

CITY OF ONALASKA MEETING NOTICE

COMMITTEE/BOARD: Long Range Planning Committee
DATE OF MEETING: May 7, 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. Election of:
 - a. Chair
 - b. Vice Chair
5. Appointment of Long Range Planning member to the Great River Landing Committee
6. Review and discussion of the following documents for the 2015 Comprehensive Plan Update:
 - a) Chapter 9: Land Use (new version) & modified goals from original chapter in 2005 Comprehensive Plan
7. 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 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

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*Committee Members

* Gary Lass

* Kristen Odegaard

* Dana Frederickson

* Debbie Clarkin

* Ken Schmocker

* Jim Warren

* Jennifer Brown

Brea Grace

Katie Meyer

Onalaska Public Library

Date Notices Mailed and Posted: 04/30/15

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.



CITY OF ONALASKA

STAFF REPORT

Long Range Planning Committee – May 7, 2015

Agenda Item:

5A

Agenda Item: Review of new Chapter 9: Land Use (new version) and updated goals from 2005 Comprehensive Plan.

Background: Enclosed is the updated Land Use Chapter with some updated goals from the 2005 Comprehensive Plan. Please review the updated goals against the original and come prepared to discuss changes.

9.0 Land Use

9.1 Land Use Summary

9.2 Land Use Agencies and Programs

9.3 Goals, Objectives and Policies

Wis. Stats. 66.1001(2)(h) (h) Land-use element. A compilation of objectives, policies, goals, maps and programs to guide the future development and redevelopment of public and private property. The element shall contain a listing of the amount, type, intensity and net density of existing uses of land in the local governmental unit, such as agricultural, residential, commercial, and industrial and other public and private uses. The element shall analyze trends in the supply, demand and price of land, opportunities for redevelopment and existing and potential land-use conflicts. The element shall contain projections, based on the background information specified in par. (a), for 20 years, in 5-year increments, of future residential, agricultural, commercial and industrial land uses including the assumptions of net densities or other spatial assumptions upon which the projections are based. The element shall also include a series of maps that shows current land uses and future land uses that indicate productive agricultural soils, natural limitations for building site development, floodplains, wetlands and other environmentally sensitive lands, the boundaries of areas to which services of public utilities and community facilities, as those terms are used in par. (d), will be provided in the future, consistent with the timetable described in par. (d), and the general location of future land uses by net density or other classifications.

The Land Use Element is intended to provide important background data, analyze trends, and define future needs related to land use. This information will serve as the foundation for the development of goals, objectives, policies, and actions. This element must be defined and utilized in conjunction with the other eight planning elements and will serve as a guide to future growth and development in the City of Onalaska.

Defining appropriate land use involves more than making ecological and economical choices. It is also about retaining values, lifestyles, cultural assets, and community character. The planning of future land uses is sometimes perceived as an intrusion on the rights of private property owners. The actual purpose of this activity is to protect rights of the individuals and to give landowners, citizens, and local communities the opportunity to define their own destiny.

Many Wisconsin communities are facing problems due to unplanned growth: pollution, a loss of community character, traffic congestion, and sprawling development. Taxes have reached all-time highs and infrastructure and maintenance costs continue to encumber local units of government. By giving communities the opportunity to define the way they wish to grow and by developing a “vision” to reach that target, the magnitude of these problems can be reduced.

This chapter contains a listing of the amount, type, and intensity of existing uses of land and discusses opportunities for redevelopment within the City of Onalaska. This chapter analyzes existing trends in the supply, demand, and price of land and contains a future land use map that identifies the City of Onalaska’s vision for future land uses.

Overall, the intensity and density of all land use activities is somewhat mixed in the City. The center of the City has smaller lot sizes for residential and commercial uses. Towards the outer boundaries, lot sizes are larger. Over the next 20-years, it is anticipated that overall density will increase as more mixed-use developments occur, as well as the boundary continuing to expand due to annexations and cooperative boundary agreements.

9.1 Land Use Summary

Onalaska is located in central La Crosse County. Predominantly residential in land use, the City also has a significant commercial component, as well as a highly treasured natural resource base.



