

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Long Range Planning Committee
DATE OF MEETING: November 12, 2015 (Thursday)
PLACE OF MEETING: City Hall – 415 Main Street (Rm 112)
TIME OF MEETING: 5:30 P.M.

PURPOSE OF MEETING

1. Call to Order and roll call.
2. Approval of minutes from the previous meeting.
3. Public Input (limited to 3 minutes per individual).

Consideration and possible action on the following items:

4. Discussion and consideration of draft 2015 Comprehensive Plan Update.
5. Pay Estimate: Short Elliot Hendrickson Inc.
6. Adjournment

PLEASE TAKE FURTHER NOTICE that members of the Common Council of the City of Onalaska who do not serve on the Committee 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:

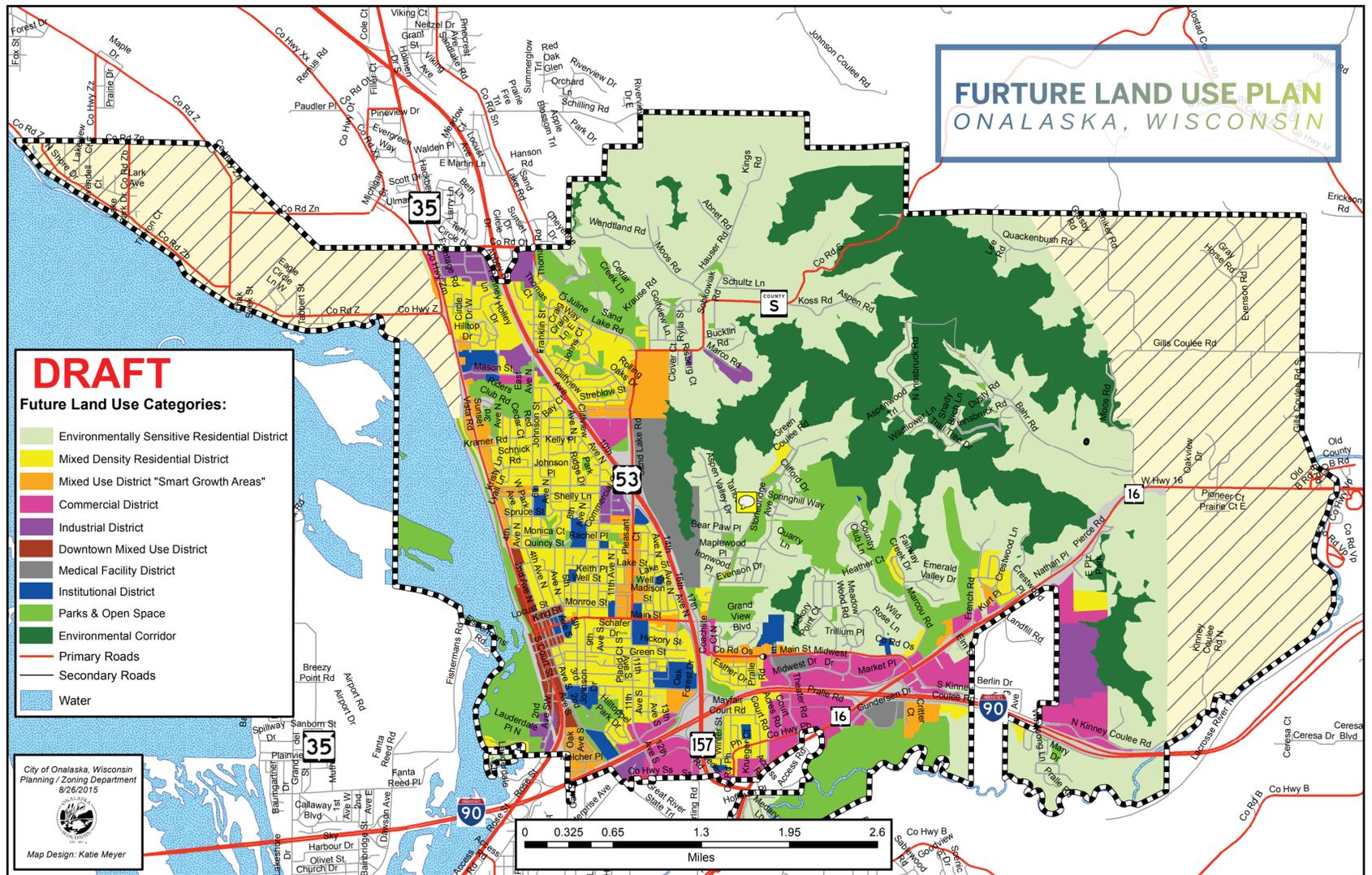
Mayor Joe Chilsen
Ald. Jim Binash
Ald. Jim Olson
Ald. Jim Bialecki
Ald. Bob Muth
Ald. Harvey Bertrand
Ald. Barry Blomquist
City Attorney Dept Heads
La Crosse Tribune Charter Com.
Onalaska Holmen Courier Life Fox News
WIZM WKTY WLXR WKBH
WLSU WKBT WXOW

