

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Community Development Authority (CDA)

DATE OF MEETING: June 17, 2015 (Wednesday)

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

TIME OF MEETING: 6:00 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 from La Crosse Area Development Corporation (LADCO).
5. Review and Discussion about Omni Center Economic Impact Study Report.
6. Update and Discussion on the Great River Landing Project.
7. Review & Discussion of draft Land Use Map for the 10-year Comprehensive Plan Update.

8. **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 will reconvene in Open Session to take the necessary action and/or continue on with the printed agenda.

9. **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 Charter Com.
La Crosse Tribune Ona.Holmen Courier
WIZM WKTY WLXR WKBH WXOW
WLSU WKBT

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

Onalaska Public Library

Notices Posted and Mailed: 6-11-15

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 – June 17th, 2015

Agenda Item:

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Agenda Item: Review and Discussion about Omni Center Economic Impact Study Report.

Background: Attached is a report that studied the economic impact that the youth hockey tournaments at the Onalaska Omni Center had on La Crosse County and greater Coulee Region.

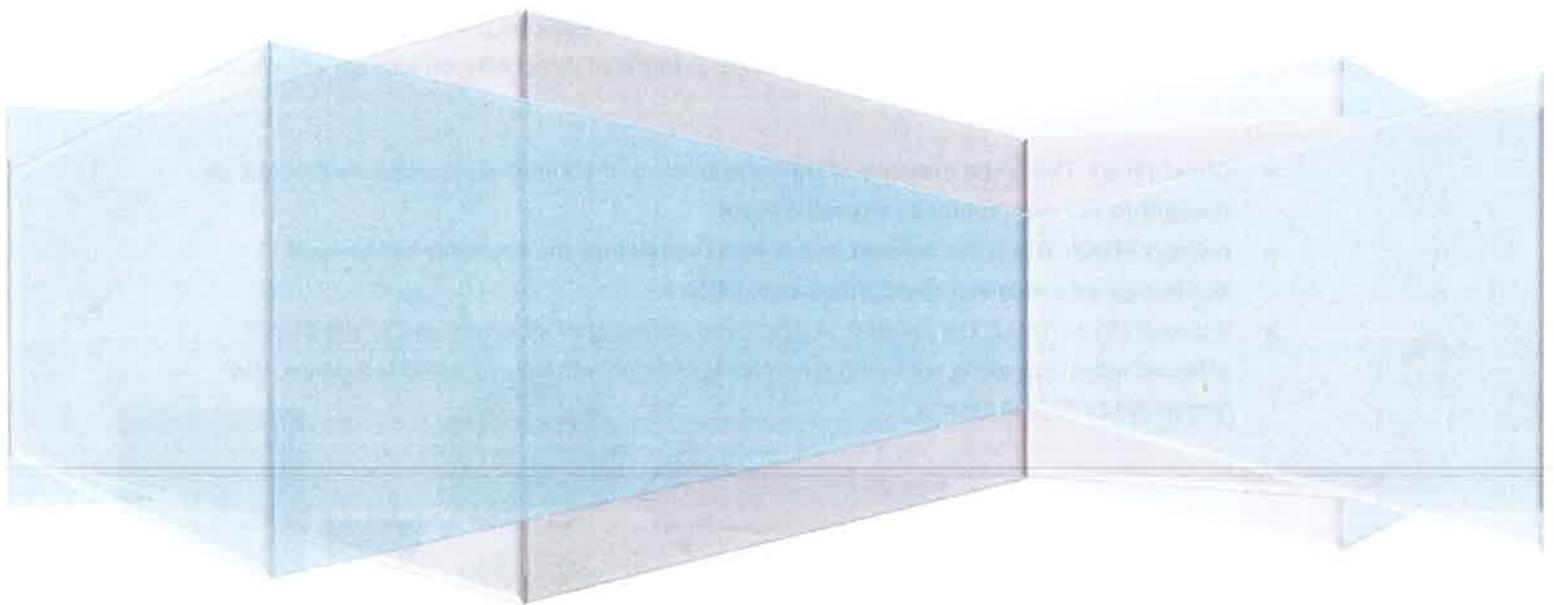
Action: Summary and discussion of the report to occur at the CDA meeting.

City of Onalaska Park and Recreation Department

Omni Center Economic Impact Study

2014 Youth Hockey Tournament Analysis

Cameron Bathe



Introduction:

The Onalaska Park and Recreation department set out to analyze and estimate the economic impact the Onalaska Omni Center has on the Coulee Region. This study focuses strictly on the twelve youth hockey tournaments that were held at the Onalaska Omni Center in 2014. The data acquired throughout this project was inserted into a software package called IMPLAN. IMPLAN is a sophisticated input-output economic tool that estimates the impacts of changes in regional economies.

The main findings of this economic impact study show that the youth hockey tournaments at the Onalaska Omni Center have a great impact on La Crosse County and greater Coulee Region as it generates \$244,826 in labor income and \$728,886 in total economic output.

Background:

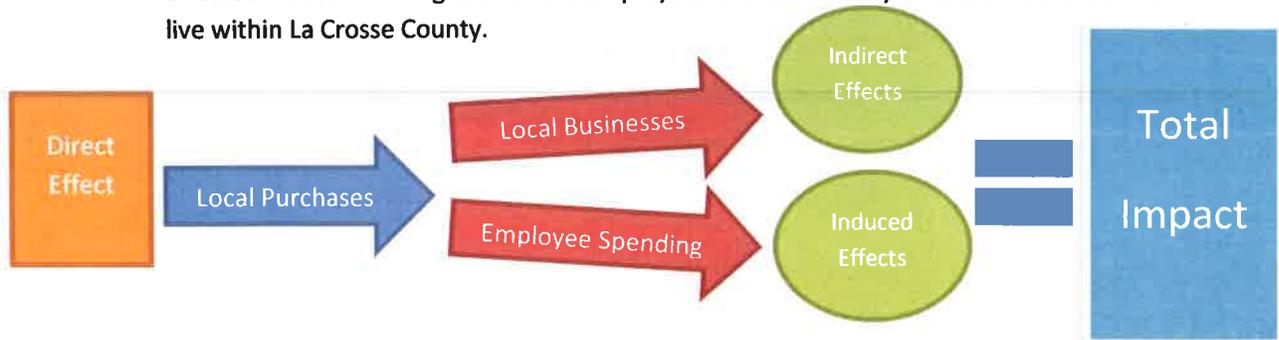
The Onalaska Omni Center is a City owned facility that hosts a variety of activities such as hockey tournaments, dry floor shows, weddings, basketball tournaments, volleyball tournaments, and company meetings. The purpose of this study is to show the economic relevance this facility has in the Onalaska community and Coulee Region.

This economic impact study focused solely on the twelve youth hockey tournaments that were held at the Onalaska Omni Center throughout 2014. This study does not include any data from other events held at the Omni Center during 2014. This makes our calculated impact for this study just a fraction of the overall impact the facility has on the area. The IMPLAN model produced results specific to La Crosse County.

