fulfill obligations with the Wisconsin DNR and to gain momentum for subsequent phases. Operations and maintenance should be factored into this effort.
3. Construction documents should be developed for Project 1.0 so that the project can bid as soon as construction funding is available.
4. The stated desire of the Waterfront Committee has been to construct as much of Project One as possible as soon as possible and at the level of quality illustrated in the Schematic Design and 30% documents. As such, staff should begin seeking additional funding for the remainder of Project One as a first priority, as well as other phases should a near term funding match materialize. A detailed summary of potential funding sources to be considered for this project have been included in the appendix of this document and includes:
 1. Community Development Block Grants (CDBG)
 2. Community Development Investment Grants (CDIG)
 3. Knowles – Nelson Stewardship Program
 4. Recreational Boating Facilities Grants
 5. Sports Fish Restoration (SFR)
 6. Transportation Alternatives Program (TAP)
 7. Urban Nonpoint Source and Storm Water Management Grant Program (UNPS & SW)
 8. Freight Railroad Infrastructure Improvements Program (FRIIP)
 9. Burlington Northern Santa Fe Railway (BNSF)
 10. Tax Increment Financing (TIF)
 11. Private and corporate partnership opportunities
5. Additional phases of the Great River Landing project should proceed into design and construction phases as the City secures additional funding to implement these project.



Thank You





CITY OF ONALASKA

STAFF REPORT

Community Development Authority – February 19th, 2015

Agenda Item: Review and discussion of 2015 Comprehensive Plan Update, Chapter 7 - Economic Development.

Background: The Long Range Planning Committee (LRPC) is in the process of completing a 10-year update of the existing 2005-2025 Comprehensive Plan, as required by Wisconsin State Statutes. The LRPC is seeking feedback from City Committees on the drafts of updated chapters for the Comprehensive Plan. Relevant City Committees are being asked to review certain chapters.

Enclosed is a copy of Chapter 7: Economic Development. Please review this chapter and provide me with feedback, comments and edits. If the CDA wishes, discussion about this chapter can occur at the CDA meeting, otherwise comments can be forwarded to me directly. No formal motions or action is necessary on this agenda item.

Further Background - Below are the updated chapters for the 2015 Comprehensive Plan Update. They are available on the City's Webpage www.cityofonalaska.com for review and comment by the public/city committees. Go to "Planning Department" and select "2015 Comprehensive Plan Update".

- Chapter 2: Issues & Opportunities;
- Chapter 3: Housing;
- Chapter 4: Transportation;
- Chapter 5: Utilities & Community Facilities;
- Chapter 6: Agriculture, Natural, & Community Resources; and
- Chapter 7: Economic Development.

7.0 Economic Development

7.1 Existing Conditions

7.2 Assessment of Future Conditions

7.3 Local Plans and Programs

7.4 Goals, Objectives and Policies

Wis. Stats. 66.1001(2)(f)
(f) Economic development element. A compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in the local governmental unit, including an analysis of the labor force and economic base of the local governmental unit. The element shall assess categories or particular types of new businesses and industries that are desired by the local governmental unit. The element shall assess the local governmental unit's strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries. The element shall also evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The element shall also identify county, regional and state economic development programs that apply to the local governmental unit.

An important factor in economic development is attracting new and retaining current businesses. By providing for its local businesses and the residents who make up the workforce, the City of Onalaska can make efforts to solidify current and future economic successes. The economic development element is a compilation of goals, objectives, policies, maps, and programs to promote the stabilization, retention, or expansion of the economic base and quality employment opportunities for the City.

Through planning, a community can anticipate economic change and guide development to achieve the City's economic vision and objectives. Economic development is about working together to maintain a strong economy, which provides a good standard of living and a reliable tax base. An economic development plan should reflect the values of the community and must be carefully linked to the goals, objectives, and policies of the other plan elements.

This element assesses particular types of new businesses and industries desired by the City of Onalaska, assess strengths and weaknesses with respect to attracting and retaining businesses, and designates an adequate number of sites for such businesses and industries. County, regional and state economic development programs that apply to the City of Onalaska are also identified in the element.

7.1 Existing Conditions

The labor force is that portion of the population that is 16 years or older who are employed, or unemployed but actively seeking employment opportunities. As a business, it is helpful to know information about the population that will be depended on to fill open positions in the future.

