

**Long Range Planning Committee**

**of the City of Onalaska**

Wednesday, July 15, 2015

1

1 The Meeting of the Long Range Planning Committee of the City of Onalaska was called to order  
2 at 5:34 p.m. on Wednesday, July 15, 2015. It was noted that the meeting had been announced  
3 and a notice posted at City Hall.

4  
5 Roll call was taken, with the following members present: Kristen Odegaard, Gary Lass, Jim  
6 Warren

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

10  
11 Excused Absences: Dana Fredrickson, Debbie Clarkin, Ken Schmocker

12  
13 Absent: Jennifer Brown

14  
15 **Item 2 – Approval of minutes from previous meeting**

16  
17 Kristen said this item cannot be addressed as there is no quorum present.

18  
19 **Item 3 – Public Input (limited to 3 minutes per individual)**

20  
21 As there was no one from the public present, Item 4 was addressed next.

22  
23 **Consideration and possible action on the following items:**

24  
25 **Item 4 – Discussion regarding La Crosse County land use trends**

26  
27 Brea noted that both she and Katie have spoken with Karl Green, UW Extension’s Community  
28 Natural Resource and Economic Development Agent for La Crosse County, and said Karl has  
29 been examining various trends among municipalities. Brea said she and Katie asked Karl what  
30 the Comprehensive Plan Update is missing in terms of a regional trend perspective. Brea said  
31 she believes Karl will be giving a presentation at the August Long Range Planning Committee  
32 meeting. Brea said one topic Karl has been examining is school district population trends in this  
33 region. Specifically, students are “shifting” from district to district and the population is not  
34 necessarily growing. Brea said Karl also suggested creating a map with housing values and  
35 mapping out building permits by type of construction (either new construction or remodeling).  
36 This information would be located on a map with the city’s parcels. Brea said Karl also has a  
37 graph containing information regarding tax base and how it is broken out.

38  
39 Jim asked if the Onalaska School District is expected to grow or remain consistent with its  
40 student population.

41  
42 Kristen said there is “small anticipated growth” primarily in the area served by Eagle Bluff

Reviewed 7/17/15 by Katie Meyer

## Long Range Planning Committee

### of the City of Onalaska

Wednesday, July 15, 2015

2

43 Elementary School.

44

45 Jim asked how many individuals apply for a permit when they are remodeling a home.

46

47 Brea cited the example of an apparent illegal conversion of a single-family home into a duplex,  
48 noting that neither electrical nor plumbing permits had been pulled. Brea said a tenant has  
49 moved in and is requesting an address, but an address will not be issued until this matter has  
50 been investigated. Brea admitted that while some individuals are caught attempting to remodel a  
51 home without pulling a permit, others are not.

52

53 Kristen said she would be interested in seeing information on housing assessed value as it might  
54 provide more depth to the data points already included in the Comprehensive Plan Update.

55

56 Jim inquired about the tax base map.

57

58 Brea said the map would include assessed values and ranges such as \$0 to \$95,000, and so on.  
59 Brea noted that Karl had created such a map for another county and said Karl would give the  
60 Long Range Planning Committee the ranges he had utilized for that county. Brea said it would  
61 be logical to break down the map as to what is commercial property and what is residential  
62 property.

63

64 Brad said he has seen maps of Conditional Use Permits and variances utilized. These maps show  
65 why certain areas might have more subdivisions as well as if there is verbiage in codes that  
66 allows them to come through.

67

68 Brea said she and Katie approve of this idea and noted that interns have been researching past  
69 meeting minutes to determine where CUPs and variances have been issued.

70

#### 71 **Item 5 – Review and discussion of the following document for the 2015 Comprehensive** 72 **Plan Update:**

73

74 A. Chapter 9: Land Use – Future Land Use Map & Land Use Categories

75

76 Katie noted a new summary of the different districts has been included in committee members'  
77 packets. This information has been updated on the Land Use Map.

78

79 Long Range Planning Committee members commented on grammatical errors in the district  
80 definitions.

81

82 Brea shared the following feedback she had obtained from the Community Development  
83 Authority at its June 17 meeting:

84

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**Long Range Planning Committee**

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Wednesday, July 15, 2015

3

- 85           • Perhaps there is another name that may be utilized to replace what is now labeled as an  
86           Environmentally Sensitive Residential District.

87  
88 Brea suggested adding a sentence about implementation methods for Conservation and Cluster  
89 Zoning Districts.

- 90  
91           • How does one define a “Smart Growth Area?” This should be defined somewhere in the  
92           plan if it is not already.

93  
94 Brea said she believes the State of Wisconsin intends these areas to be infill areas where utility  
95 services already are provided.