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Historically, the City has been impacted by several major issues – being in very close proximity to the City of La Crosse and major regional employers, being located on Lake Onalaska, and the associated river systems, the abundance of outdoor recreation in the surrounding area. Because of these unique features and the quality of life Onalaska has to offer, there has been a large demand for residential and commercial lots in the City.

Development Limitations

Another reason Onalaska is likely to see additional development pressure is due to the nature of its land. The City lies in a very unique geographic area of Wisconsin, and because of this, there are significant development challenges related to floodplains, wetlands, and blufflands. Development has generally occurred within Coulee's as many bluffs with steep slopes are not developable. Using the information in the Natural Resources element, as well as working cooperatively with La Crosse County, FEMA, and Wisconsin DNR, development can be guided in a manner that protects Onalaska's resource base.

Existing Land Use

The City of Onalaska is largely residential and commercial. According to 2014 assessment records, 52 percent of the City's acres are residential and 25 percent are commercial. Developed uses (residential, commercial, and manufacturing) make up approximately 80 percent of Onalaska's assessed acreage.

Table 9-1
2004 to 2014 Land Use - City of Onalaska

Real Estate Class	2004			2014			2004 - 2014 Change		
	Parcels	Acres	Acres - Percent of Total	Parcels	Acres	Acres - Percent of Total	Parcels	Acres	Acres Percentage Change
Residential	5,051	1,940	50.5%	5,575	2,104	51.7%	524	200	10.3%
Commercial	461	895	23.3%	575	1,040	25.6%	114	145	16.2%
Manufacturing	11	43	1.1%	16	64	1.6%	5	21	48.8%
Agricultural	34	352	9.2%	18	288	7.1%	-16	-64	-18.2%
Undeveloped	35	325	8.5%	39	308	7.6%	4	-17	-5.2%
Ag Forest	0	0	0.0%	0	0	0.0%	0	0	0.0%
Forest	21	283	7.4%	18	264	6.5%	-3	-19	-6.7%
Other	4	4	0.1%	1	1	0.0%	-3	-3	-75.0%
Real Estate Totals	5,617	3,842	100.0%	6,242	4,069	100.0%	625	227	5.9%

Source: Wisconsin Department of Revenue

Between 2004 and 2014, 524 residential parcels were created, a 10 percent increase. Commercial parcels increased by 114 parcels (25 percent), while manufacturing saw an increase of five parcels and 21 acres. The current zoning map is located on the following page.

While residential and commercial growth has been occurring, the equalized valuation of property in the City has been increasing as well. The residential, commercial and manufacturing classes of real estate saw valuation increases



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from 2004 to 2014, while the undeveloped class more than doubled. The City has seen its equalized value increase by over 40 percent in the last ten years.

Table 9-2
2014 Valuation

Real Estate Class	Land Value	Improvement Value	Total Valuation	Percent Change Since 2004
Residential	\$205,590,900	\$830,070,600	\$1,035,661,500	34.1%
Commercial	\$148,882,600	\$403,129,600	\$552,012,200	53.7%
Manufacturing	\$2,636,300	\$11,030,400	\$13,666,700	88.6%
Agricultural	\$54,800	\$0	\$54,800	-60.4%
Undeveloped	\$1,016,100	\$0	\$1,016,100	179.1%
Ag Forest	\$0	\$0	\$0	0.0%
Forest	\$577,500	\$0	\$577,500	11.4%
Other	\$38,300	\$0	\$38,300	-78.0%
Total	\$358,796,500	\$1,244,232,900	\$1,603,029,400	40.6%

Source: Wisconsin Department of Revenue, Statement of Assessments, Statement of Changes in Equalized Values by Class and Item



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Commercial Land Use

As of the 2014 assessment, there were 5,575 commercially assessed properties in the City. There has been an increase of 114 parcels from 2004. While this is about 25 percent of the total City acreage, the commercial land class makes up over one-third of the City's valuation. These uses typically are found along Main Street and the I-90, STH 16, STH 35, Sand Lake Road and US 53 areas, as well as Theater Road.