Methodology:

To calculate the economic impact these twelve youth hockey tournaments had on the area we used an IMPLAN input-output model. The IMPLAN model is designed to determine the total economic effect of the initial spending tourists have on the local economy. The IMPLAN program can estimate how spending in different categories affects the local economy in terms of direct effects, indirect effects, and induced effects.

- **Direct Effect:** This is the measure of the total amount of additional expenditure that will be brought to the community by a specific event.
- **Indirect Effect:** This is the amount that is recirculated into the economy by the local businesses who received direct effect expenditure.
- **Induced Effect:** This is the amount of employee spending of all employees of the directly affected industries along with all the employees of the indirectly effected industries who live within La Crosse County.



Determining the extent of the direct, indirect, and induced effects on a local economy are key for measuring the total impact.

Data Collection:

To gather the data for this study we created a survey that asked visitors to the building about their stay in the area and the amount of expenditure they would be making in the Onalaska community. Please see Appendix A for a copy of the survey presented to Omni Center visitors. The questions that were asked are explained below:

1. We asked people their zip code to find out how far people are traveling to come participate at events at the Omni Center.
2. We asked how many days the visitor and their immediate group will be spending in the Onalaska community.
3. We asked if the visitor will be staying overnight in the City of Onalaska or surrounding area and if so how many nights and which hotel they will be staying in. This information allows us to see what the average nightly stay is for visitors attending youth hockey tournaments and allows us to see what hotels are benefiting the most.
4. We asked how many people are in their immediate group. This allows us to see per player how many family members are traveling with them to these events.
5. We asked the surveyed visitor to try and approximate the amount of money they and their immediate group would be spending in the Onalaska area. We broke down the type of expenditure into what we assumed to be the five largest expenditure sectors for visitors and then left an area for any other expenditure that we did not capture. You can see the expenditure breakdown sectors in the table below.

TYPE OF EXPENDITURE	Amount spent in the Onalaska area
A. Restaurants, Bars, Concessions	
B. Groceries	
C. Retail Shopping (clothing, gifts, etc.)	
D. Lodging (hotel, motel, etc.)	
E. Gasoline/Diesel	
F. Any Other Expenditures	

The survey was run during four separate youth hockey tournaments held in 2015 at the Onalaska Omni Center. The survey was administered to each team that was participating in the tournament and the results are split into two different charts. The first, Appendix B, shows the amount of expenditure by groups staying overnight in the Onalaska and La Crosse area. The second, Appendix C, shows the amount of expenditure by groups who were day tripping to the Omni Center. Day trippers were classified as any team traveling over 25 miles to the Omni Center and not staying overnight.

The data that was collected from the surveys was then applied to the 2014 youth hockey tournaments that were held at the Onalaska Omni Center. There was a total of twelve separate youth hockey tournaments held in 2014. By going back and looking at the brackets produced for each tournament we were able to find the total number of teams in each tournament. We then looked to see how many teams would be staying overnight, day tripping, or were from the area. We were then able to apply the average expenditure numbers calculated from our surveys and apply them to each player on the teams. The number of players varies on each team, except in the WHEL Tournament which had 18 players per team and the Kohlman Cup which had 21 players per team. We believe that assuming 13 players per team for the remaining ten tournaments would be a conservative number. We then applied the averages calculated in Appendix B and Appendix C to come up with a per tournament total expenditure. The results for each tournament can be seen in the chart on Appendix D. The total expenditure for the twelve youth hockey tournaments held at the Onalaska Omni Center comes out to be \$590,987.00 which can be seen in table 1 below. This leads to an average per tournament of \$49,248.92.

Table 1:

	Expenditure Summary						Totals
	Restaurants, Bars, Concessions	Groceries	Retail Shopping	Lodging	Gas/Diesel	Other Expenditures	
Over Night	\$183,355.65	\$19,140.00	\$55,894.35	\$252,398.35	\$61,858.26	\$4,715.65	\$577,362.26
Day Trip	\$1,060.00	\$440.00	\$580.00	\$0.00	\$380.00	\$0.00	\$2,460.00
From Area	\$4,810.77	\$1,996.92	\$2,632.31	\$0.00	\$1,724.62	\$0.00	\$11,164.62
Totals	\$189,226.42	\$21,576.92	\$59,106.66	\$252,398.35	\$63,962.88	\$4,715.65	\$590,986.88

Economic Impact:

With the calculation of total expenditure in the Onalaska community we were then able to use the IMPLAN software to calculate the total economic impact these twelve youth hockey tournaments had in the Coulee Region in 2014. During the process of inputting the data into IMPLAN we had to disregard the category of other expenditures as the program would not validate the selection leading to a total input of \$586,271.23. Table 2, below, shows the economic impact of the total expenditure broken down by jobs created, total labor income, and the total amount of economic output added to the La Crosse County. We found that the total expenditure is responsible for the creation of 10 jobs, providing these employees with \$244,826.30 in labor income, and infusing the economy of La Crosse County with \$728,886.50 in economic output.

Table 2:

Impact Summary	Omni Center	Employment	Labor Income	Output
ImpactType				
Direct Effect		8.0	156,563.9	458,466.6
Indirect Effect		1.2	49,574.9	153,948.6
Induced Effect		1.1	38,687.4	116,471.3
Total Effect		10.3	244,826.3	728,886.5

Table 3, below, shows the three sectors of the economy which are impacted the most from the expenditure in the community. We found that the hotel and motel sector received a total economic output increase of \$246,888.50, full-service restaurants receiving \$189,585.50 in added economic output, and real estate receiving \$27,948.00 in added economic output.

Table 3:

Top Three for Output			
Description	Total Employment	Total Labor Income	Total Output
Hotels and motels, including casino hotels	3.218855317	73614.18463	246888.4868
Full-service restaurants	4.45378942	73351.10527	189585.6331
Real estate	0.132253667	1549.250386	27948.02481

Conclusion:

The Onalaska Omni Center has a substantial economic impact in the Coulee Region. This study was only able to capture the economic data for the youth hockey tournaments held during 2014. Youth hockey tournaments are only a small area of business at the Onalaska Omni Center so the total economic value of the facility on the Onalaska community and La Crosse County will be substantially higher than the total economic output calculated in this study. Projecting the future is always difficult, as there are inherent uncertainties in doing so. However, if the Onalaska Omni Center is able to continuously build on 2014 numbers of 40 high school hockey games, 2235 hours of ice rental, 27 dry floor events, and 15 banquet hall reservations we will see a stable influx of economic output to the Onalaska community and Coulee Region. This economic output will contribute to an increase in jobs and labor income throughout La Crosse County which will lead to further investment in the area.

Appendices

Appendix A:

Onalaska Economic Impact Questionnaire

*Please Fill Out All Applicable Areas

1. What is the ZIP code at your home address? _____.
2. How many days will you be at this event? _____ days.
3. How many nights will you be spending in the area? _____ nights.