- 96  
97           • The CDA raised concerns about increased traffic along Sand Lake Road from Main  
98           Street to United States Highway 53, which has been labeled on the Land Use Map as a  
99           Smart Growth Area. The CDA raised concerns about allowing multifamily housing –  
100           e.g., four or more units – in this district, but its members did not object to commercial  
101           uses along this corridor. The CDA also stated its preference to see a buffer between  
102           existing residential properties and the Mixed Use District along this corridor.  
103           • The CDA inquired about resident housing being part of the Medical Facility District. Its  
104           members also inquired about allowing a hotel, which might be part of transient lodging,  
105           and restaurants.

106  
107 Gary noted that ancillary growth might be part of the future development that is planned to the  
108 north.

- 109  
110           • CDA members expressed a wish to see less commercial development over the next 20  
111           years along Main Street from Sand Lake Road to points west. The Mixed Use District  
112           should be developed along East Main Street.  
113           • CDA members suggested that the area near the La Crosse Country Club golf course  
114           (French Valley) be designated as Mixed Density Residential. This area currently is  
115           designated Environmentally Sensitive Residential.

116  
117 Kristen asked if the area to which Brea had referred is truly environmentally sensitive.

118  
119 Brea said this designation allows a lower density of residential (larger lots). Brea said this  
120 dissuades multifamily units from being constructed, but added she is unsure if multifamily units  
121 are planned for this area. Brea said she believes the CDA’s suggestion to designate the area near  
122 French Valley as Mixed Density is to tie it in with the rest of the subdivision.

123  
124 Gary noted that the La Crosse Country Club has both single-family houses and condominiums.

**Long Range Planning Committee  
of the City of Onalaska**

Wednesday, July 15, 2015

4

126 Brea said the area in question may retain its Environmentally Sensitive Residential District  
127 designation on the map as the plan has not yet been finalized. Brea said she believes what is  
128 being proposed still would fit within the Environmentally Sensitive Residential District, noting  
129 there are more 30-percent slopes with which to work. Brea noted that some of the valleys on the  
130 outer reaches are designated Mixed Density Residential and questioned whether this designation  
131 is appropriate.

132

133 Brea said this area could be designated as Environmentally Sensitive and that the city would not  
134 support higher density until utilities are brought out to this area.

135

136 Brea noted that the City of Onalaska and the Village of Holmen are close to agreeing upon a  
137 cooperative plan and a shared boundary line and said she wants the line on the Land Use Map to  
138 be the same as the cooperative boundary plan line.

139

140 B. Chapter 10: Implementation (new version)

141

142 Brad noted this chapter includes 10 to 12 action plan strategy pages and said this was his attempt  
143 to arrive at the “big-picture items” and establish a strategy and timeline to complete those items.  
144 Brad said this is the plan that should be utilized if there is a question regarding decisions the  
145 Common Council or other city committees have to make. Brad said, “This is intended to help  
146 guide decisions within the city. It’s not an attempt to really predict the future, but we’re trying to  
147 establish what the city values. That’s why we went through all the efforts at the visioning  
148 meetings and community surveys. We were trying to document what the community values.”

149

150 Brad said it necessary to describe how each of the elements in the Comprehensive Plan were  
151 integrated and made consistent with each other. Brad said that in the future there will be a need  
152 to make plan amendments. As these plan amendments occur, it is important that the Long Range  
153 Planning Committee, Plan Commission and Common Council conduct consistency reviews. To  
154 encourage consistency across jurisdictional boundaries, the City of Onalaska encourages early  
155 dialogue between all adjoining and overlapping jurisdictions such as the Town of Onalaska,  
156 Town of Medary, Village of Holmen, Village of West Salem, City of La Crosse and La Crosse  
157 County as they develop or revise their Comprehensive Plans and ordinances. As part of the  
158 Comprehensive Plan process, a number of goals, objectives and policy items were developed  
159 that, when implemented, are intended to build stronger relationships and give direction to the  
160 Common Council and other city committees and residents. The goals are the “purpose or end”  
161 that provides direction for the city and other governmental organizations. Meanwhile, objectives  
162 are statements that are measureable benchmarks the community works to achieve, and the  
163 policies are more specific statements that set preferred courses of action to carry out the  
164 objectives in the future. Brad noted that the city’s Comprehensive Plan must be updated at least  
165 once every 10 years and suggested that the Long Range Planning Committee annually review  
166 goals and objectives. As steps and strategies are accomplished, other goals may be created.

