

Long Range Planning Committee

of the City of Onalaska

Thursday, June 4, 2015

1

1 The Meeting of the Long Range Planning Committee of the City of Onalaska was called to order
2 at 5:31 p.m. on Thursday, June 4, 2015. It was noted that the meeting had been announced and a
3 notice posted at City Hall.

4
5 Roll call was taken, with the following members present: Debbie Clarkin, Gary Lass, Dana
6 Fredrickson, Ken Schmocker, Jim Warren

7
8 Also Present: Ald. Harvey Bertrand, Planner/Zoning Inspector Katie Meyer, Land Use and
9 Development Director Brea Grace, Brad Hentschel of Short Elliott Hendrickson

10
11 Excused Absences: Kristen Odegaard, Jennifer Brown

12
13 **Item 2 – Approval of minutes from previous meeting**

14
15 Motion by Gary, second by Ken, to approve the minutes from the previous meeting, as printed
16 and on file in the City Clerk’s Office.

17
18 On voice vote, motion carried.

19
20 **Item 3 – Public Input (limited to 3 minutes per individual)**

21
22 As there was no one from the public present, Item 4 was addressed next.

23
24 Gary asked that Item 6 be addressed first.

25
26 **Consideration and possible action on the following items:**

27
28 **Item 6 – Pay Estimate: Short Elliott Hendrickson, Inc.**

29
30 **LONG RANGE PLANNING COMMITTEE**
31 **MONTHLY ESTIMATES**

32
33 **June 4, 2015**

34

35	Original			
36	Contract	Change	Paid to	Due this
37	<u>Amount</u>	<u>Orders</u>	<u>Date</u>	<u>Estimate</u>
38				
39	1. SEH INC.			
40	Comprehensive Plan			
41	Update			

42 \$ 39,500.00 \$ - \$ 34,312.62 \$ 2,707.35

43

44 Motion by Gary, second by Jim, to approve the pay estimate of \$2,707.35.

45

46 On voice vote, motion carried.

47

48 **Item 4 – Chapter 8: Intergovernmental Cooperation Update: Comments from Plan**
49 **Commission**

50

51 Katie noted Chapter 8 had gone before the Plan Commission at its May 26 meeting. Katie also
52 noted that the list of agreements has been routed to department heads, who will be providing
53 final changes to it. Katie said she will send it to Brad once she puts it into form.

54

55 **Item 5 – Review and discussion of the following document for the 2015 Comprehensive**
56 **Plan Update, Chapter 9: Land Use (new version) & modified goals from original chapter in**
57 **2005 Comprehensive Plan**

58

59 LRPC members and staff had an in-depth discussion on land use category definitions. Brad
60 noted the committee had spent part of its May 7 meeting participating in a mapping exercise, and
61 also noted that committee members had received future land use maps. Brad said the definitions
62 were not cohesive with the map and referred to his notes from the May 7 meeting that ask him to
63 define “Environmental Corridor,” a category of future land use. Industrial and Commercial,
64 which were together under the 2005 Comprehensive Plan, will be split. Brad said his goal for
65 this evening’s meeting is to work on the map and read the definitions of the following districts:

66

- 67 • **Mixed Use:** Allows complementary land uses, including housing (primarily
68 multifamily), retail, offices, commercial services and civic uses in an efficient and
69 compact development. This may take place both in vertical development with mixed use
70 or horizontal development with uses being adjacent to one another. Generally, these
71 mixed use, smart growth areas are meant to be highly accessible by pedestrian and
72 bicycle traffic, and site design reviews should ensure that these are comfortable areas for
73 alternative transportation methods. Strip commercial development and typical “big box”
74 developments are inappropriate in this district.
- 75 • **Downtown Mixed Use District:** It is intended to include the city’s mixed-use central
76 business district. The intent is to have pedestrian-focused development with a mix of
77 uses, including residential, personal service, commercial, institutional and civic uses.
78 Multiple-story, mixed-use buildings that include high-quality architecture, signage,
79 lighting and streetscape amenities that are sensitive to and enhance the character of
80 Onalaska’s small central business district and the waterfront are strongly encouraged.

81

82 Gary asked for a definition of TND.

83

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84 Brad said TND is Traditional Neighborhood District, which is defined as what generally is
85 considered a neighborhood.

86

- 87 • **Conservation Residential District:** This is intended for low-density, single-family
88 housing on compact lots with common open space. These districts would be utilized in
89 the coulee areas and also areas that might have development prohibitors such as bluffs of
90 wetlands.

91

92 Brea said the older sections of the City of Onalaska are examples of Traditional Neighborhood
93 Development Districts, as is Meier Farm, which was approved as a TND in approximately 2004.
94 Meier Farm is an area where there is connectivity, the setbacks are not as large as other areas in
95 the city, the lots are more compact, and there are more architectural standards such as porches
96 and less-prominent garages. Brea said she wanted to point out that a TND does not have to be
97 limited to the older sections of the city and a new TND can be replicated elsewhere.

