

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Long Range Planning Committee
DATE OF MEETING: February 5, 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. Review and discussion of the following documents for the 2015 Comprehensive Plan Update:
 - a. Chapter 5: Utilities & Community Facilities Goals Review and Update
 - b. Chapter 7: Economic Development (new version) & modified goals from original Chapter in 2005 Comprehensive Plan
5. Pay Estimate: Short Elliot Hendrickson Inc.

Adjournment

PLEASE TAKE FURTHER NOTICE that members of the Common Council of the City of Onalaska who do not serve on the Board 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. Erik Sjolander
Ald. Jim Olson
Ald. Jim Bialecki
Ald. Bob Muth
Ald. Harvey Bertrand
Ald. Jack Pogreba
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: 1-29-15

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.

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CITY OF ONALASKA

STAFF REPORT

Long Range Planning Committee – February 5, 2015

Agenda Item:

4A

Agenda Item: Review and discussion of the following documents for the 2015 Comprehensive Plan Update: Utilities & Community Facilities Goals.

Background: SEH will lead a discussion of the Utilities & Community Facilities Chapter Goals (attached) for updates/amendments.

5.3 Utilities and Community Facilities Goals, Objectives and Policies

Goal 1: Coordinate the location of public utilities and facilities with projected growth and development patterns.

Objectives

- a. By coordinating community facilities and services planning with land use and transportation planning to efficiently utilize available land.
- b. By ensuring that park and recreation facilities are planned on a neighborhood, community and City-wide basis as related parts of a unified, well-balanced system to provide maximum opportunities for all residents.

Goal 2: Provide efficient and/or cost-effective utilities and community facilities.

Objectives

- a. By directing new development to areas that can be efficiently and economically served by existing or planned City streets, sanitary sewers, public water mains, stormwater management facilities, life and safety services.
- b. By continuing to require new development to pay the cost of municipal services, so that the existing taxpayers are not burdened with inequitable taxes or service costs.
- c. By continuing to work with La Crosse County, the City of La Crosse, the Village of Holmen, the Town of Onalaska and other municipalities to identify joint services and facilities where consolidating, coordinating or sharing services or facilities will result in better services and/or cost savings for Onalaska residents.



- d. By working with utility providers to promote energy conservation practices.
- e. By continuing to support the strong interrelationship with the school district in cooperative use of facilities.
- f. By promoting the highest and most efficient levels of police, fire and first responder services for the City.

Goal 3: Avoid environmentally sensitive areas when extending and constructing utilities and community facilities.

Objectives

- a. Comply with City's Sanitary Sewer Service Agreement requirements.

Goal 4: Continue to provide services and facilities necessary to improve the quality of life of Onalaska's residents, property owners, businesses and visitors.

Objectives

- a. By maintaining and improving sewer and water system infrastructure through continued identification of deficiencies and planned infrastructure enhancement, maintenance and rehabilitation.
- b. By creating and maintaining attractive parks and open spaces that can be used as public gathering spaces throughout the community.
- c. Implement the Great River Landing planning recommendations.
- d. By involving the public in facility and utility expansion decisions, when possible, by asking for public comments and placing citizens on appropriate boards.

Goal 5: Continue to establish, administer and maintain a community-wide park and recreation system that provides high quality facilities to fulfill the expanding needs and expressed desires of the community.



Objectives

- a. By promoting the multiple use of facilities in design and development, such as developing school/park combinations and community centers/recreation spaces.
- b. By using pedestrian and bicycle facilities to connect parks and open spaces.
- c. By ensuring that land accepted in dedication either be set aside for preservation or accepted only after size, access, buffering and site design are demonstrated as suitable for development.
- d. By establishing acquisition priorities for needed outdoor recreation facilities based on accepted standards, identified existing and future needs, current park distribution throughout the community and land development patterns.
- e. By coordinating with school districts, public agencies, private groups and civic organizations to jointly offer community-wide recreational opportunities.
- f. By continuing to devote resources to first maintain and improve existing park and recreation areas and then to develop any new parks and recreation areas.

