

**Plan Commission
of the City of Onalaska**

Tuesday, September 27, 2016

1

1 The Meeting of the Plan Commission of the City of Onalaska was called to order at 7:00 p.m. on
2 Tuesday, September 27, 2016. It was noted that the meeting had been announced and a notice
3 posted at City Hall.

4
5 Roll call was taken, with the following members present: Mayor Joe Chilsen, Ald. Bob Muth,
6 City Engineer Jarrod Holter, Jan Brock, Paul Gleason, Skip Temte, Craig Breitsprecher, Andrea
7 Benco

8
9 Also Present: Deputy City Clerk JoAnn Marcon, Interim Land Use and Development Director
10 Katie Aspenson

11
12 **Item 2 – Approval of minutes from the previous meeting**

13
14 Motion by Andrea, second by Craig, to approve the minutes from the previous meeting as
15 printed and on file in the City Clerk’s Office.

16
17 On voice vote, motion carried.

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

20
21 Mayor Chilsen called three times for anyone wishing to provide public input and closed that
22 portion of the meeting.

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

25
26 **Item 4 – Public Hearing: Approximately 7:00 P.M. (or immediately following Public**
27 **Input) – for consideration of a substantial modification to the Crossroads Center Planned**
28 **Commercial Industrial District (PCID) at 9348 State Road 16, Onalaska, related to signage**
29 **submitted by Bruce Lundgren, on behalf of JLP Associates II of Eden Prairie, 6500 City**
30 **West Parkway, Suite 315, Eden Prairie, MN 55344-7701 (Tax Parcel #18-3530-10, 18-3531-**
31 **5, 18-3531-7)**

- 32
33 1. PCID Amendment Fee of \$700.00 (PAID).
34
35 2. Abide by all conditions of original PCID Plan approved in January 10, 1989, October 10,
36 1989, and PCID amendments in July 10, 1990, May 14, 1991, and Site Plan approved in
37 March 19, 1991.
38
39 3. Project requires a Sign Permit as approved by the City of Onalaska.
40
41 4. Sign shall comply with the following regulations set forth in Wisconsin State Statute
42 84.30 (4) (b) & (bm) governing Electronic/Lighted/Multiple Message/LED signing for

Reviewed 10/3/16 by Katie Aspenson

43 on-premise signing:

44

45 (bm) Signs may contain multiple or variable messages, including messages on louvers
46 that are rotated and messages formed solely by use of lights or other electronic or digital
47 displays, that may be changed by any electronic process, subject to all of the following
48 restrictions:

49 1. Each change of message shall be accomplished in one second or less.

50 2. Each message shall remain in a fixed position for at least 6 seconds.

51 3. The use of traveling messages or segmented messages is prohibited.

52 4. The Wisconsin Department of Transportation, by rule, may prohibit or establish
53 restrictions on the illumination of messages to a degree of brightness that is greater
54 than necessary for adequate visibility.

55

56 5. Owner/developer shall pay all fees and have all plans reviewed and approved by the City
57 prior to obtaining a building permit. Owner/developer must have all conditions satisfied
58 and improvements installed per approved plans prior to issuance of occupancy permits.

59

60 6. All conditions run with the land and are binding upon the original developer and all heirs,
61 successors and assigns. The sale or transfer of all or any portion of the property does not
62 relieve the original developer from payment of any fees imposed or from meeting any
63 other conditions.

64

65 7. Any omissions of any conditions not listed in committee minutes shall not release the
66 property owner/developer from abiding by the City's Unified Development Code
67 requirements.

68

69 Craig asked to recuse himself from Item 4 to avoid any appearance of conflict of interest.

70

71 Mayor Chilsen opened the public hearing and called for anyone wishing to speak in favor of the
72 substantial modification to the Crossroads Center Planned Commercial Industrial District
73 (PCID).

74

75 **Bruce Lundgren, JLP Associates II**
76 **6500 City West Parkway, Suite 315**
77 **Eden Prairie, Minn.**

78

79 "I was here maybe 28 years ago when we first presented the center and brought it through.

80 When we bought the property it was three parcels – one was for the pylon sign, one was for the
81 shopping center, and the third one was for a semi truck turnaround behind our shopping center.

82 We realized there was a restriction on the pylon, but as we put the pylon up and built our
83 shopping center of 70,000 square feet and had anywhere from 16 to 18 tenants during the course
84 of the last 25 years, we realized we are woefully underserved by that sign. Next door, Wendy's

**Plan Commission
of the City of Onalaska**

Tuesday, September 27, 2016

3

85 has a sign that's probably 15 feet taller than us and almost as much square footage as our center.
86 It's hard because we only put our anchor tenants on there. When MC Sports came in we even
87 had to take the name of the shopping center down to fit it all within the square footage. What we
88 would like to do is put the name of the shopping center back up there so people know who we
89 are when we advertise. When our tenants advertise they say 'Crossroads Center.' They're
90 required to mention that, but yet there's no place where it says 'Crossroads Center' except on our
91 monument sign. That's the first thing. The second thing is we would like to add this reader
92 board for the tenants. We probably have 12 tenants that have no ability for pylon signage. This
93 new style reader board gives them an opportunity to get their name out there. We just think this
94 would really help us. Our center sits back quite a ways from the road. We're not out front like
95 Goodyear and Firestone. The Harry Dahl Center is right out there where you can see everybody.
96 Signage to us is extremely important for our tenants – especially our small tenants.”