Industrial Land Use

There are 16 manufacturing properties in the City. This was an increase of five parcels from 2004. This is less than one percent of the City's property valuation. The majority of these land uses are in the Onalaska Industrial Park, located east of Tenth Avenue and north of Redwood Street, or along the railroad in the southwest portion of the City.

Forested Land Use

There are 18 parcels of assessed forest land in the City. This is a decrease of three parcels from 2004, making up a fraction of a percent of the City's valuation.

Residential Land Use

There are 5,575 residential parcels and 2,104 acres currently devoted to residential land use in the City, which results in an average of just over one-third of an acre per residential parcel. This is by far the most valuable land class, making up nearly 65 percent of the City's assessed valuation. Additional information on the composition of the City's housing stock is included in the Housing Chapter.

Agricultural Land Use

There are 18 parcels of assessed agricultural land in the City. This is a decrease of nearly half from 2004. More information about the change in farming in the City and La Crosse County is presented in the Agricultural Resources section.

Public/Other Land Use

There are a significant number of public lands in the City of Onalaska, including several school properties, parks, the OMNI Center, the Onalaska Public Library, several medical facilities, the Onalaska Armory, several churches, and other non-profit, tax exempt organizations.

Land Demand and Prices

Land sales and prices can indicate changes in an economy and land use patterns. Particularly when agricultural and forested lands are sold and converted to alternative land uses, it is important to see if there is a desire to shift some of these lands to more intense uses, such as residential, commercial, or industrial.



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Table 6-4 from the Agricultural Resources element shows that in La Crosse County, there is a small premium being paid to keep agricultural property in agricultural land uses. On an annual basis for the past 16 years, about 28 percent of agricultural acreage that is sold gets diverted to other uses.

Table 9-3
La Crosse County Forest Land Sold and Converted to Other Uses

Year	All Forest Land			Forest Land Remaining as Forest Use			Forest Land Converted to Non-Forest Uses			Percent of Forest Land Converted to Non-Forest Uses
	Transactions	Acres Sold	Dollars per Acre	Transactions	Acres Sold	Dollars per Acre	Transactions	Acres Sold	Dollars per Acre	
1998	53	3,298	\$1,005	37	2,501	\$1,015	16	797	\$972	24.2%
1999	34	2,268	\$1,255	21	1,467	\$1,054	13	801	\$1,624	35.3%
2000	29	1,716	\$1,172	21	1,337	\$1,098	8	379	\$1,435	22.1%
2001	30	1,208	\$1,500	17	764	\$1,334	13	444	\$1,787	36.8%
2005	24	980	\$2,841	10	618	\$2,379	14	362	\$3,631	36.9%
2006	26	949	\$4,066	20	682	\$2,750	6	267	\$7,426	28.1%
2007	14	586	\$4,153	7	205	\$3,042	7	381	\$4,751	65.0%
2008	18	766	\$4,131	15	679	\$4,074	3	87	\$4,575	11.4%
2009	10	582	\$3,495	8	488	\$3,520	2	94	\$3,362	16.2%
2010	10	536	\$3,403	7	432	\$3,294	3	104	\$3,856	19.4%
2011	26	1,152	\$2,641	26	1,152	\$2,641	0	0	n/a	0.0%
2012	11	483	\$3,210	10	423	\$3,268	1	60	\$2,800	12.4%
2013	15	812	\$2,448	12	721	\$2,458	3	91	\$2,370	11.2%

Source: Wisconsin Agricultural Statistics Service

Forest land sales have seen a slightly different trend. In the late 1990's into the early 2000's, premiums were being paid to convert forest land to other uses. In more recent years, however, small premiums have been paid to keep forest land in forest use.

Table 9-4
Land Value per Acre

	Onalaska		La Crosse County	
	2004	2014	2004	2014
Residential	\$86,115	\$97,714	\$41,908	\$48,182
Commercial	\$135,455	\$143,156	\$73,903	\$96,475
Manufacturing	\$32,579	\$41,192	\$13,629	\$20,922
Agricultural	\$393	\$190	\$115	\$135
Undeveloped	\$1,120	\$3,299	\$509	\$739
Ag Forest	n/a	n/a	\$955	\$1,407
Forest	\$1,831	\$2,188	\$1,409	\$2,714
Other	\$21,475	\$38,300	\$4,277	\$8,101

Source: Wisconsin Department of Revenue, Statement of Assessments, Statement of Changes in Equalized Values by Class and Item

When looking at assessments, nearly all of the land use classes are valued more in Onalaska when compared to La Crosse County. The exception is in forest lands – where per acre values slightly lag La Crosse County. Housing land values per acre in Onalaska are more than double those in La Crosse



County as a whole, as is manufacturing, which likely explains the relatively small proportion of industrial lands in Onalaska.