3a) Where will you be staying (circle one): Stoney Creek Inn Baymont Inn
Comfort Inn Hampton Inn Holiday Inn Express Microtel Inn
Other (please specify) _____

4. Including yourself, how many people are in your immediate group? _____ people.
5. In our efforts to calculate the economic impact the Onalaska Omni Center has in the community, we are interested in the approximate amount of money you and your immediate group will be spending in the area. Please estimate the amount your immediate group will spend in each of the following categories:

TYPE OF EXPENDETURE	Amount spent in the Onalaska area
G. Restaurants, Bars, Concessions	
H. Groceries	
I. Retail Shopping (clothing, gifts, etc.)	
J. Lodging (hotel, motel, etc.)	
K. Gasoline/Diesel	
L. Any Other Expenditures	

THANK YOU VERY MUCH FOR YOUR ANSWERS!

The information you provide is crucial to calculating the economic importance this center has in our community

Overnight Tournament Survey Responses

Appendix B:

Zip Code	Distance Traveled (Miles)	Days at Event	Nights Spent	Hotel	Immediate Group	Restaurants	Bars	Concessions	Groceries	Retail Shopping	Lodging	Gas	Other Expenditures	Totals
53575	156	2	2	1 Best Western	3			\$75.00	\$20.00	\$40.00	\$80.00	\$50.00	\$0.00	\$265.00
52001	126	3	3	2 Stony Creek Inn	4			\$120.00	\$40.00	\$0.00	\$300.00	\$40.00	\$10.00	\$510.00
54914	167	3	3	2 Holiday Inn Express	4			\$100.00	\$50.00	\$50.00	\$225.00	\$40.00	\$0.00	\$495.00
52001	126	3	3	2 Stony Creek Inn	2			\$200.00	\$50.00	\$0.00	\$400.00	\$65.00	\$0.00	\$715.00
52349	165	2	2	1 Holiday Inn Express	3			\$50.00	\$0.00	\$0.00	\$120.00	\$0.00	\$0.00	\$170.00
52403	161	3	3	1 Other	5			\$75.00	\$0.00	\$0.00	\$125.00	\$0.00	\$0.00	\$200.00
54915	170	3	3	2 Best Western	4			\$150.00	\$0.00	\$50.00	\$200.00	\$80.00	\$0.00	\$450.00
52002	122	3	3	2 Other	2			\$200.00	\$0.00	\$50.00	\$200.00	\$50.00	\$0.00	\$500.00
54025	133	3	3	2 Days Inn	3			\$200.00	\$0.00	\$0.00	\$200.00	\$0.00	\$0.00	\$400.00
54904	145	3	3	2 Other	3			\$300.00	\$0.00	\$50.00	\$225.00	\$60.00	\$0.00	\$535.00
54020	151	3	3	2 Comfort Inn	4			\$200.00	\$10.00	\$40.00	\$120.00	\$60.00	\$0.00	\$430.00
54902	154	3	3	2 Hampton Inn	4			\$150.00	\$0.00	\$25.00	\$130.00	\$20.00	\$20.00	\$345.00
52338	180	2	2	2 Holiday Inn Express	5			\$80.00	\$25.00	\$30.00	\$200.00	\$40.00	\$0.00	\$375.00
52001	126	3	3	2 Other	3			\$175.00	\$0.00	\$0.00	\$150.00	\$50.00	\$0.00	\$375.00
52405	167	3	3	2 Holiday Inn Express	4			\$200.00	\$50.00	\$200.00	\$200.00	\$40.00	\$50.00	\$740.00
52405	167	3	3	2 Holiday Inn Express	3			\$100.00	\$0.00	\$150.00	\$225.00	\$0.00	\$0.00	\$475.00
54913	172	3	3	2 Stony Creek Inn	2			\$200.00	\$20.00	\$0.00	\$350.00	\$50.00	\$0.00	\$620.00
53595	110	2	2	1 Best Western	3			\$100.00	\$0.00	\$40.00	\$120.00	\$30.00	\$0.00	\$300.00
53546	178	3	3	2 Hampton Inn	3			\$100.00	\$25.00	\$40.00	\$225.00	\$80.00	\$0.00	\$440.00
53575	156	3	3	2 Best Western	3			\$400.00	\$100.00	\$0.00	\$250.00	\$60.00	\$0.00	\$810.00
53575	156	3	3	2 Best Western	5			\$150.00	\$50.00	\$100.00	\$280.00	\$100.00	\$0.00	\$680.00
52003	135	2	2	1 Settle Inn	5			\$70.00	\$30.00	\$0.00	\$75.00	\$50.00	\$0.00	\$225.00
53959	92.7	2	2	1 Best Western	4			\$80.00	\$0.00	\$50.00	\$200.00	\$0.00	\$50.00	\$380.00
53525	188	3	3	2 Comfort Inn	5			\$100.00	\$0.00	\$100.00	\$500.00	\$50.00	\$20.00	\$770.00
52031	154	2	2	1 Other	3			\$50.00	\$15.00	\$0.00	\$90.00	\$30.00	\$0.00	\$170.00
61073	193	2	2	1 Comfort Inn	3			\$40.00	\$0.00	\$0.00	\$50.00	\$60.00	\$0.00	\$205.00
52002	122	2	2	1 Other	5			\$100.00	\$0.00	\$0.00	\$100.00	\$40.00	\$0.00	\$340.00
54025	150	3	3	2 Other	3			\$100.00	\$30.00	\$0.00	\$120.00	\$60.00	\$0.00	\$310.00
54024	151	2	2	1 Days Inn	3			\$50.00	\$0.00	\$0.00	\$60.00	\$30.00	\$0.00	\$160.00
53502	175	2	2	1 Best Western	6			\$190.00	\$0.00	\$75.00	\$250.00	\$40.00	\$0.00	\$555.00
53528	132	3	3	2 Best Western	2			\$140.00	\$0.00	\$50.00	\$200.00	\$0.00	\$0.00	\$340.00
53066	97.1	1	1	1 Microtel Inn	3			\$60.00	\$0.00	\$0.00	\$100.00	\$80.00	\$0.00	\$260.00
52772	141	2	2	1 Hampton Inn	4			\$150.00	\$0.00	\$150.00	\$130.00	\$80.00	\$0.00	\$510.00
52804	205	2	2	1 Hampton Inn	4			\$120.00	\$0.00	\$0.00	\$119.00	\$50.00	\$0.00	\$335.00
53090	185	2	2	2 Other	3			\$60.00	\$15.00	\$0.00	\$240.00	\$0.00	\$0.00	\$335.00
53090	185	2	2	2 Other	3			\$100.00	\$0.00	\$50.00	\$250.00	\$40.00	\$0.00	\$440.00
53081	208	2	2	2 Hampton Inn	3			\$75.00	\$30.00	\$0.00	\$220.00	\$40.00	\$0.00	\$490.00
52001	126	2	2	2 Hampton Inn Express	4			\$100.00	\$25.00	\$0.00	\$200.00	\$50.00	\$0.00	\$375.00
53046	231	3	3	2 Holiday Inn Express	4			\$200.00	\$50.00	\$0.00	\$250.00	\$100.00	\$0.00	\$600.00
54888	135	2	2	2 Hampton Inn	5			\$150.00	\$0.00	\$200.00	\$300.00	\$50.00	\$0.00	\$700.00
54868	135	2	2	2 Microtel Inn	5			\$200.00	\$50.00	\$0.00	\$150.00	\$50.00	\$0.00	\$450.00
54519	236	2	2	2 Comfort Inn	4			\$200.00	\$10.00	\$0.00	\$180.00	\$0.00	\$0.00	\$390.00
54521	223	3	3	2 Comfort Inn	5			\$450.00	\$0.00	\$250.00	\$200.00	\$40.00	\$0.00	\$940.00
53029	190	2	2	3 Holiday Inn Express	6			\$200.00	\$0.00	\$50.00	\$250.00	\$200.00	\$0.00	\$720.00
53072	188	2	2	2 Holiday Inn Express	4			\$300.00	\$0.00	\$50.00	\$250.00	\$120.00	\$0.00	\$720.00
53029	190	2	2	2 Holiday Inn Express	5			\$150.00	\$25.00	\$0.00	\$250.00	\$35.00	\$0.00	\$460.00
Totals	7355.8	113	79		169			\$6,610.00	\$690.00	\$2,015.00	\$9,099.00	\$2,230.00	\$170.00	\$30,814.00
2014 Tournament Totals								\$183,355.65	\$19,140.00	\$55,894.35	\$252,398.35	\$61,858.26	\$4,715.65	\$577,362.26
Averages Per Group	139.9086957	2.465521739	1.717391304		3.673913043			\$143.70	\$15.00	\$43.80	\$197.80	\$48.48	\$3.70	\$452.48
Percent of Spending								31.76%	3.32%	9.68%	43.72%	10.71%	0.82%	
Average Per Night								\$83.67	\$8.73	\$25.51	\$115.18	\$28.23	\$2.15	\$263.47
Average For 1 Night Stay														\$263.47