97

98 **James Fuchsel, La Crosse Sign Company**

99 **1450 Oak Forest Drive**

100 **Onalaska**

101

102 “I just wanted to talk a little bit about the message center and the design. We worked with Bruce
103 on trying to come up with a nice design that was very tasteful and looked very nice. You have
104 Harry Dahl; we just did the sign for him next door in Valley Plaza. We're trying to come up
105 with signs that look very tasteful and complement the city and look nice. The message center is
106 one that does meet all the codes. It meets the lighting codes that are in the ordinance as far as
107 dimming capabilities. It's scheduled to turn on and off whenever it's required, if that's
108 something you want to put on there. It does meet them. I know some message centers out there
109 that are too bright at night. I just wanted to reassure you this is a manufacturer that has dim
110 marble signs and it [proposed sign] does meet the criteria of the city. Not all of them do, but this
111 one does. I just want to make sure you're clear on that because it can be an issue if they are too
112 bright and don't dim correctly. We looked at everything and made sure this is done tastefully
113 and had the right message center for what the city requires.”

114

115 **Bruce Lundgren, JLP Associates II**

116 **6500 City West Parkway, Suite 315**

117 **Eden Prairie, Minn.**

118

119 “The reason this all came up now is we're remodeling the shopping center. We're putting a lot
120 of money back in the face of the center and trying to update it after all these years. We thought
121 our sign looked real tired too, and that came into play with the whole discussion with the
122 architects. We're not done remodeling yet. We're putting in a new roadway – overlaying it –
123 and some other improvements to the property to make it look first class, new and vibrant. That's
124 the other part of the equation.”

125

126 Mayor Chilsen called three times for anyone else wishing to speak in favor of the substantial

Reviewed 10/3/16 by Katie Aspenson

**Plan Commission
of the City of Onalaska**

Tuesday, September 27, 2016

4

127 modification to the Crossroads Center Planned Commercial Industrial District (PCID) and closed
128 that portion of the public hearing.

129

130 Mayor Chilsen called three times for anyone wishing to speak in opposition to the substantial
131 modification to the Crossroads Center Planned Commercial Industrial District (PCID) and closed
132 the public hearing.

133

134 Katie said the applicant is requesting to amend the PCID to allow for a new, larger pylon sign
135 that would replace the existing multitenant sign currently serving the Crossroads Center
136 Development. The original development was allowed one freestanding sign in 1983 that could
137 be 20 feet high and 100 square feet overall for both sides of the sign. The sign has been
138 routinely refaced with the addition of new tenants throughout the life of the development.
139 Crossroads II was allowed a second freestanding sign in 1991 off Braund Street. This sign
140 originally noted "Crossroads Center" and Ciatti's, and it has been refaced to advertise Ground
141 Round. Katie noted that neighboring properties, including Wendy's, Goodyear and Valley Plaza,
142 have both taller and larger signs advertising their businesses. The Wendy's and TJ Maxx
143 multitenant signs are located within 100 feet of the multitenant sign serving Crossroads Center.
144 Katie said the Unified Development Code limits new signage to a maximum of 15 feet in height
145 and 60 square feet on each side, which is substantially less than what exists today.

146

147 Katie said the applicant is requesting to increase the height of the sign from 20 feet to 28 feet,
148 and also increase the square footage from 100 square feet to 200 square feet. The method to
149 allow this change is through an amendment to the PCID as the original sign was permitted as
150 part of the initial development. The intention is to identify the shopping center name and anchor
151 tenants, and also to incorporate an electronic message center for smaller tenants. Katie said the
152 proposed sign meets the standards for how large the electronic message board sign may be. The
153 Wisconsin Department of Transportation has reviewed the sign and has no concerns, provided
154 that the electronic message board sign only advertises for the tenants located within Crossroads
155 Center. Katie said city staff has seven conditions of approval tied to the development if the Plan
156 Commission votes to move it forward to the Common Council.

157

158 Motion by Paul, second by Skip, to approve with the seven listed conditions a substantial
159 modification to the Crossroads Center Planned Commercial Industrial District (PCID) at 9348
160 State Road 16, Onalaska, related to signage submitted by Bruce Lundgren, on behalf of JLP
161 Associates II of Eden Prairie, 6500 City West Parkway, Suite 315, Eden Prairie, MN 55344-
162 7701.