As identified in the Issues and Opportunities element shows, Onalaska's population has grown at a rate slightly faster than La Crosse County for the past four decades. According to population projections, the City is projected to grow at a faster pace than La Crosse County through the year 2040. In 2012, Onalaska had a labor force participation rate of 71.4 percent, which was down from 75.5 percent in 2000.

As shown in the Issues and Opportunities element, in 2012 Onalaska had a median age of 37.4, which is higher than La Crosse County's, but lower than Wisconsin's. There is a higher percentage of individuals in the age categories of 'Over 65' and 'Under 18' than more middle-aged categories.



Educational Attainment

A good indicator of the economic potential of an area is the education attainment of its residents. Generally speaking, a population with a higher level of education reflects a more skilled workforce with higher earning potential. A more skilled population can be seen as an attractive quality for businesses relocating as well. Table 2-9 in the Issues and Opportunities element details the educational attainment in Onalaska and La Crosse County. Nearly 96 percent of Onalaska residents had at least a high-school diploma in 2012. Over 35 percent of Onalaska residents had attained at least a Bachelor's degree. These numbers are quite high compared to County and State numbers.



Ground Floor Retail - STH 35

Economic Base

Table 2-20 in the Issues and Opportunities element indicates La Crosse County's largest employers. Table 2-16 shows that approximately 32 percent of Onalaska residents are employed in the Education, Health and Social Services Industry.

In 2012, there were four percent of Onalaska residents who indicated they worked from home. City of Onalaska businesses employ about 28 percent of Onalaska residents, while another 60 percent work within the La Crosse County area.

Income

In the Issues and Opportunities element, refer to the income for Onalaska and La Crosse County residents in Tables 2-14 and 2-15. The median family income in Onalaska is \$76,854, while La Crosse County's is \$65,728. Household incomes are also quite a bit higher for the City of Onalaska when compared to La Crosse County and the State of Wisconsin. Onalaska residents in general have higher education levels, which could contribute to residents in the City having higher incomes than the County and State as a whole.



South-Side Strip Retail

Employment Projections

Employment projections for the Western Wisconsin Workforce Development Area are presented in Tables 2-22 and 2-23 in the Issues and Opportunities element. The industry in this region expected to see the largest growth rate through 2020 is Natural Resources and Mining/Construction, with an expected increase in employment of over 26 percent. The occupation expected to see the largest increase through 2020 is computer and mathematical occupations (21.1 percent growth in employment), followed closely by healthcare support occupations (19.3 percent growth projected).



Newer Strip Retail



Economic Strengths and Weaknesses

The following are strengths and weaknesses in attracting and retaining businesses and industries to the City of Onalaska. It is important that the community continue to work on strengthening its position to meet future business and industry needs that may arise.

Strengths

- Unique environmental quality, particularly coulees, bluffs and water
- Education and Training – Onalaska residents have very high high-school graduation rates and excellent access to secondary education and training facilities in the region.
- Customer base in the La Crosse Metropolitan Statistical Area of just over 133,000 according to the 2010 Census.
- Excellent transportation facilities and options – freight rail, commercial airport, located on I-90.
- High (Disposable) incomes.
- Excellent Infrastructure – including roads and utilities.
- Niche area businesses – high tech, medical fields

Weaknesses

- Lack of financial resources for development assistance.
- Workforce age – An increasing age will lead to individuals dropping out of the workforce into retirement. Entry-level workers may become difficult to find for employers.
- Higher taxes, land costs and wage scale compared to more rural communities.
- Limited available development space

According to the National Governor's Association, Center for Best Practices, the seven New Economy Development Strategies are:

- 1) Invest in People*
- 2) Build state-of-the-art infrastructure*
- 3) Treat citizens as customers*
- 4) Streamline taxes and regulations*
- 5) Nurture entrepreneurs*
- 6) Create hi-tech magnets*
- 7) Preserve quality of life*

7.2 Assessment of Future Conditions

As evidenced throughout the community survey completed in the spring of 2014, responses had a wide variety of businesses desired. There is a general consensus that the City's downtown remain historic, but with a creative buzz that is exentuated by small, niche, local businesses, including small shops and café's and eateries.

Survey respondents were also asked to identify the types of land uses most needed and 52 percent indicated additional industrial or manufacturing would be good for the area. In fact, the Retention and Expansion of Local Employers ranked as the second most prevalent issue throughout the survey. Additional industrial and manufacturing properties may be built in areas with particular good access to major transportation corridors.