167

## Long Range Planning Committee

### of the City of Onalaska

Wednesday, July 15, 2015

5

168 Brad addressed plan amendments and updates, noting that evaluating the Comprehensive Plan is  
169 an ongoing process and eventually will lead to the realization that the plan requires and  
170 amendments. Periodic updates will allow for updates to statistical data, and to ensure the plan's  
171 goals, objectives and actions reflect the current conditions, needs and concerns. Brad said future  
172 land use and growth areas are the most crucial components of the Comprehensive Plan Update,  
173 noting the Future Land Use Map will generate the most feedback at open houses and public  
174 hearings. Brad said that when the Comprehensive Plan is updated it follows the same process  
175 and procedure that the Long Range Planning Committee has followed throughout its planning  
176 process. To ensure residents are involved in plan amendments, the Long Range Planning  
177 Committee and Plan Commission shall undertake a review of the Comprehensive Plan and shall  
178 consider the necessary amendment(s) to the plan resulting from property owner requests and  
179 changes to social and economic conditions. Upon Long Range Planning Committee and Plan  
180 Commission review, recommended changes to the plan shall be forwarded to the Common  
181 Council. The Plan Commission shall call a public hearing to afford property owners time to  
182 review and comment on recommended plan changes. A public hearing shall be advertised in  
183 accordance with the city's public meeting notice procedures. Based on public input, Long Range  
184 Planning Committee and Plan Commission recommendations and other facts, the Common  
185 Council will then formally act on the recommended amendment(s).

186  
187 Brad welcomed feedback on the strategies.

188  
189 Kristen inquired about the second bullet point under "Housing," which reads "*Meet to discuss*  
190 *specific housing needs of those populations specifically identified (i.e., housing located on transit*  
191 *route; close to medical facilities; etc.)."*

192  
193 Brad said that when he created strategies he assumed the committee would be "starting from  
194 scratch" and encouraged its members to continue if certain pieces already are in place.

195  
196 Brea said she believes it would be helpful to clarify Housing's second bullet point, and also the  
197 third bullet point, which reads "*Coordinate with developers on strategies to make these*  
198 *developments more attractive."*

199  
200 Brad noted the goal, which is printed on the left side of the page, refers to "paying close attention  
201 to the needs of residents that work in the city, special needs populations, and elderly  
202 populations."

203  
204 Kristen asked if the second bullet point is a realistic and appropriate strategy.

205  
206 Katie said she believes it will be beneficial to examine land use trends related to identifying  
207 reinvestment and remodeling of homes and also assessed values of homes. Katie said, "If we  
208 take that data and try to target some areas, that might be a strategy in its own right. That would  
209 give some potential talking points to look at. We have a pretty strong property maintenance and

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## Long Range Planning Committee

### of the City of Onalaska

Wednesday, July 15, 2015

6

210 building code, so if we have people who have broken windows or roofs that need replacement  
211 we're continually working with property owners and notifying them that it has to be changed and  
212 give them timelines. At a very low level we're working with residents and neighborhoods in that  
213 aspect."

214

215 Brea said she believes this is an item that would require the Long Range Planning Committee to  
216 determine which course of action to follow. Brea said another approach would be to meet with  
217 housing agencies and determine if there are specific needs there. Brea asked if it would be  
218 possible to be more specific on this particular goal and its strategies.

219

220 Brea said she likes Brad's timeline text better as strategies. For example, the Housing timeline  
221 action steps include "*Coordinate with area agencies on identifying key features of diverse*  
222 *neighborhoods;*" "*Coordinate with developers on how best to incorporate these cost-effectively*  
223 *into developments;*" and "*Modify ordinances/regulations to allow for or encourage these*  
224 *developments if necessary. Coordinate with ancillary development need providers to ensure*  
225 *efficient access to critical services.*"

226

227 Brad said the timeline is a step-by-step process on how action could be taken, but also said he  
228 could include some of the timeline text with the "big-picture" strategies at the top of the page.

229

230 Gary and Jim both suggested removing the words "that work in the city" from the Housing goal.

231

232 Brea suggested adding the Utilities Committee/Mass Transit to the list of Implementation  
233 Lead(s) under Transportation. Brea said she believes it is important that the Shared Ride  
234 Program and the expansion of MTU work together.

235

236 Brea asked that the Board of Public Works be added as an implementation lead under Utilities  
237 and Community Facilities.

238

239 Brad said he would add the Board of Public Works to the list of Implementation Lead(s) under  
240 the Utilities and Community Facilities section that has a goal of "*The city will encourage*  
241 *environmentally friendly development with well-planned community utility and facility*  
242 *improvements, including cellular tower siting.*"

243

244 Brea said she believes special assessments also should be listed if developer agreements are  
245 listed.

246

247 Jim asked Brea how often city staff meets with the Onalaska School District.

248

249 Brea said city staff meets with the Onalaska School District a couple of times a year and noted  
250 the city has "open communication" with the district. Brea referred to Karl Green's presentation  
251 at the August Long Range Planning Committee meeting and said Karl will be discussing a model

## Long Range Planning Committee

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Wednesday, July 15, 2015

7

252 of the City of La Crosse and the La Crosse School District sharing data.