Appendix C:

Day-tripper Tournament Spending

Zip Code	Distance Traveled (miles)	Days at Event	Immediate Group	Restaurants, Bars, Concessions	Groceries	Retail Shopping	Gasoline/Diesel	Other Expenditures	Total
54665	47.2	1	5	\$10.00	\$0.00	\$75.00	\$75.00	\$0.00	\$160.00
54667	34.6	1	3	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
54665	47.2	1	2	\$20.00	\$0.00	\$20.00	\$0.00	\$0.00	\$40.00
54665	47.2	1	3	\$40.00	\$0.00	\$0.00	\$0.00	\$0.00	\$40.00
54665	47.2	1	4	\$50.00	\$50.00	\$30.00	\$0.00	\$0.00	\$130.00
55066	97.1	1	5	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
54603	6	1	9	\$20.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00
54601	11.9	1	4	\$10.00	\$60.00	\$20.00	\$0.00	\$0.00	\$90.00
55066	97.1	1	2	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
55066	97.1	1	2	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
54657	62.8	1	4	\$50.00	\$0.00	\$0.00	\$20.00	\$0.00	\$70.00
55066	97.1	1	2	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
55952	38.9	1	4	\$65.00	\$0.00	\$0.00	\$0.00	\$0.00	\$65.00
Totals	731.4	13	49	\$265.00	\$110.00	\$145.00	\$95.00	\$0.00	\$615.00
2104 Tournament Totals				\$1,060.00	\$440.00	\$580.00	\$380.00	\$0.00	\$2,460.00
Averages	56.26153846	1	3.769230769	\$20.38	\$8.46	\$11.15	\$7.31	\$0.00	\$47.31
Percent of Spending				43.09%	17.89%	23.58%	15.45%	0.00%	

Appendix D:

2014 Youth Hockey Tournaments

Tournament	Date	Teams	Players From Area	Day Trip Players	Over Night Players	Teams Staying Over Night	Teams Day Tripping	Teams From Area	Total For Overnight	Total Day Trip	Total From Area	Totals
Bantam A	1/4-1/5	6	39	0	39	3	0	3	\$17,646.65	\$0.00	\$1,845.00	\$19,491.65
Bantam B	1/11-1/12	8	13	0	91	7	0	1	\$41,175.52	\$0.00	\$615.00	\$41,790.52
CRGH	1/18-1/19	10	26	0	104	8	0	2	\$47,057.74	\$0.00	\$1,230.00	\$48,287.74
Squirt B	1/25-1/26	8	13	13	78	6	1	1	\$35,293.30	\$615.00	\$615.00	\$36,523.30
Squirt C	2/8-2/9	6	13	0	65	5	0	1	\$29,411.09	\$0.00	\$615.00	\$30,026.09
PeeWee C	2/8-2/9	6	26	0	52	4	0	2	\$23,528.87	\$0.00	\$1,230.00	\$24,758.87
PeeWee A	2/15-2/16	8	13	0	91	7	0	1	\$41,175.52	\$0.00	\$615.00	\$41,790.52
Squirt A	2/22-2/23	6	13	13	52	4	1	1	\$23,528.87	\$615.00	\$615.00	\$24,758.87
Kohlman Cup	4/5-4/6	12	0	0	252	12	0	0	\$114,024.52	\$0.00	\$0.00	\$114,024.52
Blue Devils	5/9-5/11	8	13	13	91	7	1	0	\$41,175.52	\$615.00	\$615.00	\$42,405.52
Blue Devils	5/16-5/18	8	13	13	91	7	1	0	\$41,175.52	\$615.00	\$615.00	\$42,405.52
WEHL Tournament	11/1-11/2	18	54	0	270	15	0	3	\$122,169.13	\$0.00	\$2,554.74	\$124,723.87
Totals		104	236	52	1276	85	4	15	\$577,362.26	\$2,460.00	\$11,164.74	\$590,987.00
Averages						7.083333333	0.333333333	1.25	\$48,113.52	\$205.00	\$930.40	\$49,248.92



CITY OF ONALASKA

STAFF REPORT

Community Development Authority – June 17th, 2015

Agenda Item: Update and Discussion on the Great River Landing Project.

Background: City staff has prepared three options for funding *Construction Phase I* of the Great River Landing Project in the attached Funding Plan. This report has been initially reviewed by the Finance and Personnel Committee. Proposed changes to State Legislation may affect funding options for this project. This item will be discussed in more detail at the CDA meeting.

Action: An update and discussion of the Great River Landing project, including project funding to occur at the CDA meeting.