New Commercial Development





Menards Site and Future Mayo Site

Additional private investments are likely to occur in downtown Onalaska, particularly as additional public expenditures are made for the Great River Landing project. Therefore, additional focus on the downtown in terms of desired businesses and the approach to identifying and reserving sites for complementary businesses should occur.

A large tract of land was recently purchased by Mayo Clinic Health System near the Menards' site. This area will be developed in conjunction with the natural environment, and is likely to be an economic driver for the area immediately surrounding this site, as any development Mayo constructs will likely be a large traffic generator.

Designated Economic Development Sites

Development pressure is anticipated to continue. With good access to the highways, rail, and airport transportation, the City is well-primed for additional economic growth.

Economic development sites and projects should be evaluated on a case-by-case basis. Of foremost importance is to determine if the proposed project is consistent with the community's vision and Comprehensive Plan. There are 27 buildings and 18 sites within the City that are being actively marketing on LocateInWisconsin, Wisconsin Economic Development Corporation's marketing website.

Based on discussions and responses to the survey and community meetings, it is recognized that the downtown is desired to be vibrant with small, local, niche stores. The Center 90 area is also been identified several times as a site ready for revitalization for general retail opportunities.

Brownfield Redevelopment Sites

A search of the Wisconsin DNR BRRTS database revealed that Onalaska has 125 sites that have been contaminated. Sixty-nine of these sites are "Closed," meaning that the sites have been satisfactorily cleaned according to state standards. There are several "No Action" sites which means that based upon the action or site attributes, no action needs to be taken to clean-up the site. Twenty-one sites are "Historic," meaning spills were cleaned prior to 1996. There are no "open" sites in the City.

These sites can often be remediated and reused for commercial or industrial businesses. This would allow the City to reuse these lands and enables the preservation of farmland, as businesses can avoid developing greenfield acreage.

Brownfield Definition: "...real property, the expansion, redevelopment, or reuse of which may be complicated by the presence of hazardous substances, pollutants, contaminants, controlled substances, petroleum or petroleum products, or is mine-scarred land."

-Environmental Protection Agency (EPA)

7.3 Local Plans and Programs

There are a variety of local, regional, and statewide economic development plans and tools available to municipalities to assist them with supporting existing businesses and recruiting new businesses. In addition, there are programs available for individual businesses to assist in start-up and



“A comprehensive economic development framework is fundamentally about enhancing the factors of productive capacity – land, labor, capital, and technology – of a national, state or local economy”
(“Defining Economic Development,” U.S. Economic Development Administration Information Clearinghouse, http://www.osec.doc.gov/eda/html/sa1_whatised.htm).

expansion. At the state level, economic development took on the form of creating a strategic framework that refines the state’s priorities, renews commitment to existing programs, and presents new programs. Released in 2013, Governor Walker has created new programs aimed to support entrepreneurship and innovation through capital catalyst programs, marketing efforts, funding assistance, tax credits, and tourism.

Economic development tools include tax increment financing (TIF), low-interest business loans, and business incubators. Effectively using these tools requires an investment by the community to provide resources such as staff to organize and manage these tools, foster partnerships, and secure and manage funding. Numerous other economic development plans and programs exist including:

- Wisconsin Housing and Economic Development Administration (WHEDA)

WHEDA offers many financial assistance programs to assist small-businesses with low-interest loans and grants.

- Wisconsin Department of Administration (DOA)

DOA offers some financial assistance programs to assist small-businesses with low-interest loans and grants, and communities with grants to build infrastructure necessary to accommodate business development.

- Wisconsin Economic Development Corporation (WEDC)

Wisconsin (WEDC) offers programs that help with many areas of business development, including business planning, initial capitalization, site selection, permitting, regulations, employee training programs, economic development tax credits, and expansion programs.

- Wisconsin Department of Transportation (WisDOT)

WisDOT has many programs that provide grants and loans to businesses and local communities for transportation related needs.

- Transportation Economic Assistance and Development (TEA-Grant) Program

This program, operated by WisDOT, offers grant money to communities or private businesses for transportation projects that will attract and retain businesses and jobs in the State of Wisconsin.

- Wisconsin Public Service Corporation

Wisconsin Public Service Corporation offers programs to companies that are looking to expand, relocate, or start-up in their service area. They also maintain lists of available land and marketing resources for communities in which they provide service.