98

99 In response to a question by Debbie, Brad said all the categories listed will include a definition
100 the map has been completed.

101

102 Gary said he realizes there are objections to seeing multifamily dwellings constructed in
103 residential neighborhoods, and he predicted some citizens will not like seeing their neighborhood
104 listed as Mixed Density.

105

106 Katie estimated that half of the residential land in the city is zoned R-2, which outright permits
107 single-family and two-family dwellings. Katie noted that the area north of Vilas Street is where
108 the zoning changes back to R-1. However, the area south of Vilas Street to Oak Forest Drive is
109 zoned R-2. Katie said newer areas such as Green Coulee, County Trunk Highway PH and the
110 area behind Home Depot are zoned R-1. Katie noted twindos and single-family residences that
111 are together is a mixed density of homes.

112

113 For clarification, Debbie asked Brea if she is thinking that there should be both a Residential
114 District and a TND, or that these two should be combined.

115

116 Brea said she likes the thought of having a Residential District, or perhaps a Mixed Density
117 Residential District, because it spans the R-1, R-2 and Multifamily uses. Brea said she is unsure
118 if TND should be separate, and she also is unsure of how to differentiate where some TND areas
119 would be different than Residential. Brea noted the city's Zoning Code has a Traditional
120 Development District it is possible to rezone to a TND. Brea suggested that perhaps this is more
121 of an implementation tool and the Residential District can encourage TNDs where appropriate.

122

123 Debbie said she likes the Mixed Density component of the Residential District because she
124 envisions single-family residences and perhaps some twindow when she reads "Residential."
125 Debbie said she does not think of higher density residential development in the same terms.

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126 Debbie said she likes the fact TND planning may be done as needed or appropriate has been
127 added.

128
129 Committee members agreed to utilize Mixed Density Residential Development. TND would be
130 encouraged in Mixed Density Residential.

131
132 Brea noted members of the Community Development Authority had inquired about defining
133 Conservation/Cluster Residential as these almost are two different items. Brea said the city
134 might want to preserve the blufflands identified as Conservation Residential District.

135
136 Katie noted the areas designated as Environmental Corridor have a 30 percent slope or greater
137 and said these areas cannot be developed. However, Katie said this land may be utilized for the
138 greenway (e.g., trails and recreation) and noted that Conservation/Cluster is a zoning
139 classification, as is TND. Katie said it is a question of whether it is implementation or having a
140 category.

141
142 Brea said that perhaps the category should be Limited Density Residential and the
143 implementation strategies would be to rezone to Conservation Residential, where there is lower
144 density, and Cluster Residential. The goal of Conservation Residential would to preserve more
145 of the open space corridors and cluster a development on one end.

146
147 Jim asked for a recap for what has been discussed so far.

148
149 Brad recapped the following:

- 150
- 151 • TND will be removed from Mixed Density Residential and Mixed Use.
 - 152 • The Conservation Residential District is a name yet to be determined.
 - 153 • Residential District will be changed to Mixed Density Residential District.

154
155 Brea noted that Commercial and Industrial are two separate districts on the map and asked
156 committee members for their opinions on having two separate districts or having a
157 Commercial/Industrial District.

158
159 Gary said Industrial still could be utilized for Commercial and that he would agree to having
160 both Commercial and Industrial districts.

161
162 Katie said the project [comprehensive plan] would not alter the Zoning Map, but also said a
163 developer who wants to develop land along, for example, Midwest Drive would need to know
164 this area is Commercial. The city would utilize the zoning to implement this. Katie said, "It's
165 what our future idea is going to be for that area, and then we would implement it with the Zoning
166 Map."

167
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168 Committee members agreed to split Commercial and Industrial.

169

170 Katie referred to the areas labeled Transitional Commercial on the map. These areas are located
171 east of City Hall to United States Highway 53 (both sides of Main Street), along East Main
172 Street, and also north of Mayo Clinic. A number of the properties along East Main Street/OS are
173 located in the Town of Medary. Some are business-oriented, but they are constructed as
174 residential homes. Katie said it seemed as though citizens wanted to see Transitional
175 Commercial rather than Mixed Use as East Main Street was viewed as becoming a connecting
176 corridor between the various legs of the city. Katie asked if this area should be labeled Mixed
177 Use rather than Transitional Commercial.

178

179 Gary said perhaps Mixed Use is the more appropriate definition.

180

181 Katie said the area on the map labeled Transitional Commercial could be changed back to Mixed
182 Use, and Transitional Commercial could be utilized as an implementation item and it would be
183 appropriate in Mixed Use areas. This is accounting for Residential and ensuring that
184 development is sensitive to neighbors.

185

186 Committee members decided to change the areas designated Transitional Commercial on the
187 map to Mixed Use.

188

189 Dana inquired about projected acreage needs.

190

191 Brad said they are based on “rough projections.”

192

193 Katie said she eventually will be able to determine the new acreage and provide it to the
194 members.

195

196 In response to a question by Debbie, Katie said Institutional includes schools, libraries, churches
197 and government.