Funding Options for *Construction Phase I* of the Great River Landing Project

Updated: 05/27/2015

Document Organization

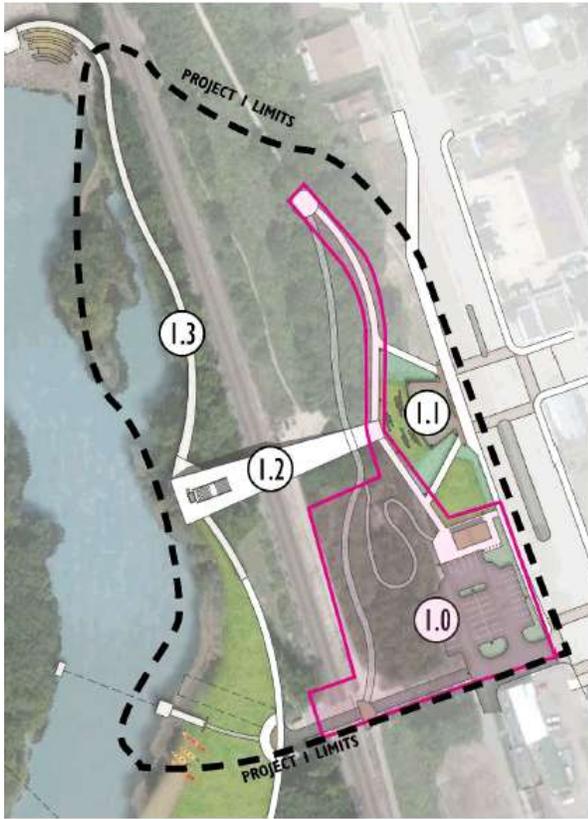
- A) Summary of Previously Committed City-WDNR Project
- B) Summary of *Construction Phase I*
- C) Funding Plan for *Construction Phase I*
- D) Maintenance Plan
- E) Funding Thoughts for Additional Phases

A) Summary of Previously Committed City-WDNR Project

Following the reconstruction of Oak Forest Drive in 2005/2006 and the removal of the tourism offices/ trailhead building, the City of Onalaska and the Wisconsin DNR entered into memorandums of agreement committing to reconstructing a welcome center/trailhead with a parking lot at the HWY 35 / Irvin Street Great River State Trail trailhead location.

The Project 1.0 (a phase of the larger Project 1) in the image below graphically generalizes the project which the City is committed to constructing (with the exception of the switchback pedestrian trail from the parking lot to the Irvin Street railroad crossing).

GREAT RIVER LANDING PROJECT



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)

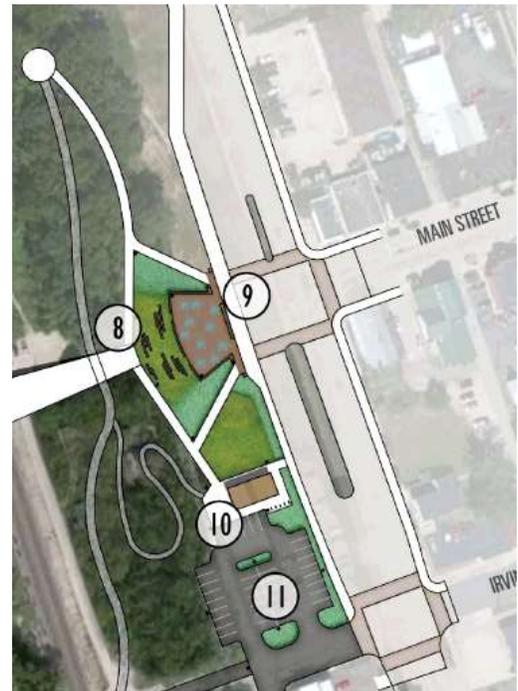
1. At Grade Trail = \$0.5M
2. Boardwalk = \$2.2M



B) Summary of Construction Phase I (Projects 1.0 and 1.1)

The project known as *Construction Phase I* includes the construction of Projects 1.0 and 1.1 with the following components:

- Grading of Project 1.0 and 1.1 areas (as depicted on the graphic on the previous page).
- Construction of trailhead building and parking lot to satisfy Wisconsin DNR requirements. (Numbers 10 & 11 on the adjacent image.)
- Construction of trails connecting parking lot to existing trailhead, continuing back to the Irwin Street railroad crossing.
- Construction of terraced grassed benches at the Main Street extended plaza. (Numbers 8 & 9 on the adjacent image.)
- Installation of trail lighting.
- Installation of retaining wall acting as a temporary overlook.



(Note: the switchback trail leading from Area 10 would not be part of *Construction Phase I*.)

GREAT RIVER LANDING PROJECT

C) Funding Plan

Option 1) \$1.415 Million GO Bond

The December 31, 2014 fund balance of room tax revenues is \$1,595,233. This funding plan recommends consideration of utilizing \$100,000 annually from this fund balance to finance a \$1,415,000 general obligation bond with 20-year amortization. The illustration detailing this financing scenario follows.



City of Onalaska
Example Financing Illustration

YEAR DUE	20 Year Amortization / Bank Qualified \$1,415,000 G.O. CORPORATE PURPOSE BONDS Dated April 1, 2016 (First interest 4/1/17)			OFFSETTING REVENUES (iv)	NET DEBT SERVICE	NET MILL RATE (ii)
	PRINCIPAL (10/1)	INTEREST (4/1 & 10/1) EST AVG= 3.05%	TOTAL			
2015						
2016						
2017	\$45,000	\$57,233	\$102,233	(\$100,000)	\$2,233	\$0.00
2018	\$65,000	\$37,680	\$102,680	(\$100,000)	\$2,680	\$0.00
2019	\$65,000	\$36,783	\$101,783	(\$100,000)	\$1,783	\$0.00
2020	\$65,000	\$35,775	\$100,775	(\$100,000)	\$775	\$0.00
2021	\$65,000	\$34,638	\$99,638	(\$100,000)	(\$363)	\$0.00
2022	\$65,000	\$33,403	\$98,403	(\$100,000)	(\$1,598)	\$0.00
2023	\$70,000	\$32,038	\$102,038	(\$100,000)	\$2,038	\$0.00
2024	\$70,000	\$30,483	\$100,483	(\$100,000)	\$483	\$0.00
2025	\$70,000	\$28,783	\$98,783	(\$100,000)	(\$1,218)	\$0.00
2026	\$75,000	\$26,998	\$101,998	(\$100,000)	\$1,998	\$0.00
2027	\$75,000	\$25,010	\$100,010	(\$100,000)	\$10	\$0.00
2028	\$75,000	\$22,910	\$97,910	(\$100,000)	(\$2,090)	\$0.00
2029	\$80,000	\$20,698	\$100,698	(\$100,000)	\$698	\$0.00
2030	\$80,000	\$18,258	\$98,258	(\$100,000)	(\$1,743)	\$0.00
2031	\$85,000	\$15,738	\$100,738	(\$100,000)	\$738	\$0.00
2032	\$85,000	\$12,975	\$97,975	(\$100,000)	(\$2,025)	\$0.00
2033	\$90,000	\$10,085	\$100,085	(\$100,000)	\$85	\$0.00
2034	\$95,000	\$6,935	\$101,935	(\$100,000)	\$1,935	\$0.00
2035	\$95,000	\$3,515	\$98,515	(\$100,000)	(\$1,485)	\$0.00
	\$1,415,000	\$489,893	\$1,904,893	(\$1,900,000)	\$4,893	

(A) Assumes tourism tax dollars applied annually.
 (B) Mill rate based on 2014 Assessed Valuation of \$1,653,232,040 with annual growth of 0.00%.

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Bonding for \$1.415 million will allow the City to complete *Construction Phase 1.0* with a 15% contingency. It would also allow for the new trails to be paved. Other improvements would be bid as alternates and approved as bid prices and the project's budget allows, including reconstruction of the western half of Irvin Street and a new monument sign designating the trailhead to HWY 35 traffic. Design enhancements to the Main Street Plaza would also be bid as alternates and constructed as pricing allows.