163

164 Andrea asked how the TJ Maxx sign factors in.

165

166 Bruce noted that the shopping center is split into two parts. The first part was the former site of
167 Cub Foods, which Bruce noted was constructed before Crossroads Center and was allowed to
168 install a larger sign. Bruce noted there also was a gas station located in the front of Cub Foods,

**Plan Commission
of the City of Onalaska**

Tuesday, September 27, 2016

5

169 which had a larger square footage. Bruce said JLP Associates II purchased the balance of the
170 property, which was set up for a shopping center. Bruce noted Wendy's and its sign already was
171 present, as was Goodyear. Bruce also pointed out that the TJ Maxx sign already was present.

172

173 Andrea asked Bruce if JLP Associates II owns the sign.

174

175 Bruce said no and stated, "We came in last and those signs were all there. We were left with a
176 deficit to begin with. It would have been easier if we had one big pylon where we could have
177 shared it. Unfortunately, it didn't work out that way."

178

179 Andrea said she regularly finds herself at the intersection near Crossroads Center, which she
180 described as "very busy," and she told Bruce she agrees that his sign is "completely inadequate
181 given what's around it." However, Andrea also said, "I hesitate to allow a bigger sign as a fix
182 because we're just going to end up with all these big signs that you can't do anything with down
183 the road. I think given how complicated this general intersection is, I really have hesitations
184 about the message board part of this. It may be that it's intended to advertise the other tenants,
185 but the example in here was some special at Ground Round. I just think that having those
186 changing lights right there at that intersection with [Valley View] Mall and all the other signs is a
187 lot of visual complication. That's my concern there."

188

189 Skip said, "I think this is a good improvement and should be approved. I think we need to move
190 forward on things because the world has changed since this shopping center was built. I think
191 this in itself does improve the looks of it there, and it does improve the communications of
192 shoppers who are looking for things. I know myself looking at ads in the paper that say 'such-
193 and-such in Crossroads Shopping Center' or some of the other centers, I'm not always sure
194 which one they're talking about there. I think this is a very necessary improvement, and I think
195 we should approve it."

196

197 Ald. Muth said he agrees with Skip, stating, "I think this is a really good idea. I think it's a good
198 improvement, and this sign represents a number of businesses – not just Goodyear and not just
199 Wendy's. It represents all the different individual stores in there. If I'm from out of town and
200 driving and I'm looking for whatever business, I can see that sign and know it's in here.

201 Goodyear and Wendy's have an advantage because they're right there. But I think this sign is a
202 really good idea to identify what businesses are in this mall. Even though I agree with Andrea
203 about the traffic, if [motorists] know the business is in this shopping center they can move over
204 and get into the shopping center. Otherwise they're driving by and they can't find this location."

205

206 Andrea asked Bruce if the TJ Maxx will block his sign when motorists are coming from the
207 south.

208

209 Bruce said he does not know the exact height of the TJ Maxx sign, estimating that combined they
210 have to be 200 square feet or larger. Bruce said, "We sit in two different places, so when you

**Plan Commission
of the City of Onalaska**

Tuesday, September 27, 2016

6

211 come down the road – believe me, I’ve driven this both directions about 10 times – [and I’ve
212 asked myself,] ‘Is this going to be OK? Is this a good investment, or is this going to get blocked
213 by something?’ Theirs sits at a little different angle than ours. When you’re coming from La
214 Crosse and making a left turn, we have a separate left turn pocket and it really helps. We aren’t
215 at the actual intersection. ... It’s not like everybody is sitting outside that entrance waiting to
216 make a turn. There’s just one lane that comes in that direction. But they are offset.”

217

218 On voice vote, motion carried, 6-1 (Andrea Benco) and 1 abstention (Craig Breitsprecher).

219

220 **Item 5 – Public Hearing: Approximately 7:10 P.M. (or immediately following the previous**
221 **hearing at 7:00 P.M.) – for consideration of a substantial modification to the Crossroads**
222 **Center II Planned Commercial Industrial District (PCID) at 9348 State Road 16, Onalaska,**
223 **related to construction of MOKA (freestanding coffee shop) submitted by Bruce Lundgren,**
224 **on behalf of JLP Associates II of Eden Prairie, 6500 City West Parkway, Suite 315, Eden**
225 **Prairie, MN 55344-7701 (Tax Parcel #18-3530-10)**

226

227 1. PCID Amendment Fee of \$700.00 (PAID).

228

229 2. Abide by all conditions of original PCID Plan approved in January 10, 1989, October 10,
230 1989, and PCID amendments in July 10, 1990, May 14, 1991, and Site Plan approved in
231 March 19, 1991.

232

233 3. Project requires a Site Plan Permit as approved by the City of Onalaska.

234

235 4. Owner/developer shall pay all fees and have all plans reviewed and approved by the City
236 prior to obtaining a building permit. Owner/developer must have all conditions satisfied
237 and improvements installed per approved plans prior to issuance of occupancy permits.