253

254 Brea asked if perhaps the Police and Fire Commission rather than the Long Range Planning  
255 Committee should take the implementation lead under the Utilities and Community Facilities  
256 section that has a goal of “*Maintain or improve the city’s ISO rating (currently ‘3’).*”

257

258 Katie suggested listing the Parks and Recreation Board as the lead agency under Implementation  
259 Lead(s) of Agricultural, Natural and Cultural Resources.

260

261 Brea suggested adding continuing to update the Onalaska Greenway Plan as a strategy under  
262 Agricultural, Natural and Cultural Resources. Brea also suggested rewording the first bullet  
263 point under Strategy to read “*Continue to evaluate and regulate identified environmentally  
264 sensitive areas for preservation.*”

265

266 Brea suggested adding business expansion and retention as a strategy under Economic  
267 Development. Brea also suggested adding 7 Rivers Alliance under Key Partners under both  
268 sections of Economic Development.

269

270 Brad said he will remove LADCO as a potential funding source under both sections of Economic  
271 Development.

272

273 Katie and Brea both noted that La Crosse County has a revolving loan fund.

274

275 Katie suggested adding LAPC under Key Partners of Intergovernmental Cooperation.

276

277 Brea noted that La Crosse County also is assisting in facilitating conversations regarding  
278 cooperative boundary agreements. Brea also asked that the Town of Hamilton be included  
279 under Key Partners. Brea also noted that LAP can be included under Potential Funding Sources.  
280 Brea suggested rewording the second bullet point under Intergovernmental Cooperation Strategy  
281 to “*Identify planned areas of future growth.*”

282

283 Brea addressed Land Use, suggesting that the goal should be reworded to read “*The city will  
284 work to improve key corridors and major entranceways to Onalaska to provide for better  
285 community identity/image and improved accessibility.*”

286

287 Brad suggested that the goal state “*The city will work to improve key corridors and major  
288 entranceways to provide for better community identity/image and improved accessibility.*”

289

290 Brea suggested rewording the goal to include “multimodal accessibility.”

291

292 Katie asked that Centering Onalaska be included under Key Partners. Katie also noted that  
293 Discover Onalaska should be the Onalaska Tourism Department.

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**Long Range Planning Committee**

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Wednesday, July 15, 2015

8

294

295 Brad said he will add the Board of Public Works under Implementation Lead(s).

296

297 Brea referred to the third bullet point under the Land Use Strategy (Goal: “*The city will seek to*  
298 *continue attracting high-quality development within the niche medical market*”) and suggested  
299 rewording it to read “*Review ordinances for possible amendments.*” Brea also suggested  
300 including updating the 2004 Menards Area Plan as a strategy. Brea also asked to include the  
301 Community Development Authority under Key Partners.

302

303 Brea referred to Utilities and Community Facilities – specifically, cellular tower sitings – and  
304 noted there is nothing listed under Strategy even though it is listed as a goal.

305

306 Kristen said she would like to see cellular tower sitings remain as a goal as they will become  
307 more prevalent.

308

309 Jim said it will be important to identify a strategy.

310

311 Brea said it will be important to develop a plan to meet the cellular coverage needs of the  
312 community.

313

314 Brea said there is a sensitivity as to where cell phone towers are located and suggested  
315 developing a plan that meets coverage needs but ensures that future towers are appropriately  
316 located.

317

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

319

320 **LONG RANGE PLANNING COMMITTEE**  
321 **MONTHLY ESTIMATES**

322

323 **July 15, 2015**

324

325	<b>Original</b>				
326	<b>Contract</b>	<b>Change</b>	<b>Paid to</b>	<b>Due this</b>	
327	<b><u>Contractor</u></b>	<b><u>Amount</u></b>	<b><u>Orders</u></b>	<b><u>Date</u></b>	<b><u>Estimate</u></b>

328

329 1. **SEH INC.**

330 Comprehensive Plan

331 Update

332 \$ 39,500.00 \$ - \$ 37,019.97 \$ 1,092.27

333

334 Kristen said the pay estimate cannot be approved as there is no quorum present.

**Long Range Planning Committee**

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Wednesday, July 15, 2015

9

335

336 Jim said he would like to go on record recommending that the pay estimate be approved.

337

338 Brea said formal action will be taken at the August Long Range Planning Committee meeting.

339

340 Katie noted the next Long Range Planning Committee meeting is scheduled for 5:30 p.m. on

341 Thursday, August 6.

342

343 **Adjournment**

344

345 Motion by Jim, second by Kristen, to adjourn at 7:11 p.m.

346

347 On voice vote, motion carried.

348

349

350 Recorded By:

351

352 Kirk Bey