Land Use Analysis

The City of Onalaska has been, and is projected to continue to be a very highly sought after location for new development, particularly continued residential and commercial development. Onalaska is highly regarded as a community in which to live and raise a family, with great schools, excellent recreation resources, great access and transportation infrastructure, and increasing employment opportunities and shopping options.

The City is located in a rapidly growing metropolitan area. Incorporated communities near Onalaska, including Holmen to the north and West Salem to the east, are also rapidly expanding. Future development of these communities provide the potential for competing annexations and land use conflict. Recently, the City of Onalaska has been proactive in approaching neighboring communities to establish cooperative boundary agreements. This will help enable the communities to plan for development around their borders in a cohesive manner.

Several areas of the City appear to have the potential for significant changes in land use over the next 20 years.

Geographic Expansion

The City of Onalaska has been proactive in its willingness to expand municipal boundaries to accommodate new development. Based on population projections, this will continue to be the case. Cooperative boundary agreements with neighboring communities will help in delineating mutually agreed-upon boundaries in which the City can grow. Areas of particular high pressure that the City anticipates expanding into include Brice Prairie to the northwest of the City limits currently, east towards West Salem, and northeast as development pressure from a large medical facility proposed along Sand Lake Road.

Highway 16 Corridor

As the City of Onalaska and the Village of West Salem continue to expand towards one another, the Highway 16 corridor will continue to see increased traffic as an alternative route into Onalaska and La Crosse. This is anticipated to lead to increased commercial pressure, as well associated residential pressure into the currently undeveloped areas of this corridor, as well as increased redevelopment opportunities throughout the entire corridor.



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Sand Lake Road

A large development is anticipated along Sand Lake Road north of the US 53 interchange. The City anticipates this will create an increased interest in the revitalization and redevelopment of the areas immediately surrounding this development for associated retail and personal service reuse. There is also anticipation that increased commercial pressure will carry south along Sand Lake Road all the way to Main Street, with higher intensity commercial pressure anticipated immediately surrounding the higher traveled intersections.

State Highway 35 Corridor

The STH 35 area is expected to see increased development pressure and the roadways are improved, as well as the Great River Landing development begins to get underway. The City has already begun seeing some interest in parcels near the proposed Great River Landing, and this will likely continue as incremental progress is made. In addition, there are areas throughout this corridor, particularly near the Main Street intersection, with older vacant structures that will likely be highly sought after for redevelopment opportunities.

Land Use Projections

Future land use in the City will continue to be predominantly residential. Community uses will likely increase in the areas described above.

Based upon the population and housing projections developed in the Issues and Opportunities Chapter, the City of Onalaska is projected to see an increase in population of nearly 33% from 2010 to 2040, resulting in a project population of 23,570. This is an increase of over 5,800 persons, and it is projected that an additional 3,300 housing units would be needed to accommodate this population rise. In 2010, there were 7,608 housing units in the City, and 2,179 acres assessed as residential. This results in 3.5 housing units per acre. At this benchmark rate, it would be projected that 942 additional acres would be needed by the year 2040 to accommodate the proposed residential growth if this were to all be new development. With some large multi-unit facilities proposed in 2014-2015, it appears that the City may even increase that density.

Commercial development and redevelopment activities are expected to be significant in the coming years. The last ten years has shown an increase of 16 percent in residential acres, with a current average of 1.8 acres per commercially assessed parcel. Much of the commercial growth will be anticipated in the identified redevelopment corridors, therefore, the new growth may be at or slightly below the level experienced over the past decade. It is reasonable to assume a 10-15% growth rate per decade carried



throughout the planning period, however much of this may come in the form of redevelopment.