238

239 5. All conditions run with the land and are binding upon the original developer and all heirs,
240 successors and assigns. The sale or transfer of all or any portion of the property does not
241 relieve the original developer from payment of any fees imposed or from meeting any
242 other conditions.

243

244 6. Any omissions of any conditions not listed in committee minutes shall not release the
245 property owner/developer from abiding by the City’s Unified Development Code
246 requirements.

247

248 Mayor Chilsen opened the public hearing and called for anyone wishing to speak in favor of the
249 substantial modification to the Crossroads Center II Planned Commercial Industrial District
250 (PCID) at 9348 State Road 16, Onalaska, related to construction of MOKA.

251

252 **Bruce Lundgren, JLP Associates II**

Reviewed 10/3/16 by Katie Aspenson

253 **6500 City West Parkway, Suite 315**
254 **Eden Prairie, Minn.**
255

256 “For years we’ve tried to get a coffee shop in our center, and we have not been able to do that.
257 It’s one of the things that the tenants are all asking about – especially the employees. We tried to
258 get Caribou before they located where they are now and [also] Starbucks, but they all want drive-
259 throughs these days. The only place we can do a small coffee shop with a drive-through is in an
260 area out toward the point which has good visibility. The intersection is closer to Harry Dahl’s
261 center. [MOKA] would be freestanding, allowing them to have visibility to the intersection.
262 One reason I like this [is] I have stopped at this one in Rochester – they have two of them there –
263 and there isn’t what I would call a ‘squawk-box.’ You just drive up to the window, tell them
264 what you want, get it and drive off. Where you usually get in trouble with a drive-through is
265 loudspeakers. People in the neighborhood can hear that. One thing that’s really a plus here –
266 besides the fact they don’t roast coffee on site, which causes smells – is they brew coffee, but
267 they don’t roast it, which is a big difference. It’s very small and very unobtrusive as far as our
268 shopping center goes, and it’s something that would not block the visibility of the Ground
269 Round, our newest tenant. We wouldn’t do it if it was blocking that because it’s too crucial for
270 us to have visibility for them and success for them as well. For us it fulfills a need, and it
271 provides a service. Between TJ Maxx and our center [there are] a couple hundred employees
272 there, and nobody sells coffee.”
273

274 Mayor Chilsen called three times for anyone else wishing to speak in favor of the substantial
275 modification to the Crossroads Center II Planned Commercial Industrial District (PCID) at 9348
276 State Road 16, Onalaska, related to construction of MOKA, and closed that portion of the public
277 hearing.
278

279 Mayor Chilsen called three times for anyone wishing to speak in opposition to the substantial
280 modification to the Crossroads Center II Planned Commercial Industrial District (PCID) at 9348
281 State Road 16, Onalaska, related to construction of MOKA, and closed the public hearing.
282

283 Katie said the applicant is requesting to amend the PCID development to allow the construction
284 of a 400-square foot drive-up coffee shop in the northeastern corner of the existing lot at 9348
285 State Trunk Highway 16, which is east of Ground Round. The structure will disturb eight
286 existing parking stalls, and 16 parking stalls will be restriped to create diagonal parking. This
287 will facilitate the one-way drive-through. The applicant also intends to create one additional
288 handicapped-accessible stall. Katie said staff created the following considerations for
289 development:
290

- 291 • Additional landscaping/screening along the northern property line
 - 292 • Noise/odor concerns for neighboring properties (hours of operation)
 - 293 • Repaving a portion of the private drive serving the existing development
- 294

**Plan Commission
of the City of Onalaska**

Tuesday, September 27, 2016

8

295 Katie said there are six conditions of approval tied to this development if the Plan Commission
296 approves Item 5.

297

298 Motion by Andrea, second by Paul, to approve with the six listed conditions a substantial
299 modification to the Crossroads Center II Planned Commercial Industrial District (PCID) at 9348
300 State Road 16, Onalaska, related to construction of MOKA (freestanding coffee shop) submitted
301 by Bruce Lundgren, on behalf of JLP Associates II of Eden Prairie, 6500 City West Parkway,
302 Suite 315, Eden Prairie, MN 55344-7701.

303

304 Andrea asked if MOKA would be constructed east and north of the cell phone tower.

305

306 Jarrod said it would be constructed north along the northern parking lot, adding it would be
307 located very close to the cell phone tower building.

308

309 Bruce noted that there is a small structure located by the cell phone tower and said MOKA will
310 be located 15 to 20 feet back of this structure. To be specific, MOKA will be between the small
311 building near the cell phone tower and Ground Round.

312

313 Jan inquired about a MOKA in the La Crosse area that had recently closed.

314

315 Bruce said the MOKA to which Jan referred had relocated to another site in La Crosse.

316

317 **Kevin Boser, MOKA CEO**

318 **No address given**

319

320 “We are a growing company. We did have the unfortunate closing of the one in La Crosse, but
321 we’re looking to expand from that. We have two [stores] in Madison, two in Rochester. All four
322 are extremely successful. The one in La Crosse is doing extremely well as well. We’re based
323 out of La Crosse. I work in downtown La Crosse every day. We’re a local company, and we’re
324 looking forward to the opportunity of doing business in Onalaska.”