- 7 Rivers Alliance

The 7 Rivers Alliance represents the Upper Mississippi Valley region across three states and includes the La Crosse County. The region is focused on growing five business clusters – advanced agriculture, advanced manufacturing, composites, entrepreneurs and inventors, and health care.

- Competitive Wisconsin, Inc.

Competitive Wisconsin is a nonpartisan coalition engaging business, higher education, agriculture and labor and provides analysis and recommendations for action on issues affecting Wisconsin's economy and quality of life.

- Western Technical College

The Western Technical College offers employee training programs to maintain competitiveness in today's global business environment.

- UW-La Crosse – Small Business Development Center (SBDC)

This organization is part of a statewide network of SBDC's working with business owners and entrepreneurs to facilitate business growth and improvement.

- Western Wisconsin Workforce Development Area

This regional organization is a collaborative, interactive, and coordinated network of training resources and support services that provides and retains a well-skilled labor force for employers of western Wisconsin.

- Mississippi River Regional Planning Commission (MRRPC)

This organization offers industrial park and site inventories, business park development, loan fund assistance, economic development studies and strategies, and grant writing.

- La Crosse Municipal Airport – Airport Land Use Plan

Nearby access to a regional airport can be a critical location decision factor for companies looking to relocate or expand. This is a large asset for the region, and the City of Onalaska. Project improvements include terminal upgrades, fueling area improvements, parking rehabilitation, land acquisition, airfield lighting improvements, and hangar taxiway reconstruction. It is project that aircraft operations will continue growing at a rapid base out of this facility.

- Onalaska Chamber of Commerce and La Crosse Area Chamber of Commerce

The Onalaska Chamber of Commerce and the La Crosse Area Chamber of Commerce both play a large role in the economic development of the City of Onalaska and La Crosse County. These organizations generally



coordinate economic development programs for the region. Partnerships developed with these groups and the communities and businesses assist in business start-ups, workforce development, networking, and professional development.

- La Crosse Area Development Corporation (LADCO)

LADCO primarily focuses their efforts on attracting new businesses, retaining existing businesses, and co-managing the Coulee Region Business Center.

- Coulee Region Business Center (CRBC)

CRBC provides facilities, resources, mentoring and coaching to small businesses and entrepreneurs in the La Crosse area.

- Centering Onalaska

This group's mission is to revitalize and sustain the City's historic downtown area by creating a strong positive identity, enhancing access to Lake Onalaska and the waterfront areas, and to complement a thriving business district with places to be entertained, eat, shop, and enjoy.

- Onalaska Area Business Association (OABA)

The Onalaska Area Business Association was organized to promote goodwill and improve communications between the business community, local government, and the people who live in the Onalaska area. Their goals are to improve the quality of life within the community and foster economic growth throughout the Onalaska area.

Effectively using these tools and programs requires an investment by the City to provide resources such as staff to organize and manage these tools, foster partnerships, and secure and manage funding. A limited amount of technical assistance is available to municipalities from the State, County, Regional Planning Commission, and other organizations.



7.4 Goals, Objectives and Policies

Goals and Objectives

Goal 1: To promote economic development and businesses that foster a strong, diversified and balanced economy.

Objectives

- a. By working with La Crosse County and other area jurisdictions on regional economic development initiatives that benefit the City and region.
- b. By creating an economic development plan for the City that addresses the City's overall economic development goals.
- c. By taking advantage of and promoting the upkeep of the infrastructure, including transportation, utilities, fiber optic and information systems network in the Onalaska area.
- d. By identifying and inventorying properties that are suitable for the expansion of business and industrial parks.
- e. By fostering and supporting continued development of businesses that have a presence and niche in Onalaska, such as medical and high-tech/clean manufacturing.
- f. By promoting tourism, eco-tourism and related businesses that capitalize on the City's cultural, environmental and geographic resources.

Goal 2: To focus on creating a healthy City that provides for a quality of life that attracts and retains a creative, skilled labor force.

- a. By marketing the assets of the region, including transportation and natural amenities, to stimulate high-quality economic growth.
- b. By working with local education systems to continue development of vocational programs that address the labor needs of both existing employers and businesses targeted for recruitment.
- c. By continuing to implement the Great River Landing plan for safe and convenient access and improvements.



- d. Consider creating and updating an overall Downtown Redevelopment Plan that builds on results of the Great River Landing Plan.
- e. By encouraging home occupations, where appropriate, as a way to promote jobs in the community without requiring new land to be developed.

