

Long Range Planning Committee

of the City of Onalaska

Thursday, August 6, 2015

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1 The Meeting of the Long Range Planning Committee of the City of Onalaska was called to order
2 at 5:32 p.m. on Thursday, August 6, 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: Debbie Clarkin, Gary Lass, Kristen
6 Odegaard, Dana Fredrickson

7
8 Also Present: Planner/Zoning Inspector Katie Meyer, Land Use and Development Director Brea
9 Grace, Ald. Bob Muth, Ald. Harvey Bertrand

10
11 Excused Absences: Ken Schmocker, Jim Warren, Jennifer Brown

12
13 **Item 2 – Approval of minutes from previous meetings (June 4, 2015 and July 15, 2015)**

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15 Motion by Gary, second by Dana, to approve the minutes from the June 4, 2015 and July 15,
16 2015 meetings, as printed 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 **Consideration and possible action on the following items:**

25
26 **Item 4 – Presentation by Karl Green, La Crosse County-UW Extension on and discussion**
27 **regarding La Crosse County land use trends**

28
29 Brea told the committee that Karl, who is employed by La Crosse County-UW Extension, was
30 unable to attend this evening’s meeting. Brea said Karl was sought out to provide a regional
31 perspective for the Comprehensive Plan. Even though Karl was not able to attend this evening,
32 he had provided a graph showing the City of Onalaska’s 2014 tax base. The graph shows that
33 62.6 percent of the city’s tax base is residential, 33.4 percent is commercial, 3.0 percent is
34 personal property, 0.8 percent is miscellaneous, and 0.1 percent is manufacturing.

35
36 Gary asked if this is dollar volume or per capita.

37
38 Brea said this is dollar volume. Brea suggested including this information in the Issues and
39 Opportunities Chapter. Brea said Karl had discussed examining assessed values and referred to a
40 draft map those in attendance this evening had received. The map attempts to break down
41 assessed values of improvements, and it also categorizes them. The lowest category is 10,000 to
42 50,000, while the other categories are 50,001 to 60,000; 60,001 to 70,000; 70,001 to 80,000;

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43 80,001 to 90,000; 90,001 to 100,000; 100,001 to 150,000; 150,001 to 200,000; and more than
44 200,000. The map is an older La Crosse County map, and GIS Technician Joe Barstow has
45 utilized 2015 data. Brea said the categories will be slightly altered by “lumping them together”
46 and adding more categories for more than 200,000. Brea said this information shows how many
47 parcels are in each category, and it also identifies the location of lower valued homes that could
48 benefit from home-improvement programs.

49
50 Gary noted that the city is growing both commercially and residentially and suggested it would
51 be interesting to see if there is a trend regarding this growth.

52
53 Brea said data regarding tax-exempt properties, including churches, schools, parks and some
54 assisted-living facilities, will be compiled. Brea said Karl suggested examining and mapping
55 building permit data. Doing so will show where new homes are being constructed, and where
56 reinvestments are occurring. Brea also noted Karl had planned on discussing school district
57 population trends in the region.

58

59 **Item 5 – Review and discussion on following 2015 Comprehensive Plan Update:**

60

61 A. Chapter 8: Intergovernmental Cooperation Update:

- 62 • Comments from Plan Commission

63

64 Katie said the Plan Commission had not made any major comments regarding Chapter 8. Katie
65 noted that the Plan Commission was going through the process of working on the boundary
66 agreement with the Village of Holmen and said this is a way to show the city is implementing the
67 Comprehensive Plan Update.

68

- 69 • Comments from City Staff

70

71 Katie noted all the active intergovernmental agreements had been updated.

72

73 B. Chapter 9: Land Use Update:

- 74 • Comments from Plan Commission

75

76 Katie noted the Plan Commission had seen Chapter 9 at its July 28 meeting and expressed an
77 interest in how the data is being presented.

78

- 79 • Comments from Community Development Authority

80

81 Brea said the CDA’s suggested changes had been “minor.” Brea said the intent was to present
82 the information in block form. One of the changes to the map will be to Brice Prairie. The
83 central corridor area, which runs from State Trunk Highway 35 to the blufflands, has been
84 assigned land use categories because most of it is existing uses. The area south of County Trunk
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85 Highway OT has been designated as Industrial, and the land to the east, which is sloped, has
86 been designated as an Environmentally Sensitive Residential District. The areas located in Brice
87 Prairie, the Town of Onalaska and the Town of Hamilton have been designated as long range
88 planning areas. Brea said this was done instead of showing land uses because doing so would be
89 speculation. Brea predicted that development likely will occur in these areas over the next 20
90 years and said the Comprehensive Plan may be amended and the map may be altered if there is a
91 better idea of what some of the other land use areas should be.

92
93 Katie noted the areas in the coulees and north of County Trunk Highway S had been designated
94 as Mixed Density Residential. However, the previous Future Land Use Map had designated
95 these areas as Environmentally Sensitive Residential Districts. Katie said that while there are
96 pockets of Mixed Density, the areas on the map that were designated as Mixed Density are now
97 designated as Environmentally Sensitive Residential Districts. Katie said if the committee
98 approves of the Future Land Use Map as it is she will proceed with creating breakouts listing the
99 square footage of the land in each category.