325

326 Jan inquired about the number of automobiles that are expected to go through MOKA on a daily
327 basis.

328

329 Kevin said 400.

330

331 Jarrod noted there are houses located relatively close to the proposed location and suggested that
332 the landscaping along the residential buffer be enhanced. Jarrod suggested planting evergreens
333 to prevent noise from entering the neighborhood.

334

335 Mayor Chilsen asked Jarrod if he would like to add this to the conditions.

336

**Plan Commission
of the City of Onalaska**

Tuesday, September 27, 2016

9

337 Bruce noted that he had spoken with two of the three neighbors, including the neighbor who is
338 located the closest, and said they had walked the site.

339

340 **Patrick Lawrence**
341 **721 Dutton Street**
342 **Onalaska**

343

344 “Our property, in relation to where this building is going, if we look out our bedroom window,
345 it’s right there. What we were thinking is if it was going to be an issue, then we’d like something
346 put in there. If it’s not going to be an issue, then there’s no need to put shrubs or a fence.”

347

348 Mayor Chilsen asked Patrick if wants to take a “wait-and-see” approach.

349

350 **Rhonda Lawrence**
351 **721 Dutton Street**
352 **Onalaska**

353

354 “From what we understand it’s going to be right up to the curb, which is fine because the grassy
355 area that’s there is beautiful. That berm does buffer most things other than the garbage waste
356 trucks going to the Ground Round. Other than that, I don’t believe this is going to be an issue.
357 But we would like it put in that if this does become a problem we’d like something done.”

358

359 Jarrod said this could be addressed during the site plan process and a condition may be added to
360 the site plan.

361

362 Patrick noted there are several coffee shops in the area and said he had asked Bruce if the
363 building housing MOKA would remain empty should it go out of business. Patrick said Bruce
364 had told him the building will be taken down should MOKA go out of business.

365

366 Andrea asked if there is room behind the building to drive around the back.

367

368 Bruce said there is no room to drive, noting that the berm is approximately 6 feet tall. Bruce
369 added he is willing to provide screening for the Lawrences.

370

371 On voice vote, motion carried, 7-0, with one abstention (Craig Breitsprecher).

372

373 **Item 6 – Public Hearing: Approximately 7:20 P.M. (or immediately following the previous**
374 **hearing at 7:10 P.M.) – for consideration of a rezoning request filed by Tyler Edwards on**
375 **behalf of Menard, Inc. Properties, 5101 Menard Drive, Eau Claire, WI 54703, from a**
376 **combination of Light Industrial (M-1) and Industrial (M-2) to Light Industrial (M-1) and**
377 **Industrial (M-2) to accommodate new CSM parcel boundaries at 1301 Sand Lake**
378 **Road/County Road S/902 Riders Club Road, Onalaska, WI 54650 (Tax Parcels #18-4523-**

**Plan Commission
of the City of Onalaska**

Tuesday, September 27, 2016

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25, 18-4523-26, 18-4523-27 & 18-4523-28)

- 379
380
381 1. Rezoning Fee of \$300.00 (PAID).
- 382
383 2. Any future improvements to this parcel will be subject to additional City permits (i.e.,
384 site plan, building permits).
- 385
386 3. Owner/developer shall pay all fees and have all plans reviewed and approved by the City
387 prior to obtaining a building permit. Owner/developer must have all conditions satisfied
388 and improvements installed per approved plans prior to issuance of occupancy permits.
- 389
390 4. All conditions run with the land and are binding upon the original developer and all heirs,
391 successors and assigns. The sale or transfer of all or any portion of the property does not
392 relieve the original developer from payment of any fees imposed or from meeting any
393 other conditions.
- 394
395 5. Any omissions of any conditions not listed in committee minutes shall not release the
396 property owner/developer from abiding by the City's Unified Development Code
397 requirements.

398
399 Mayor Chilsen opened the public hearing and called for anyone wishing to speak in favor of the
400 rezoning request.

401
402 Mayor Chilsen called three times for anyone wishing to speak in favor of the rezoning request
403 and closed that portion of the public hearing.

404
405 Mayor Chilsen called three times for anyone wishing to speak in opposition to the rezoning
406 request and closed the public hearing.

407
408 Motion by Andrea, second by Craig, to approve with the five listed conditions a rezoning request
409 filed by Tyler Edwards on behalf of Menard, Inc. Properties, 5101 Menard Drive, Eau Claire, WI
410 54703, from a combination of Light Industrial (M-1) and Industrial (M-2) to Light Industrial (M-
411 1) and Industrial (M-2) to accommodate new CSM parcel boundaries at 1301 Sand Lake
412 Road/County Road S/902 Riders Club Road, Onalaska, WI 54650.