*Committee Members

* Gary Lass
* Kristen Odegaard – Vice Chair
* Dana Frederickson
* Debbie Clarkin – Chair
* Ken Schmocker
* Jim Warren
* Jennifer Brown
Brea Grace
Katie Meyer
Onalaska Public Library

Date Notices Mailed and Posted: 11-5-15

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.



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, bluffs, wetlands, forested lands, and water resources, among others. Applicable zoning districts include Single Family Residential, Planned Unit Developments, Conservation Cluster Developments, and Traditional Neighborhood Developments.

MIXED DENSITY RESIDENTIAL DISTRICT

The Mixed Density Residential District is intended 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. Applicable zoning districts include Single Family Residential, Single Family and/or Duplex Residential, Multi-Family Residential, Planned Unit Developments, and Traditional Neighborhood Developments.

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. This district is 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. Applicable zoning districts include Single Family Residential, Single Family and/or Duplex Residential, Multi-Family Residential, Transitional Commercial, Neighborhood Business, Community Business, and Agricultural.

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. Applicable zoning districts include Multi-Family Residential, Neighborhood Business, Community Business, Transitional Commercial, and Public & Semi Public.

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. Applicable zoning districts include Neighborhood Business, Community Business, and Transitional Commercial, and Light Industrial.

INDUSTRIAL DISTRICT

The Industrial District is intended to accommodate processing and 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. Applicable zoning districts include Light Industrial, Industrial, and Heavy Industrial.

MEDICAL FACILITY DISTRICT

The Medical Facility District is intended to accommodate healthcare and medical facilities that should be well designed to spur adjacent economic development, be compatible with neighborhoods and integrate into natural landscapes. It is important that campuses to set a high standard for architecture and site design for the community. Uses in this District will have a high degree of vehicle trips, resulting in the need for careful transportation planning. Ancillary and appropriate land uses for this District are offices, retail establishments, restaurants, personal service, transient lodging, as well as residential living facilities as an accessory use to the medical facilities. Zoning districts currently include Planned Unit Developments, Commercial, Light Industrial, and Agricultural. An applicable future zoning district would be a Medical Facility District.

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. Applicable zoning districts include Public and Semi Public, Single Family Residential, Single Family and/or Duplex Residential, and Neighborhood Business.

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. An applicable zoning district would be a Public and Semi Public District.

ENVIRONMENTAL CORRIDOR

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



ACKNOWLEDGEMENTS

COMMON COUNCIL
JOE CHILSEN, MAYOR
JIM BIALECKI, COUNCIL PRESIDENT
HARVEY BERTRAND
JIM BINASH
BARRY BLOMQUIST
BOB MUTH
JIM OLSON
LONG RANGE PLANNING COMMISSION
DEBBIE CLARKIN, CHAIR
KRISTEN ODEGAARD, VICE CHAIR
JENNIFER BROWN
DANA FREDERICKSON
PLAN COMMISSION
MAYOR JOE CHILSEN, CHAIR
ALDERMAN JIM BIALECKI
JARROD HOLTER, CITY ENGINEER
CRAIG BREITSPRECHER
JAN BROCK
PAUL GLEASON
KNUTE TEMTE
SUE PETERSON

LAND USE AND DEVELOPMENT DIRECTOR
BREA GRACE
PLANNER/ZONING INSPECTOR
KATIE MEYER
GIS TECHNICIAN/EROSION CONTROL INSPECTOR
JOE BARSTOW

The individuals above, along with many other City of Onalaska staff, community leaders, and City residents and business owners were instrumental in the creation of this Plan. Short Elliott Hendrickson Inc. (SEH) was retained by the City to assist in developing this Comprehensive Plan. SEH is a multidisciplinary, professional services firm comprised of 650 engineers, architects, planners and scientists in a full range of transportation, civil, environmental and structural engineering services; urban design, community planning and architectural design; and technology and GIS services.