POLICIES AND RECOMMENDATIONS

Parks and Recreation

- 1) Continue to collect parkland fees or require parkland dedication or trail rights-of-way for all new developments. Work with park and recreation department to ensure adequate staffing is available for maintenance.
- 2) Staff should regularly evaluate park and recreation sources (programs, facilities and operations) to ensure that community needs are being met.
- 3) Parks should be designed with multiple access points from the surrounding neighborhoods and should be accessible by various modes of transportation.



- 4) To the extent possible, park facilities should be designed to meet the needs of all City residents, including the elderly, disabled, economically disadvantaged and pre-school age children. Because of the City's unique topography, this may not always be possible. Park facilities can be funded through impact fees, open space grants, subdivision dedications, user fees and general funds.
- 5) Continue to update and consult the City of Onalaska's Park and Recreation Plan when making park development and maintenance decisions.

Public Facilities

- 6) Maintain or improve the City's ISO rating (currently 3).
- 7) The City staff or board and the Onalaska and Holmen School Districts' staff or boards should meet jointly at least annually to plan education improvements. The City and school districts should work together to encourage siting, renovation and expansion of school facilities in areas that are best equipped to accommodate growth, as identified on the Future Land Use Map. School boundaries should be defined so as not to overcrowd any schools, if possible, and transportation should be coordinated so that schools are easily accessible by the neighborhoods they serve.
- 8) When reviewing subdivision applications, allow the Onalaska and Holmen School Districts to comment on the impacts of the new development on the Districts' capacity to provide education services, facilities and bus routes to those developments.
- 9) Evaluate the need for a future library expansion. When appropriate, conduct a space needs study to determine if expansion or relocation is appropriate.

Utilities

- 10) The City should approve proposals for annexation into the City of Onalaska only when meeting the following utilities and community facilities criteria, or if other important community goals are met:
 - The area proposed for annexation has access to or



can be easily connected to areas already served by the City, thereby allowing efficient delivery of services, facilities and utilities.

- The annexation is in an area designated for growth on the City's Future Land Use Map.
- All public improvements, both off-site and on-site, necessary to serve the annexation area can be constructed and financed in accordance with City standards and policies, and with goals and objectives within this plan.
- The annexation area can be developed in a timely manner so the City does not invest in development costs without the timely return of necessary fees and taxes.
- The increased tax base and overall benefit to the City of approving the annexation outweigh the actual financial impact on the community for providing police, fire, road maintenance and other public improvements and services to the annexation area.

- 11) Ensure utilities are well maintained and functional.
- 12) Extend and upgrade public utilities (public water, sanitary and storm sewer) to logical infill areas as an incentive to encourage growth at appropriate locations in compliance with this plan.
- 13) Onalaska shall not extend its sanitary sewer and municipal water lines to development that is not located within the City boundaries unless appropriate compensation is provided.
- 14) Refer to Onalaska's Comprehensive Plan on an annual basis when updating the Capital Improvement Plan.

Efficiency/Cost Effectiveness

- 15) Continue to seek federal, state, private and local funding for parks and greenways and utility and facility improvements, including Tax Increment Financing (TIF), Community Development Block Grants (CDBG), Special Assessments and Impact Fees. Review City policies and update if needed on a bi-annual basis.



- 16) Continue to require developers to pay all development costs and to install streets and utilities in new developments. The Plan Commission may waive this provision if the developer meets other significant City goals.

- 17) Adequately maintain existing facilities. The City should budget sufficient funds in its Capital Improvements Plan to perform major and preventive maintenance of existing facilities. In general, the City should not acquire or construct major new capital facilities unless the appropriation for the maintenance of existing facilities is secured and the City can reasonably expect to maintain both facilities.