413
414 Katie said properties located within 250 feet of the properties in question include a variety of
415 commercial businesses, United States Highway 53, Sand Lake Road, and vacant land. The
416 Comprehensive Plan identifies this area as Commercial. This district is intended to
417 accommodate both large- and small-scale commercial and office development. A wide range of
418 retail, service, lodging and office uses are appropriate in this district. Katie noted that Menards
419 has four parcels which were reconfigured from a total of six earlier in 2016. The intention of the
420 rezoning is to have the existing Menards store zoned as Industrial (M-2), and the three vacant

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**Plan Commission
of the City of Onalaska**

Tuesday, September 27, 2016

11

421 parcels zoned Light Industrial (M-1) for future development opportunities. The parcel
422 boundaries would then match the zoning boundaries.

423

424 Craig asked Katie if there currently are two different zones under the existing building.

425

426 Katie said yes, noting it is a combination of Industrial and Light Industrial. Katie said this is
427 why there is a request for rezoning.

428

429 On voice vote, motion carried.

430

431 **Item 7 – Discussion and consideration of an amendment to the Unified Development Code**
432 **(UDC) regarding draft language for the creation of a new Medical Campus Zoning District**

433

434 Katie noted that a copy of the draft language for a Medical Campus Zoning District has been
435 included in commission members' packets. Katie said staff saw a need to create a Medical
436 Campus Zoning District, noting that this need came out of the process of updating the
437 Comprehensive Plan. Katie noted there already are medical campuses in the city. In addition,
438 Mayo Health Systems owns vacant land along Sand Lake Road. Katie said the proposed district
439 includes the following:

440

- 441 • Zoning District Purpose and Applicability of District to existing sites that request
442 rezoning into the new district
- 443 • Campus Master Plan Requirement, Content, and Standards for Master Plan
444 Approval/Changes
- 445 • Permitted Uses and Accessory Uses
- 446 • Conditional Uses
- 447 • Height, Setback and Area Requirements
- 448 • Architectural Review Standards & Site Design Elements (Many of these standards are
449 what city staff does on a day-to-day basis)
- 450 • Signage Regulations

451

452 Katie said she welcomes feedback from the Plan Commission this evening. Katie noted that the
453 draft language also is being reviewed by city staff as well as representatives from both
454 Gundersen and Mayo Health Systems. Katie said there will need to a public hearing "when
455 we're ready for that to happen."

456

457 Craig pointed out that architectural review of a building is standard language, noting that it is not
458 about bringing in an independent architect to question his/her design. Rather, it is about
459 examining a design and asking if it fits with the city's intentions as well as asking if it fits with
460 what a medical facility needs to accomplish.

461

**Plan Commission
of the City of Onalaska**

Tuesday, September 27, 2016

12

462 Jan asked if the 75 feet [for architectural design] also is standard language.

463

464 Katie said yes, noting that typically when city staff reviews a commercial development a goal is
465 to ensure that there are “interesting facades [and] that people are investing in them. We’re trying
466 to get away from the large, rectangular boxes and have more interesting architecture. This is
467 something that we have been requiring every 75 feet to give a façade change either at a column,
468 have a different paint color or maybe you have a material change. Just different things to break
469 up the façade so that it’s more interesting and appealing to customers. It’s a minimum standard.”

470

471 Skip asked Katie if she has received any feedback from Gundersen or Mayo.

472

473 Katie said she has received some written comments, and she told Skip that city staff will be
474 meeting with Gundersen representatives next week to discuss these comments. Katie said the
475 city is not requiring that anyone adopt this zoning ordinance, stating, “This is an opportunity for
476 these campuses if they meet the standards.”

477

478 Skip said he would like Katie to share information on the feedback with the Plan Commission.

479

480 Katie noted that this is a working document and said changes might be made between now and
481 the next Plan Commission meeting on October 25. Any changes would be highlighted and noted
482 for the Plan Commission.

483

484 Mayor Chilsen said the reason for meeting with Gundersen and Mayo is to “streamline this
485 process” so that no complications arise at meetings and everyone understands the expectations.

486

487 Skip noted that the Medical Campus Zoning District would only apply to medical facilities that
488 are 5 acres or greater.

489

490 Paul referred to permitted signage and the square footage allowed and said, “It struck me that it
491 could potentially be a lot of signage. It didn’t seem that it was related to building size at all. I
492 think there’s one statement [that says:] ‘*Each façade may not have wall signs that exceed 500*
493 *square feet in sum.*’ On a small building that can be pretty overpowering. Can you explain the
494 process on that?”