THE CITY OF ONALASKA is a growing community that plays a central role in the economics of the La Crosse County and West Central Wisconsin economy. The City is nestled along the Black River and has both scenic beauty with nearby bluffs and waterbodies, along with functionality and regional impacts.

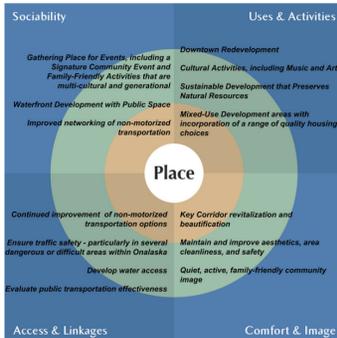
Onalaska was platted and founded by Thomas G. Rowe and John C. Laird, who had come to the area from New York in the mid 1800's. The area was instrumental in the logging industry, as the river was used to transport logs headed to nearby mills. The City has experienced rapid growth since the 1950's and 60's, and is expected to continue growing exponentially. The City's location with regard to transportation access, good-paying jobs, and natural amenities make the City a desired destination for people of all ages.

PLANNING PROCESS

15 month process with lots of community input.

STUDENT LISTENING SESSIONS

On March 20, 2015 the City of Onalaska Planning Department spent a day with Onalaska High School students gathering feedback in four subject areas that pertain to the 2015 Onalaska Comprehensive Plan Update that focused on housing, transportation, community facilities/parks, and land use. Approximately 300 students including freshman, sophomores, juniors and seniors were able to ask questions and provide comments on their vision for Onalaska in the future.



PLACEMAKING

On June 18 and 19, 2014, residents, business owners, and landowners were invited to participate in community workshops to identify issues facing the City of Onalaska, as well as to identify things the City is doing particularly well. The meetings were held at the Onalaska OMNI Center.

The focal point of these meetings were to identify what the City of Onalaska needs to do to become known as a "Great Place." Great Places are where community celebrations are held, social and economic exchanges take place, information interactions happen, and cultures mix. When combined on a variety of scales, in a variety of areas, they result in Great Communities.

SURVEY

The Onalaska 2014 Community Survey gathered feedback concerning citizen's opinions on the quality of life in the City of Onalaska, types of future developments, and their satisfaction with both the performance of City government and service delivery. A total of 9,296 Community surveys were distributed to households within the 54650 zip code in spring 2014. 1,059 surveys were fully completed and/or returned to the City; representing an overall return rate of 11.4%, with a 12.8% return rate from Onalaska residents.

According to the survey results, the Onalaska community feels that maintaining a good school system, the retention and expansion of local employers, and improving and rehabilitatin streets are the three most important issues in the next 20-years. The community also believes that the City should focus on promoting public health and an active community and enforcing property maintenance standards.

The community also reported that the quality of services offered throughout Onalaska are ranked as "good" (with a score of 4 out of 5), namely educational facilities and shopping, while medical facilities are considered "excellent."

When asked "What types of future development should the City encourage," the community feels that entertainment and attractions, single family homes, industry/manufacturing and senior housing are types of development that should be encouraged.

The survey invited Onalaska residents to share their opinions and answer the question "if you could change on thing in the City of Onalaska...what would it be?" The top four results of this question related to: a) traffic improvements; (b) downtown development; (c) recreational improvements; and (d) waterfront development in order of importance as indicated by the community.

Overall the survey results were positive with the City receiving a "good" ranking (with a score of 4 out of 5) for working with and on behalf of the community. Public opinion of City provided services was also positive with Police and Fire services being ranked highest, followed closely by the operation of City water, storm sewer, and sanitary sewer utilities, and recreational programs.