GREAT RIVER LANDING PROJECT

Option 2) \$2 Million GO Bond

If the bond amount is increased to a \$2,000,000 general obligation bond with 20-year amortization, staff suggests funding annual debt service with \$100,000 from room tax fund balance plus approximately \$40,000 annually from the debt service budget. The illustration detailing this financing scenario follows.



City of Onalaska Example Financing Illustration

YEAR DUE	20 Year Amortization / Bank Qualified \$2,000,000 G.O. CORPORATE PURPOSE BONDS Dated April 1, 2016 (First Interest 4/1/17)			OFFSETTING REVENUES (A)	NET DEBT SERVICE	NET MILL RATE (B)
	PRINCIPAL (10/1)	INTEREST (4/1 & 10/1) EST AVG= 2.91%	TOTAL			
2015						
2016						
2017	\$65,000	\$76,703	\$141,703	(\$100,000)	\$41,703	\$0.03
2018	\$90,000	\$50,485	\$140,485	(\$100,000)	\$40,485	\$0.02
2019	\$80,000	\$49,405	\$139,405	(\$100,000)	\$39,405	\$0.02
2020	\$90,000	\$48,100	\$138,100	(\$100,000)	\$38,100	\$0.02
2021	\$85,000	\$46,660	\$141,660	(\$100,000)	\$41,660	\$0.03
2022	\$95,000	\$44,998	\$139,998	(\$100,000)	\$39,998	\$0.02
2023	\$95,000	\$43,193	\$138,193	(\$100,000)	\$38,193	\$0.02
2024	\$100,000	\$41,198	\$141,198	(\$100,000)	\$41,198	\$0.02
2025	\$100,000	\$38,948	\$138,948	(\$100,000)	\$38,948	\$0.02
2026	\$105,000	\$36,548	\$141,548	(\$100,000)	\$41,548	\$0.03
2027	\$105,000	\$33,923	\$138,923	(\$100,000)	\$38,923	\$0.02
2028	\$110,000	\$31,140	\$141,140	(\$100,000)	\$41,140	\$0.02
2029	\$110,000	\$28,060	\$138,060	(\$100,000)	\$38,060	\$0.02
2030	\$115,000	\$24,815	\$139,815	(\$100,000)	\$39,815	\$0.02
2031	\$120,000	\$21,308	\$141,308	(\$100,000)	\$41,308	\$0.02
2032	\$125,000	\$17,528	\$142,528	(\$100,000)	\$42,528	\$0.03
2033	\$125,000	\$13,465	\$138,465	(\$100,000)	\$38,465	\$0.02
2034	\$130,000	\$9,278	\$139,278	(\$100,000)	\$39,278	\$0.02
2035	\$135,000	\$4,793	\$139,793	(\$100,000)	\$39,793	\$0.02
	\$2,000,000	\$660,543	\$2,660,543	(\$1,900,000)	\$760,543	

(A) Assumes tourism tax dollars applied annually.

(B) Mill rate based on 2014 Assessed Valuation of \$1,653,232,040 with annual growth of 0.00%.

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Bonding for \$2 million will allow the City to complete the items mentioned in the previous section (Option #1), as well as final design improvements to the Main Street Plaza including the use of concrete or brick, stone steps/amphitheater seating, and installation of the splash pad, etc. Bid alternates will be explored depending on budget.

GREAT RIVER LANDING PROJECT

Option 3) \$3 Million GO Bond

If the bond amount is increased to a \$3,000,000 general obligation bond with 20-year amortization, staff suggests funding annual debt service with \$100,000 from room tax fund balance plus approximately \$100,000 annually from the debt service budget. The illustration detailing this financing scenario follows.



City of Onalaska Example Financing Illustration

YEAR DUE	20 Year Amortization / Bank Qualified			OFFSETTING REVENUES (A)	NET DEBT SERVICE	NET MILL RATE (B)
	PRINCIPAL (10/1)	INTEREST (4/1 & 10/1) EST AVG= 2.91%	TOTAL			
	\$3,000,000					
	G.O. CORPORATE PURPOSE BONDS					
	Dated April 1, 2016					
	(First Interest 4/1/17)					
2015						
2016						
2017	\$95,000	\$115,061	\$210,061	(\$100,000)	\$110,061	\$0.07
2018	\$135,000	\$75,758	\$210,758	(\$100,000)	\$110,758	\$0.07
2019	\$135,000	\$74,138	\$209,138	(\$100,000)	\$109,138	\$0.07
2020	\$140,000	\$72,180	\$212,180	(\$100,000)	\$112,180	\$0.07
2021	\$140,000	\$69,940	\$209,940	(\$100,000)	\$109,940	\$0.07
2022	\$140,000	\$67,490	\$207,490	(\$100,000)	\$107,490	\$0.07
2023	\$145,000	\$64,830	\$209,830	(\$100,000)	\$109,830	\$0.07
2024	\$150,000	\$61,785	\$211,785	(\$100,000)	\$111,785	\$0.07
2025	\$150,000	\$58,410	\$208,410	(\$100,000)	\$108,410	\$0.07
2026	\$155,000	\$54,810	\$209,810	(\$100,000)	\$109,810	\$0.07
2027	\$160,000	\$50,935	\$210,935	(\$100,000)	\$110,935	\$0.07
2028	\$165,000	\$46,695	\$211,695	(\$100,000)	\$111,695	\$0.07
2029	\$170,000	\$42,075	\$212,075	(\$100,000)	\$112,075	\$0.07
2030	\$170,000	\$37,060	\$207,060	(\$100,000)	\$107,060	\$0.06
2031	\$180,000	\$31,875	\$211,875	(\$100,000)	\$111,875	\$0.07
2032	\$185,000	\$26,205	\$211,205	(\$100,000)	\$111,205	\$0.07
2033	\$190,000	\$20,193	\$210,193	(\$100,000)	\$110,193	\$0.07
2034	\$195,000	\$13,828	\$208,828	(\$100,000)	\$108,828	\$0.07
2035	\$200,000	\$7,100	\$207,100	(\$100,000)	\$107,100	\$0.06
	\$3,000,000	\$990,366	\$3,990,366	(\$1,900,000)	\$2,090,366	

(A) Assumes tourism tax dollars applied annually.

(B) Mill rate based on 2014 Assessed Valuation of \$1,653,232,040 with annual growth of 0.00%.

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Bonding for \$3 million will allow the City to complete the items mentioned in the previous sections (Options #1 and #2), as well as additional improvements to the river's edge. This could include shoreline improvements, improved trails to the spillway and along the Black River, additional seating for events or stone seating for fishing, the playground area and picnic shelters. Bid alternates will be explored depending on budget.

Additionally, this bond amount would provide the funds for the City to enter into a professional services contract for design of the bridge across the railroad tracks. Design work for the bridge would bring the City to a position where an more refined cost estimate would be established for construction of the bridge, then allowing the City to start planning for a future phase, giving the staff and the Common Council needed information to make a future decision about financing and approval of the bridge.