495

496 Katie said, “Wall signs in particular, that is a direct link to our existing code. You are allowed
497 today to have a sign up to 500 square feet, or 40 percent, of your overall wall. ... We were
498 drawing from our existing language on that. Again, we’re trying to be flexible with how they
499 want to use their properties. They don’t have to utilize all the options. It’s just that they have
500 options if they want.” Katie addressed internal signs, citing Gundersen Health Systems as an
501 example. Katie noted Gundersen has a number of freestanding signs throughout its property
502 directing patients to specific locations. Katie said, “That’s the purpose of doing it this way.
503 Depending on when you have 5 acres and you’re using that entire site, you’re going to need to

**Plan Commission
of the City of Onalaska**

Tuesday, September 27, 2016

13

504 provide directions for pedestrians and vehicles. ... The 150 square feet is estimating an
505 approximate 10 foot in height by 15-foot wide sign that could accommodate a directional sign of
506 that nature.”

507
508 Andrea said she has concerns about constructing a 100-foot building at the base of the bluffs.
509 Andrea said she does not recall the plan detailing the number of access points that are needed
510 into the complexes and suggested addressing how many different ways in and out are wanted.
511 Andrea also said she would like to have a connection with Emergency Services personnel so that
512 they may assist in laying out whatever design features they will need.

513
514 Mayor Chilsen assured Andrea that both Police Chief Jeff Trotnic and Fire Chief Don Dominick
515 will examine the documents (plans).

516
517 Jarrod said fire access and emergency access was discussed at staff level and noted that the Fire
518 Department attaches to site plans a two-page sheet outlining its needs such as 20-foot wide
519 emergency access and support for 80,000 pounds. Jarrod said those are items that staff did not
520 want to place in this code as they all are items that are examined as part of the site plan. Jarrod
521 noted that access points and traffic and said they are outlined in different areas of the code.
522 Jarrod said he has the ability to enforce a Traffic Impact Analysis for any development if he
523 believes it is warranted. Jarrod pointed out that a Traffic Impact Analysis already has been
524 performed for the proposed Mayo site.

525
526 Katie said building footprints (e.g. parking lot areas, landscaped areas, pedestrian pathed
527 sidewalks) are laid out as part of the master plan, noting that desired areas of connectivity also
528 would be laid out and reviewed by Jarrod. Katie said staff will be required to review a medical
529 facility’s plans if they include its first two buildings and a parking lot. Katie said, “Essentially
530 we’re trying to have a guide for the city with the Campus Master Plan so that the community
531 knows what to expect out of it, and then only if they choose to change it or they can update it
532 every five years in the different timeline that’s proposed in there so that we know what to expect.
533 Then as they come in on an individual basis they still have to get a site plan. That process is very
534 similar to a Planned Unit Development.”

535
536 Craig said the major medical facilities are “truly unique,” which is why a Medical Zone is being
537 created. Craig said, “They have special needs, and we need to allow them the flexibility to make
538 sure that those services that they provide to the area can be done for the most part without
539 obstruction.”

540
541 Paul addressed building height and said he does not take issue with it as it is considerably lower
542 than the bluffs. Paul referred to the Mayo site and noted that the bluff next to it is approximately
543 300 feet tall. Paul said, “I think we need to give them as much flexibility as possible to design
544 what they think works most efficiently for them.”

545

**Plan Commission
of the City of Onalaska**

Tuesday, September 27, 2016

14

546 Katie noted that the city allows all principal structures on Light Industrial land to go up to 100
547 feet in height. Katie also noted that the Airport Overlay Height Zoning District prevents a strict
548 cap on how tall some structure may be. Katie said the height may go higher, noting that there
549 must be a 1-foot additional setback for every 5 feet increment.

550

551 Katie posed the following questions specific to the code to the Plan Commission:

552

- 553 • Do things such as a helipad and emergency services belong in a permitted use section, or
554 should they be considered conditional uses?

555

556 Andrea said she does not object to a helipad, noting there are locations along the Sand Lake
557 Road corridor that would be less obtrusive. Andrea, who resides in the vicinity of the Mayo site,
558 said the bluffs are “an incredible resonator” and stated, “If we did it as a conditional use we
559 could maybe work to get that more toward interstates or Highway 53. [But] I think the clinic
560 probably needs to site it wherever it’s best for them. That would be a huge impact on the
561 neighborhood right there.”

562

563 Paul said, “We’re potentially talking about sites as low as 5 acres and conceivably could be in
564 other areas of the city as well. I guess with that in mind I can see the possibility of situations
565 where we might not want a helipad or want to have a lot of control over where it is. I think I
566 would be in favor of making it a conditional use. That gives us a little more ability to influence
567 it.”

568

569 Craig stated that he always has liked conditional uses and said he believes many things can be
570 negotiated through the conditional use process. Craig said, “I think we have to be far-sighted
571 enough to understand that although we’re looking at a major development at this time, there may
572 be other developments down the road that require a little bit more consideration than what we
573 might be looking at in the outset for a major development. I think maybe the conditional use
574 route is the right way to go. But I think with the final language being a ways off yet, because we
575 want to analyze the input we get from the major suppliers, I think we’ll be in a position to judge
576 that a lot better after we take a look at their input.”