VISION STATEMENT

The City of Onalaska provides a safe, family-friendly community. Our residents are engaged and proud to call Onalaska "home." Our businesses and employers are financially strong; education system is excellent. Onalaska plays a critical role in the Coulee Region of Wisconsin, and is well-connected and accessible with quality infrastructure. Our natural environment is robust with opportunities, including our coulees, bluffs and water resources – providing unique activities for people of all ages and interests, leading to a vibrant and active community.



PLAN PURPOSE AND USE

The City of Onalaska Comprehensive Plan is intended to help guide decisions within the City. The Plan is an expression of the City of Onalaska's preferences and provides a series of policies for assisting the community in attaining its goals, and objectives. The Plan is not an attempt to predict the future, but rather an attempt to document the City's values and philosophies that citizens of Onalaska share. The Plan guides a variety of community issues including housing, transportation, utilities and community facilities, economic development, intergovernmental cooperation, and land use.

Completing the plan document is only one step in the planning process. Getting complete commitment in implementing the plan involves getting all departments and key individuals involved in order to have a unified stance in matters pertaining to the plan.

This Plan has been prepared under the State of Wisconsin's Comprehensive Planning Law, adopted in 1999 and contained in §66.1001, Wisconsin Statutes. The Law requires that all City land use decision be consistent with this Plan.

Evaluating the Comprehensive Plan is an ongoing process and will, at some time, lead to the realization that the Plan requires updating and amendments. The time that elapses between the completion of the Plan and the need to amend the Plan will depend greatly on evolving issues, trends, and land use conditions. Periodic updates will allow for updates to statistical data, and to ensure the Plan's goals, objectives, and actions reflect the current conditions, needs, and concerns. The Comprehensive Planning legislation requires plan updates at least every 10 years. The City of Onalaska Long Range Planning Committee will remain flexible in determining when and how often the Plan should be updated. Generally, a Comprehensive Plan update should not be expected more often than once every five (5) years. A tremendous amount of change can occur in a community over just a couple of years and the City will be prepared to address changing conditions with timely plan updates. Amendments to the plan will follow the requirements of State law and will be evaluated for consistency with the existing plan, including all elements.



CITY OF ONALASKA COMPREHENSIVE PLAN

SEPTEMBER 2015



Building a Better World
for All of Us™



IMPLEMENTATION

HOUSING

GOAL: Encourage the development of a variety of housing types, styles and price ranges in the City, including special needs and senior populations.

STRATEGY

- Identify areas throughout the City appropriate for infill residential development (refer to Future Land Use Plan)
- Coordinate with area housing agencies and key target populations to identify key features of diverse neighborhoods.
- Coordinate with Developers on strategies to make these developments more attractive.



TRANSPORTATION

GOAL: The City will continue to improve alternative transportation methods, including having connected pedestrian and bicycle trails, and effective public transit.

STRATEGY

- Continue to follow Complete Streets policies and existing development regulations that include appropriate multi-modal transportation infrastructure.
- Work with MTU to consider developing alternative delivery of services to improve timing and location of transit routes.



COMMUNITY FACILITIES AND UTILITIES

GOAL: The City will strive to make upgrades to and/or replace infrastructure systems when needed to maintain proper service levels.

STRATEGY

- Inventory and identify City services that may become deficient in the next 20 years.
- Identify alternatives to address identified deficiencies. Evaluate alternatives based on cost, service life, and increased capacity, among other items.
- Select preferred alternative(s) for each identified deficiency. Begin budgeting for improvements through the utilization of a Capital Improvements Plan (CIP).



GOAL: The City will encourage environmentally friendly development with well-planned community utility and facility improvements.

STRATEGY

- Identify desired areas of utility and facility services based on future growth anticipation (refer to Future Land Use map)
- Determine costs of servicing these areas.
- Determine impacts of extending services to these areas.
- Develop a plan to meet data/cell coverage needs in an attractive and well-planned fashion.

GOAL: The City will encourage collaboration with the Onalaska and Holmen School Districts, as well as private educators on future development needs and impacts.