100

101 C. Chapter 10: Implementation Update:

- 102 • Comments from Community Development Authority

103

104 Brea said she has not yet received comments regarding Chapter 10 from the CDA.

105

- 106 • Comments from City Staff

107

108 Brea said she sent the implementation plan to City Engineer Jarrod Holter and Fire Chief Don
109 Dominick, and Fire Chief Dominick had provided input earlier Thursday. Brea noted one of the
110 goals in the Implementation chapter was to either maintain or improve the city's ISO rating,
111 which is currently at 3; Brea said Fire Chief Dominick modified the language in the plan. Brea
112 said she does not believe there is an implementation goal for the Police Department or the Parks
113 and Recreation Department, so Police Chief Jeff Trotnic and Parks and Recreation Director Dan
114 Wick will be given the opportunity to contribute goals, strategies and implementation objectives.

115

116 D. Review and discussion of future land use map

117

118 Katie noted this had been discussed under Item 5-B.

119

120 **Item 6 – Discussion regarding updated Chapters of 2015 Comprehensive Plan Update: 1-**
121 **10**

122

123 Katie noted she had received from Brad Hentschel of Short Elliott Hendrickson (S.E.H.) the first
124 full draft of the 2015 Comprehensive Plan Update. This includes the community survey
125 conducted in the summer of 2014. The Comprehensive Plan Update is currently 275 pages.

126 Katie said she plans to place the update on cityofonalaska.com and promised to send committee

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127 members a link to access it. Katie said that while a few modifications still must be made, staff
128 wishes to proceed with holding an open house. Katie asked committee members if they believe
129 the document is ready to be presented at an open house or if they believe further work is
130 necessary. Katie said that Chapter 10: Implementation will go forward to the Plan Commission
131 at its August 25 meeting even though it is not completely finished.

132
133 Gary asked Brea and Katie if they believe the document is ready to be presented at an open
134 house.

135
136 Brea and Katie both said yes. Brea said she expects the public to provide crucial feedback,
137 which would be brought back before the Long Range Planning Committee and included in the
138 plan. Brea said she believes the committee has “something very substantive” to take to the
139 public.

140
141 Gary said he wonders how many citizens will take the time to read the document online, come to
142 a public meeting and provide feedback. Gary said the public needs to be invited and that he
143 believes the process should move forward.

144
145 Dana asked if the format will be an open house.

146
147 Katie and Brea said yes. Brea said it is her experience that a majority of attendees will focus on
148 the Future Land Use Map.

149
150 Katie said there are different methods involved with holding an open house. Katie noted that the
151 city has the email addresses of approximately 500 citizens who receive updates. These
152 individuals will be contacted about the open house, and the public will be made aware of the
153 event via press releases and email blasts.

154
155 Gary said he believes citizens will focus on the map as well as the topics that are most relevant to
156 them. Gary suggested also including any changes from the previous Comprehensive Plan.

157
158 Kristen suggested also including what was not changed from the 2005 Comprehensive Plan.

159
160 Debbie suggested creating display boards for each chapter.

161 162 **Item 7 – Discussion regarding 2015 Comprehensive Plan Update schedule**

163
164 Katie told committee members they might meet twice in September and said the open house is
165 scheduled to be held either in late September or early October. Katie said it also is necessary to
166 hold a Class 1 Public Hearing at the Plan Commission level.

167
168 Brea said this is the point at which the city will be preparing to adopt the final plan. However,
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169 the current focus is on presenting the plan to the public and obtaining feedback before it is
170 brought forward for a public hearing.

171
172 Katie said the goal is to potentially schedule the public hearing for the October 27 Plan
173 Commission meeting. Katie said the document could be brought back before the Plan
174 Commission at its November 24 meeting if the public provides additional feedback. Katie said
175 this would be the point at which the document could be considered ready to bring before the
176 Common Council at its December 8 meeting.

177
178 Brea said the La Crosse Area Builders Association has asked her to discuss the Land Use plan
179 with its members. Brea also said the Onalaska Area Business Association might be interested in
180 seeing the plan.

181
182 Dana asked how feedback will be obtained at the open house.

183
184 Brea said she would like to place city staff at each of the chapters and a couple of the maps.
185 Citizens would provide oral feedback and city staff would write it down. Brea said a written
186 comment sheet also could be provided for citizens.

187
188 Katie said citizens also may provide feedback via email if they view the plan online.

189
190 Ald. Bertrand suggested informing the public how the Comprehensive Plan Update will impact
191 them.

192
193 Ald. Muth asked if it would be possible to include information regarding the progress of the STH
194 35 project.

195
196 Brea noted the STH 35 project is slated for 2016, as is a road construction project east of
197 Woodman's on STH 16.

198
199 Debbie suggested tying back the road projects to the 2005 Comprehensive Plan.

200
201 **Item 8 – Pay Estimate: Short Elliott Hendrickson, Inc.**

202
203 **LONG RANGE PLANNING COMMITTEE**
204 **MONTHLY ESTIMATES**

205
206 **July 15, 2015**

207
208 **Original**
209 **Contract Change Paid to Due this**

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	<u>Contractor</u>	<u>Amount</u>	<u>Orders</u>	<u>Date</u>	<u>Estimate</u>
210					
211					
212	1. SEH INC.				
213	Comprehensive Plan				
214	Update				
215		\$ 39,500.00	\$ -	\$ 37,019.97	\$ 1,092.27
216					

217 Motion by Kristen, second by Dana, to approve the pay estimate of \$1,092.27 dated July 15,
218 2015.

219
220 On voice vote, motion carried.

221
222 **Adjournment**

223
224 Motion by Gary, second by Kristen, to adjourn at 6:13 p.m.

225
226 On voice vote, motion carried.

227
228
229 Recorded By:
230
231 Kirk Bey