- 18) Require fiscal impact analyses of all major capital projects considered for funding. Such analyses should include, but not be limited to one-time capital costs, life-cycle operating and maintenance costs, revenues from the project and costs of not doing the project.





CITY OF ONALASKA

STAFF REPORT

Long Range Planning Committee – February 5, 2015

Agenda Item: Review and discussion of the following documents for the 2015 Comprehensive Plan Update: Economic Development (New version) & modified goals from original chapter in 2005 Comprehensive Plan.

Background: SEH will lead a discussion of the new Economic Development Chapter (attached). The new chapter includes the Economic Development Chapter goals found within Volume 1 of the original comprehensive plan.

7.0 Economic Development

7.1 Existing Conditions

7.2 Assessment of Future Conditions

7.3 Local Plans and Programs

7.4 Goals, Objectives and Policies

Wis. Stats. 66.1001(2)(f)
(f) Economic development element. A compilation of objectives, policies, goals, maps and programs to promote the stabilization, retention or expansion, of the economic base and quality employment opportunities in the local governmental unit, including an analysis of the labor force and economic base of the local governmental unit. The element shall assess categories or particular types of new businesses and industries that are desired by the local governmental unit. The element shall assess the local governmental unit's strengths and weaknesses with respect to attracting and retaining businesses and industries, and shall designate an adequate number of sites for such businesses and industries. The element shall also evaluate and promote the use of environmentally contaminated sites for commercial or industrial uses. The element shall also identify county, regional and state economic development programs that apply to the local governmental unit.

An important factor in economic development is attracting new and retaining current businesses. By providing for its local businesses and the residents who make up the workforce, the City of Onalaska can make efforts to solidify current and future economic successes. The economic development element is a compilation of goals, objectives, policies, maps, and programs to promote the stabilization, retention, or expansion of the economic base and quality employment opportunities for the City.

Through planning, a community can anticipate economic change and guide development to achieve the City's economic vision and objectives. Economic development is about working together to maintain a strong economy, which provides a good standard of living and a reliable tax base. An economic development plan should reflect the values of the community and must be carefully linked to the goals, objectives, and policies of the other plan elements.

This element assesses particular types of new businesses and industries desired by the City of Onalaska, assess strengths and weaknesses with respect to attracting and retaining businesses, and designates an adequate number of sites for such businesses and industries. County, regional and state economic development programs that apply to the City of Onalaska are also identified in the element.

7.1 Existing Conditions

The labor force is that portion of the population that is 16 years or older who are employed, or unemployed but actively seeking employment opportunities. As a business, it is helpful to know information about the population that will be depended on to fill open positions in the future.

As identified in the Issues and Opportunities element shows, Onalaska's population has grown at a rate slightly faster than La Crosse County for the past four decades. According to population projections, the City is projected to grow at a faster pace than La Crosse County through the year 2040. In 2012, Onalaska had a labor force participation rate of 71.4 percent, which was down from 75.5 percent in 2000.

As shown in the Issues and Opportunities element, in 2012 Onalaska had a median age of 37.4, which is higher than La Crosse County's, but lower than Wisconsin's. There is a higher percentage of individuals in the age categories of 'Over 65' and 'Under 18' than more middle-aged categories.



Educational Attainment

A good indicator of the economic potential of an area is the education attainment of its residents. Generally speaking, a population with a higher level of education reflects a more skilled workforce with higher earning potential. A more skilled population can be seen as an attractive quality for businesses relocating as well. Table 2-9 in the Issues and Opportunities element details the educational attainment in Onalaska and La Crosse County. Nearly 96 percent of Onalaska residents had at least a high-school diploma in 2012. Over 35 percent of Onalaska residents had attained at least a Bachelor's degree. These numbers are quite high compared to County and State numbers.



Ground Floor Retail - STH 35

Economic Base

Table 2-20 in the Issues and Opportunities element indicates La Crosse County's largest employers. Table 2-16 shows that approximately 32 percent of Onalaska residents are employed in the Education, Health and Social Services Industry.