577

- 578 • There is no particular definition for the Medical Campus District. There are a few sites in
579 the city, including nursing homes and senior housing developments, that have 5 acres of
580 land but are not necessarily a medical campus. Katie said these sites might look to take
581 advantage of the code’s flexibility and noted that staff is looking to create a tighter
582 definition of a Medical Campus District. Katie said someone who had a 6-acre plot of
583 land and wished to construct senior housing and have additional abilities and rules would
584 be steered toward a Planned Unit Development.
- 585 • Gundersen has a public road that loops through the land, and its acreage in total is far
586 beyond the 5 acres. If there are two parcels of land owned by the same property owner
587 but they are divided by a road, could staff add the parcels together if they add up to 5

**Plan Commission
of the City of Onalaska**

Tuesday, September 27, 2016

15

588 acres or more and allow a medical campus? Planned Unit Developments must be one
589 tract of land, or they may be three adjoining tracts.

590

591 Craig asked Katie if she is talking about two different tax parcels.

592

593 Katie said yes, citing the example of one tax parcel located on one side of Sand Lake Road and
594 another tax parcel located on the other side of Sand Lake Road that total 5 acres.

595

596 Andrea asked if the roads on a medical campus, as it has been envisioned on one parcel, are all
597 private.

598

599 Katie said this is not necessarily the case, noting that public roads may be dedicated.

600

601 Jarrod noted the Gundersen campus has Gundersen Drive, which is a public street that loops
602 through the entire development. Jarrod noted that the administrative center is on one side, while
603 the clinic is on the other. Gundersen also owns vacant land along the La Crosse River valley that
604 is part of their property. Jarrod asked if the 3 acres a medical facility owns on the other side of
605 the road could be included as part of the Medical Campus Zoning District if the primary campus
606 is 20 acres.

607

608 Katie said there are few 5-acre tracts of land totally noncontiguous remaining in the community
609 and noted there are some that also could be posed for more “interesting redevelopment.” Katie
610 said that as the city runs out of large areas of green space and there is more redevelopment, staff
611 has asked if it is of interest if individuals are acquiring land on both sides of the road and they
612 wish to utilize it. Katie said staff had highlighted the differences between a PUD and what a
613 Medical Campus District would do, noting they are very similar in terms of both allow additional
614 flexibility. Katie said contiguous land is needed for PUD; however, it is different for a MCD.

615

616 Jarrod cited the example of Gundersen’s Renal Dialysis Center and the former Fauver Hill
617 School on the Gundersen campus, estimating that the site is close to being 5 acres but also
618 admitting it may be less than 5 acres. Jarrod said it is part of Gundersen’s campus and was
619 planned as part of the campus. However, Jarrod said it might not be part of the campus because
620 it might not be allowed.

621

622 Paul said he believes it is essential to have the flexibility to allow nonadjacent parcels to be part
623 of the same plan. Paul cited the Mayo property as an example and said it is conceivable that
624 there could be both public and private streets planned within the Mayo campus. Paul said, “For
625 that reason, I don’t want to see it limited to only adjacent parcels. I can see with some of the
626 examples you’ve brought up the possibility for someone attempting to abuse this zoning category
627 and use this zoning category to accomplish the purpose when it’s really not a campus. I guess
628 my response is the Plan Commission and the [Common] Council always have the authority to
629 reject a rezoning request.”

Reviewed 10/3/16 by Katie Aspenson

**Plan Commission
of the City of Onalaska**
Tuesday, September 27, 2016
16

630
631 Katie said Paul is correct and noted there are sites that are slightly less than 5 acres, but there are
632 landowners who own property across the street and are unable to do a PUD because it is not
633 contiguous. Katie said, “This would essentially open a door for other folks if they wanted to do a
634 hospital or a clinic or something of the nature of what’s in here [Medical Campus District], they
635 would have that flexibility. You’re essentially giving redevelopment more opportunities.”

636
637 Paul said the city must examine a plan and determine if it is a good plan or if it is meant to take
638 advantage.

639
640 Craig noted that long-term there is very little developable land in the city and said, “I think the
641 more opportunities that we can leave open for evaluation the better off we’re going to be.”

642
643 **Item 8 – Review and discussion of a general Boundary Agreement between the City of**
644 **Onalaska and the Town of Medary and notification of a public hearing regarding the**
645 **boundary agreement on November 17, 2016**

646
647 Katie said the City of Onalaska and the Town of Medary have been “working diligently” to
648 create a boundary agreement between the two communities. A joint public hearing will be held
649 at 6 p.m. on Thursday, November 17 at Eagle Bluff Elementary School. Katie asked Plan
650 Commission members to attend so that there will be a quorum and noted the primary discussion
651 regarding this topic will occur at the October 25 Plan Commission meeting.

652
653 **Adjournment**

654
655 Motion by Andrea, second by Craig, to adjourn at 8:13 p.m.

656
657 On voice vote, motion carried.

658
659
660 Recorded by:

661
662 Kirk Bey