Industrial uses are projected to increase only slightly. The high cost of land in the City will continue to be a factor that will likely keep significant industrial growth locating elsewhere in the region. It is anticipated that this growth will be 10 percent or less into the future.

Agricultural lands will likely continue to decrease. Over the last decade these lands decreased by 18 percent. We project that this rate of recession continues throughout the planning period.

Undeveloped lands decreased by about 5 percent over the past decade. Much of the undeveloped lands are likely classified as such due natural development limitations, such as wetlands, floodplain or bluffslands. As the City continues to expand its boundaries, this acreage may actually increase as some of the annexations may include lands that are undevelopable.

Forested parcels will also continue to decline, but at a slower pace due again in part to many of these likely being undeveloped parcels due to natural limitations.

Table 9-5 Projected Acreage Needs

Real Estate Class	2004	2014	2020	2025	2030	2035	2040
Residential	1,940	2,104	2,292	2,480	2,668	2,856	3,046
Commercial	895	1,040	1,118	1,196	1,289	1,375	1,435
Manufacturing	43	64	70	80	88	94	100
Agricultural	352	288	236	193	158	130	107
Undeveloped	325	308	300	310	315	320	325
Ag Forest	0	0	0	0	0	0	0
Forest	283	264	255	246	237	229	220
Other	4	1	1	1	1	1	1
Total	3,842	4,069	4,272	4,506	4,756	5,005	5,234

Source: Wisconsin Department of Revenue, Statement of Assessments, Statement of Changes in Equalized Values by Class and Item & SEH

Future Land Use Districts

This section of the Land Use Element includes descriptions of each of the recommended Land Use Plan districts. Land-use related decisions, such as zoning, land division, annexations, among others, should be consistent with this plan.

Future Land Use areas and Zoning Districts are different. Zoning districts contain specific requirements and standards for the development of land, such as height limitations, setbacks and types of uses.

The Land Use classifications are meant to be more general, allowing



for greater flexibility in making appropriate land use and zoning decisions.

Conservation Residential District

The Conservation 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, blufflands, wetlands, forested lands, and water resources, among others.

Residential District

The Residential District is intended to for single and two-family family residential units. Limited higher density residential development may also 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.

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.

These districts are 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.

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.

Commercial / Industrial District

The Commercial/Industrial District is intended to accommodate large and small-scale commercial and office development, as well as clean manufacturing uses. A wide range of retail, service lodging and office uses are appropriate in this district.

Heavier industrial districts should be located in the Industrial District.

Medical Facility District

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

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.

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.

Traditional Neighborhood Development District

The Traditional Neighborhood District (TND) is intended for residential development of mixed densities. A TND District integrates land uses within close proximity to each other. A TND is a sustainable, long-term community that provides economic opportunity and environmental and social equity for its residents.



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9.2 Land Use Agencies and Programs

There are a number of available agencies and programs to assist communities with land use projects. Below are brief descriptions of various agencies and programs.

University of Wisconsin

The UW-Madison, River Falls, Milwaukee, and Stevens Point can provide research and outreach planning services to area communities.

Mississippi River Regional Planning Commission (MRRPC)

Regional planning commissions provide planning assistance, assist local interests in responding to state and federal programs, serve as a coordinating agency for programs, and provide other technical and advisory assistance to local governments. For more information visit www.mrrpc.org.

9.3 Goals, Objectives and Policies

Goals and Objectives

Goal 1: Maintain a land use plan and map that reflects current community values and identifies appropriate locations for growth.

Objectives

- a. By making land use decisions consistent with the Future Land Use Plan and Map.
- b. By maintaining a flexible Plan while ensuring consistency between the Plan and implementing mechanisms.

Goal 2: Revitalize Downtown. To establish downtown Onalaska as a vibrant community and regional gathering place, destination, focal point, and source of City pride.

Objectives

- a. By identifying core downtown area.
- b. By implementing the Great River Landing Plan.
- c. By promoting infill and redevelopment downtown.
- d. By ensuring the transportation system is adequately designed to serve the downtown.
- e. By ensuring that new development is well designed, high quality (materials), pedestrian oriented, and environmentally friendly.