In 2012, there were four percent of Onalaska residents who indicated they worked from home. City of Onalaska businesses employ about 28 percent of Onalaska residents, while another 60 percent work within the La Crosse County area.

Income

In the Issues and Opportunities element, refer to the income for Onalaska and La Crosse County residents in Tables 2-14 and 2-15. The median family income in Onalaska is \$76,854, while La Crosse County's is \$65,728. Household incomes are also quite a bit higher for the City of Onalaska when compared to La Crosse County and the State of Wisconsin. Onalaska residents in general have higher education levels, which could contribute to residents in the City having higher incomes than the County and State as a whole.



South-Side Strip Retail

Employment Projections

Employment projections for the Western Wisconsin Workforce Development Area are presented in Tables 2-22 and 2-23 in the Issues and Opportunities element. The industry in this region expected to see the largest growth rate through 2020 is Natural Resources and Mining/Construction, with an expected increase in employment of over 26 percent. The occupation expected to see the largest increase through 2020 is computer and mathematical occupations (21.1 percent growth in employment), followed closely by healthcare support occupations (19.3 percent growth projected).



Newer Strip Retail



Economic Strengths and Weaknesses

The following are strengths and weaknesses in attracting and retaining businesses and industries to the City of Onalaska. It is important that the community continue to work on strengthening its position to meet future business and industry needs that may arise.

Strengths

- Unique environmental quality, particularly coulees, bluffs and water
- Education and Training – Onalaska residents have very high high-school graduation rates and excellent access to secondary education and training facilities in the region.
- Customer base in the La Crosse Metropolitan Statistical Area of just over 133,000 according to the 2010 Census.
- Excellent transportation facilities and options – freight rail, commercial airport, located on I-90.
- High (Disposable) incomes.
- Excellent Infrastructure – including roads and utilities.
- Niche area businesses – high tech, medical fields

Weaknesses

- Lack of financial resources for development assistance.
- Workforce age – An increasing age will lead to individuals dropping out of the workforce into retirement. Entry-level workers may become difficult to find for employers.
- Higher taxes, land costs and wage scale compared to more rural communities.
- Limited available development space

According to the National Governor's Association, Center for Best Practices, the seven New Economy Development Strategies are:

- 1) Invest in People*
- 2) Build state-of-the-art infrastructure*
- 3) Treat citizens as customers*
- 4) Streamline taxes and regulations*
- 5) Nurture entrepreneurs*
- 6) Create hi-tech magnets*
- 7) Preserve quality of life*

7.2 Assessment of Future Conditions

As evidenced throughout the community survey completed in the spring of 2014, responses had a wide variety of businesses desired. There is a general consensus that the City's downtown remain historic, but with a creative buzz that is exentuated by small, niche, local businesses, including small shops and café's and eateries.

Survey respondents were also asked to identify the types of land uses most needed and 52 percent indicated additional industrial or manufacturing would be good for the area. In fact, the Retention and Expansion of Local Employers ranked as the second most prevalent issue throughout the survey. Additional industrial and manufacturing properties may be built in areas with particular good access to major transportation corridors.



New Commercial Development





Menards Site and Future Mayo Site

Additional private investments are likely to occur in downtown Onalaska, particularly as additional public expenditures are made for the Great River Landing project. Therefore, additional focus on the downtown in terms of desired businesses and the approach to identifying and reserving sites for complementary businesses should occur.

A large tract of land was recently purchased by Mayo Clinic Health System near the Menards' site. This area will be developed in conjunction with the natural environment, and is likely to be an economic driver for the area immediately surrounding this site, as any development Mayo constructs will likely be a large traffic generator.

Designated Economic Development Sites

Development pressure is anticipated to continue. With good access to the highways, rail, and airport transportation, the City is well-primed for additional economic growth.