198

199 Brad said the **Medical Facility District** *“is intended to accommodate large office users that*
200 *have large parking areas that should be well-designed to integrate into natural landscapes.*
201 *Uses in this district will have a high degree of vehicle trips, resulting in the need for careful*
202 *transportation planning. These facilities should also be located along public transportation*
203 *infrastructure. Neighboring land uses will likely be other, smaller offices and retail*
204 *establishments.”*

205

206 Gary said he can envision the Mayo Clinic development including smaller retail or office
207 establishments.

208

209 Brea said she believes the map will show what the surrounding uses will be and suggested
210 replacing “Neighboring land uses will be smaller offices” with “Additional uses within the

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211 district are likely to be smaller offices.”

212

213 Katie said the goal for the July Long Range Planning Committee meeting is to have a final vetted
214 Land Use Map with definitions.

215

216 Ken inquired about the Mixed Use area on Green Coulee Road.

217

218 Brea and Katie said this is Clearwater Farm. Katie noted this area is zoned Commercial and said
219 any B-1 use such as a Kwik Trip could establish itself there.

220

221 Debbie suggested it could be considered a Conservation area.

222

223 Brea said the necessary changes will be made to the definitions to the maps and asked committee
224 members to contact either her or Katie if they find something they question or want to make a
225 recommendation.

226

227 Jim asked if the three areas designated Medical Facility Districts is land owned by the three
228 medical facilities.

229

230 Katie said yes, noting Mayo Clinic owns the land along Theater Road as well as the land along
231 Sand Lake Road, and Gundersen owns the land along Gundersen Drive.

232

233 Jim asked why the definition of the Medical Facility District does not read, “*is intended to*
234 *accommodate large medical office users.*”

235

236 Brea said she believes the definition should be more specific and read, “*is intended to*
237 *accommodate medical users*” and not specify that it is office.

238

239 Ken noted that there could be other uses on Mayo’s land and said that it would not be ideal to
240 restrict this area to only Medical.

241

242 Debbie said the thought is Mayo will establish a medical facility, but also said Mayo might
243 relocate all its operations to the land it has purchased. Debbie asked if there are any other sites in
244 the city where large medical facilities could be established. Debbie also noted that the
245 committee is not looking 20 years out when examining the three areas already designated
246 Medical, but rather what already is purchased as Medical.

247

248 Brea said the plan can be amended.

249

250 Brea said she is considering changing the Zoning Map and creating a Medical Facility District.
251 Brea said she is considering changing the Zoning Code and allowing multiple parcels. Brea said
252 she is inclined to keep the Midwest Drive area designated as Commercial and possibly designate
253 Allergy Associates as a Medical Zoning District.

254

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255 Ald. Bertrand asked why there is not an Alderperson representing the Common Council on the
256 Long Range Planning Committee and said such a representative could assist with the decision-
257 making process.
258

259 Brea noted that both she and Mayor Joe Chilsen are liaison representatives on the Long Range
260 Planning Committee and told Ald. Bertrand that she and he could speak with Mayor Chilsen
261 about having an Alderperson on the committee as a Common Council representative. Brea told
262 Ald. Bertrand the Plan Commission is responsible for adopting the Comprehensive Plan, noting
263 it must hold a public hearing, adopt the document and recommend it to the Common Council.
264 Brea described the Long Range Planning Committee as a form of a subcommittee to the Plan
265 Commission and said chapters have been presented to the Plan Commission, the Board of Public
266 Works, the Parks and Recreation Board, and Tourism Commission.
267

268 Ald. Bertrand said he believes having an Alderperson serving on the Long Range Planning
269 Committee gives it more strength as a decision-making body.
270

271 Debbie said the Long Range Planning Commission is making a recommendation to the Plan
272 Commission to examine each piece of the Comprehensive Plan so its members can review the
273 final product.
274

275 Debbie said she does not object to having an Alderperson serving on the Long Range Planning
276 Committee.
277

278 Brea promised to discuss Ald. Bertrand's idea with Mayor Chilsen.
279

280 Katie said the CDA will reexamine the Land Use Map at its June 18 meeting. The Plan
281 Commission will discuss the Land Use Map at its June 23 meeting.
282

283 Brea said the July Long Range Planning Committee meeting likely will consist of examining the
284 Land Use Map one more time and begin looking at the Implementation chapter. Brea said she
285 believes the committee can cover the Implementation chapter at its July and August meetings.
286 Brea asked if the public meeting should be held before the Comprehensive Plan has been
287 completed.
288

Adjournment

289
290
291 Motion by Jim, second by Ken, to adjourn at 7:04 p.m.
292

293 On voice vote, motion carried.
294
295

296 Recorded By:

297
298 Kirk Bey

Reviewed 6/11/15