GREAT RIVER LANDING PROJECT

WDNR Stewardship Grant

On May 1st, 2015 the City of Onalaska applied for a WDNR Stewardship Grant application for *Construction Phase I* with a total project cost of \$1,109,850. The project as proposed through the WDNR grant application parallels funding Option #1 (listed in this packet), however includes less amenities than what is proposed in funding Option #1. If the grant is awarded the City would be reimbursed up to \$248,000, thus reducing the City's project costs to \$861,850. The additional project funds would allow the City to construct additional design enhancements that would otherwise be pushed to future funding phases, such as the use of concrete or brick at the Main Street plaza and/or stone steps/amphitheater seating. City will learn if the grant is awarded between mid-October and mid-November 2015.

GREAT RIVER LANDING PROJECT

D) Operations & Maintenance Plan

Annual operational and maintenance costs associated with *Construction Phase I* (Projects 1.0 and 1.1) have also been reviewed. Following are two charts which identify: (1) current maintenance costs, and (2) anticipated maintenance costs for *Construction Phase I* (Projects 1.0 and 1.1 relating to Funding Option #1).

 PRELIMINARY MAINTENANCE COST ESTIMATE Onalaska Parks Department (ONALA) Great River Landing						
Current Maintenance Costs						
Updated	05/26/15					
No.	Description	Units	Quantity	Unit Price	Total Cost	
1	Daily Facility Check Labor & Trash Removal	2 Hrs/week	104	\$22.00	\$2,288.00	
2	Periodic Maintenance Labor	Hrs		\$22.00	\$0.00	
3	Landscaping Maintenance (mowing)	1.5 Hrs/week	39	\$8.65	\$337.35	
4	Building Cleaning (year-round facility)	Hrs			\$0.00	
5	Snow Removal (assume 16 week window)	.5 Hrs/snow fall	5	\$22.00	\$110.00	
6	Equipment Repairs	\$/Year			\$0.00	
Subtotal					\$2,735.35	
Contingencies					\$264.65	
Project Total					\$3,000.00	
Annual Operational & Maintenance Cost					\$3,000.00	
Anticipate Maintenance Costs for 1.0						
No.	Description	Units	Quantity	Price	Cost	
1	Daily Facility Check Labor & Trash Removal	6 Hrs/week	312	\$22.00	\$6,864.00	
2	Periodic Maintenance Labor	Hrs	0	\$22.00	\$0.00	
3	Landscaping Maintenance (mowing)	3 Hrs/week	78	\$8.65	\$674.70	
4	Building Cleaning (year-round facility)	2 Hrs/week	104	\$8.65	\$899.60	
	Utility Cost - gas \$150/m, electric \$200/m, Water & ERU	\$5,200		\$5,200.00	\$5,200.00	
5	Snow Removal (assume 16 week window)	1.5 Hrs per snow fall	15	\$22.00	\$330.00	
6	Equipment Repairs/Supplies	\$2500/Year	1	\$2,500.00	\$2,500.00	
Subtotal					\$16,468.30	

It is estimated that if the City bonds for the \$1.415 million project the Parks & Recreation Department will annually require a budget allocation of \$12,500. Of this total \$5,000 will cover utility costs (i.e., electric, water, gas) for the new trailhead building, \$5,000 will cover an additional part time employee, and \$2,500 will cover supplies and equipment repairs. As the trailhead building is primarily a tourism related activity, it is recommended that an annual allocation of \$12,500 be directed from Room Tax Revenues to the Parks & Recreation Department.

GREAT RIVER LANDING PROJECT

Staff Recommendation

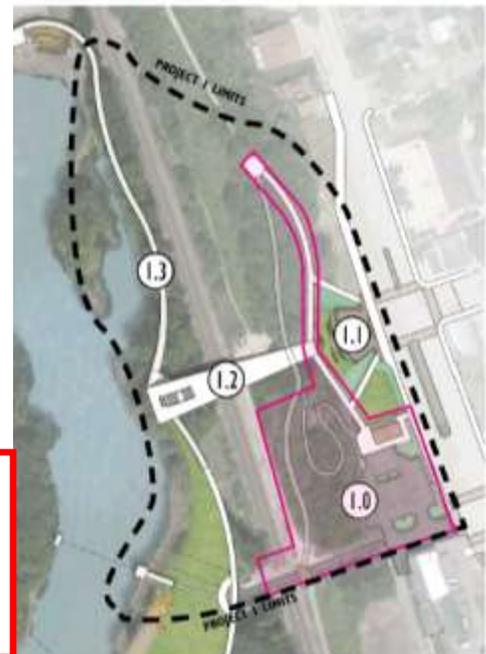
- A. City staff recommend that the Common Council make a determination regarding the funding plan for *Construction Phase I* (Projects 1.0 and 1.1) by selecting either Option # 1, 2, or 3 for the bond amount associated above or provide staff direction on an alternate option. City staff would proceed with planning for the bond issuance for the amount listed above to complete the first phase of the Great River Landing Project. Future phases would be planned for and funded separately.

- B. Following a Council determination of project funding for *Construction Phase I* (Projects 1.0 and 1.1), City staff recommends that a public hearing be held by the Common Council to gather public comment. Prior to this public hearing staff will prepare additional materials that better detail the scope of *Construction Phase I*.

- C. Additionally, City staff recommend that the Common Council authorize a contact with S.E.H. to start the design work of *Construction Phase I*. This specific detailed cost estimate will be provided at the June 13 Finance Committee meeting. In the 2015 Capital Improvements Budget, \$100,000 was budgeted for and bonded specifically for this project.

- D. Funding for Future Phases. The Common Council will be responsible for the authorization of future project budgets, design contracts and construction contracts of future phases. City staff will continue to explore funding options for future Construction Phases including from private donations; support from BNSF; and additional grants.

Staff recommends planning for the next phase of the Great River Landing Project (*Construction Phase 2*) be for the construction of Projects 1.2 and 1.3, the bridge over the railroad tracks and the boardwalk connection from the bridge to the Spillway and to lawn area west of Irvin Street. This project's funding goals include potential donations from the railroad, private donations, and City contributions or grant funding.



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

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League of Wisconsin Municipalities

Capitol Buzz

May 28, 2015

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Joint Finance Committee Votes to Insert Room Tax Law Changes into State Budget

Despite receiving many contacts from municipal officials over the last two weeks, the Joint Finance Committee passed last night by a 9-7 vote a state budget [amendment](#) making changes to the room tax law sought by the Wisconsin Hotel and Lodging Association. The League strongly opposed this motion and thanks the many municipal officials who communicated with their state legislators about it. Your efforts resulted in close vote.

Three Republicans joined the four Democrats on the committee in voting against the motion. The seven legislators voting against were: Reps. Kooyenga (R), Hintz (D), C. Taylor (D), and Senators Vukmir (R), Marklein (R), Erpenbach (D), and L Taylor (D).

The [amendment](#) affects communities differently depending on when they implemented a room tax and how they are currently spending room tax revenues on tourism promotion and development.

The amendment makes the following changes:

1. Eliminates municipal governing body discretion to spend room tax revenues directly on tourism promotion and development. The amendment mandates that municipalities transfer the revenues designated for tourism promotion and development to a tourism entity or commission for spending.