Economic development sites and projects should be evaluated on a case-by-case basis. Of foremost importance is to determine if the proposed project is consistent with the community's vision and Comprehensive Plan. There are 27 buildings and 18 sites within the City that are being actively marketing on LocateInWisconsin, Wisconsin Economic Development Corporation's marketing website.

Based on discussions and responses to the survey and community meetings, it is recognized that the downtown is desired to be vibrant with small, local, niche stores. The Center 90 area is also been identified several times as a site ready for revitalization for general retail opportunities.

Brownfield Redevelopment Sites

A search of the Wisconsin DNR BRRTS database revealed that Onalaska has 125 sites that have been contaminated. Sixty-nine of these sites are "Closed," meaning that the sites have been satisfactorily cleaned according to state standards. There are several "No Action" sites which means that based upon the action or site attributes, no action needs to be taken to clean-up the site. Twenty-one sites are "Historic," meaning spills were cleaned prior to 1996. There are no "open" sites in the City.

These sites can often be remediated and reused for commercial or industrial businesses. This would allow the City to reuse these lands and enables the preservation of farmland, as businesses can avoid developing greenfield acreage.

Brownfield Definition: "...real property, the expansion, redevelopment, or reuse of which may be complicated by the presence of hazardous substances, pollutants, contaminants, controlled substances, petroleum or petroleum products, or is mine-scarred land."

-Environmental Protection Agency (EPA)

7.3 Local Plans and Programs

There are a variety of local, regional, and statewide economic development plans and tools available to municipalities to assist them with supporting existing businesses and recruiting new businesses. In addition, there are programs available for individual businesses to assist in start-up and



“A comprehensive economic development framework is fundamentally about enhancing the factors of productive capacity – land, labor, capital, and technology – of a national, state or local economy”
(“Defining Economic Development,” U.S. Economic Development Administration Information Clearinghouse, http://www.osec.doc.gov/eda/html/sa1_whatised.htm).

expansion. At the state level, economic development took on the form of creating a strategic framework that refines the state’s priorities, renews commitment to existing programs, and presents new programs. Released in 2013, Governor Walker has created new programs aimed to support entrepreneurship and innovation through capital catalyst programs, marketing efforts, funding assistance, tax credits, and tourism.

Economic development tools include tax increment financing (TIF), low-interest business loans, and business incubators. Effectively using these tools requires an investment by the community to provide resources such as staff to organize and manage these tools, foster partnerships, and secure and manage funding. Numerous other economic development plans and programs exist including:

- Wisconsin Housing and Economic Development Administration (WHEDA)

WHEDA offers many financial assistance programs to assist small-businesses with low-interest loans and grants.

- Wisconsin Department of Administration (DOA)

DOA offers some financial assistance programs to assist small-businesses with low-interest loans and grants, and communities with grants to build infrastructure necessary to accommodate business development.

- Wisconsin Economic Development Corporation (WEDC)

Wisconsin (WEDC) offers programs that help with many areas of business development, including business planning, initial capitalization, site selection, permitting, regulations, employee training programs, economic development tax credits, and expansion programs.

- Wisconsin Department of Transportation (WisDOT)

WisDOT has many programs that provide grants and loans to businesses and local communities for transportation related needs.

- Transportation Economic Assistance and Development (TEA-Grant) Program

This program, operated by WisDOT, offers grant money to communities or private businesses for transportation projects that will attract and retain businesses and jobs in the State of Wisconsin.

- Wisconsin Public Service Corporation

Wisconsin Public Service Corporation offers programs to companies that are looking to expand, relocate, or start-up in their service area. They also maintain lists of available land and marketing resources for communities in which they provide service.



- 7 Rivers Alliance

The 7 Rivers Alliance represents the Upper Mississippi Valley region across three states and includes the La Crosse County. The region is focused on growing five business clusters – advanced agriculture, advanced manufacturing, composites, entrepreneurs and inventors, and health care.

- Competitive Wisconsin, Inc.