Goal 3: To strengthen and enhance the existing business districts.

Objectives

- a. By directing retail businesses to established commercial corridors and districts through the use of this comprehensive plan.
- b. By encouraging the clustering of compatible uses; e.g., retail and professional services.
- c. By maintaining a balance of industrial, commercial and residential land uses to stabilize and enhance the City's tax base and provide high quality employment opportunities.
- d. By communicating with business and industry leaders on a regular basis to ensure their needs are being met.
- e. By striving to promote the City of Onalaska as a friendly place to do business.
- f. By attracting firms that complement existing industries and increase business for established companies.

Goal 4: To foster high quality, architecturally interesting development and redevelopment that strengthens Onalaska's economy.

Objectives

- a. By continuing to use programs to assist new and existing businesses, such as Tax Incremental Financing (TIF), Business Improvement Districts (BID), community development authority and the La Crosse County revolving loan program.
- b. By encouraging reinvestment, redevelopment and infill development on vacant or underutilized land in the downtown business district and using cluster and node development concepts for infill development along key corridors.



- c. By encouraging public/private investments in business district improvements.
- d. By promoting long term investment in developing areas by encouraging mixed uses.
- e. By continuing to improve on architectural and landscape architectural standards for development and redevelopment by promoting the use of building materials that have greater longevity, design that complements or improves the character of commercial areas and equal, high-quality materials and architectural detailing on all facades.

Policies and Recommendations

Downtown, Tourism and Recreation Based Economic Development

- 1) Continue to work cooperatively to promote the Great River State Trail and La Crosse River State Trail as a means of increasing tourism.
- 2) Encourage uses in the downtown area that create a unique destination for tourists and residents, such as unique restaurants, retail and recreation-oriented businesses

Design Standards

- 3) Continue to enhance the aesthetic quality of businesses throughout the City by updating the zoning ordinance and subdivision codes as necessary and considering the creation of an overlay design district to provide for improved longevity in improvements, increased stability in property values and to promote long-term investment in the City.
- 4) Ensure adequate parking and delivery vehicle accommodations for all business areas

Commercial and Light Industrial Economic Development

- 5) Allow for flexibility in location of home occupations where compatible with neighborhood areas.
- 6) Review required items to be submitted for permitting. New development and/or land uses should be required to quantify their impacts on existing infrastructure.
- 7) Assist entrepreneurship and new business development by partnering with local agencies discussed in Section 7.3 of this Chapter that offer



programs targeted for entrepreneurs and small businesses.

Coordinated Economic Development

- 8) Continue to coordinate local economic development activities with the Onalaska Area Business Association, La Crosse Area Development Corporation, neighboring municipalities, Forward Wisconsin, the La Crosse Area Chamber of Commerce and the Wisconsin Economic Development Corporation.
- 9) Evaluate economic development agency memberships based on costs/benefits/outcomes and prioritize membership to these organizations.

Public/Private Partnerships

- 10) Focus on public/private partnerships that serve growing sectors in the economy, and that bring in both individual and institutional dollars.
- 11) Develop policies to be used to assess whether a public/private partnerships, including Tax Increment Financing (TIF) should be employed.
- 12) Tax Incremental Financing (TIF) is a specific type of public/private partnership. The following should be addressed when determining whether to allow a TIF District (TID):
- 13) When making public purchases for goods or services, the City should utilize Onalaska businesses when possible.





CITY OF ONALASKA

STAFF REPORT

Community Development Authority – February 19th, 2015

Agenda Item: Review and consideration of 2015 meeting schedule.

CITY OF ONALASKA PROPOSED MEETING SCHEDULE 2015

Community Development Authority

Community Development Authority Meetings	Week Days & Times
January 12 th	Monday @ 4:00PM
February 19 th	Thursday @ 7:00AM
March 16 th	Monday @ 4:00PM
April 16 th	Thursday @ 7:00AM
May 11 th	Monday @ 4:00PM
June 18 th	Thursday @ 7:00AM
July 13 th	Monday @ 4:00PM
August 13 th	Thursday @ 7:00AM
September 14 th	Monday @ 4:00PM
October 15 th	Thursday @ 7:00AM
November 16 th	Monday @ 4:00PM
December 17 th	Thursday @ 7:00AM

Note: Meetings alternate monthly from Mondays @ 4:00PM and Thursdays @ 7:00AM