Goal 3: Enhance Transportation Corridors. To create attractive, safe and engaging transportation corridors.

Objectives

- a. By enhancing the visual characters and identities of each corridor.
- b. By enhancing and linking commercial districts to support existing and future neighborhoods.
- c. By encouraging higher density housing to be located near transportation corridors and transit facilities.

Goal 4: Manage Growth. To promote growth and development in a way that allows Onalaska to change while preserving community character and achieving benefits throughout the City.

Objectives

- a. By involving the public in community planning efforts.
- b. By creating community character while utilizing land efficiently protecting environmentally sensitive areas.
- c. By promoting compatible infill development and redevelopment.
- d. By participating in regional planning efforts to achieve a well planned regional land use pattern.
- e. Coordinating extraterritorial growth policies.

Goal 5: Encourage Quality Urban Design. To maintain and establish a clear identity and sense of place for the City of Onalaska through quality building and site designs.

Objectives

- a. By employing urban design practices which reflect and enhance the City's character and natural amenities.
- b. By ensuring plans and regulations facilitate quality design.
- c. By minimizing or eliminating visual clutter.
- d. By ensuring public improvements (e.g., signs, streets, buildings) incorporate attractive physical features in highly visible locations.



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- e. By ensuring streets are safe, convenient and enjoyable places for people to walk along (this means pedestrian friendly).
- f. By ensuring community gateways are welcoming and attractive.
- g. By maintaining the character of existing neighborhoods.
- h. By protecting, promoting and improving natural features and important view corridors.

Policies and Recommendations

Downtown

- a. Continue to promote the infill and redevelopment of waterfront properties downtown.
- b. Consider establishing development guidelines for the downtown.
- c. Enhance the character of downtown Onalaska by encouraging the protection and rehabilitation of historic buildings.
- d. Ensure access into downtown is easy and convenient for all modes of transportation, including the Great River State Trail.
- e. Make funding downtown improvements a City priority, and continue to identify funding sources for downtown projects.
- f. Promote the provision of public art and cultural amenities in the downtown.

Growth Management

- a. Coordinate planning efforts of neighboring and impacted local units of government, the County and school districts.
- b. Encourage compact growth on the City's fringe areas, while protecting natural resources.
- c. Ensure all development can be adequately served by critical public facilities and services.
- d. The City's land use regulations are the primary mechanism for implementing the goals and policies of this Plan.
- e. Increase the use of alternative modes of transportation through improvements to bicycle, pedestrian and transit facilities as well as more transportation-efficient land use patterns.



- f. New development outside of the urban service area should occur in clustered development patterns and adjacent to existing development wherever feasible.
- g. Develop an annual monitoring program to track the rate of growth and development in the community. Fully analyze the pros and cons of growth management strategies.
- h. Work with the neighboring communities to adjust municipal boundaries to more coherent and logical boundaries.

New Neighborhoods

- a. New neighborhoods should be planned comprehensively to allow a variety of community functions to coexist in close proximity.
- b. New neighborhoods should provide various housing types and tenure (rental, ownership) options to attract residents of various household sizes, ages and income categories.
- c. New neighborhoods should include public spaces such as parks or plazas; be in close proximity to neighborhood-oriented retail and services.
- d. The Onalaska Central Greenway should be expanded to provide links to and through new neighborhoods as they develop.
- e. New neighborhoods shall be designed to facilitate use of existing and future transit alternatives.

Urban Design

- a. Establish City and neighborhood gateways at key locations using features such as monument signs, public art, attractive landscaping and banners.
- b. New facilities constructed in transitional commercial areas should be designed to blend in with the existing structures and building setbacks.
- c. Require the screening of commercial and industrial parking lots fronting on public streets and adjoining residential property.
- d. Encourage pedestrian-oriented signs in commercial/civic districts.



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Waterfront

- a. Consider the views during all seasons of the City from the waterfront when planning for public improvements or reviewing private development plans.
- b. Encourage environmentally sensitive design practices for infill and redevelopment along the waterfront.
- c. Encourage waterfront land uses which will foster tourism and increase activity in the downtown, these may include recreational, entertainment, residential and office land uses.