Competitive Wisconsin is a nonpartisan coalition engaging business, higher education, agriculture and labor and provides analysis and recommendations for action on issues affecting Wisconsin's economy and quality of life.

- Western Technical College

The Western Technical College offers employee training programs to maintain competitiveness in today's global business environment.

- UW-La Crosse – Small Business Development Center (SBDC)

This organization is part of a statewide network of SBDC's working with business owners and entrepreneurs to facilitate business growth and improvement.

- Western Wisconsin Workforce Development Area

This regional organization is a collaborative, interactive, and coordinated network of training resources and support services that provides and retains a well-skilled labor force for employers of western Wisconsin.

- Mississippi River Regional Planning Commission (MRRPC)

This organization offers industrial park and site inventories, business park development, loan fund assistance, economic development studies and strategies, and grant writing.

- La Crosse Municipal Airport – Airport Land Use Plan

Nearby access to a regional airport can be a critical location decision factor for companies looking to relocate or expand. This is a large asset for the region, and the City of Onalaska. Project improvements include terminal upgrades, fueling area improvements, parking rehabilitation, land acquisition, airfield lighting improvements, and hangar taxiway reconstruction. It is project that aircraft operations will continue growing at a rapid base out of this facility.

- Onalaska Chamber of Commerce and La Crosse Area Chamber of Commerce

The Onalaska Chamber of Commerce and the La Crosse Area Chamber of Commerce both play a large role in the economic development of the City of Onalaska and La Crosse County. These organizations generally



coordinate economic development programs for the region. Partnerships developed with these groups and the communities and businesses assist in business start-ups, workforce development, networking, and professional development.

- La Crosse Area Development Corporation (LADCO)

LADCO primarily focuses their efforts on attracting new businesses, retaining existing businesses, and co-managing the Coulee Region Business Center.

- Coulee Region Business Center (CRBC)

CRBC provides facilities, resources, mentoring and coaching to small businesses and entrepreneurs in the La Crosse area.

- Centering Onalaska

This group's mission is to revitalize and sustain the City's historic downtown area by creating a strong positive identity, enhancing access to Lake Onalaska and the waterfront areas, and to complement a thriving business district with places to be entertained, eat, shop, and enjoy.

- Onalaska Area Business Association (OABA)

The Onalaska Area Business Association was organized to promote goodwill and improve communications between the business community, local government, and the people who live in the Onalaska area. Their goals are to improve the quality of life within the community and foster economic growth throughout the Onalaska area.

Effectively using these tools and programs requires an investment by the City to provide resources such as staff to organize and manage these tools, foster partnerships, and secure and manage funding. A limited amount of technical assistance is available to municipalities from the State, County, Regional Planning Commission, and other organizations.



7.4 Goals, Objectives and Policies

Goals and Objectives

Goal 1: To promote economic development and businesses that foster a strong, diversified and balanced economy.

Objectives

- a. By working with La Crosse County and other area jurisdictions on regional economic development initiatives that benefit the City and region.
- b. By creating an economic development plan for the City that addresses the City's overall economic development goals.
- c. By taking advantage of and promoting the upkeep of the infrastructure, including transportation, utilities, fiber optic and information systems network in the Onalaska area.
- d. By identifying and inventorying properties that are suitable for the expansion of business and industrial parks.
- e. By fostering and supporting continued development of businesses that have a presence and niche in Onalaska, such as medical and high-tech/clean manufacturing.
- f. By promoting tourism, eco-tourism and related businesses that capitalize on the City's cultural, environmental and geographic resources.

Goal 2: To focus on creating a healthy City that provides for a quality of life that attracts and retains a creative, skilled labor force.

- a. By marketing the assets of the region, including transportation and natural amenities, to stimulate high-quality economic growth.
- b. By working with local education systems to continue development of vocational programs that address the labor needs of both existing employers and businesses targeted for recruitment.
- c. By continuing to implement the Great River Landing plan for safe and convenient access and improvements.