STRATEGY

- Work with School Districts to determine service constraints with respect to population and geography.
- Share future development projections and learn of future School District facility needs.
- Determine if there are particular items the City can work on improving to better assist the School Districts, recognizing that the quality education offered has been identified as a key asset to the City.
- Meet regularly to exchange updated information.



GOAL: Maintain or Improve the City's ISO Rating (currently 3).

STRATEGY

- Provide the exceptional fire and Emergency Medical Services (EMS) response protection as possible.
- Update and implement Strategic Staffing & Facility Plans.
- Utilize Insurance Services Organization (ISO) audit to make improvements and enhance services to our residents and businesses.
- Measures and evaluate our performance against established standards and adjust to meet the standards.



GOAL: Continue to provide the highest and most efficient level of police services to the community.

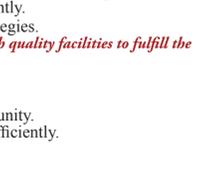
STRATEGY

- Update and implement the police staffing plan to ensure adequate staffing for increased demands for services due to a changing community
- Continue to implement new technological advances to improve protection and efficiency of Police Department.
- Continue to acquire appropriate equipment to provide services effectively and efficiently.
- Continue to development community relations and advance community policing strategies.

GOAL: Continue to maintain a community-wide park and recreation system that provides high quality facilities to fulfill the expanding needs of the community.

STRATEGY

- Update the Comprehensive Outdoor Recreation Plan.
- Continue to partner with the school district to meet the recreation needs of the community.
- Continue to acquire appropriate equipment to perform maintenance effectively and efficiently.
- Continue to implement the Great River Landing Plan.
- Continue to implement the Onalaska Greenway Plan.



AGRICULTURAL, NATURAL AND CULTURAL RESOURCES

GOAL: Encourage environmentally sensitive land use patterns that preserve bluffs, scenic views, waterfront, wetlands, woodlands and wildlife habitat.

STRATEGY

- Continue to evaluate and regulate identified environmentally sensitive areas for preservation.
- Review and modify existing codes/ordinances as needed to ensure environmentally sensitive areas are protected, including their depiction on proposed development plans and proposals.
- Evaluate feasibility of continued purchase of conservation easements.
- Continue to implement the Onalaska Greenway Plan.



ECONOMIC DEVELOPMENT

GOAL: The City will strive to create an economic development strategy and master plan to help guide public and private investment to appropriate locations.

STRATEGY

- Identify and charge a working group to complete an economic development strategy and master plan.
- Identify and evaluate techniques to aid in local economic development marketing efforts.
- Business expansion and retention surveys.

GOAL: The City will strive to update or create a new Downtown Redevelopment Plan.

STRATEGY

- Identify and charge a working group to complete a Downtown Redevelopment Plan.
- Identify study area and a defined "Downtown."
- Identify strategies to encourage redevelopment and reinvestment in the downtown area that builds off of the Great River Landing Plan and further improves the WIS 35/ Great River Road corridor area.
- Identify and evaluate techniques to aid in local economic development marketing efforts.



INTERGOVERNMENTAL COOPERATION

GOAL: The City will continue to seek and/or update cooperative boundary agreements with neighboring communities.

STRATEGY

- Identified planned areas of future growth for the City of Onalaska (refer to Future Land Use Map).
- Identify areas of growth for neighboring communities with their future land use maps.
- Initiate or continue discussions regarding possibilities of developing agreements for future boundaries.

LAND USE

GOAL: The City will work to improve key corridors and major entranceways to provide for better community identity/image and improved multi-modal accessibility.

STRATEGY

- Determine key corridors to prioritize for improvements.
- Work to identify improvements needed, including visual characteristics and identity, accessibility, and welcoming image of Onalaska.
- Prioritize, budget, and implement identified improvements.
- Continue to update Capital Improvements Plan with new corridor improvements as projects are completed.



GOAL: The City will seek to continue attracting high quality development within the niche medical market.

STRATEGY

- Identify strengths and weaknesses of Onalaska for existing medical facilities located in the City.
- Determine what, if any, changes can be made to improve marketability of Onalaska to these businesses.
- Review alternatives to amend ordinances if necessary.
- Update Menards/Elmwood Area Master Plan.