Mixed Use Districts ("Smart Growth Areas")

- a. These centers are intended to accommodate neighborhood scale retail, office, service, mixed use, multifamily residential, civic, and open space uses. Limited regional commercial development may also be allowed if it is designed (architectural and site) in a manner complementary of the neighborhood or urban area in which it is proposed.
- b. These centers should be well connected to adjacent neighborhoods, commercial districts, transportation facilities, and open spaces.
- c. The centers should provide for safe, convenient and enjoyable automobile, pedestrian, bicycle, and transit options (transit may be not be available in all mixed use centers).
- d. Consider creating a sub-area or master plans for area expected to rapidly change, such as the Sand Lake Road area, the Highway 16 corridor, and the Main Street/STH 35 "Downtown" area.
- e. Support complementary infill and redevelopment of these areas and utilize financial incentives and grant programs to pay for improvements in these areas.

The Coulees

- a. Land use patterns and site designs shall preserve the bluffs, scenic vistas, woodlands, wildlife habitat and associated rare features found only in the Driftless Area.
- b. Cluster development in a manner so as to maximize visually significant, unfragmented woodlands and open spaces.
- c. Design buildings on hillsides to follow the natural terrain in.



a manner that minimizes earth disturbance.

- d. Encourage environmentally sensitive development to minimize negative impacts on the environment, including water quality and soil integrity.

Commercial / Industrial

- a. The City should continue to recruit clean businesses to the Onalaska area that contribute to the City's image as a quality employment community.
- b. Improve multi-modal transportation access to existing business or industrial parks and comprehensively plan new business/industrial areas to support alternative transportation options. This includes locating businesses so that employees and/or potential customers can safely walk, bike, drive or take public transportation to work or shop.
- c. Ensure commercial and industrial developments along and visible from major transportation corridors present an inviting image to the City of Onalaska and region through high quality building and site design, lighting, and landscaping, and/or significant screening year round.

Mixed Use Corridors

- a. Create a corridor plan for the Great River Road (State Highway 35) between I-90 and OT. The purpose of this plan would be to facilitate land use types, design, and transportation improvements reflective of a "Great River Road" and a key gateway into and through the City.

Improved Access and Traffic Circulation

- b. Where feasible, consolidate private access drives into shared drives that serve multiple commercial properties.
- c. Improve internal circulation within and between commercial properties through use of shared parking areas and access drives where appropriate.
- d. Consider the use of rear access drives to facilitate internal circulation in commercial areas and between commercial areas and adjacent residential or employment centers.
- e. Extend the existing bicycle and pedestrian systems to provide safe connections between residential areas and the



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retail and service uses

- f. Work with MTU to improve transit access and ridership within the City.

Design and Appearance

- g. Employ various streetscape techniques including: landscape treatments, principally street trees; ornamental lighting; banners; and pedestrian amenities to enhance the visual character, identity and pedestrian atmosphere of Onalaska's commercial corridors.
- h. Require landscaping or decorative fencing to screen parking areas where they abut public streets. Where feasible, locate parking areas to the side and rear of commercial properties. Parking areas shall incorporate lighting, landscaping and pedestrian walkways.
- i. Encourage transit-supportive design where appropriate and improve corridor amenities such as bus shelters and wayfinding signage to attract non-automobile traffic to the area.

Land Use

- j. Facilitate the redevelopment of obsolete or inappropriate land uses and buildings and stimulate private investment along major commercial corridors through creative financing and incentives.

Long Range Planning Area

- a. Any development within these areas should be master planned to provide future urban development patterns and an efficient extension of urban services.
- b. Any expansion of City services or annexation of these areas would be preceded by a mutually agreed upon boundary agreement, growth policy and master plan for the expanding area between the City and Town, and possibly other adjoining municipalities, with land owner and public input.
- c. The City shall require annexation prior to extension of urban services and shall focus the extension of urban services within the future growth areas identified on the proposed land use map.



Long Range Planning Commission

Monthly Pay Estimates

May 7th, 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	-	\$33,472.98	
	Invoice No. 296180				\$839.64
				Total	\$839.64