2. Modifies the 1994 grandfather clause by requiring municipalities that retain more than 30 percent of the room tax revenue for purposes other than tourism promotion and development under ordinances adopted prior to 1994 to reduce the amount retained to the greater of 30% of current year revenues or the following dollar amounts:

- a. in 2016, the same dollar amount retained in 2013.
- b. in 2017, the same dollar amount retained in 2012.
- c. in 2018 the same dollar amount retained in 2011.
- d. in 2019 the same dollar amount retained in 2010.
- e. in 2020 *and thereafter*, the same dollar amount retained in 2009.

The amendment also imposes new annual room tax reporting requirements for municipalities. This

includes a requirement that any municipality that collected a room tax prior to 1994 to file with DOR a copy of its room tax ordinance in effect in 1994 and a copy of the municipality's financial statement from 1994 showing the percentage of room tax revenue that the municipality retained for its own purposes.

All of these changes take effect January 1, 2016.

The League will be asking Governor Walker to veto these changes.

Assembly Committee Recommends Passage of Legislation Repealing Prevailing Wage Law

Yesterday, the Assembly Committee on Labor voted 5-4 to recommend passage of [AB 32](#), repealing the prevailing wage laws applicable to state and local public construction contracts. While leadership in both houses has made clear that such legislation will not reach the floor or be inserted in the state budget, Governor Walker indicated yesterday that he would sign such a bill if it came across his desk.

According to WisPolitics, Speaker Vos told reporters yesterday that he has been working with Senate Majority Leader Scott Fitzgerald to modify, but not repeal, the prevailing wage law. That includes increasing the threshold for the requirement to kick in and changing how the wage is determined. These changes may be worked into the state budget.

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For Immediate Release
City of Onalaska Opposes Proposed Changes to Room Tax

Contact: Mayor Joe Chilsen 608-781-9530

Onalaska, Wisconsin, June 10, 2015-The City of Onalaska Common Council adopted a resolution at their meeting last night opposing changes to the state's room tax law that are being proposed by the Wisconsin Hotel and Lodging Association and have been included in the state's draft budget. These changes limit the City's discretion on how room tax dollars are spent for tourism purposes and limits the amount of room tax the City can retain both for tourism and non-tourism purposes.

"The proposal will interfere with our ability to provide the needed services that help make our community a meeting and tourism destination" said Mayor Chilsen. "The City uses a portion of the tourism related room tax fees to promote local tourism events and attractions and for the development and enhancement of our Waterfront area, which is directly connected to one of our largest tourism draws, the Great River State Bike Trail"

The impact on the City of Onalaska is at least \$164,250.00 per year or the equivalent of 3.3 police officers' salaries.

The proposed changes were added to the state budget by the Legislature's budget writing committee on a vote of 9 to 7 in May and will next be considered by both houses of the Legislature as part of the budget. If approved, the budget then goes to the Governor for his signature.

"If it gets to the Governor's desk, we'll ask for a veto," said Jerry Deschane, the League of Wisconsin Municipalities Executive Director. The City of Onalaska is working with the League to oppose the room tax changes. The League represents Wisconsin's cities and villages.



CITY OF ONALASKA

STAFF REPORT

Community Development Authority – June 17th, 2015

Agenda Item: Review and Discussion of draft Land Use Map for the 10-year Comprehensive Plan Update.

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 draft Land Use Map and Land Use category definitions. Please review the definitions and map 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;
- Chapter 7: Economic Development; and
- Chapter 8: Intergovernmental Cooperation.

Future Land Use Plan

Definitions of Future Land Use Categories

Environmentally Sensitive Residential District

The Environmentally Sensitive Residential District is intended for lower density single family development on compact lots with common open space that allows for the protection of environmentally sensitive areas, including farmland, blufflands, wetlands, forested lands, and water resources, among others.

Mixed Density Residential District

The Mixed Density Residential District is intended to for residential units. The City generally encourages Traditional Neighborhood Development (TND) patterns, which typically includes mixed-density development located in close proximity to essential goods and services establishments. Higher density residential development may be appropriate in locations adjacent to transportation corridors, commercial areas, and schools. Institutional uses, clinics, senior housing and services, clinics, children's nurseries, group homes, bed and breakfast establishments, neighborhood commercial and services, and home-based offices are also appropriate in this district with proper zoning controls.

Mixed Use District ("Smart Growth Areas")

The Mixed Use District allows complementary land uses including housing (primarily multi-family), retail, offices, commercial services, and civic uses in an efficient, compact development. This may take place in both vertical development with mixed-use buildings (i.e. ground floor retail and upper residential) or horizontal development, with complementary uses adjacent to each other.

These districts are meant to be highly accessible by pedestrian and bicycle traffic, therefore additional site design review should ensure that these are comfortable areas for non-motorized transportation methods. Strip commercial development and typical big box developments are inappropriate in this district.

Prior to redeveloping these areas, detailed master plans or specific sub-area plans should be prepared to coordinate land uses, urban design, transportation circulation and functions, and open spaces. In general, Mixed Use areas should be developed as highly planned, compact activity centers or nodes rather than uncoordinated, poorly planned strip development.

Downtown Mixed Use District

The Downtown Mixed Use District is intended to include the City's mixed-use central business district. The intent of this district is to have pedestrian-focused development with a mix of uses, including residential, personal service, commercial, institutional and civic uses.

Multiple story, mixed use buildings that include high quality architecture,



signage, lighting and streetscape amenities that are sensitive to and enhance the character of Onalaska's small central business district and the waterfront are strongly encouraged.

Commercial District

The Commercial District is intended to accommodate large and small-scale commercial and office development. A wide range of retail, service lodging and office uses are appropriate in this district.

Industrial District

The Industrial District is intended to accommodate manufacturing facilities, as well as those facilities that general heavy truck traffic frequently, and are more likely to produce nuisance odors or sounds. It is desirable to maintain separate of this District from residential development.

Medical Facility District

The Medical Facility District is intended to accommodate large medical users that have large parkings areas that should be well designed to integrate into natural landscapes. Uses in this District will have a high degree of vehicle trips, resulting in the need for careful transportation planning. These facilities should also be located along public transportation infrastructure. Ancillary and appropriate land uses for this District are other, smaller offices and retail establishments, as well as transient lodging.

Institutional District

This district is intended to accommodate civic, institutional, and related uses including schools, churches, libraries, governmental buildings, utilities, and public parks. It is important for public and institutional developments within this district to set a high standard for architecture and site design for the community, which has been accomplished with City Hall and the library.

Parks and Open Space District

This district is intended to include environmentally sensitive areas such as wetlands, steep slopes and floodplains, publicly owned recreation facilities and other permanently protected open spaces.

Environmental Corridor

These areas are generally undevelopable due to slopes being greater than 30%.



Future Land Use Plan Onalaska, Wisconsin



Future Land Use Categories

 Environmentally Sensitive Residential District	 Downtown Mixed Use District
 Mixed Density Residential District	 Medical Facility District
 Mixed Use District "Smart Growth Areas"	 Institutional District
 Commercial District	 Parks & Open Space
 Industrial District	 Environmental Corridor