- d. Consider creating and updating an overall Downtown Redevelopment Plan that builds on results of the Great River Landing Plan.
- e. By encouraging home occupations, where appropriate, as a way to promote jobs in the community without requiring new land to be developed.

Goal 3: To strengthen and enhance the existing business districts.

Objectives

- a. By directing retail businesses to established commercial corridors and districts through the use of this comprehensive plan.
- b. By encouraging the clustering of compatible uses; e.g., retail and professional services.
- c. By maintaining a balance of industrial, commercial and residential land uses to stabilize and enhance the City's tax base and provide high quality employment opportunities.
- d. By communicating with business and industry leaders on a regular basis to ensure their needs are being met.
- e. By striving to promote the City of Onalaska as a friendly place to do business.
- f. By attracting firms that complement existing industries and increase business for established companies.

Goal 4: To foster high quality, architecturally interesting development and redevelopment that strengthens Onalaska's economy.

Objectives

- a. By continuing to use programs to assist new and existing businesses, such as Tax Incremental Financing (TIF), Business Improvement Districts (BID), community development authority and the La Crosse County revolving loan program.
- b. By encouraging reinvestment, redevelopment and infill development on vacant or underutilized land in the downtown business district and using cluster and node development concepts for infill development along key corridors.



- c. By encouraging public/private investments in business district improvements.
- d. By promoting long term investment in developing areas by encouraging mixed uses.
- e. By continuing to improve on architectural and landscape architectural standards for development and redevelopment by promoting the use of building materials that have greater longevity, design that complements or improves the character of commercial areas and equal, high-quality materials and architectural detailing on all facades.

Policies and Recommendations

Downtown, Tourism and Recreation Based Economic Development

- 1) Continue to work cooperatively to promote the Great River State Trail and La Crosse River State Trail as a means of increasing tourism.
- 2) Encourage uses in the downtown area that create a unique destination for tourists and residents, such as unique restaurants, retail and recreation-oriented businesses

Design Standards

- 3) Continue to enhance the aesthetic quality of businesses throughout the City by updating the zoning ordinance and subdivision codes as necessary and considering the creation of an overlay design district to provide for improved longevity in improvements, increased stability in property values and to promote long-term investment in the City.
- 4) Ensure adequate parking and delivery vehicle accommodations for all business areas

Commercial and Light Industrial Economic Development

- 5) Allow for flexibility in location of home occupations where compatible with neighborhood areas.
- 6) Review required items to be submitted for permitting. New development and/or land uses should be required to quantify their impacts on existing infrastructure.
- 7) Assist entrepreneurship and new business development by partnering with local agencies discussed in Section 7.3 of this Chapter that offer



programs targeted for entrepreneurs and small businesses.

Coordinated Economic Development

- 8) Continue to coordinate local economic development activities with the Onalaska Area Business Association, La Crosse Area Development Corporation, neighboring municipalities, Forward Wisconsin, the La Crosse Area Chamber of Commerce and the Wisconsin Economic Development Corporation.
- 9) Evaluate economic development agency memberships based on costs/benefits/outcomes and prioritize membership to these organizations.

Public/Private Partnerships

- 10) Focus on public/private partnerships that serve growing sectors in the economy, and that bring in both individual and institutional dollars.
- 11) Develop policies to be used to assess whether a public/private partnerships, including Tax Increment Financing (TIF) should be employed.
- 12) Tax Incremental Financing (TIF) is a specific type of public/private partnership. The following should be addressed when determining whether to allow a TIF District (TID):
- 13) When making public purchases for goods or services, the City should utilize Onalaska businesses when possible.



Long Range Planning Commission

Monthly Pay Estimates

February 5, 2015

	Contractor	Original Contract Amount	Change Orders	Paid to Date	Due this Estimate
1.	Short Elliot Hendrickson, Inc. (SEH) Comprehensive Plan Update	\$39,500.00	-	\$28,715.47	
	Invoice No. 292488				\$291.81
				Total	\$291.81